

S-19 June & 6 July 2012 AC after Circulars from Circular No.84 & onwards - 27 -
DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY

CIRCULAR NO. ACAD/NP/ Social Sci./M.A. Electronics Media/94/2012

It is hereby notified for the information of all concerned that, on the recommendation of Ad-hoc Board in Mass Communication and Journalism, the Academic Council at its meeting held on 19-06-2012 has accepted the "New Syllabus of M.A. Electronics Media" Post Graduate Degree Course under the Faculty of Social Sciences as appended herewith.

This is effective from the academic year 2012-2013 and onwards.

All concerned are requested to note the contents of this circular for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO.ACAD/NP/M.A/ELECT.
MEDIA/2012/20205-34
A.C.M.A.I.No.15
Date:- 02-08-2012.

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**Director,
Board of College and
University Development.**

Copy forwarded with compliments to:-

- 1] The Principals, affiliated concerned Colleges,
Dr. Babasaheb Ambedkar Marathwada University.

Copy to :-

- 1] The Controller of Examinations,
- 2] The Superintendent, [M.A. Unit],
- 3] The Superintendent, [Eligibility Unit],
- 4] The Director, [E-Suvidha Kendra], in-front of Registrar's Quarter,
Dr. Babasaheb Ambedkar Marathwada University.
- 5] The Record Keeper,
Dr. Babasaheb Ambedkar Marathwada University.

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M.A. Electronic Media Course Structure & Scheme of Examination

TWO YEAR COURSE OF 2200 MARKS

FIRST SEMESTER	THEORY	PRACTICALS
Core Paper (C.P.)		
MA-I : INTRODUCTION TO MEDIA STUDIES	100	250
MA-II : DEVELOPMENT COMMUNICATION	100	Marks
Elective Paper (Elect-2 papers out of following)		(30 marks for
MA-III : INTRODUCTION TO BROADCAST TECHNOLOGIES	100	development comm. &
MA-IV : VIDEO PRODUCTION - I	50	220 marks for
MA-V : INTRODUCTION TO INFORMATION TECHNOLOGY	100	video prod.)

SECOND SEMESTER	THEORY	PRACTICALS
Core Paper (C.P.)		
MA-VI : BASICS OF MEDIA RESEARCH	100	250
MA-VII : PUBLIC RELATIONS AND CORPORATE COMMUNICATION	100	Marks
Elective Paper (Elect-2 papers out of following)		(25 marks for
MA-VIII : MASS COMMUNICATION & CULTURE	100	PR & 25 Marks
MA-IX : VIDEO PRODUCTION - II	50	for media
MA-X : TELECOMMUNICATION & SATELLITE COMMUNICATION TECHNOLOGY	100	research
		200 marks for
		video prod.,)

THIRD SEMESTER	THEORY	PRACTICALS
Core Paper (C.P.)		
MA-XI : BROADCAST & MEDIA ETHICS	100	300 Marks
MA-XII : MEDIA MANAGEMENT	100	(20 Marks for media Management
Elective Paper (Elect-2 papers out of following)		100 for script writing
MA-XIII : SCRIPT WRITING	50	180 marks for
MA-XIV : VIDEO PRODUCTION - III	50	video production)
MA-XV : COMMUNICATION AND SOFT SKILLS	100	

FOURTH SEMESTER	THEORY	PRACTICALS
Core Paper (C.P.) – 2 + Final Project		
MA-XVI : ANIMATION, COMPUTER GRAPHICS & MULTI MEDIA	50	150 marks (100 marks for graphics & 50
MA-XVII : VIDEO PRODUCTION - IV	0	for VP-IV)
MA-XVIII : FINAL PROJECT	200	

SEMESTER - I

PAPER ELE- MA- I : INTRODUCTION TO MEDIA STUDIES

Unit 1. The World of Communication

- Centrality of communication in the living world
- Communication and culture
- Communication and relationships
- Spectrum of communication- intrapersonal to mass commn.
- Relevance of communication studies

Unit 2. Cornerstones of Communication

- Theorizing and modelling
- Indian and Western perspectives
- Communication as a dynamic process of meaning making

Unit 3. Types and Forms of Communication

- Types on the basis of participants, medium etc
- Forms and structures- Verbal, non-verbal etc.
- Non-verbal communication- Context of culture

Unit 4. Elements in communication

- Medium and Messages
- Signs, symbols and Codes: Basic concepts
- Signification: Connotation and Denotation
- Communication as discourse
- Medium- Strengths and weaknesses
- Role of ideology in communication

Unit 5. Group Communication Basics

- Group as a social and communicative unit
- Group dynamics
- Leadership and team work
- Organization as a group
- Basics of organizational communication.

Books Recommended:

1. Introduction to Communication Studies: Fiske John
2. What is Communication Studies: Watson James
3. Communication: Rayadu C.S.
4. Impression Management: Schlenker B. R.
5. Cultural Studies- Jeff Lewis
6. Mass Communication in India: Kumar Keval
7. Basically Communicating: Berko Roy
8. Interpersonal Communicating : Roloff Micheal.
9. Communication as Culture : James W. Carey
10. Communication Skills: Ghanekar Anjali

PAPER ELE- MA- II : DEVELOPMENT COMMUNICATION

Unit 1. Development

Concept, Meaning of development, social and economic approaches, Indicators of Development, Characteristics of developing & societies, Gap between developed and developing societies, characteristics of Indian Economy, brief introduction of various sectors of economy.

Unit 2. Development Communication:

Meaning, Concept, Definition, Process, Theories, Role of media in development Communication, Socio-cultural and economic barriers, Case studies & experiences, Strategies & action plan: world, national, State, regional district & village levels.

Unit 3. Agricultural Communication & Rural Development

The genesis of agricultural extension approach system, Approaches in agricultural communication models of agricultural extension, Case studies of communication support to agriculture.

Development & Rural Development Extension Agencies: Government, Semi-government, NGOs, Problems faced in effective communication, writing developmental messages for rural audience, Specific requirements of media writing with special reference to radio and TV.

Unit 4. Development Support Communication:

Population & family welfare, Health, Education & society, Formal and non-formal education, Open education- National, state level, Right to education, old age gender, Human Resource Development.

Unit 5. Environment & development:

Sustainable development, Alternatives in communication, Issues: Water, Shelter

Poverty/Hunger, Food-self-sufficiency & political sovereignty, Problems faced in development support communication

Books Recommended:

1. N. Jayaweera and Amunagama(Eds.): Rethinking Development Communication, Singapore: AMIC,
2. Duchi (Ed.): Development Communication at Grassroot Level,
3. R. Ostman (Ed.): Communication and Indian Agriculture, New Delhi: Sage:
4. U. Narula and B. W. Pearce: Development as Communication.
5. Growth and Development: A. P. Thrithwala.
6. India: 2020.
7. Indian Economy – Latest edition.
8. Disappearing Daughters: Geeta Arvamudam.
9. Development as freedom: Amarty Sen.

PAPER ELE- MA- III : INTRODUCTION TO BROADCAST TECHNOLOGIES

Unit 1. HISTORY & DEVELOPMENT OF TELEVISION:

- World TV—NTSC,PAL,SECAM
- Television In India—Black & White, Colour, satellite, DTH, CAS, Cable TV.
- Development of Digital TV and Digital High Definition TV (DHDTV), Set-Top-Box/IRD(Integrated Receiver Decoder).
- Video Conferencing, pay TV, pay per view, Video on demand.
- Convergence of Technologies.

Unit 2. HOW TV WORKS:

- Working of Black & white and colour TV cameras--concept of Three basic colours.
- Compatible Television-- Black& White and Colour TV, Colour TV and High definition TV.
- Band width—Black & White, Colour and HDTV.
- Scanning process.
- Composite and Component TV.
- Amplitude and frequency Modulation—Ghost and Moire Pattern.
- Transmission—High towers/Hills, satellite, optical fibre, cable TV.
- DVDs,VCDs,LCD, Plasma, Trinitron and Delta picture tubes.

Unit 3. INDOOR & OUTDOOR BROADCAST:

- TV cameras and Multi Camera set up.
- Studio Floor plan
- Production Control Room—Equipments used Video Tape/ Compact Video Disc recording, Tele-cine, Character Generator, computer
- Working of Master Control.
- Survey points.
- Line of action concept: Placement of cameras for sport events.
- Multi-Camera setup for cricket (up to 30), cameras for actual telecast,

Unit 4. BROADCAST TECHNOLOGY:

- Introduction to satellite communication- up link, down link, different frequencies
- Introduction to Transponders
- Dish antennas, DTH
- INSAT, INTELSAT
- Direct Broadcast
- Video conferencing

Unit 5. NEW MEDIA TECHNOLOGY:

- Introduction to communication Technology
- Internet- LAN, MAN, WAN, Email, Web etc.
- Ownership and administration of Internet
- Introduction to optics fibers
- Introduction to languages like HTTP, HTML, ELP etc.

Books Recommended: -

1. Basics of TV & video Systems – Bernard Grab
2. TV Technology: Fundamentals and Future Prospects – A. Micheal Noll
3. TV Operation Handbook – Robert OvlbgeI
4. TV Broadcasting – Robert Hilliar
5. The techniques of TV production – G. Millerson.
6. Voice and Data Communication Handbook, 2001, by Regis J. (Bud) Bates and Donald W. Gregory, Tata Mcgraw Hill.
7. Television Technology Demystified, A non-technical guide -2006; by Akek Sandar LousTodonovic.
8. Modern Digital and Analog Communication Systems by B.P. Lathi—2004.
9. BES Review (Broadcast Engineering Society) qrlly. Address: Hon. secretary, BES, 912, Surya Kiran Building, 19, K.G. Marg, NewDelhi:110001,

PAPER ELE- MA- IV : VIDEO PRODUCTION - I

Unit 1. Introduction to Moving Images

- Nature of the moving image medium
- Fundamentals and history of Cinema, TV, Video and beyond.
- Culture of Eye (Image sound) TV medium form, Function, Institution, Production, Reception, Pleasure, Knowledge, Culture and Political Economy.
- Overview Broadcast, Non-broadcast audience.
- Film and TV genre (Fiction & Non-Fiction, Advertisement, Corporate Video, Video Art)

Unit 2. Process of making Moving Images

- Idea to screen – complete production process - Pre-Production, Production and Post-Production
- Key Persons Technical Team, Production Team, Management Team.
- Creative and Aesthetic approaches – conceptualization & visualization

Unit 3. Introduction to Departments (Pre production)

Writing: Basic Elements of Writing for the moving image: Writing for Media
Visual thinking, Research, Idea, Concept, Premise, Synopsis, outline, story-telling

Unit 4. Introduction to Departments (Production)

Direction: Who is the director?, Role of director in the process, Definition of scene, shot, Basic shots, Basic Concepts of space and time restructuring purpose and methods, Context Value Dynamics, Screen Grammar, Elements of Directing, Designing and Blocking

Camera: Who is the cameraman/cinematographer/ director of photography, Role of cameraman, Basic structure of still photography camera, structure of motion film camera, Introduction to angles, Movements, Compositions ,Shooting Rules, Line of Action, Continuity – Space, Time, Position, Pictorial Balance, Dynamization of Space, Three Point Lighting—Purpose of each light, their proportion, Lighting Sources, Colour temperature, use of filters.

Unit 5. Introduction to Departments (Post Production)

Editing: Importance of editing, introduction to editing process, Value of Shot in Editing, Action, Punctuation, Pace-Rhythm

Sound: Physical and Electrical sound, Microphones: types & Usage in various TV situations—Unidirectional, Cardioids, Adding, editing and balancing

Books Recommended: -

1. TV Production – Alan Wurtzel and Steohen R. Acker, 3rd , MacGraw Hill.
2. TV Production – Gerald Millerson, Focal Press.
3. TV Sound – Alkyn
4. TV Production – Burrows/Wood/Gross
5. Video Techniques – Gordon – White Heinemann
6. TV Production for Education – Peter Combs & John Tiffin.
7. Inside TV Producing – Richard D. Lindheim.
8. The Independent Producer – Amanda Harcourt, Neil Howlett, Sally Davies,
9. Naomi Moskovie.
10. Introduction to Media Production from Analog to Digital by Grham Kindem, Robert B. Musberger.
11. Basic Studio Directing – Rod Fairurenter.
12. The Continuity Hand Book. A Guide to single camera shooting – Avril Rowlands.
13. Single Camera Video Production – Media Manual.
14. How to Read A Film – James Monaco.
15. Film and Video Lighting terms and concepts – Richard K. Ferncase.

PAPER ELE- MA- V : INTRODUCTION TO INFORMATION TECHNOLOGY

Unit 1. INTRODUCTION TO COMPUTERS

- Different parts of Computer-CPU, Peripherals, Memory
- PC-Block Diagram and Architecture Microprocessor etc.
- Functioning of a Computer
- Hardware, Software, Languages, Packages, Viruses, ICS
- Characteristics of Computer: Speed, Memory (Storage),
- Working and functions of Different Subsystems
- ALU,
- CPU,
- Memory Storages
- I/O Interfaces- Audio- Video cards
- Different Memories
- Primary Memory Storages
- Secondary Memory Storages
- Storage Hierarchy
- Input Devices: Mouse Keyboard, Light pen, Scanners, Microphones, Kiosk
- Output Devices: VDUs, Printers, and Plotters
- Applications of I/O Devices

Unit 2. CONCEPT OF OPERATING SYSTEMS

- Concepts
- Working
- Different Types of O.S
- Characteristics O.S.

Unit 3. NETWORK TECHNOLOGIES

- Types of Network Topologies
- Applications
- Data Communication
- Communication Models
- Communication Concepts
- Communication Media
- Standards Protocol

Unit 4. INTERNATE TECHNOLOGY

- Client-Server
- Web browsers
- Concepts
- HTML coding

Unit 5. INTRODUCTION TO PACKAGES (operational level)

- (Intro to windows, GUI Features of GUI)
- MS WORD – Creating, formatting, printing a file (document)
- Assignments: Reports. Manuscripts, Questionnaires, Scripts, presentations, and documentation.
- MS Excel- Creating, editing, formatting, printing a worksheet
- MS ACCESS: - Creating, editing, printing, Database Assignments: - Creating database, sorting data, questionnaires etc.
- MS POWERPOINT: - Creating, editing, formatting, presentation, slide-show with

PRACTICAL ASSIGNMENTS

Pract-1

1. Students have to write, shoot and edit one news item about any developmental issue in the city and submit in the format CD/DVD **30 MARKS**

Pract-2

1. **Five Shot Exercise:** In this exercise student have to convey a story in just six shots, without any sound and without help of editing. Students have to draw story board, shoot and they should submit it in the form of CD/DVD (Time limit will be up to 60 to 90 sec.). **50 MARKS**
2. **Actualty Report:** Students have to visit any location/spot and observe the things and then they have to write a report with audio visual aspects. **25 MARKS**
3. **Scene viewing and writing:** Students have to take one scene from any film, they have to observe that scene and then they have to write the shots with description (i.e. LS or MS etc.), and also they should describe other audio visual design. **25 MARKS**
4. **Practical Exam of 10 shots:** Students have to draw story board, shoot and edit a fiction story in just 10 shots. Time limit for this should be within 120 to 180 sec. Student should submit story board and CD/DVD of final product. **120 MARKS**

Students have to submit all the writing assignments on Journal Papers and it will be analysed in the class in front of all students and CD/DVD of video assignments or practical exam will also be analysed in front of class by faculty and guests.

SEMESTER - II

PAPER ELE- MA- VI : BASICS OF MEDIA RESEARCH

Unit 1. Research in Communication

- Working towards 'science of communication'
- Early methods and models
- Four stages of effect research
- Main issues of research- audience, content, effect
- Applications of research in media industry

Unit 2. Approaches to Research in Communication

- Reductionist and holistic
- Qualitative and Quantitative
- Analytical and Descriptive
- Fundamental and Applied
- One time and longitudinal

Unit 3. Elements of Research and data collection

- Variables and constants
- Hypothesis
- Concepts and constructs
- Measurements and scales
- Theories and facts
- Sampling- Basic concept, Representativeness, Probability and non probability sample-concepts

Types of Data Collection

- Quantitative surveys
- Personal Interviews
- Field Observations
- Comparative advantages and disadvantages

Unit 4. Focus on Survey and Content Analysis

- Surveys- advantages and disadvantages, types
- Design of Questionnaire
- Uses of surveys in media industries
- Content Analysis- basic concepts, uses
- Characteristics of quantitative content analysis

Unit 5. Introduction to Statistical Analysis

- Importance of statistics in media research
- Descriptive statistics
- Correlations
- Inferential statistics- chi square, t test
- Practical examples

Books Recommended:

- 1) Mass Media Research- Roger Wimmer & Joseph Dominick
- 2) Mass Communication Research Methods- Hsia H.J.
- 3) The Practice of Social Research- Babbie E. R.
- 4) Methods in Social Research- Kothari C. R.
- 5) indianstat.com
- 6) imrb.com
- 7) www.thehoot.org
- 8) www.indiantelevision.com
- 9) www.media4exchange.com
- 10) www.agencyfaqs.com

PAPER ELE- MA- VII : PUBLIC RELATION & CORPORATE COMMUNICATION

Unit 1. Concept of Public Relation

- Strategic public relation: Defining strategy and its relevance in PR, Campaign planning, management and execution, Role of PR in crisis communication and disaster management.

Unit 2. Concept of Corporate Communication

- Changing nature of business today
- Role in evolving strategies, identity
- Shift from PR to Corporate Communication
- Skills for Corporate Communication professional
- Role in evolving strategies, identity

Unit 3. Media Relations

- Press Releases
- Press Conference and News occasions
- Tracking media, special events
- Media access

Exhibitions/ Seminars

- Planning and Conceptualization
- Corporate Dossiers
- Corporate Presentations Niche

Unit 4. In- house Communication

- House Journals-Concepts and design
- Customer Journals/Manuals
- Brochures and Presentations

Unit 5. Human Resource Development

- Basic Concepts of HRD
- HRD- Corporate Communication Interface
- In-house Communication Scheme

- Employee retention and attrition

Books Recommended:

1. Wilcox, Auld and Agee Public Relations strategies and Tactics Horper and Raw 1986.
2. Arya Asoka, Dynamics and, PR Manus, 1993
3. Black Sam, Practical Public Relations Isac Pitam, 1970.
4. Burton Paul, Corporite Public Relations, Reinhold New York, 1966.
5. Lesly Philips, Lesley's Handbook of PR and Communication, American Management As-sociation, New York.
6. Moore Frazier and Carfield : Public Relations Principles, Cases and problem, Richard Irwin, 1977 (Seventh Edition)

PAPER ELE- MA- VIII : MASS COMMUNICATION CULTURE & SOCIETY

Unit 1. The Rise of Mass Communication and Perspectives

- Modernity and mass communication
- The concept of 'mass'
- Characteristics of mass communication
- Development of media technologies
- Mass communication without modernity and media
- The functionalist and normative issues
- The political-economic perspectives
- Information society perspective and technological influence

Unit 2. Media Structure and Institution

- Features of media economy
- Competition and concentration
- Ownership and control
- Policy issues: Freedom, Regulation, Protection, Diversity
- Public interest, economic pressures and cultural issues

Unit 3. Media Organizations in Its Context & Media Content

- Organization- forms and goals
- Pressure groups and dynamics of interests
- Content: Freedom and gate-keeping
- Relations with society, clients and audiences
- Content production- cultural production
- Standardization and Genres
- Issues- Bias, Representation, Commercialization
- Ideologies- modernity and post-modernity

Unit 4. Mass Audiences

- Centrality of audiences in communication discourse
- Locating audiences- society, media, content etc
- Audience behavior- Uses and gratification
- Need to reach, know and measure audiences

Unit 5. Media Effects Film, TV and Radio

- The premise of the central concern
- Campaign and propaganda- the case of politics
- Phases of effect discourses
- Agenda setting, Cultivation, Diffusion
- Ideology and Effects

Books Recommended:

1. Mass Communication Theory- McQuail Denis (Sage Publication)
2. Questioning the Media: Downing John et al (Sage Publication)
3. Mass Communication in India- Kumar Keval (Jaico Publication)
4. The Audiences and Its Landscape- Hay James et al (Westview Press)
5. Desperately Seeking the Audiences- Ang len (Routledge Publications)
6. www.thehoot.org
7. www.indiantelevision.com
8. www.media4exchange.com
9. www.agencyfaqs.com
10. www.mediawatch.com

PAPER ELE- MA- IX : VIDEO PRODUCTION - II

Unit 1. Creative processes

- Video-genic form to program ideas
- Construction of narrative- cause & effect relations to elements within (audio-video)
- Aesthetic principles and program production
- Conceptual Development complete Design creative and technical skills, planning and staging

Unit 2. Space and time design

- Creative conceptualization, Object, body & event in space design, Realizing time design
- Story Time, Plot Time, Screen Time, Audience Time, Synthetic Time, Internal and External Time

Unit 3. Introduction to nonfiction category (Documentary)

- Different forms of nonfiction programs
- Difference between fiction and nonfiction
- Introduction to Documentary genre – Structure of documentary, difference between fiction and nonfiction (with reference to documentary), Role of Director in the process, role of camera man, sound and editing, planning of pre production, production and post production process.

Unit 4. Introduction to nonfiction category (TV Non Fiction)

- Introduction to Nonfiction TV Program setup – Different types of programs, Basics of TV news production, Directing ENG, EFP, SNG, OB, role of director, cameraman, sound and editing in this genre, use of sets for nonfiction type.

Unit 5. Introduction to Multi camera setup

- Need of multi camera set up and use of it in current TV industry
- Introduction of Basic three camera setup
- PCR and MCR working for program
- Role of Direction team, Camera team, Editing and Sound team.

Books Recommended:

1. The world of film or Video Production. Aesthetics and Practices - Ken Dancyger.
2. Non linear Editing Basics, Electronic Film and Video Editing – Steven E.Browne.
3. Television Programme Making – Everything you need to know to get started –
4. Colin Hart.
5. The Avid Handbook – Steve Bages.
6. Vales Technique of Screen and Television writing – Engene Vale.
7. Video Editing and Post Production – A Professional Guide – Gary H. Anderson
8. Directing and Producing for Television. A Formal Approach – Ivan Cury.
9. Cinematography Image making for Theory & Practice.
10. Studio and Outside – Broadcast Camera Work – Peter Ward.

PAPER ELE- MA- X : TELECOMMUNICATION & SATELLITE COMMUNICATION

Unit 1. Telecommunication

- Development in Telecommunications: Role of Satellites and computers.
- Mobile Radio Communication, Satellite services, Satellite for various types Of communication— V-SAT,
- Spying, war coverage, Remote sensing, TV Broadcast, Voice and Data communication.
- Optical fiber communication—Types-single mode, multimode and Graded Index fiber.
- Nanotechnology—Emerging Technology.
- Digital Subscriber Line (DSL)—Various types, particularly ADSL Used for broad band, Internet on Cable TV, Interactive video, Wireless in Local loop (WLL).
- Multiplexing.
- Serial and Parallel Transmission.

Unit 2. Cellular telephony

- Basic principles—base stations, mobile switching center, interface with PSTN,
- GSM, CDMA.
- Operating frequencies, reuse of frequencies, Routing and switching hierarchy in cell phone system.
- Important parameters which have made cellular system a global success.
- SIM card components.
- Value added services in cellular system.
- Roaming—National and International.

Unit 3. Satellite Communication

- Basic principles, Up link and down link, different frequencies for up link and down link, power aspect In satellites, parameters determining the life span of the satellite.
- Transponders, TV and voice channels carried in analogue and digital systems by a transponder.
- Auction of Frequency spectrum and economic implications.
- Direct-To-Home (DTH) and KU band, experiments with KA band (21GHz) by advanced countries.
- Dish antennas, spot beam techniques.
- Insat and Intelsat—role of ITU.
- Direct Broadcast Satellite.

V- SAT (Very small aperture terminal)

- Point-To-Point network, Point-to-multi point, multi-point to point, Multi-point to Multipoint.
- Components of V-SAT network—Hub and small terminals.
- Cost effectiveness depending upon number of terminals, Hiring facilities for small operators.
- Type of connectivity—Star and Mesh networks.
- Absorption / Attenuation by rain, scattering of energy by rain drops/heavy rain.

Unit 4. Transmission & Frequency Spectrum Policy:-

- Terrestrial, optical fiber, satellite, internet and integrated network involving all or part of the systems mentioned earlier.
- Video-Conferencing , Mobil, Internet & Internet Radio
- Issues and Initiative.
- Principles of Spectrum Management- Allocation, Assignments and Enforcement,
- The role of ITU and National Agency (WPC)
- Economics of spectrum Management (Frequency Auctions)

Unit 5. Convergence of information, communication & Entertainment (ICE) technologies

- Impact on society – economics, social, cultural, political, psychological,
- educational, philosophical terms
- Convergence of disciplines: Science, Technology and Humanities
- Convergence of newly emerging technologies- Nano-technology,
- Biotechnology (BT), Genetic Engineering
- Impact of new convergences: AI, IT, Rise of knowledge Society

Books Recommended:

1. New Information Tecnnology by Tom Forrester (ED).
2. Communication Technology, The New Media In Society: Newyork, free Press.
3. India's Information Revolution by A. Songhala and E.M. Rogers.
4. UNESCO: World Communication Reports.
5. Communication Services Via Satellite: Butterworth Heinmann.
6. Globalisation and Its Discontents: Joseph Stiglitz.
7. Spectrum Auction: Peter Cramton" Handbook of Telecommunication Economics.
8. Internetworking Technologies Handbook: Techmedia.
9. Wireless Communication, Principles and Practice by Theodore S.Rappaport: 2002
10. 10 The essential Guide to Telecommunications by annabel Z. Dodd.
11. 11 Communication Technology Update: by August E. Grant and Jennifer H.
12. Meadows--2004.
13. 12 The wireless Mobile Internet by Abbas Jamalipour-2003.
14. 13 Data Communication and Networking by: Behrouz A. Forouzan, Tata Mcgrew—
15. 2004.
16. 14 Computer Networks by Andrews Tanenbaum--2003.

Practical assignments

PRACT- 1

1. **Script Research:** Students have to submit a research report which they have made for their Documentary exam project. In this they have to mention the necessity of making video docu on the subject, Decision of treatment, Questions they have asked to the people in that environment etc. **15 MARKS**
2. **Audience Research:** In this student have to choose any issue related to film or television channel, they have to make questionnaire and do analysis of that. (At least 7 questions and at least 20 people). **10 MARKS**

PRACT- 2

1. **Audio-Visual Presentation:** Students have to submit a press note about an event by any corporate house and they have to prepare a presentation about that corporate house (Power point Presentation with use of Audio-Visual support) **25 MARKS**

PRACT-3

1. **Multi Camera program:** Students have to shoot any fiction/nonfiction program by multi camera set up and he has to edit it (Off line edited). Time limit for this program will be 5 min. **50 MARKS**
2. **Detail analysis of Nonfiction program:** Students have to observe and write detail analysis of any kind of nonfiction program on TV. **30 MARKS**
3. **Practical Exam of Documentary:** Students have to shoot and edit a documentary on any subject. They have to submit the script and final CD/DVD. Time limit for this should be 10 min. **120 MARKS**

SEMESTER - III

PAPER ELE- MA- XI : BROADCAST JOURNALISM & MEDIA ETHICS

Unit 1. TV News & Historical Perspective:

- TV News- Historical Perspective
- Period of Doordarshan
- Lot of sponsors and Good Advertising business
- Newscast time increase from half hour to full hour

Unit 2. Setting up a 24 hours News Channel

- Organization, Operation & Management.
- Economics: Ad spent, Sponsorship, News share
- Technology: Ever fast changing.
- Facilities: studio / editing, uplink-Satellites, Earth stations, MW links, Archival facilities
- Collaboration / Competition with other News channel / News Agencies from abroad.
- Manpower: (special): Journalists, News analysis, TV News Readers, Anchors, Engineers, Technicians, Camera crew sound recordist, Managers, Financial Controllers, Consultants, Subject specialist, Stringer, special correspondents, Weather
- TV & Radio News room terms, Basic News scripts, Reader, Character Generator, Voice-over, Sound Bite, Story Types- Spot News, Hard News, Backgrounder, Side bar, Item selection and order
- Important Terms: Editing, Land line, Closed circuit, teleprompter, Network ability, market, Ratings, consultant, cut ins
- Writing for Broadcast- conventional, News writing, Broadcast style Book Archivist, News Reading mechanics.

Unit 3. News Gathering, News Broadcasting

- In Normal Routine Day & Special situations
- Daily News and News analysis

- Different types of news and their coverage: Special events, happening coverage, War / Conflicts, & Crime, Disasters: fires etc, Elections, Civil Disturbance, riots, ethnic violence, Cultural festivals, social functions, Interview of Foreign dignitaries, , Indian Parliament proceedings, Business & stock Exchange News & analysis / predictions, Sports

Unit 4. Business Aspects of TV News

- T.V. Market
- Market size and career
- Interviewing
- Ratings points and share

Unit 5. Ethics of Journalism

- Need for code of ethics for journalists
- Role of Press Council
- Relations with business and advertising
- Code of publication for advertisements
- Relation with state and central government
- Code for Commercial Broadcasting

Books Recommended:

1. TV News- Building a Career in Broadcast Journalism-Ray White
2. Broadcast Journalism –Techniques of Radio and TV News- Andrew Boyd
3. Ethics for Media- William Reeves and Cleave Mathews
4. Ethics in Journalism- Jeffrey Olen

PAPER ELE- MA- XII : MEDIA MANGEMENT

Unit 1. Principles of Management

- Functions of Management
- Planning-Its importance and coordinating
- Organizational Behavior
- Structure
- Systems
- Strategies
- Inter-personal relations
- Human Resources Development
- Motivation incentives/rewards and punishment

Unit 2. Management Tools

- Management tools: for planning, Budgeting, Scheduling
- Budgeting and Financial Systems and the use of Computers.
- Management information Systems and the use of Computers.
- Marketing/Promoting: Costing and pricing.

Unit 3. Ownership Patterns

- Ownership patterns of Mass Media in India
- Sole proprietorship, partnership
- Private Limited Companies, Public Limited Companies
- Trust, Co-operative Societies and Franchisees

Unit 4. Features of Media (Focus on TV):

- Characteristics of different Media.
- Structure of electronic Media in India.
- Present and emerging technologies.
- Role and functions of each position in a media set up
- Needs for team efforts.

Unit 5. Management of Media Organizations:

- Role of the manager.
- Creativity and management of creativity
- Planning and Scheduling.
- Financial aspects.
- Inventory management.
- Making use of the Research and Feedback.
- Cyber laws, ethics of media, broadcast code.

Books Recommended:

1. **Media and Communication Management-C.R. Rayudu**
2. **Management Principles and Practice-S. B. Banerjee.**
3. **Management – An Integrated Approach -(ed.) R. S. Dwivedi, Nahal Publishing**
4. **House**
5. **Gems of Management - Mrutunior Banerjee, Jaico.**
6. **Essentials of Advertising – J. S. Chauhan, Jagajit Singh, P. N. Malhan, Oxford**
7. **and IBH Publishing Co.**
8. **Advertising and Communicating Management: Michael L. Ray, Prentice Hall**
9. **Organizing Educational Broadcasting: David Hawkrige and John Robinson,**
10. **UNESCO/Croom Holm, U.K.**
11. **Principles and Practice of Management – Dr. P. C. Shejwalkar & Dr. A. A.Ghanekar.**

PAPER ELE- MA- XIII : SCRIPT WRITING

Unit 1. Introduction to writing

- The nature and Characteristics of Media Writing
- Basic concepts of writing for audio-visual moving image media
- What is script & screenplay
- What is narrative –elements of Fiction Narrative? Idea, Clarity, Purpose,
- Direction Idea, One Line Definition, One Page Synopsis, Theme, Story, Plot
- The step outline, Treatment and Development
- Framework, Main story and genre

Unit 2. Writing For TV

- Classification of genre (News, Current Affairs, Features, Documentary, Docu-Drama Game and Quiz Show, ETV, ITV, Corporate Video, etc.)
- Writing Voice over for documentaries, Dialogue for TV serials etc.
- Writing for TV Commercial –Public Service, Social advertisement

Unit 3. Writing For Fiction Films

- Difference of TV and Film writing, Basic of screenplay.
- Screenplay- 3-Act linear structure- Introduction, Exposition (Setting Up situation conflict, goal Climax, Resolution
- Development, Depth and meaning to the concept, crisis deepening. Reversal and various stages-climax structuring, resolution
- Creating your Characters (Function, Category, Types, Background, History)
- Character growth, motive, intention, goal
- Main characters, supporting characters, minor characters, chart and design.
- Transformational flow, motivational flow (information momentum and emotional momentum.

Unit 4. Dialogue and Lyrics for Fiction

- Details of Dialogue Writing for fiction
- Lyrics Writing

Unit 5. Other Aspects of Writing

- Shooting Script, Directors Script and Story- board

- Strategies and Limitations Subject Driven, Genre Driven
- Research Proposal Thematic Structure. Treatment Deciding Action, Development, Growth.
- Practical aspects of writing- Writers association, Copy Writing.

Books Recommended:

1. Lagos Egri- Writing
2. Millard Robert- Writing for Television and Radio
3. James Thomas-Script analysis for Actors, Directors and Designers
4. Charles Waiwrigh – Television Copywriter

PAPER ELE- MA- XIV : VIDEO PRODUCTION - III

Unit 1. Research

- Role of research, Research related to type of production, Research process- starting, Method, using sources, combining sources.

Unit 2. Research for Pre production -fiction category-1

- Process of fiction film making- research for pre production, production
- **Role of Director:** Skills of director, Understanding of Story and Screenplay, Developing treatment, Methods of presentations, Shot taking methods, Discussions with different department, Research for format and genre, research for talents, actor handling etc
- Research for copy writes of film as well as different other forms which are used from stock

Unit 3. Research for Pre production -fiction category -2

- **Role of Cameraman:** Details of composition and meanings of compositional elements, basics of lensing, details of movements, angles, colors etc., Research for style & visual design, choosing of locations, Introduction to different formats, outdoor shooting, outdoor lighting techniques.
- **Role of Sound:** location sound techniques, choosing of microphones, placement of microphones, noises, what is sound design, creating folleys on the location itself.
- **Role of editing:** Editing for fiction genre, meaning of pace, time, rhythm

Unit 4. Research for Pre production -fiction category-3

- **Costumes :**Importance of costume design, working of costume dept in shoots, Basic concepts of designing Research, Actual Designing, style, budgeting Trials, Costume co-ordination and management Creative, aesthetic and interpretative
- **Makeup:** Difference between theatre makeup and make for films/video, Creative use of makeup. Purpose and Function Script - Character Analysis Basic elements and types Make-up material budgeting and management

Unit 5. Introduction to TV commercials

- What exactly commercials are?, process of making and difference between Film/TV and commercials, Copy writing for commercials. Time management in commercials.

Books Recommended:

1. Belson W. A.- The Impact of Television
2. Rutan Leonard- Evaluation Research Methods- Basic Guide
3. Schramm Wilbur- Mass Media and National Development
4. R. B. Musbugger-ENG
5. Focal Pres Inc.- Video Production Handbook
6. G. Kalton-Introduction to Survey Sampling

PAPER ELE-MA- XV: COMMUNICATION AND SOFT SKILLS

Unit 1. Concept of communication

different types of communication- interpersonal communication, intrapersonal communication, group communication, written communication, verbal communication, non-verbal communication, mass communication, persuasive communication, team communication, business communication, dialogue and making effective communication.

Unit 2. communication and behaviour

body language, gestures and postures, life skills, competencies of expression, power of language, language mastery, language of communication to evoke action, communication to involve and inspire, speech communication and media communication, message designing and interview skills.

Unit 3. Process

Art of listening, listening for understanding, bridging barriers of perception and prejudgement, creating involvement to enhance understanding, communication process effective feedback, listening to angry people, communication in crisis, web communication, mobile communication, interactive communication, blog and web groups creation, developing goodwill and relationship, importance of resourcefulness.

Unit 4. Personality and personality development

ego and superego, emotional intelligence knowing self, self management, ability to introspect, strengthen qualities and overcoming weaknesses, self branding, goal setting, basic qualities of competent and influential person.

Unit 5. Presentational skills

preparing good CV / biodata, audio and video CV, creating blog, professional connectivity through web and social media, power point presentation, stage communication skills, conducting workshops and project reports, report writing skills and graphics.

Reference Books

1. **The Age of Soft Skills, Gopalswami, Pearson Education India, 2010.**
2. **Written Communication & Verbal, Jeff Butterfield, S. Cengage**
3. **Communication Skill & Soft Skills, Kumar E Surch, Pearson Education Education 2010**
4. **Soft Skills at Work, Beverly Amber, Cengang Learning 2008**
5. **Written Communication, Jeff Butterfield, Cengang Learning 2009**

Practical assignments

PRACT- 1

1. **Writing Exercises:** Assignments for characters and plots, Dialogue writing exercise, commentary writing exercises. Any two assignments from these should be submitted as per the instruction given by faculty at that time. **50 MARKS**
2. **Fiction Script:** Submission of 10 min Fiction script. **50 MARKS**

PRACT- 2

1. **Report Submission:** Students have to write detail structure of management and explain it in the report which they have seen during Internship anywhere in Media Field after finishing their 2nd semester. **20 MARKS**

PRACT- 3

1. **Fiction Exercise:** Students have to write, shoot and edit a dialogue sequence which should not be more than 120 to 180 sec. It should be submitted in the form of CD/DVD. **30 MARKS**
2. **Practical Exam:** Students have to write, shoot and edit a short fiction film about 10 min time duration. This will be a group project so 4 students together will perform this practical (They should decide among them. There will be Director, Cinematographer, Editor and Sound Recordist). Marks will be given to all four students on the basis of their film after the assessment. **150 MARKS**

SEMESTER - IV

PAPER ELE- MA- XVI : ANIMATION, COMPUTER GRAPHICS, MULTI-MEDIA

Unit 1. Multimedia:

- Technology
- Element of Multimedia
- Multimedia product development life-cycle
- Multimedia applications in education, training, information, user interfaces
- Multimedia delivery system-image compression
- Multimedia systems

Unit 2. Animation:

- History of animation
- Various techniques of animation
- Planning for animations, cell animation
- Puppet or object animation

Unit 3. Computer Graphics:

- Concept of Computer Graphics, its usage in practical Industry
- Adobe Photoshop
- Corel Draw
- Web Designing

Unit 4. Computer Animation:

- Animation Tools and usages (Macromedia Flash and GIF Animation)
- Conceptualization to production
- Aesthetics animation
- Process of cell Animation
- Concept of 3D Modelling & Animation
- Application of 3D Animation in Virtual Reality

Unit 5. Technology Base Training

- Concepts of Learning and Training System
- CBTs and WBTs
- ADDIE Model

- Prototyping
- Designing of Training Module
- E-learning- Scorm standards Sychroum & Asunhronous lerning Lms & Lcms

Books Recommended:

1. Graphic Arts Studio Manual – Bert Braham
2. Film Animation: A Supplied Approach- John Halas
3. The Animation Stand-Zoran Perisic
4. Multimedia, CD-Rom& Compact Disk-Francis Botto
5. Computer Graphics-Donald Hearn & M. Pauline Baker (Prentice Hall)
6. Computer Graphics (Principles & Practice) – Foley Van Dam, Feiner, Hughes
7. (Addison –Wesley, 1993)
8. Multimedia & Graphics – Jon Peddie (Winderest/McGraw-Hill)
9. Multimedia Systems-John F. Koegel BuFord (Addison –Wesley, 1994)
10. Multimedia Applications Development –Mark J. Bunzes, Sandra K. Morris
11. (McGraw Hill, 1994)
12. Marking Multimedia Work- Michael Goodwin (Comdex – 1996)

PAPER ELE- MA- XVII : VIDEO PRODUCTION - IV

Unit 1. Research for Production Fiction category-1

Role of Cameraman

- Indoor shooting techniques- color temp., indoor outdoor light matching, different lighting styles, and creation of mood by lighting, discussion with costume and art direction dept for colours.

Unit 2. Research for Production Fiction category-2

Role of Art director

- Role of art direction- imagination, illusion, reality, staging, understanding of script for art direction, Elevation- scale model-scenic design, scale perspective, illusion, and miniature shooting technique.

Role of Production Management

- What exactly production management is? , Importance of production department, skills req. for production manager, production for TV format, role of Executive Producer

Unit 3. Research for Production Fiction category-2

Advance Post Production

- **Editing:** Aesthetics of editing, linear and non linear type of editing, cutting points, creative use of video transitions, techniques of grabbing from video tape and digital cameras.

Digital Video Effects: Theory of digital video effects, Switcher, Keyer commands for preparation and execution, Digital effects in various formats and Use- Digital effects in Post-Production, Transition & Special effects.

- **Sound:** Aesthetics of sound, sound perspective, processing of sound, concept of sound design, mixing of sound, concept of live sound, recording of folleys in studio, usage of different software,

use of external recorders, synching of sound, creative use of music.

Unit 4. Business of TV and Films

- Introduction to Teaser making, Promo making
- Department of promotion, publicity, marketing and distribution.
- Business of Film & TV Industry.

Practical assignments

PRACT-1

1. **Computer Graphics Exercise:** Student should submit the given exercise of Photoshop, Corel draw, Web design and animation given by faculty.

100 MARKS

PRACT-2

1. **Final project script:** Students should submit script of Final Project, synopsis and the other entire details of budget, floor plan etc.

50 MARKS

2. **Practical Exam of Final project:** Students should write, shoot and edit 10 to 15 min duration fiction film. This will be individual project, means everyone has to make his own film with the help of other batch mates. Submission of Film will be in the form of DVD, and it will be assess by internal as well as external faculty and guests. In this 150 marks for production & 50 marks for viva vose.

200 MARKS

