



DEPARTMENT OF ELECTRONIC MEDIA

SEMESTER WISE CREDIT DISTRIBUTION SCHEME OF COURSE:


MASTER OF SCIENCE IN ELECTRONIC MEDIA
(UNDER CBCS FOR 2 YEAR PG COURSE AT MCRPSVV)

Sem	Core course Compulsory CCC 6 credits each	Core Course Elective CCE 6 credits each	Open elective (OE) 3 credit each	Total credits
i	1 Introduction to Electronic Media 2 Science of Human Communication 3 Process of Mass Communication	1 Applications of Computer in Electronic Media OR 2 Current Affairs for Electronic Media	1. Environment and Media 2. Documentary And Film Production	27
ii	1 Reporting for Electronic Media 2 Media Language: and Content 3 Specialized Script Writing for Electronic Media	1 Software for media OR 2 Video Production	3. Digital Photography 4. Digital Communication & App. of Multimedia in Electronic Media	27
iii	1 Radio Production 2 Television Production 3 Media Law & Ethics	1 Community & Participatory Communication OR 2 Audio Production	5. Professional Videography	27
iv	1 Advertisement for Electronic Media 2 Corporate Communication & Public Relation 3 Media Research	1 Production Portfolio	6. International Security Scenario 7. New Media and its Characteristics 8. Cinema Studies	27
Total Credits				108


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(DISTRIBUTION OF MARKS /VALUATION UNDER CBCS)

Semester	Valuation			
	Theory Exam	Internal Exam	Practical Exam	Total
FIRST SEMESTER				
1 Introduction to Electronic Media	80	20	-	100
2 Science of Human Communication	80	20	-	100
3 Process of Mass Communication	80	20	-	100
1 Applications of Computer in Electronic Media OR 2 Current Affairs for Electronic Media	50	20	30	100
SECOND SEMESTER				
1 Reporting for Electronic Media	80	20	-	100
2 Media Language & Content	80	20	-	100
3 Specialized Script Writing for Electronic Media	80	20	-	100
1. Software for media OR 2. Video Production	50	20	30	100


Principal (SIR.)

Semester	Valuation			Total
	Theory Exam	Internal Exam	Practical Exam	
THIRD SEMESTER				
1. Radio Production	80	20		100
2. Television Production	80	20		100
3. Media Law & Ethics	80	20	-	100
1. Community & Participatory Communication OR 2. Audio Production	80	20	-	100
FOURTH SEMESTER				
1. Advertisement for Electronic Media	80	20	-	100
2. Corporate Communication & Public Relation	80	20	-	100
3. Media Research	80	20	-	100
IPRODUCTION PORTFOLIO	-	20	80	100

Open elective (OE) 3 credit each	Valuation			Total
	Theory Exam	Internal Exam	Practical Exam	
1. Environment and Media	40	10	-	50
2. Documentary and Film Production	25	10	15	50
3. Digital Photography	40	10		50
4. Digital Communication and App of Multimedia in Electronic Media	40	10		50
5. Professional Videography	25	10	15	50
6. International Security Scenario	40	10		50
7. New Media and Its Characteristics	40	10		50
8. Cinema Studies	40	10		50

INTRODUCTION TO ELECTRONIC MEDIA

Unit-1	L	T	S	W	D	V	P	T
1.1 Development of Broadcasting in India – Broadcasting Versus Narrowcasting, DD News Versus Other private Channel	2	1	-	-	-	1	1	5
1.2 (a) Pre-independence period (b) Post independence period	2	1	-	1	1	-	-	5
1.3 Commissions and committees on broadcasting Chanda Committee, Verghese Committee,	1	-	-	-	-	-	-	1
1.4 PC Joshi Committee, Vardhan Committee 1992, Amit Mitra Committee, Paswan Committee	1	-	-	-	-	-	-	1
1.5 Prasar Bharti Act 1990	3	-	2	-	1	-	-	6

Unit-2	L	T	S	W	D	V	P	T
2.1 Distinction between Radio and other media	2	1	-	-	-	1	1	5
2.2 Public Service Radio and Commercial Radio	2	1	-	1	1	-	-	5
2.3 External Service Broadcasting	1	-	-	-	-	-	-	1
2.4 News Service Division	1	-	-	-	-	-	-	1
2.5 Special Audience Programmes	3	-	2	-	1	-	-	6

Unit-3	L	T	S	W	D	V	P	T
3.1 Origin and development of broadcasting News in India	2	1	-	-	-	1	1	5
3.2 Basic Objectives and Principles of TV broadcasting	2	1	-	1	1	-	-	5
3.3 Organisational Structure of DD NEWS	1	-	-	-	-	-	-	1
3.4 Programme Composition and Programme Formats Of DD	1	-	-	-	-	-	-	1
3.5 Three-Tier (National, Regional And Local TV Service Of DD Commercial Service Of DD	3	-	2	-	1	-	-	6


 Assistant Professor (English)

Unit-4Introduction to Television	L	T	S	W	D	V	P	T
4.1 Distinguishing Characteristics of TV as Compared to other Media	2	1	-	-	-	1	1	5
4.2 Objectives and Principles of TV Broadcasting	2	1	-	1	1	-	-	5
4.3 Terrestrial and Satellite Broadcasting	1	-	-	-	-	-	-	1
4.4 Cable Television	1	-	-	-	-	-	-	1
4.5 DTH Services in India	3	-	2	-	1	-	-	6

Unit-5 Introduction to Online Media	L	T	S	W	D	V	P	T
5.1 Distinguishing between online Media and other Media	2	1	-	-	-	1	1	5
5.2 Development of Online Media in India	2	1	-	1	1	-	-	5
5.3 online Media Services	1	-	-	-	-	-	-	1
5.4 IT Act 2000	1	-	-	-	-	-	-	1
5.5 Intro to Major Web Portals	3	-	2	-	1	-	-	6


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SCIENCE OF HUMAN COMMUNICATION

Unit-1	L	T	S	W	D	V	P	T
1.1 Characteristics of human being	3	-	-	-	-	-	4	7
1.2 Essential of human being to live in the society	2	-	-	-	-	-	-	2
1.3 Concept of Society	3	-	-	-	-	-	2	5
1.4 Essential of communication to built the society	2	-	-	-	-	-	-	2
1.5 Concept of socialization, Process, Agent and problems	2	-	-	-	-	-	-	2

Unit-2	L	T	S	W	D	V	P	T
2.1 Definition of communication process	3	-	-	-	-	-	4	7
2.2 Model of human communication MCR and SMCR Model	2	-	-	-	-	-	-	2
2.3 Willber Schram's Participatory Model Osgood model of communication Model of Frank E. Dance	3	-	-	-	-	-	2	5
2.4 Introduction to Johari Window of Joseph Looft & Harigton Edham its definition & Importance	2	-	-	-	-	-	-	2
2.5 Concept of 'Self' and 'Other' in communication	2	-	-	-	-	-	-	2

Unit-3	L	T	S	W	D	V	P	T
3.1 Communication process from 'Self' and it importance	3	-	-	-	-	-	4	7
3.2 Nonverbal communication & its importance	2	-	-	-	-	-	-	2
3.3 Art of Listening and its development	3	-	-	-	-	-	2	5
3.4 Art of Writing and its development-a literal communication	2	-	-	-	-	-	-	2
3.5 Art of speaking & its development & Audio Visual Communication	2	-	-	-	-	-	-	2

Unit- 4	L	T	S	W	D	V	P	T
4.1 Intrapersonal Communication	3	-	-	-	-	-	4	7
4.2 Concept of interpersonal communication	2	-	-	-	-	-	-	2
4.3 Functional concept of dialogue	3	-	-	-	-	-	2	5
4.4 Concept of relationship of dialogue	2	-	-	-	-	-	-	2
4.5 Concept of integrated economy of dialogue	2	-	-	-	-	-	-	2

Unit- 5	L	T	S	W	D	V	P	T
5.1 Mass Communication, Concept, Process Types and role	3	-	-	-	-	-	4	7
5.2 Slang and Communication	2	-	-	-	-	-	-	2
5.3 Internet and Communication	3	-	-	-	-	-	2	5
5.4 Concept and process of Human Communication and “Vasudhaiv Kutumbakam”	2	-	-	-	-	-	-	2
5.5 Introduction to Narad Muni’s communication, Spiritual communication – Concept, Process and Importance	2	-	-	-	-	-	-	2

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PROCESS OF MASS COMMUNICATION

Unit-1	L	T	S	W	D	V	P	T
1.1 Social Group, Crowd, Folk, Mass, Public, Audience, Reader, Viewer, Viewer Concept, Interpretation, and difference/discrimination	3	-	-	-	-	-	-	3
1.2 Process of Group Communication	3	-	-	-	-	-	-	3
1.3 Brief overview of the evolution of human communication, Concept of Society	3	-	-	-	1	-	-	4
1.4 Models of Mass Communication, Gerber's Model,	3	-	-	-	-	-	-	3
1.5 Wilber Schramm's Model of Mass Communication	3	-	-	1	-	-	1	5

Unit-2	L	T	S	W	D	V	P	T
2.1 Sahridya and Sadharanikaran (Tender Hearted and Simplification) Concept and Interpretation	3	-	-	-	-	-	-	3
2.2 Effect of Mass Communication: Bullet theory, Action Reaction, Two Step and Multi Step	3	-	-	-	-	-	-	3
2.3 Uses of Gratification, Gate keeping, Cultural theory Lasswell's concept of Communication,								
2.4 Media: Concept and Interpretation, Types of Media and Advantages of each media	3	-	-	-	1	-	-	4
2.5 Agenda Setting theory and Media	3	-	-	-	-	-	-	3

Unit-3	L	T	S	W	D	V	P	T
3.1 Fragmentation of Audience: Mass audience Fragmented audience, consumer Media Characteristics of audience: Creativity and Power	3	-	-	-	-	-	-	3
3.2 Concept role of media : Dictatorship Media, Libertarian, Social Responsible, Democratic media, Dependency Theory	3	-	-	-	-	-	-	3
3.3 Participatory Media	3	-	-	-	1	-	-	4
3.4 Russian Formation of Media	3	-	-	-	-	-	-	3
3.5 Development Media, Business Media	3	-	-	1	-	-	1	5

Unit-4	L	T	S	W	D	V	P	T
4.1 Media persons : Qualities and Skills, Different tasks Characteristics of a perfect media persons	3	-	-	-	-		-	3
4.2 Formation of Media in India, Reach, Effect	3	-	-	-	-		-	3
4.3 Impact of Mobile, Computer and Internet on Traditional Media	3	-	-	-	1	-	-	4
4.4 Role of Mass Media in Development	3	-	-	-	-		-	3
4.5 Impact of Mass Media on culture	3	-	-	1	-		1	5

Unit-5	L	T	S	W	D	V	P	T
5.1 Moral Values and codes of Ethics in Media Work	3	-	-	-	-		-	3
5.2 Public Broadcasting	3	-	-	-	-		-	3
5.3Community Broadcasting	3	-	-	-	1	-	-	4
5.4 Community Media: Need and Interpretation	3	-	-	-	-		-	3
5.5 Alternative Media : Parallel Media and Social Media	3	-	-	1	-		1	5


 (S. T. T.)

APPLICATIONS OF COMPUTER IN ELECTRONIC MEDIA

Unit 1 : Computer Fundamentals	L	T	S	W	D	V	P	T
1.1 Definition, Generations and Basic Components of Computer	3	-	-	-	-	-	4	7
1.2 Input/output devices, Memory and other peripherals	2	-	-	-	-	-	-	2
1.3 Introduction to Operating System	3	-	-	-	-	-	2	5
1.4 Windows, Unix, Linux	2	-	-	-	-	-	-	2
1.5 Functions and features of Windows Operating System (Access Control Panel, Desktop, Windows Explorer)	2	-	-	-	-	-	-	2

Unit 2 : Office automation Tools: MS Word	L	T	S	W	D	V	P	T
2.1 Introduction to MS Office Suit	3	-	-	-	-	-	4	7
2.2 Introduction to Word Processing	2	-	-	-	-	-	-	2
2.3 MS Word interface, Tools and Menus	3	-	-	-	-	-	2	5
2.4 Document editing and formatting	2	-	-	-	-	-	-	2
2.5 Mail Merge and other tools	2	-	-	-	-	-	-	2

Unit 3 : Office Automation Tools: MS Excel and MS Power	L	T	S	W	D	V	P	T
3.1 MS Excel Interface, Tools and Menus	3	-	-	-	-	-	4	7
3.2 Creating Spreadsheet, Use of functions, Charts and Graphs	2	-	-	-	-	-	-	2
3.3 MS PowerPoint Interface, Tools and Menus	3	-	-	-	-	-	2	5
3.4 Creating slides, inserting multimedia objects,	2	-	-	-	-	-	-	2
3.5 Transition and Custom Animation, Delivering Presentations	2	-	-	-	-	-	-	2

Unit 4: Introduction to Internet	L	T	S	W	D	V	P	T
4.1 Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet)	3	-	-	-	-	-	4	7
4.2 Internet Protocols (FTP, HTTP, TCP/IP, www)	2	-	-	-	-	-	-	2
4.3 Websites, Portals and Search Engines; Online newspapers/channels/magazines	3	-	-	-	-	-	2	5
4.4 Advantages in Internet Communication	2	-	-	-	-	-	-	2
4.5 Security issues in Internet	2	-	-	-	-	-	-	2


 Signature (E-101)

Unit 5 Introduction to Adobe Photoshop	L	T	S	W	D	V	P	T
5.1 Introduction to Graphics, Color models and modes	3	-	-	-	-	-	4	7
5.2 Graphic file formats and their applications	2	-	-	-	-	-	-	2
5.3 Adobe Photoshop Interface, Tools and Menus	3	-	-	-	-	-	2	5
5.4 Working with Layers, Filters,	2	-	-	-	-	-	-	2
5.5 Masking and other tools	2	-	-	-	-	-	-	2


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CURRENT AFFAIRS FOR ELECTRONIC MEDIA

Unit 1	L	T	S	W	D	V	P	T
1.1 News and Current Affairs Programme Pattern : Gathering Packaging, Broadcasting	3	-	-	-	-	-	4	7
1.2 Current Affairs Programme	2	-	-	-	-	-	-	2
1.3 Different Format of Current Affairs Programme : Discussion, Chat and Talk show, Live Coverage, Review, Vox -pop, News Documentary, News Capsule, In-Depth News Story, Infotainment, Live Debate, Infotainment Features and Research based programmed	3	-	-	-	-	-	2	5
1.4 Current Affairs programme as a tools of knowledge : Edutainment	2	-	-	-	-	-	-	2
1.5 Planning and Conducting of various News Programs	2	-	-	-	-	-	-	2

Unit 2	L	T	S	W	D	V	P	T
2.1 Current International issue s	3	-	-	-	-	-	4	7
2.2 International Organization : UNO, UNESCO, WHO, WORLD BANK, IMF, ITU, WTO	2	-	-	-	-	-	-	2
2.3 Multilateral organization SAARC, BRICS, NAM, ASEAN, NATO, UNECC	3	-	-	-	-	-	2	5
2.4 APEC, EUROPEAN UNION, COMMON WEALTH UNION, G-8, G-20	2	-	-	-	-	-	-	2
2.5 Human rights : Cultural and Social Issue	2	-	-	-	-	-	-	2


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Unit 3	L	T	S	W	D	V	P	T
3.1 Interactive programmes Coverage of Foreign Visits	3	-	-	-	-	-	4	7
3.2 Current Issues of Parliament and different Legislative Assembly	2	-	-	-	-	-	-	2
3.3 Cross Border Terrorism	3	-	-	-	-	-	2	5
3.4 Cultural and Media Imperialism	2	-	-	-	-	-	-	2
3.5 Consumerism, Paid News	2	-	-	-	-	-	-	2

Unit-4	L	T	S	W	D	V	P	T
4.1 CURRENT SCENARIO of Media Organisation- Press Council, Prasar Bharti,	3	-	-	-	-	-	4	7
4.2 DAVP, EMMC, PIB	2	-	-	-	-	-	-	2
4.3 BCCC, BEA, MRUC, P.I.I	3	-	-	-	-	-	2	5
4.4 International Press Institute	2	-	-	-	-	-	-	2
4.5 Analysis of Current Media Reports	2	-	-	-	-	-	-	2

Unit-5	L	T	S	W	D	V	P	T
5.1 Coverage of Parliament Proceeding and Election	3	-	-	-	-	-	4	7
5.2 Discussion current affairs programme: Education, Health, Rural, Social, Political and Cultural Issue	2	-	-	-	-	-	-	2
5.3 Current Local and Regional Issue	3	-	-	-	-	-	2	5
5.4 Relation with Neighboring countries: Bangladesh, Nepal, Pakistan, Bhutan	2	-	-	-	-	-	-	2
5.5 International Press freedom index	2	-	-	-	-	-	-	2

REPORTING FOR ELECTRONIC MEDIA

Unit -1 News concept									
	L	T	S	W	D	V	P	T	
1.1 News: Definition, News source, Elements	3	-	-	-	---	-	-	3	
1.2 News values, Structure of News Report	2	-	-	1	-	-	1	4	
1.3 Objectivity in News	2	-	-	-	-	-	1	3	
1.4. News writing importance and types of lead	2	-	-	2	-	-	1	5	
1.5 Role and Responsibility of a Reporter	2	-	---	-	---	-	1	3	

Unit -2 Scope of Television Journalism;									
	L	T	S	W	D	V	P	T	
2.1 Definition and Elements of TV News	3	-	-	-	---	-	-	3	
2.2 Characteristics of TV news-how it's different from print and radio news, News gathering	2	-	-	1	-	-	1	4	
2.3 Selection of news and scripting it. Principle & Techniques of TV news and preparing news cast. Characteristics of a good TV news,, Language of TV News	2	-	-	-	-	-	1	3	
2.4 Newsroom functioning, Duties and Functions of director, News Editor; Producer, correspondent	2	-	-	2	-	-	1	5	
2.5 Structure and operation of a TV Newsroom ,ENG	2	-	---	-	---	-	1	3	

UNIT -3 Scope of Television Journalism;									
	L	T	S	W	D	V	P	T	
3.1 Basic principles of TV News presentation. The TV News Anchor—qualities, roles, skills, Facing techniques; Doing Voice over, Breathing and reading techniques, Ethics and responsibilities.	3	-	-	-	---	-	-	3	
3.2 Outside Coverage, Ethical Problems, Field Research, Need of Balanced Presentation And Selection of Topics;	2	-	-	1	-	-	1	4	
3.3 Techniques of writing TV News,	2	-	-	-	-	-	1	3	
3.4 Specialization in Reporting	2	-	-	2	-	-	1	5	
3.5 Live Coverage through Satellite.	2	-	---	-	---	-	1	3	

Unit-4 Unit-1 Radio News Reporting									
	L	T	S	W	D	V	P	T	
4.1 Characteristics of Radio News, How it's Different from Print and TV News. Definition, Elements and types of News	3	-	-	-	---	-	-	3	
4.2 Sources of Radio News, News gathering	2	-	-	1	-		1	4	
4.3 Selection of News and Scripting it. Principle & Techniques of Radio News and preparing News cast.	2	-	-	-	-	-	1	3	
4.4 Characteristics of a good radio News	2	-	-	2	-	-	1	5	
4.5 Language of Radio News	2	-	---	-	---		1	3	

Unit-5 Radio News Reporting									
	L	T	S	W	D	V	P	T	
5.1 Radio Newsroom Organization and Structure and Functions	3	-	-	-	---	-	-	3	
5.2 Different editorial positions in Newsroom and their roles and Responsibilities	2	-	-	1	-		1	4	
5.3 Editorial Vision: Generating Ideas, Ensuring Creativity and Innovation Managing and Allocating Editorial Resources	2	-	-	-	-	-	1	3	
5.4 Team work Editorial Co-ordination: Managing Different Desks	2	-	-	2	-	-	1	5	
5.5 Principle and Precaution for Editing	2	-	---	-	---		1	3	


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MEDIA LANGUAGE & CONTENT

Unit-1 Essentials of Media Writing									
	L	T	S	W	D	V	P	T	
1.1 Characteristics of Writing For Newspapers and Magazines	3	-	-	-	---	-	-	3	
1.2 Basics of Grammar in Hindi and English, Use of Phrases and Words	2	-	-	1	-		1	4	
1.3 Basics of Writing for Radio	2	-	-	-	-	-	1	3	
1.4 Basic Writing for TV	2	-	-	2	-	-	1	5	
1.5 Basic Writing for Web	2	-	--	-	--		1	3	

Unit-2 : News & Feature Writing Skills									
	L	T	S	W	D	V	P	T	
2.1 News: Concepts and Elements	3	-	-	-	---	-	-	3	
2.2 Writing Intros and Headline	2	-	-	1	-	-	1	4	
2.3 Writing Simple News Stories	2	-	-	-	-	-	1	3	
2.4 Writing Feature Articles	2	-	-	2	-	-	1	5	
2.5 Writing Advertorials	2	-	--	-	--		1	3	

Unit-3 : Paraphrasing & Translation									
	L	T	S	W	D	V	P	T	
3.1 Methods of Paraphrasing, Attribution, and Quoting	3	-	-	-	---	-	-	3	
3.2 Translating at Least 25 Different News Items	2	-	-	1	-	-	1	4	
3.3 Translating at Least 50 Creative Writing of About 500 Words	2	-	-	-	-	-	1	3	
3.4 Preparing a List of at Least 50 Phrases in Hindi	2	-	-	2	-	-	1	5	
3.5 Preparing a List of at Least 50 Phrases in English	2	-	--	-	--		1	3	

Unit-4: Translation Journalistic Content-L : Business									
	L	T	S	W	D	V	P	T	
4.1 Translating at Least 25 Different News Items From Business Pages	3	-	-	-	---	-	-	3	
4.2 Translating at Least 200 Different Headlines of Business News	2	-	-	1	-		1	4	
4.3 Translating at Least One Article On Business	2	-	-	-	-	-	1	3	
4.4 Preparing a Glossary of 100 Words In Hindi Language, Generally Used For Business Related Journalistic Content	2	-	-	2	-	-	1	5	
4.5 Preparing a Glossary of 100 Words in English Language, Generally Used for Business Related Journalistic Content	2	-	--	-	--		1	3	

Unit 5 : Translating Journalistic Content-Sports	L	T	S	W	D	V	P	T
5.1 Translating at Least 25 Different News Items on Five Different Sports	3	-	-	-	--	-	-	3
5.2 Translating at Least 50 Headlines of Sport News Items of Different Sports	2	-	-	1	-		1	4
5.3 Translating a Column Article of Renown Person on Sport	2	-	-	-	-	-	1	3
5.4 Preparing a Glossary of 100 Words in Hindi Languages, Generally Used for Different Sports.	2	-	-	2	-	-	1	5
5.5 Preparing A Glossary of 100 Words in English Languages, Generally Used for Different Sports	2	-	--	-	--		1	3

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SPECIALIZED SCRIPT WRITING FOR ELECTRONIC MEDIA

Unit 1: Language and Communication									
	L	T	S	W	D	V	P	T	
1.1 Meaning and definition of Language, Perception	2	-	-	-	-	-	-	2	
1.2 Audio language symbols, signs, symbols, icons etc	2	1	-	-	-	-	1	4	
1.3 Difference between Written and Spoken Language	2	-	-	-	-	-	1	3	
1.4 Instant Script Preparation	2	1	-	-	-	-	-	3	
1.5 Changing trends in Media Language	3	-	-	-	-	-	3	6	

Unit 2 : Professional Scripting									
	L	T	S	W	D	V	P	T	
2.1 Script: meaning and types of Script	2	-	-	-	-	-	-	2	
2.2 Role of a Scriptwriter in Media	2	1	-	-	-	-	-	3	
2.3 Concept of Content and Form	2	2	-	-	-	-	-	4	
2.4 Process of Scripting: Idea Formation, Research, Sequencing	3	2	-	-	-	-	2	7	
2.5 Opening and Concluding	2	-	-	-	-	-	1	2	

Unit 3 : Radio Scripting and Language									
	L	T	S	W	D	V	P	T	
3.1 Concept of Spoken Language	2	-	-	-	-	-	1	3	
3.2 Stages of Scripting	2	1	-	-	-	-	-	3	
3.3 Stages of Editing	2	1	-	-	-	-	-	3	
3.4 Writing for Different Program genre/ Adaptation	2							2	
3.5 Talk, News, Newsreel, Documentary, Drama Music and News Formats	3	2	-	-	-	-	2	7	

Unit 4: Television Scripting and Language									
	L	T	S	W	D	V	P	T	
4.1 Writing for Visuals and Visual Communication	3	1	-	-	-	-	-	4	
4.2 Relationship between Narration and Visuals	3	1	-	-	-	-	-	4	
4.3 Writing for Fictional Programmes	2	1	-	-	-	-	-	4	
4.4 Writing for non Fictional Programmes.	1	1	-	-	-	-	-	2	
4.5 Types of Script- Treatment, Screen play, Shooting Script, break down Script. Full page and Split Page Script	4	-	-	-	-	-	-	4	

Unit 5 : Writing for Web									
	L	T	S	W	D	V	P	T	
5.1 Web Writing and it's Growth	3	-	-	-	-	-	-	3	

5.2 Features of Web Writing	3	-	-	-	-	-	-	-	3
5.3 Blogs	2	2	-	-	-	-	-	-	4
5.4 Experimentation with Language on Internet	3	2	-	-	-	-	-	-	5
5.5 Emerging Internet Language of Content vs. Form	3	-	-	-	-	-	-	-	3


 दिनेश कुमार (इ.एम.)

Software for Media

Unit: 1 Software									
	L	T	S	W	D	V	P	T	
1.1 Introduction to Media Software.	2	-	-	-	-	-	1	3	
1.2 Corel Draw: Main Tools of Corel Draw Shape Panel, Drawing Panel.	2	-	-	-	1	-	1	4	
1.3 Using of Color and Text Outlining and Filling Objects Using. Symbols and clipart Creating Output, Exporting Drawings, Printing.	2	-	-	-	1	-	1	4	
1.4 Basic shapes Selecting and Manipulating Objects Drawing and Shaping Objects.	2	-	-	-	1	-	1	4	
1.5 Adobe PageMaker: Tools and Utility.	2	-	-	-	-	-	1	3	

Unit: 2 - Sound software									
	L	T	S	W	D	V	P	T	
2.1 Nature of Digital Sound Meaning of Mono, Stereo and surround sound Various formats of Digital Sound	2	-	-	-	-	-	1	3	
2.2 Introduction to Audio Console	2	-	-	-	1	-	1	4	
2.3 Sound forge: Editing tools: Cut, Cross Fade, Mix Process of Equalization Applying Effects to Sound.	2	-	-	-	1	-	1	4	
2.4 Audacity: Editing tools: Cut, Cross Fade, Mix Process of Equalization Applying Effects to Sound.	2	-	-	-	1	-	1	4	
2.5 Wave Pad: Editing tools: Cut, Cross Fade, Mix Process of Equalization Applying Effects to Sound.	2	-	-	-	-	-	1	3	

Unit: 3 - Video Editing Software									
	L	T	S	W	D	V	P	T	
3.1 Editing: meaning and significance	2	-	-	-	-	-	1	3	
3.2 Grammar of Picture and Grammar of Audio, Eye line, Point of View and Continuity type- Much Cut, Jump Cut, Tempo, Transition and Special Effect.	2	-	-	-	1	-	1	4	
3.3 Introduction to FCP: Tools and Utility	2	-	-	-	1	-	1	4	
3.4 Introduction to Adobe Premiere: Tools and Utility	2	-	-	-	1	-	1	4	
3.5 Introduction to Sony Vegas Pro: Tools and Utility	2	-	-	-	-	-	1	3	

Unit: 4 - Photo Editing Software	L	T	S	W	D	V	P	T
4.1 Graphic File Formats	2	-	-	-	-	-	1	3
4.2 Adobe Photo Shop: Tools and Utility	2	-	-	-	1	-	1	4
4.3 Layers: Creation of New Layer, Merging, Copying, Pasting.	2	-	-	-	1	-	1	4
4.4 Applying Effects into layers.	2	-	-	-	1	-	1	4
4.5 Use of Filter and other Tools.	2	-	-	-	-	-	1	3

Unit: 5 - Animation software	L	T	S	W	D	V	P	T
5.1 2 D Animation: Flash and Adobe After Effects	2	-	-	-	-	-	1	3
5.2 Flash Editor, Panels, Timeline, Tools, Saving & Uploading Files More Tools.	2	-	-	-	1	-	1	4
5.3 Utilities, Grouping, Arranging Graphic Symbols, Alignment, Libraries, Layers	2	-	-	-	1	-	1	4
5.4 Key frames, Frame by Frame Animation, Onion Skins, Frame Rate Motion Twinning, Stop Action, Rotate & Spin, Info Panel, and Movie Explorer.	2	-	-	-	1	-	1	4
5.5 Shape Twinning Button Symbols, Action, Adding Sound to Buttons, Publishing and Exporting	2	-	-	-	-	-	1	3

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Video Production

Unit: 1 – Basics of video production		L	T	S	W	D	V	P	T
1.1	What is Video Production	2	-	-	-	-	-	1	3
1.2	Process of Video Production– Pre Production, Production, Post Production, Distribution	2	-	-	-	-	-	3	5
1.3	Concept of Research in Video Production	2	-	-	-	-	-	-	2
1.4	Importance of Idea Generation	2	-	-	-	-	-	-	4
1.5	ENG Production	2	-	-	-	-	-	2	4

Unit: 2 –Video camera		L	T	S	W	D	V	P	T
2.1	Introduction to Video Camera	2	-	-	-	-	-	1	3
2.2	Video Camera: Parts & their Functions.	2	-	-	-	-	-	2	4
2.3	Basic Shots	2	-	-	-	-	-	2	4
2.4	Camera Movements	2	-	-	-	-	-	1	3
2.5	Video Camera Equipments and Usage	2	-	-	-	-	-	2	4

Unit: 3 - Video editing		L	T	S	W	D	V	P	T
3.1	Editing Equipment	2	-	-	-	-	-	1	3
3.2	Types of Video Editing	2	-	-	-	-	-	2	4
3.3	Grammar of Visual Editing	2	-	-	-	-	-	2	4
3.4	Importance of Cut away and Cutting Shots	2	-	-	-	-	-	1	3
3.5	Usage of Backgrounds and Ambiance	2	-	-	-	-	-	2	4

Unit : 4 - Video lighting		L	T	S	W	D	V	P	T
4.1	Purpose of Lighting	2	-	-	-	-	-	1	3
4.2	Lighting Equipments	2	-	-	-	-	-	2	4
4.3	Types of Light Sources.	2	-	-	-	-	-	2	4
4.4	Lighting Technique and Problems	2	-	-	-	-	-	1	3
4.5	Importance of Lighting in Television	2	-	-	-	-	-	2	4

Unit : 5 – Audio for video		L	T	S	W	D	V	P	T
5.1 Types of Microphone		2	-	-	-	-	-	1	3
5.2 Selection and Placement of Microphone		2	-	-	-	-	-	2	4
5.3 Scenery and Set Design		2	-	-	-	-	-	2	4
5.4 Tools of Audio Editing		2	-	-	-	-	-	1	3
5.5 Principle of Audio Editing		2	-	-	-	-	-	2	4

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RADIO PRODUCTION

Unit: 1 - Introduction	L	T	S	W	D	V	P	T
1.1 Introduction to Radio as a Mass- Medium, Community Radio: Concept & Importance	4	1	-	-	-	-		5
1.2 Types of News Bulletins, Compilation of News: Pool Copy, Compiling News Bulletins	2	-	-	-	-	-	1	3
1.3 Equipment for Radio News Production: Microphones, Sound Recording Machines, Portable Sound Mixers, Sound Transmission over Lines, Telephone Recordings, Wireless Microphones and Microphone Transmitters, Radio Newsgathering Vehicles, Wireless News Links	2	-	-	-	-	-	1	3
1.4 Elements of Radio Script: Spoken, Immediate, Person to Person, heard only once Sound only, feel, think, entertain, & inform	2	-	-	-	-	-	1	3
1.5 Art of writing different Radio Programme Formats: Talk, Radio Play, Feature, Interview etc.	2	-	-	--	-	1	1	4

Unit : 2 - News Directives	L	T	S	W	D	V	P	T
2.1 Organization of the Newsroom	2	-	-	-	-	-	1	3
2.2 What is news, News Sources,	2	-	-	-	-	-	1	3
2.3 Writing for the ear: five principals	2	-	-	-	-	-	1	3
2.4 The A.B.C.: Accuracy-Balance-Clarity	2	-	-	--	-	1	1	4
2.5 National constraints and legal aspects	4	1	-	-	-	-		5

Unit: 3 - Production elements	L	T	S	W	D	V	P	T
3.1 Production Elements of Radio Programmes: Aural Sense Appeal, narration, dialogue, Sound Effect, Rapid Getaway, Music, Silence etc.	2	-	-	-	-	-	1	3
3.2. Concept of MW, SW and FM	2	-	-	-	-	-	1	3
3.3 News caster, Commentator, Presenter, Anchoring, Announcing, Comparing	2	-	-	-	-	-	1	3
3.4 Interactive Broadcasting, Educational Broadcasting	2	-	-	--	-	1	1	4
3.5 News caster, Commentator, Presenter, Anchoring, Announcing, Comparing	4	1	-	-	-	-		5

Unit: 4 - Pre-production									
4.1	Generate story ideas for radio productions, Prepare a basic script for radio production programs, Plan and design the use of sound effects, music, narration, and dialog in a radio script.	4	2	1	-	-	-	-	5
4.2	Operate the production studios and audio production equipment. Apply multi-track audio/radio production techniques.	2	-	-	-	-	-	1	3
4.3	Operate digital audio equipment to conduct interviews and capture sound	2	-	-	-	-	-	1	3
4.4	Import and transfer audio using various devices	2	-	-	-	-	1	1	4
4.5	Operate Pro Tools digital audio software	4	1	-	-	-	-	-	5

Unit : 5- Production Procedures									
5.1	Demonstrate Remote recording of Spoken Voice, ambience and sound effects.	4	2	1	-	-	-	-	5
5.2	Demonstrate audio file importing, exporting, dubbing	2	-	-	-	-	-	1	3
5.3	Demonstrate multi-track recording , Demonstrate audio editing using digital audio editing software	2	-	-	-	-	-	1	3
5.4	Demonstrate the mixing process using digital audio software.	2	-	-	-	-	-	1	4
5, 5	Demonstrate an understanding of how to publish audio files on the Internet.	4	1	-	-	-	-	-	5

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TELEVISION PRODUCTION

Unit: 1 - Introduction	L	T	S	W	D	V	P	T
1.1 Introduction of Visualization, Different Approaches to Visualization - TV, Films, and Ad films	3	1	-	-	-	-	1	5
1.2 Structure, Form and Meaning of Art	2	-	-	-	-	-	1	3
1.3 Production standards NTSC, PAL, SECAME	2	-	-	-	-	-	1	3
1.4 Television Crew, an overview of direction	2	-	-	-	-	-	1	3
1.5 Art direction floor Management- Indoor & Outdoor, Budget Preparation	2	-	-	-	-	1	1	4

Unit: 2 - Script Writing	L	T	S	W	D	V	P	T
2.1 Principles of Script Writing, Creative Writing and Script Formats, Dialogue Writing	3	1	-	-	-	-	1	5
2.2. Planning of Story, Story Board, Discussions, Screen Play	2	-	-	-	-	-	1	3
2.3 Selection of Cast, Costumes, Locations, Set & Design	2	-	-	-	-	-	1	3
2.4 Perception Depth, Height, Cooler, Shape etc.	2	-	-	-	-	-	1	3
2.5 Research. Locations: In-door, Set, on-Sights Sets, - Outdoor on-Sight sets, Blue Matte. etc	2	-	-	-	-	1	1	4

Unit: 3 - Principles of camera	L	T	S	W	D	V	P	T
3.1 Types of Camera, Video Formats (VHS, SVHS, U-MATIC, BETA, DIGITAL)	3	1	-	-	-	-	1	5
3.2 Camera Techniques & Operation	2	-	-	-	-	-	1	3
3.3 Framing, Shots & Movements (Wide, Medium, Close ups, Shadow, Zoom, Pan, Tilt, Aerial etc.)	2	-	-	-	-	-	1	3
3. Usages of Various Types of Camera Lenses (Normal, Tele, Zoom etc.)	2	-	-	-	-	-	1	3
3.5. Usages of Various Filters (Day, Night, Colour Correcting Filter, Diffusion Filter)	2	-	-	-	-	1	1	4

Unit : 4 - TV lighting									
4.1 Objectives TV Lighting									
4.2 Various Types of Lights (Baby, Junior, Senior, etc.)	2	-	-	-	-	-	-	1	5
4.3 Colour Temperature	2	-	-	-	-	-	-	1	3
4.4 Lighting for Different Situations (Interviews, Indoor, out-Door)	2	-	-	-	-	-	-	1	3
4, 5 Types of Lighting (Back, Front, Full, Semi, etc.)	2	-	-	-	-	-	-	1	4

Unit : 5 - Audio recording forma and Editing									
5.1 Audio on line or off line									
5.2 Usage of Various kinds of Mics (Dynamic Mic, Condenser Mic, Ribbon Mic, Uni-Directional, Bi-Directional, Omni Directional Mics, Hand mic, Head Set Mic, Quadraphonic Mic and Wireless Mic, Lapel etc.)	2	-	-	-	-	-	-	1	3
5.3 Knowledge about Audio Recording (Mono, Stereo, Surround Sound, Eco etc.).	2	-	-	-	-	-	-	1	3
5.4 Editing Procedure, Assembling Shots, Symbolic Editing and Editing Errors. The Language of Editing and Shooting-Sound in Editing-Categories of Sound, Post-Synchronization, Voice-over or Narration, Music and Dubbing	2	-	-	-	-	-	-	1	3
5.5 Video Editing - Linear, Non-Linear, Types of Editing Modes. Computer Editing - Time Cede Roll Editing, Television Graphics & Tiling and Specials Effects, Audio - Dubbing, Back Ground Music, Synchronizing of Video and Audio, Voice Over (Narration). Presentation Skills, Recording Live Programmers.	2	-	-	-	-	-	-	1	4

MEDIA LAW & ETHICS

UNIT-2 MEDIA LAWS										
	L	T	S	W	D	V	P	T		
2.1 Civil and Criminal law of Defamation	4	-	-	-	-	-	-	-	4	
2.2 Indian Penal Code 1860 (Section -124A, 153AB,292,293)	3	-	-	-	-	-	-	-	3	
2.3 Criminal Procedure Code 1973 (Section-93,95,96, 108, 144, 196,327)	3	-	-	-	-	-	-	-	3	
2.4 Intellectual Property Rights	4	-	-	-	-	-	-	-	4	
2.5 Copy Right Act 1957	4	-	-	-	-	-	-	-	4	

UNIT -1 PRESS FREEDOM AND LAW										
	L	T	S	W	D	V	P	T		
1.1 Introduction of Constitution and Source of Indian Constitution	4	-	-	-	-	-	-	-	4	
1.2 Freedom of Speech and Expression	3	-	-	-	-	-	-	-	3	
1. Contempt of Court 1971 : Civil and Criminal law of Defamation	3	-	-	-	-	-	-	-	3	
1.4 Provisions of Declaring Emergency and their Effects on Media	4	-	-	-	-	-	-	-	4	
1.5 Right to Information 2005	4	-	-	-	-	-	-	-	4	

UNIT -3 ELECTRONIC MEDIA LAWS										
	L	T	S	W	D	V	P	T		
3.1 Prasar Bharti Act 1990	4	-	-	-	-	-	-	-	4	
3.2 Cable TV Network Regulation Act 1995	3	-	-	-	-	-	-	-	3	
3.3 Cinematography Act 1952	3	-	-	-	-	-	-	-	3	
3.4 Information Technology Act 2000	4	-	-	-	-	-	-	-	4	
3.5 Convergence Laws	4	-	-	-	-	-	-	-	4	


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UNIT -4 MEDIA COUNCILS AND COMMITTEES									
	L	T	S	W	D	V	P	T	
4.1 Press Commissions	4	-	-	-	-	-	-	4	
4.2 Press Council II 1978	3	-	-	-	-	-	-	3	
4.3 Working Journalist Act .1955	3	-	-	-	-	-	-	3	
4.4 Broadcasting Editor Association Ethics	4	-	-	-	-	-	-	4	
4.5 Wageboards in india for Journalists	4	-	-	-	-	-	-	4	

UNIT -5 MEDIA CODES AND ETHICS									
	L	T	S	W	D	V	P	T	
5.1 Ethics for Private channels & FM Stations	4	-	-	-	-	-	-	4	
5.2 Parliamentary Privileges: Article 105, 193 and 361A of Constitution	3	-	-	-	-	-	-	3	
5.3 Guidelines for Parliamentary Coverage (Geeta Mukherjee Committee's Report)	3	-	-	-	-	-	-	3	
5.4 AIR & DD Code for Election Coverage AIR & Doordarshan Commercial Code	4	-	-	-	-	-	-	4	
5.5 Guide Line for War and Terrorism Reporting	4	-	-	-	-	-	-	4	

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COMMUNITY & PARTICIPATORY COMMUNICATION

Unit-1 Community -									
	L	T	S	W	D	V	P	T	
1.1 Concept of Community, Types of Community,	4	-	-	-	-	-	-	4	
1.2 ABCD Model of Community Development (Achieving Better Community Development Model) And P.C.S Model of Community, Information Need for Community	3	-	-	-	-	-	-	3	
1.3 Community Mass Media – Types, Characteristics	3	-	-	-	-	-	-	3	
1.4 Community Media and Their Influence	4	-	-	-	-	-	-	4	
1.5 Community Media and Rural Development	4	-	-	-	-	-	-	4	

Unit-2 Community Communication									
	L	T	S	W	D	V	P	T	
2.1 Concept of Communication for Community,	4	-	-	-	-	-	-	4	
2.2 Concept of Communication Radio	3	-	-	-	-	-	-	3	
2.3 Development of Community Radio In India	3	-	-	-	-	-	-	3	
Community Radio License Policy									
2.4 Programme, Preparation And Narrowcasting Management of a Community Radio Station	4	-	-	-	-	-	-	4	
2.5 Social Change and Community Radio, Community Radio and Grassroots Development	4	-	-	-	-	-	-	4	

Unit-3 Participatory Communication-									
	L	T	S	W	D	V	P	T	
3.1 Meaning of Participation,,	4	-	-	-	-	-	-	4	
3.2 Types of Participation	3	-	-	-	-	-	-	3	
3.3 Peoples Participation and Advantage –	3	-	-	-	-	-	-	3	
3.4 Method of Participation – RRA (Rapid Rural Appraisal) and PRA (Participatory Rural Appraisal)	4	-	-	-	-	-	-	4	
3.5 Origin and Source of PRA, Principle and Application of PRA	4	-	-	-	-	-	-	4	

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Unit-4 Community and Participatory communication									
	L	T	S	W	D	V	P	T	
4.1 Social Media,	4	-	-	-	-	-	-	4	
4.2 Elements of Social Media,	3	-	-	-	-	-	-	3	
4.3 Function of Social Media in Participatory Communication	3	-	-	-	-	-	-	3	
4.4 Citizen Journalism. Blog	4	-	-	-	-	-	-	4	
4.5 Civil Society	4	-	-	-	-	-	-	4	

Unit- 5 Issue related of Community Development									
	L	T	S	W	D	V	P	T	
5.1 Agriculture, Women Empowerment,	4	-	-	-	-	-	-	4	
5.2 Health, Education, Sanitation	3	-	-	-	-	-	-	3	
5.3 Environmental Issue	3	-	-	-	-	-	-	3	
5.4 Employment	4	-	-	-	-	-	-	4	
5.5 Social Security and Social Justice, Livelihood , Make in India	4	-	-	-	-	-	-	4	

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 Dr. P.M.)

AUDIO PRODUCTION .

Unit: 1 Audio concepts	L	T	S	W	D	V	P	T
1.1 Perspectives of Sound	4	-	-	-	-	-	-	4
1.2 Analog and Digital Sound	3	-	-	-	-	-	-	3
1.3 Concept of Mono and Stereo Sound	3	-	-	-	-	-	-	3
1.4 Three Dimensional Sound, Surround Sound	4	-	-	-	-	-	-	4
1.5 Basics of Audio Recording	4	-	-	-	-	-	-	4

Unit: 2 - Recording Procedure	L	T	S	W	D	V	P	T
2.1 Audio Recording Equipment	3	1	-	-	-	-	1	5
2.2 Hi-Fi Recording, In-Door and Out-Door Recording	2	-	-	-	-	-	1	3
2.3 Recording for Different formats of Audio Programmes	2	-	-	-	-	-	1	3
2.4 Special Audience Programme	2	-	-	-	-	-	1	3
2.5 Newsreal Interactive Programme	2	-	-	-	-	1	1	4

Unit: 3 - Audio Studio	L	T	S	W	D	V	P	T
3.1 Essentials of an Audio Studio	3	1	-	-	-	-	1	5
3.2 Absorption Coefficients of Materials	2	-	-	-	-	-	1	3
3.3 Reflection of Sound and Acoustics Treatment	2	-	-	-	-	-	1	3
3.4 Types of Studio	2	-	-	-	-	-	1	3
3.5 Common errors in Pronunciations	2	-	-	-	-	1	1	4

Unit 4 - Sound effects	L	T	S	W	D	V	P	T
4.1 Types of Sound Effects	3	1	-	-	-	-	1	5
4.2 Mixing Techniques of Sound Effects	2	-	-	-	-	-	1	3
4.3 Use of Sound Effects in Different Audio Programmes	2	-	-	-	-	-	1	3
4.4 Recording of Programme	2	-	-	-	-	-	1	3
4.5 Selection of Sound Effect	2	-	-	-	-	1	1	4

Unit: 5 - Post production	L	T	S	W	D	V	P	T
5.1 Familiarization with Editing and Mixing Equipment	3	1	-	-	-	-	1	5
5.2 Linear and Non-linear Audio Editing	2	-	-	-	-	-	1	3
5.3 Process of Planning Scheduling and Transmission	2	-	-	-	-	-	1	3
5.4 Evaluation of Programs and Quality Control	2	-	-	-	-	-	1	3
5.5 Ethics in Audio Editing	2	-	-	-	-	1	1	4

ADVERTISEMENT FOR BROADCAST MEDIA

Unit -1 Advertising concept		L	T	S	W	D	V	P	T
1.1	Historical Development, Meaning and Definition, Objectives & Functions of Advertisements	4	-	-	-	-	-	-	4
1.2	Advertisement Medium, Advertising Types Advertising Appeals. and its Importance	3	-	-	-	-	-	-	3
1.3	Elements of Good Advertising	3	-	-	-	-	-	-	3
1.4	Advertising Agency: Structure, Functions, Important Functionaries, Client, Agency Relationship Structure, Functions, Roles, & Scope	4	-	-	-	-	-	-	4
1.5	Advertising Agencies in India and Role of Advertising in Broadcast Media	4	-	-	-	-	-	-	4

Unit -2 market & media planning		L	T	S	W	D	V	P	T
2.1	Concept of Product Positioning Target Audience,, Planning of Ad-Budget for Radio, Television	4	-	-	-	-	-	-	4
2.2	Various Research Inputs (Media Profiles, Product Profiles, Audience Profile)	3	-	-	-	-	-	-	3
2.3	Brand Positioning; USP; Advertising Strategies Market Research; Brand Positioning; Creative Strategy, Market and it's Segmentation, Sales Promotion	3	-	-	-	-	-	-	3
2.4	Introduction to Media Planning and Scheduling; Drawing up the Plan, Components of Media Plan Selecting Appropriate Media	4	-	-	-	-	-	-	4
2.5	Determination of Rates for Commercials Classification Rates-Time-Wise & Coverage-Wise	4	-	-	-	-	-	-	4

Unit -3 The creation of Advertisements		L	T	S	W	D	V	P	T
3.1	Writing for Radio & TV Advertising	4	-	-	-	-	-	-	4
3.2	Basic Mechanics of Storyboard Development	3	-	-	-	-	-	-	3
3.3	Writing; Types of Copy; How to Prepare; Principles of Writing; Main Features	3	-	-	-	-	-	-	3
3.4	Writing; Slogan; Headline; Ad Lay-out; Radio Advertisement Importance of Visual Thinking	4	-	-	-	-	-	-	4
3.5	Formats for Radio and T.V. Commercials: Slice of life, life Style, Animation, Straight Announcement, Presenter, Testimonial, Demonstration, Musical etc.	4	-	-	-	-	-	-	4

Unit-4		L	T	S	W	D	V	P	T
4.1 Creativity in Advertising, Style Of Thinking: Fact V/S Value Based Thinking Creative Pyramid: Attention, Interest, Credibility, Desire, Action	4	-	-	-	-	-	-	-	4
4.2 Brain Storming: Idea Generation, Big Idea	3	-	-	-	-	-	-	-	3
4.3 Creative Strategy; Purchase Proposition; Creative Execution; Transforming Concepts (Idea) in To Copy	3	-	-	-	-	-	-	-	3
4.4 Study of Creative Ads: Dairy Milk ,Amul ,Coca cola, Incredible India ,Hamara Bajaj ,Fevicol, Tata tea, Social Advertisement	4	-	-	-	-	-	-	-	4
4.5 Copy Writer: Qualities, Duties and Responsibilities	4	-	-	-	-	-	-	-	4

Unit-5 Impact of Advertising		L	T	S	W	D	V	P	T
5.1 Impact of Advertising on Consumer Behavior Analyzing Consumer Markets and Buying Behaviors Consumer Behavior Consumer Attitude and Interest	4	-	-	-	-	-	-	-	4
5.2 Significant of Advertising in Society Economic and Social Effects of Advertising	3	-	-	-	-	-	-	-	3
5.3 Legal Issues of Advertising in Contemporary Society	3	-	-	-	-	-	-	-	3
5.4 Ethical & Moral aspects of advertising : Advertising Standard Council of India and CCC	4	-	-	-	-	-	-	-	4
5.5 Need of Research for Advertising.	4	-	-	-	-	-	-	-	4

विभागाध्यक्ष (इ.एस.)

CORPORATE COMMUNICATION & PUBLIC RELATION

Unit 1 Corporate Communication

	L	T	S	W	D	V	P	T
1.1 Definition & Evolution of Corporate Communication	3	1	-	-	-	-	1	5
1.2 Major Functions of Corporate Communications: Media Relation, Employee Relation, Government Relation, Investor Relation	2	-	-	-	-	-	1	3
1.3 Role & Task of Corporate Communication in an Organization	2	-	-	-	-	-	1	3
1.4 Corporate Identity, Components of Corporate Identity: Corporate Design, Corporate Communication & Corporate behavior	2	-	-	-	-	-	1	3
1.5 Corporate Reputation, Steps to build Corporate Reputation Corporate Image	2	-	-	-	-	1	1	4

Unit 2 Definitions of Public Relations Models of PR Practice

	L	T	S	W	D	V	P	T
2.1 Tools of Corporate Communication	3	1	-	-	-	-	1	5
2.2 Traditional tools: Mass Media , Written Communication, Photographs, Exhibitions & Fairs, Audio Visual Media, Research, House Journals, Media Conference, Brochures & Newsletters	2	-	-	-	-	-	1	3
2.3 Public Relation Campaign	2	-	-	-	-	-	1	3
2.4 Recent trends in PR	2	-	-	-	-	-	1	3
2.5 Major Public Relation Organization	2	-	-	-	-	1	1	4

Unit 3: Public Relations

	L	T	S	W	D	V	P	T
3.1 Meaning and Definition of Public Relations Public Relations: Definition and History; Internal and External Publics; PR Publicity, PR as a Management Function: PR and Marketing: Image	3	1	-	-	-	-	1	5
3.2 Management:: Planning, Implementation, Research and Evaluation; PRO: Qualifications and Functions	2	-	-	-	-	-	1	3
3.3 Propaganda and Opinion, PR Principles	2	-	-	-	-	-	1	3
3.4 Publics in Public Relations	2	-	-	-	-	-	1	3
3.5 Writing for PR	2	-	-	-	-	1	1	4

UNIT 4	L	T	S	W	D	V	P	T
4.1 Tools of Public Relations; Crisis Management; Community Relations; Corporate Public Relations, Employee Relations, Financial PR, Shareholder Relations; PR Counseling	3	1	-	-	-	-	1	5
4.2 Media Relations, Press Release, Press Conference, House Journal, Corporate Film	2	-	-	-	-	-	1	3
4.3 PR Agencies	2	-	-	-	-	-	1	3
4.4 Public Relations in Private and Govt. Organization	2	-	-	-	-	-	1	3
4.5 Emerging Trends in PR. PR Research, PR Ethics	2	-	-	-	-	1	1	4

Unit 5: PR in the Age of New Media	L	T	S	W	D	V	P	T
5.1 PR in the Age of New Media: Scope, Challenges and Opportunities	3	1	-	-	-	-	1	5
5.2 Changing Trends and Leveraging the Potential of New Media	2	-	-	-	-	-	1	3
5.3 PR Tools of the Internet – Uses and their Online Application (Online Media Relations, Online Media Releases)	2	-	-	-	-	-	1	3
5.4 Social Media – Platforms, Analytics and Campaigns	2	-	-	-	-	-	1	3
5.5 Digital PR, PR Strategies Relationship Building in an Internet age – How organizations use websites, Social Networking Sites and other Digital Platforms to Communicate with their Stakeholders and Media Building Relationship through Interactivity	2	-	-	-	-	1	1	4

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MEDIA RESEARCH

Unit-1 Concept of Research & Methodology									
	L	T	S	W	D	V	P	T	
1.1 Meaning, Definition and Nature of Research	1	1	-	-	-	-	1	3	
1.2 Approaches to Research	2	-	-	-	-	-	-	2	
1.3 Research Method	1	-	-	-	1	-	2	4	
1.4 Evolution of Communication Research	3	1	-	-	-	-	-	4	
1.5 Importance of Research in Communication	3	-	-	-	-	-	2	5	

Unit -2 Techniques of Research									
	L	T	S	W	D	V	P	T	
2.1 Research Problem, Hypothesis and Variables	1	1	-	-	-	-	1	3	
2.2 Research Design and its Types	2	-	-	-	-	-	-	2	
2.3 Levels of Measurement, Scaling	1	-	-	-	1	-	2	4	
2.4 Sampling, Survey Research, Experimental Research	3	1	-	-	-	-	-	4	
2.5 Reliability and Validity, Item Analysis	3	-	-	-	-	-	2	5	

Unit-3 Tools & Methods of Communication Research									
	L	T	S	W	D	V	P	T	
3.1 Non-Reactive/ Unobtrusive and Secondary Sources of Data; Content Analysis	1	1	-	-	-	-	1	3	
3.2 Questionnaire & Schedules; Observation, Interview, Case Study	2	-	-	-	-	-	-	2	
3.3 Qualitative Research; Field Research, Group Discussion, Discourse Analysis	1	-	-	-	1	-	2	4	
3.4 Quantitative Research Design; Analyzing Qualitative Data	3	1	-	-	-	-	-	4	
3.5 Historical-Comparative Research	3	-	-	-	-	-	2	5	

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Unit-4 Research in Broadcast Media									
4.1 Concept and Nature of Communication Research	L	T	S	W	D	V	P	T	
	1	1	-	-	-	-	1	3	
4.2 Communicator/Source Analysis; Audience Viewer analysis; Impact Analysis	2	-	-	-	-	-	-	2	
4.3 Application of Research in Electronic Media; Formative & Summative Research	1	-	-	-	1	-	2	4	
4.4 Problems of Conducting Research on Radio and Television	3	1	-	-	-	-	-	-	4
4.5 Ethical Issues in Communication Research	3	-	-	-	-	-	2	5	

Unit -5 Application of statistics in Communication Research									
5.1 Normal Probability Curve and its Applications	L	T	S	W	D	V	P	T	
	1	1	-	-	-	-	1	3	
5.2 Tabulation and Classification of Data, Graphical Representation of Data	2	-	-	-	-	-	-	2	
5.3 Descriptive Statistics, Measures of Central Tendency and Variability	1	-	-	-	1	-	2	4	
5.4 Inferential Statistics, Correlation and Regression	3	1	-	-	-	-	-	-	4
5.5 Application of Software : SPSS	3	-	-	-	-	-	2	5	

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Production Portfolio

Following are the assignments students should perform as a part of this paper:

1. Prepare Minimum 03 Scripts for an Audio Programme - Radio News, Radio Drama, Radio Commercial
2. Prepare Minimum 03 Scripts for a video Programme – Television News Bulletin, A TV Serial with at least 2 episodes, Television Commercial
3. Prepare a Shooting Script for a Film of at least 10 Dinettes' duration
4. Shoot a Video Documentary of at least Five minutes' duration
5. Shoot a TV Commercial of with a duration of at least 20 seconds
6. Prepare a 10 Minutes' TV News Bulletin (covering at least 5 different issues including major events of the city)


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ENVIRONMENT AND MEDIA

UNIT-1 Concept of Development	L	T	S	W	D	V	P	T
1.1 Indian Development Process in Comparative Perspective of Asia & World	4	-	-	-	-	-	-	4
1.2 Indicators of Human Development Concept of Sustainable Development	3	-	-	-	-	-	-	3
1.3 An Introduction to Environment and Ecology, Relationship of Human with Nature	3	-	-	-	-	-	-	3
1.4 The Use of Technology in Exploitation of Nature, Ecosystem and Environmental Degradation	4	-	-	-	-	-	-	4
1.5 Deforestation, Forest Conservation Programme	4	-	-	-	-	-	-	4

UNIT-2 : Environmental Issue	L	T	S	W	D	V	P	T
2.1 Water Pollution, Air Pollution, Sound Pollution.	4	-	-	-	-	-	-	4
2.2 Radioactive Pollution, Global Warming (Toxic & Hazardous waste) Depletion of Ozone	3	-	-	-	-	-	-	3
2.3 Green Revolution and its Impact on Environment	3	-	-	-	-	-	-	3
2.4 Wildlife and its Conservation,	4	-	-	-	-	-	-	4
2.5 Depletion of Bio-Diversity	4	-	-	-	-	-	-	4


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UNIT- 3. Environmental Laws		L	T	S	W	D	V	P	T
3.1	Salient Features of Environmental Protection Act 1986	4	-	-	-	-	-	-	4
3.2	Air Pollution Act 1981, Water Pollution Act 1974	3	-	-	-	-	-	-	3
3.3	Wild life Protection Act 1972 with Amendment of 1992	3	-	-	-	-	-	-	3
3.4	Brief Introduction to Environment Protection, Action Ganga, Wetland's Projects,	4	-	-	-	-	-	-	4
3.5	Waste Management and Re-Cycling.	4	-	-	-	-	-	-	4

Unit- 4 Environmental Policies		L	T	S	W	D	V	P	T
4.1	Habitat and Modern life Style, Environmentalism (Solid Waste Materials, Health Hazards of solid waste treatment)	4	-	-	-	-	-	-	4
4.2	Managing Fragile Ecosystems and Combating Desertification and Drought).	3	-	-	-	-	-	-	3
4.3	Environment Policies (Development and Displacement, Big dams, the Role of Government and Judiciary in these Debates)	3	-	-	-	-	-	-	3
4.4	The Brief Study of Centre for Studies in Environment (The contributions of Sundarlal Bahuguna, Medha Patkar, Anil Agrawal, Vandana Shiva, Indira Jaisingh, M.C.Mehta	4	-	-	-	-	-	-	4
4.5	Brief Study of some Magazines, Newspapers like - Down to Earth, Sanctuary, Vigyan Pragati	4	-	-	-	-	-	-	4

Unit-5 Environmental Writing		L	T	S	W	D	V	P	T
5.1	Relationship of Purpose, Target Medium and Format of Writing for Development.	4	-	-	-	-	-	-	4
5.2	Selection of Medium, Format, language, Style of Writing for Development	3	-	-	-	-	-	-	3
5.3	Types and Tools of Resources for Writing on Development Issues	3	-	-	-	-	-	-	3
5.4	Role of Local and Regional Media for Development, Review of Their Status	4	-	-	-	-	-	-	4
5.5	Environment Related Programmes on TV	4	-	-	-	-	-	-	4

DOCUMENTARY AND FILM PRODUCTION

UNIT-1 Introduction	L	T	S	W	D	V	P	T
1.1 Documentary Film History, with Special Emphasis on Indian Documentary.	1	1	-	-	-	-	1	3
1.2 Types of Documentaries: Event Documentaries, Personality Documentaries etc.	2	-	-	-	-	-	-	2
1.3 Introduction to Indian Cinema – 'Silent Era' – H.S. Bhatvadekar, R.J. Torney, Pundalik and D.G. Phalke.	1	-	-	-	1	-	2	4
1.4 Film Archives of India – National.	3	1	-	-	-	-	-	4
1.5 Film Development Corporation (NFDC).	3	-	-	-	-	-	2	5

UNIT-2	L	T	S	W	D	V	P	T
2.1 Fundamentals of Developing, Producing and Directing a Short Documentary.	1	1	-	-	-	-	1	3
2.2 Knowledge of Aesthetic Film Theory.	2	-	-	-	-	-	-	2
2.3 Documentary Ethics.	1	-	-	-	1	-	2	4
2.4 Research in Documentary	3	1	-	-	-	-	-	4
2.5 Digital Editing Software to Edit a Short Film.	3	-	-	-	-	-	2	5

UNIT-3	L	T	S	W	D	V	P	T
3.1 Visualization and Creative Imagination.	1	1	-	-	-	-	1	3
3.2 Basic Concept of Script Writing – P.O.V. (Point of View), Imaginary line, Scenes.	2	-	-	-	-	-	-	2
3.3 Concept Development, Treatment and Script.	1	-	-	-	1	-	2	4

3.4 Shots, Sequence, Shooting Script.									
3.5 Story Board.	3	1	-	-	-	-	-	-	4

UNIT-4									
4.1 History of World Cinema	L	T	S	W	D	V	P	T	
	1	1	-	-	-	-	1	3	
4.2 Introduction to Indian Cinema	L	T	S	W	D	V	P	T	
	2	-	-	-	-	-	-	2	
4.3 Post-independent Indian cinema and the Rise of the South Indian Film Industry	L	T	S	W	D	V	P	T	
	1	-	-	-	1	-	2	4	
4.4 Cinema and Society: - Performing Arts and Origin of Indian Cinema.	L	T	S	W	D	V	P	T	
	3	1	-	-	-	-	-	4	
4.5 Introduction to Music and its Categories (Focus on Indian Music).	L	T	S	W	D	V	P	T	
	3	-	-	-	-	-	2	5	

UNIT-5									
5.1 Writing for Film. (Screenplay, Dialogue)	L	T	S	W	D	V	P	T	
	1	1	-	-	-	-	1	3	
5.2 Set Design.	L	T	S	W	D	V	P	T	
	2	-	-	-	-	-	-	2	
5.3 Pre-production—Preparations are Made for the Shoot, in which Cast and Film Crew are Hired, locations are Selected, and Sets are Built.	L	T	S	W	D	V	P	T	
	1	-	-	-	1	-	2	4	
5.4 Production—The raw elements for the film are recorded during the film shoot.	L	T	S	W	D	V	P	T	
	3	1	-	-	-	-	-	4	
5.5 Post Production Techniques.	L	T	S	W	D	V	P	T	
	3	-	-	-	-	-	2	5	

DIGITAL PHOTOGRAPHY

Unit: 1 - Concept of Art:										
	L	T	S	W	D	V	P	T		
1.1 What is Art?	1	1	-	-	-	-	1	3		
1.2 Structure, Form and Meaning of Art	2	-	-	-	-	-	-	2		
1.3 Art as Commerce, Art as Commodity	1	-	-	-	1	-	2	4		
1.4 Art as Human Creation of Images	3	1	-	-	-	-	-	4		
1.5 Reality and Constructed Images	3	-	-	-	-	-	2	5		

Unit: 2 - The Visual Image										
	L	T	S	W	D	V	P	T		
2.1 Visual Modes of Communication. The Visual Elements- Space, Line, Form, Shape, Texture, Light and Cooler, Rhythm, Movement, Balance, Harmony, Variety and Unity	1	1	-	-	-	-	1	3		
2.2. Organization of Visual Elements.	2	-	-	-	-	-	-	2		
2.3 Cognitive Approaches to Visual Communication.	1	-	-	-	1	-	2	4		
2.4 Perception Depth, Height, Cooler, Shape etc.	3	1	-	-	-	-	-	4		
2.5 Creative Process- The Ability to Create, Transform and Arouse Curiosity	3	-	-	-	-	-	2	5		

Unit: 3 - Photography										
	L	T	S	W	D	V	P	T		
3.1 Evolution - Language and Meaning	1	1	-	-	-	-	1	3		
3.2 Principles of Camera	2	-	-	-	-	-	-	2		
3.3 Parts of a Camera- Shutter, Focusing System etc	1	-	-	-	1	-	2	4		
3.4 Types of Lenses	3	1	-	-	-	-	-	4		
3.5 View Finder	3	-	-	-	-	-	2	5		

Unit : 4 Types of Cameras									
	L	T	S	W	D	V	P	T	
4.1 Pinhole - Box- Miniature - SLR - TLR, DSLR	1	1	-	-	-	-	1	3	
4.2 Field- Process Camera Special Types of Camera and Digital Camera and Digital Still Camera	2	-	-	-	-	-	-	2	
4.3 Tripod - Qualities of a Good Tripod. Types and Functions of a Tripod.	1	-	-	-	1	-	2	4	
4.4 Flash Gun - Types, Functions- Synchronization.	3	1	-	-	-	-	-	4	
4.5 Night Vision Camera, Infra Red Camera.	3	-	-	-	-	-	2	5	

Unit : 5 - Branches of Photography									
	L	T	S	W	D	V	P	T	
5.1 Nature - Architecture-Life - Landscape	1	1	-	-	-	-	1	3	
5.2 Wildlife - Sports - Advertising - Portraits	2	-	-	-	-	-	-	2	
5.3 Travel Photography Photography	1	-	-	-	1	-	2	4	
5.4 Fashion-Industrial- Product	3	1	-	-	-	-	-	4	
5.5 News photography - Photo Journalism - Scope and Functions	3	-	-	-	-	-	2	5	

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DIGITAL COMMUNICATION AND APPLICATION OF MULTIMEDIA IN ELECTRONIC MEDIA

Unit -1 Digital Communication and internet	L.	T	S	W	D	V	P	T
1.1 Digital Communication	1	1	-	-	-	-	1	3
1.2 Introduction to Internet :- E-mail, Chatting, BBS, and IP Voice	2	-	-	-	-	-	-	2
1.3 Fundamentals of Internet: IP Address, SMTP,FTP,Remote Login (Telnet), Domain Name Address, Search Engine, Web Browsers	1	-	-	-	1	-	2	4
1.4 Uses of Internet in Communication	3	1	-	-	-	-	-	4
1.5 Internet Security	3	-	-	-	-	-	2	5

Unit -2 Web development language	L	T	S	W	D	V	P	T
2.1 Languages for Creating Web Pages	1	1	-	-	-	-	1	3
2.2 Basic Structure of HTML	2	-	-	-	-	-	-	2
2.3 Creating Text, Hyper Links, Form	1	-	-	-	1	-	2	4
2.4 Insert Image, Frame, Table	3	1	-	-	-	-	-	4
2.5 Introduction to Scripting Languages	3	-	-	-	-	-	2	5

Unit -3 Cyber space and Electronic Media	L	T	S	W	D	V	P	T
3.1 Security Issues in Electronic Media	1	1	-	-	-	-	1	3
3.2 Concept of Cyber Space, Cyber Culture	2	-	-	-	-	-	-	2
3.3 Cyber Media And Cyber Crime	1	-	-	-	1	-	2	4
3.4 Cyber Communication	3	1	-	-	-	-	-	4
3.5 Law and Ethics of Cyber Communication	3	-	-	-	-	-	2	5

Unit -4 Electronic Media Communities	L	T	S	W	D	V	P	T
5.1 Espionage Community : Facebook, Twitter, Blogs, Orkut, Virtual Community, LinkedIn, Friend Finder	1	1	-	-	-	-	1	3
5.2 Online Dairies, Video Conferencing	2	-	-	-	-	-	-	2
5.3 Mobile Communication, SMS,MMS	1	-	-	-	1	-	2	4
5.4 Web Radio, Web Advertise	3	1	-	-	-	-	-	4

5.5 Portal, Websites- Wikileaks	3	-	-	-	-	-	2	5
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Unit -5 Multimedia in Electronic Media	L	T	S	W	D	V	P	T
5.1 Definition of Multimedia	1	1	-	-	-	-	1	3
5.2 Uses of Multimedia	2	-	-	-	-	-	-	2
5.3 Elements of Multimedia (Text, Graphics, Sound)	1	-	-	-	1	-	2	4
5.4 File Formats	3	1	-	-	-	-	-	4
5.5 Multimedia Tools	3	-	-	-	-	-	2	5

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PROFESSIONAL VIDEOGRAPHY

Unit-1 introduction to T.V. Technology										
	L	T	S	W	D	V	P	T		
1.1 T.V. Scanning: Horizontal and Vertical	1	1	-	-	-	-	-	1	3	
1.2 Picture Formation	2	-	-	-	-	-	-	-	2	
1.3 Frame and Field Rate	1	-	-	-	1	-	-	2	4	
1.4 Resolution Video Bandwidth, Sync. Blanking Signals, Colour Burst, Sensitivity, Linearity etc.	3	1	-	-	-	-	-	-	4	
1.5 Television Standards: NTSC, PAL, SECAM	3	-	-	-	-	-	-	2	5	

Unit-2 Principal of Video Camera										
	L	T	S	W	D	V	P	T		
2.1 Primary and Secondary Colours	1	1	-	-	-	-	-	1	3	
2.2 Additive and Subtractive Process	2	-	-	-	-	-	-	-	2	
2.3 Luminance and Chrominance Signal	1	-	-	-	1	-	-	2	4	
2.4 Photo Conduction, Photo Voltaic, Photo Emissive Effect	3	1	-	-	-	-	-	-	4	
2.5 Working Principal of Video Camera, Block Diagram of a Video Camera, Three tub, Single tube Colour Camera, Various Size of Pick-Up Devices, CCD Camera	3	-	-	-	-	-	-	2	5	

Unit-3 Component and Controls of video Camera										
	L	T	S	W	D	V	P	T		
3.1 Parts of a Video Camera	1	1	-	-	-	-	-	1	3	
3.2 Different Controls on Video Camera	2	-	-	-	-	-	-	-	2	
3.3 Power Switch, Preheal, Gunlock, White Balance, Black Balance, Gain, Iris, Pedestal etc.	1	-	-	-	1	-	-	2	4	
3.4 Zoom Control: Auto, Manual and Remote, Zoom Extenders. Focus Control: Auto, Manual, Remote, Back Focus, Macro Focus.	3	1	-	-	-	-	-	-	4	
3.5 Camera View Finder (B/W and Colour), its Indicators and Control.	3	-	-	-	-	-	-	2	5	

Unit-4 Balancing of Colours of a Video Camera										
	L	T	S	W	D	V	P	T		
4.1 Colour Temperature	1	1	-	-	-	-	-	1	3	
4.2 Colour Filter	2	-	-	-	-	-	-	-	2	
4.3 White Balance: Process and Need	1	-	-	-	1	-	-	2	4	
4.4 Camera Control unit (CCU)	3	1	-	-	-	-	-	-	4	

4.5 Waveform Monitors for Output Level of Video, Blanking Level and Sync, Vector Scope for Phase Adjustment of Sub-Carrier.	3	-	-	-	-	-	2	5
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Unit5 Camera lenses and type of video camera	L	T	S	W	D	V	P	T
5.1 Types and Use-Normal, Telephoto Lens, Wide-Angle Lens, Zoom Lens.	1	1	-	-	-	-	1	3
5.2 Tripod, types of Tripod Heads, Dolly, Trolley and other Accessories.	2	-	-	-	-	-	-	2
5.3 Different Types of Camera Angles and Use, Camera Movement- Types and Use.	1	-	-	-	1	-	2	4
5.4 ENG Camera, EFP Camera Studio Camera, Special Cameras: Underwater Camera, Endoscopic Camera, Aerial Photography Camera, Remote Control Camera, Shidy Camera for High Speed Video, Drone Camera.	3	1	-	-	-	-	-	4
5.5 Types of Microphone Used in Video Camera, Types of Audio and Video Connectors, Types of Video File Format: VHS, S-VHS, U-Matic, Low Band and Hi Band, Beta-cam SP, Digital Beta-cam, Mini DV, DV/DVC, DVC Pro, DV-CAM	3	-	-	-	-	-	2	5

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INTERNATIONAL SECURITY SCENARIO

Unit-1 Unit-1 introduction	L	T	S	W	D	V	P	T
1.1 Concept of International Security. Object, Meaning and Definition	1	1	-	-	-	-	1	3
1.2 Meaning of War	2	-	-	-	-	-	-	2
1.3 History and Foundation of United Nation, Structure of United Nation	1	-	-	-	1	-	2	4
1.4 UN Security Council	3	1	-	-	-	-	-	4
1.5 Role of UN in Conflict Resolution in Present Scenario.	3	-	-	-	-	-	2	5

UNIT-2 International Organization & Conflict Resolution	L	T	S	S	W	D	V	P	T
2.1 Agenda for Peace, Responsibility to Protect (R2P) and Beyond.	1	1	1	-	-	-	-	1	3
2.2 Conflict Prevention, Peacemaking, Peace keeping, Peace building	2	-	-	-	-	-	-	-	2
2.3 Role of Multinational Organizations in Peace building (ASEAN, SAARC)	1	-	-	-	-	1	-	2	4
2.4 Role of Multinational Organizations in Peace building (NATO, ECOWAS, AU)	3	1	1	-	-	-	-	-	4
2.5 Human Rights and Humanitarian Intervention	3	-	-	-	-	-	-	2	5

UNIT -3 International Relations	L	T	S	W	D	V	P	T
3.1 Challenges of Post-Bi-Polar world.	1	1	-	-	-	-	1	3
3.2 India and United Nation	2	-	-	-	-	-	-	2
3.3 Non-Alignment: Crisis of Relevance	1	-	-	-	1	-	2	4
3.4 Major Concepts: Geo-Politics, National Interest, National Power and Ideology	3	1	-	-	-	-	-	4
3.5 Non-Traditional Security Threats. Contemporary Dimensions – Liberalization and Globalization.	3	-	-	-	-	-	2	5

Unit 4 Terrorism and Insurgency									
4.1 Defining Terrorism and Insurgency									
	L	T	S	W	D	V	P	T	
	1	1	-	-	-	-	1	3	
4.2 Structural and Cultural Dimensions									
	2	-	-	-	-	-	-	2	
4.3 Influence of Media, 9/11 and Beyond									
	1	-	-	-	1	-	2	4	
4.4 Counterterrorism and Negotiations									
	3	1	-	-	-	-	-	4	
4.5 Interpol & other Security Agencies									
	3	-	-	-	-	-	2	5	

UNIT -5 Contemporary International Conflicts									
5.1 Middle Asia									
	L	T	S	W	D	V	P	T	
	1	1	-	-	-	-	1	3	
5.2 Rwanda									
	2	-	-	-	-	-	-	2	
5.3 Afghanistan									
	1	-	-	-	1	-	2	4	
5.4 Kosovo									
	3	1	-	-	-	-	-	4	
5.4 Palestine									
	3	-	-	-	-	-	2	5	
5.5 Kashmir									
	L	T	S	W	D	V	P	T	

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NEW MEDIA AND ITS CHARACTERISTICS

Unit -1 Digital and internet Introduction										
	L	T	S	W	D	V	P	T		
1.1 Digital Technology and Communication	1	1	-	-	-	-	1	3		
1.2 Introduction to Internet :- E-mail, Chatting, News Graph, BBS, and IP Voice	2	-	-	-	-	-	-	2		4
1.3 Fundamentals of Internet: WWW, IP, Web Page Domain, Name Address, Search Engine, Web Browsers	1	-	-	-	1	-	-	-	2	4
1.4 Convergence	3	1	-	-	-	-	-	-	-	4
1.5 Uses of Internet in Communication and Thread	3	-	-	-	-	-	2	5		

Unit -2 New media communication and journalism										
	L	T	S	W	D	V	P	T		
2.1 New Media an Introduction, as a form of Communication	1	1	-	-	-	-	1	3		
2.2 Issues of New Media ; Theories and Models	2	-	-	-	-	-	-	2		2
2.3 New Media Power and limitations	1	-	-	-	1	-	-	2		4
2.4 Online News Papers, Online Magazines	3	1	-	-	-	-	-	-	2	4
2.5, Online Channels, Online Radio	3	-	-	-	-	-	-	2		5

Unit -3 Cyber space and New Media										
	L	T	S	W	D	V	P	T		
3.1 Concept of Cyber Space, Cyber Culture and Cyber Media	1	1	-	-	-	-	1	3		
3.2 Cyber Crime,	2	-	-	-	-	-	-	2		2
3.3 Law and Ethics of Cyber Communication	1	-	-	-	1	-	-	2		4
3.4 Security Issues on the Internet	3	1	-	-	-	-	-	-	2	4
3.5 Evolution of New Media language, Bilingual language	3	-	-	-	-	-	-	2		5

Unit -4 Characteristics of New Media and Industry										
	L	T	S	W	D	V	P	T		
4.1 Concept of Convergence	1	1	-	-	-	-	1	3		
4.2 Numerical Representation, Modularity, Automotives, Variability and Transcending Comprehensible Dance, Feedback System, Narrative and Multimedia	2	-	-	-	-	-	-	2		2
4.3 New Media Industry : Software- Marketing, Public Relations, Advertising, Video Game & Economics of sales	1	-	-	-	1	-	-	-	2	4
4.4 New Media & Society	3	1	-	-	-	-	-	-	-	4
4.5 Impact of New Media on Society	3	-	-	-	-	-	2	5		

Unit -5 New Media Communities	L	T	S	W	D	V	P	T
5.1 Espionage Community: Facebook, Twitter, Bolgs, Orkut, Virtual Community, LinkedIn, Friend Finder	1	1	-	-	-	-	1	3
5.2 Online Dairies, Video Conferencing, SMS,MMS, Mobile Communication	2	-	-	-	-	-	-	2
5.3 Video Ture	1	-	-	-	1	-	2	4
5.4 Portal, Websites – Wikiliks	3	1	-	-	-	-	-	4
5.5 Web Advertise	3	-	-	-	-	-	2	5

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CINEMA STUDIES

Unit-1 1. Historiography:										
	L	T	S	W	D	V	P	T		
1.1 History of World and India Cinema), Introduction of Cinema	1	1	-	-	-	-	1	3		
1.2 The Developments of Narrative Cinema	2	-	-	-	-	-	-	2		
1.3 Fundamentals of Film Narrative	1	-	-	-	1	-	2	4		
1.4 Indian Popular Cinema	3	1	-	-	-	-	-	4		
1.5 Film Theory: Apparatus Theory, Feminist Theory, Formalist Theory, Marxist Theory and Psychoanalytical Theory of Film etc	3	-	-	-	-	-	2	5		

Unit-2 2. Movements and Development of Cinema										
	L	T	S	W	D	V	P	T		
2.1 Digital Aesthetics, Music and Choreography, Film Genre	1	1	-	-	-	-	1	3		
2.2 Indian 'New Wave'	2	-	-	-	-	-	-	2		
2.3 Characterizing the Indian 'New Wave' (A Representative Film of any one of the Directors: Mrinal Sen, Mani Kaul, Kumar Shahani, Ketan Mehta, Aloor Gopalakrishnan	1	-	-	-	1	-	2	4		
2.4 Development and contribution of Bengali Cinema.	3	1	-	-	-	-	-	4		
2.5 Development and contribution of South Indian Cinema.	3	-	-	-	-	-	2	5		

3. Paradigms and Practices										
	L	T	S	W	D	V	P	T		
3.1. Critical debates on Indian 'Art Cinema'	1	1	-	-	-	-	1	3		
3.2 Film Making Practices and Practitioner	2	-	-	-	-	-	-	2		
3.3 Modernism and Sensibilities in Indian Film	1	-	-	-	1	-	2	4		
3.4 Post Modernism and Post – Classical Film Practices	3	1	-	-	-	-	-	4		
3.5 Globalization and 'Bellwood'	3	-	-	-	-	-	2	5		

4. Film Production techniques:

4.1 Theories of Design, Design Principles, the Colour Theory, Making a Film,

4.2 Cinematography and Framing.

4.3 Different Stages Script Writing For Film

4.4 Human Resource and Equipments: Directors and Styles, Popular Forms

4.5 Cinema Laws and Ethics

	L	T	S	W	D	V	P	T
	1	1	-	-	-	-	1	3
	2	-	-	-	1	-	2	4
	1	-	-	-	-	-	-	4
	3	1	-	-	-	-	2	5
	3	-	-	-	-	-	2	5

5. Cinema Marketing and Exhibition

5.1 Cinema Marketing Strategy

5.2 State Policies

5.3 Directors and Styles, Popular Forms

5.4 Exhibition Trend of Film: video parlor, Hall, Multiplex

5.5 Convergence of Media; Production and Exhibition

	L	T	S	W	D	V	P	T
	1	1	-	-	-	-	1	3
	2	-	-	-	1	-	2	4
	1	-	-	-	-	-	-	4
	3	1	-	-	-	-	2	5
	3	-	-	-	-	-	2	5

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