
CSAOEPG(F) - PYTHON PROGRAMMING

UNIT - I

Getting Started: Introduction to Python , Application area, interactive mode and script mode.

Data types- Number (Integer- boolean, decimal,octal, hexadecimal; Floating point; Complex),none, Sequence (String,Tuples, List) Sets,.Mapping.

Mutable and Immutable Variables

Variables, Expressions and Statements: Values, Variables and Keywords;Operators and Operands in Python, Expressions and Statements ; Taking input (using raw_input() and input() and displaying output(print statement); (single and multiple line) .

Functions: Importing Modules, invoking built in functions, functions from math module ,functions from random module . Function from datetime module , functions from remodule composton.

Defining functions, invoking functions, scope , passing parameters , scope of variables, void functions and functions returning values, recursion.

Conditional and looping construct ,use of compound expression in conditional and looping construct.

UNIT - II

Strings: String operators, Comparing strings using relational operators; String functions & methods, Regular Expressions and Pattern Matching.

Lists: Concept of mutable lists, creating, initializing and accessing the elements, traversing, appending, updating and deleting elements, composition, lists as arguments , List operations, List functions and methods.

Dictionaries: Concept of key-value pair, creating, initializing and accessing the elements in a dictionary, traversing, appending, updating and deleting elements. Dictionnary functions and methods.

Tuples: Immutable concept, creating, initializing and accessing elements in a tuple, Tuple assignment, Tuple slices, Tuple indexing, Tuple Functions.

UNIT - III

Concept of Object Oriented Programming: Data Hiding, Data Encapsulation, Class and Object, Polymorphism, inheritance, advantages of Object Oriented Programming over earlier programming methodologies,

Classes: Defining classes (attributes, methods), creating instance objects, accessing attributes and methods, using built in class attributes (dict, doc, name, module, bases), Constructor(_

_init() , del() and str()) methods in a class, private attributes (limited support),

importance of "self" (acts as a pointer to current calling object) operator overloading with methods.

UNIT - IV

Inheritance: Concept of base class and derived class: Single, multilevel and multiple inheritance- Overriding methods, using super() in derived class to invoke init() or overridden methods of parent class.

Data File - Need for non bold for data file, types of data file-text and binary, opening and closing files- open() , close() , access modes (output, input, default), file object, access_modes, reading and writing a file Read(), readline(), readlines(), write(), writelines file positions (seek(), tell()), renaming and deleting a file., flush();

UNIT - V

Implementation of basic file operations on text and binary file in Python: Creating/writing data into file, reading and displaying data from file, searching for particular data from a file, insertion and deletion of data from an already existing file, modification of data in file.

Error and Exceptions - NameError, IndexError, TypeError, I/O Error, ImportError, ValueError, EOFError. Generator function using Yield.

Recommended Reading

- Learning Python, 5th Edition 5th Edition by Mark Lutz O'REILLY Publication
- Learning Python by Fabrizio Romano Download link - <https://www.packtpub.com/packt/free-ebook/learning-python>
- Learning Python by Mark Lutz (Fourth Edition) - Download Link <http://freebook.qiniudn.com/Learning%20Python,%204th%20Edition.pdf>
- <https://docs.python.org/3/tutorial/index.html>

CSAOEPG(J) - ANGULAR JAVASCRIPT

UNIT - I

Introduction to AngularJS, JavaScript Client-Side Frameworks, Features of AngularJS .Architectural concepts, Setting up the framework, Organizing the code, Introducing Data Binding, Simple Data Binding,

UNIT - II

Creating modules, Controllers, Scope, Two-way data binding Modules, Understanding AngularJS Forms, Form validation

UNIT - III

Creating Reusable Components with Directives - What is a directive? , Using AngularJS built-in directives, Creating our own directives

UNIT - IV

Data Handling, Expressions, Filters, Basic usage with expressions, currency, date, filter, creating filters,

UNIT - V

Dependency Injection and Services, Creating services, Using AngularJS built-in services, Factory & Provider

Text & Reference Book

- AngularJS Essentials- Rodrigo Branas, Packt Publishing Ltd Open Source
- AngularJS:Novice To Ninja - Sandeep Panda, Sitepoint Pty. Ltd, Download link <http://www.longevity.co.uk/media/1008/angularjs-novice-to-ninja.pdf>

**PAPER – V(C)
CONTENT PRODUCTION FOR MEDIA**

Module Code –
Open Elective
UNIT-I

**OE3
—/4537**

Total Credit – 03(2+1)
Max Marks -50, (25Th.+15Pr.+10Int.)

	FEATUERS OF MEDIA CONTENT	L	T	P	TOTAL
1.1	Media Content :Motives and Significance, News and Views	03	01	01	05
1.2	Critical Perspectives on Content	03	01		04
1.3	Convergence in Media Content	02		02	04
1.4	Advertisement and Related Materials	02	01	02	05
	TOTAL	10	03	05	18

UNIT-II

	MEDIA CONTENT BEYOND NEWS	L	T	P	TOTAL
2.1	Feature : Concept , Significance and Types	03		01	04
2.2	Various styles of Feature Writing, Feature : The Visual Support	03	01	01	05
2.3	Writing Style of News Features	02	01	02	05
2.4	Fashion,Life Style and Entertainment Inputs	02	01	01	04
	TOTAL	10	03	05	18

UNIT-III

	SPECIALISED MEDIA WRITING – I	L	T	P	TOTAL
3.1	Writing Human Interest Stories	02	01	02	05
3.2	Follow-up Stories	01	01	02	04
3.3	Writing Editorials, Special Articles	01	01	02	04
3.4	Activism and advocacy Journalism	02	01	02	05
	TOTAL	06	04	08	18

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UNIT-IV

0E3-4B3+

	SPECIALISED MEDIA WRITING – II	L	T	P	TOTAL
4.1	Selection of Subjects According to Specific Target Groups	02	01	01	04
4.2	Writing on Rural, Urban and Rurban Issues	02	01	01	04
4.3	Content Writing for Weekend/Sunday Supplements and Pullouts	03	01	01	05
4.4	Content on Controversial Issues Like Cast, Community, Regionalism, Human Rights and Communal	03	01	01	05
	TOTAL	10	04	04	18

UNIT-V

	NEW MEDIA WRITING : VIEWS	L	T	P	TOTAL
5.1	Alternative Journalism: Skills for The Multimedia Journalist, Presenting News and Views, Citizens as Content Producer	03	01	01	05
5.2	Writing for the Web	03	01	02	06
5.3	Telling the Story with Images	02	01	02	05
5.4	Working With Videos	01		01	02
	TOTAL	09	03	06	18

OE : Business Communication

Unit -1	Introduction
1.1	Understanding Business Communication
1.2	Its Elements & Process
1.3	Essentials of Effective Business Communication
1.4	Barriers to Business Communication
1.5	3 Models of Communication

Unit -2	Types of Business Communication - I
2.1	Oral, Verbal, Written
2.2	Downward, Upward, Horizontal, lateral
2.3	Non verbal
2.4	Intra & Intrapersonal
2.5	Group & Public Communication

Unit -3	Types of Business Communication - II
3.1	Visual Communication
3.2	Digital Communication
3.3	Mass Communication
3.4	Interactive Communication
3.5	Presentations

Unit -4	Oral/Verbal Communication for Business
4.1	Language, signs, symbols & wide systems
4.2	Spoken skills
4.3	Listening skills
4.4	Speech, Interviews, Debates, Presentation
4.5	Barriers to Verbal Communication

Unit -5	Written Communication for Business
5.1	Letters, Memos, proposals
5.2	Different writing styles
5.3	Using Visuals Aids/Visuals
5.4	Written Presentation & Reports
5.5	Drafting official Letters


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ENVIRONMENT JOURNALISM

UNIT-1 Concept of Development	L	T	S	W	D	V	P	T
1.1 Indian development process in comparative perspective of Asia & World	2	1	-	-	-			3
1.2 Indicators of human development concept of sustainable Development	2	-	1	-	-	-	1	4
1.3 An introduction to environment and ecology, relationship of man with nature	2	1	-	-	-	-	1	4
1.4 The use of technology in exploitation of nature, ecosystem and environmental degradation	2	-	1	-	-	1	-	4
1.5 Deforestation, forest conservation programme	2	1	-	-	-	-	-	3

4

UNIT-2 : Environmental Issue	L	T	S	W	D	V	P	T
2.1 Water Pollution, Air Pollution, Sound Pollution.	2	1	-	-	-			3
2.2 Radioactive Pollution, Global Warming (Toxic & Hazardous waste) Depletion of ozone	2	-	1	-	-	-	1	4
2.3 Green Revolution and its impact on environment	2	1	-	-	-	-	1	4
2.4 Wildlife and its conservation,	2	-	1	-	-	1	-	4
2.5 Depletion of Bio-diversity	2	1	-	-	-	-	-	3

UNIT-3. Environmental Laws	L	T	S	W	D	V	P	T
3.1 Salient features of environmental protection act 1986	2	1	-	-	-			3
3.2 Air Pollution Act 1981, Water Pollution Act 1974	2	-	1	-	-	-	1	4
3.3 Wild life protection Act 1972 with Amendment of 1992	2	1	-	-	-	-	1	4
3.4 Brief introduction to environment protection, Action Ganga, Wetland's projects,	2	-	1	-	-	1	-	4
3.5 waste Management and re-cycling.	2	1	-	-	-	-	-	3

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)	2	1	-	-	-			3		
4.2 Managing Fragile Ecosystems and combating Desertification and drought).	2	-	1	-	-	-	1	4		
4.3 Environment policies (Development and displacement, Big dams, the role of Government and Judiciary in these Debates)	2	1	-	-	-	-	1	4		
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	2	-	1	-	-	1	-	4		
4.5 Brief study of some Magazines, Newspapers like - Down to earth, Sanctuary, Vigyan pragati	2	1	-	-	-	-	-	3		

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.	2	1	-	-	-			3		
5.2 Selection of medium, format, language, style of writing for development	2	-	1	-	-	-	1	4		
5.3 Types and tools of resources for writing on development issues	2	1	-	-	-	-	1	4		
5.4 Role Of Local and Regional Media For Development, Review Of Their Status	2	-	1	-	-	1	-	4		
5.5 Environment Related Programmes On TV	2	1	-	-	-	-	-	3		

0E6 - 4662

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
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
2.3 New Media Power and limitations	1	-	-	-	1	-	2	4
2.4 Online News Papers, Online Magazines	3	1	-	-	-	-	-	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
3.3 Law and Ethics of Cyber Communication	1	-	-	-	1	-	2	4
3.4 Security Issues on the Internet	3	1	-	-	-	-	-	4
3.5 Evolution of New Media language, Biligual 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 Comprehensive Dance, Feedback System, Narrative and Multimedia	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									
5.1 Espionage Community: Facebook, Twitter, Bolgs, Orkut, Virtual Community, LinkedIn, Friend Finder	L	T	S	W	D	V	P	T	
5.2 Online Dairies, Video Conferencing, SMS, MMS, Mobile Communication	1	1	-	-	-	-	1	3	
5.3 Video Ture	2	-	-	-	-	-	-	2	
5.4 Portal, Websites – Wikiliks	1	-	-	-	1	-	2	4	
5.5 Web Advertise	3	1	-	-	-	-	-	4	
	3	-	-	-	-	-	2	5	

OE Paper : Art of Photography (3 Credits)

Unit-1 Basics of Photography

1. Meaning and scope of photography
2. Photography as a medium of communication
3. Technological development in photography
4. Photo caption writing techniques

Unit-2 Introduction to camera

1. Working principle of DSLR camera
2. Parts and functions of a DSLR camera
3. Types of camera
4. Camera accessories

Unit-3 Photo techniques

1. Photo lens and their types
2. Depth of field & its creative use
3. Lighting techniques
4. Filters use in Photography

Unit-4 Photo composition

1. Concept & importance of composition
2. Photo composition rules
3. Elements of photo composition
4. Golden rule of third, point of interest
5. Point of view : Subjective and Objective
6. Camera angles

Unit-5 Digital Techniques

1. Photoshop softwares, tools & techniques
2. Art of photo cropping
3. Photo editing tools
4. Tools for photo finishing

(Signature)
विभागाध्यक्ष
(जन संचार)



Soft Skills for Managers

Objective: The course will help the students to develop basic managerial skills and also professional etiquettes required become a successful manager

Unit 1 Concepts of Soft Skills

- 1.1 Meaning and Definition of Soft Skills Types of Skills; Conceptual, Supervisory, Technical, Managerial and Decision Making Skills.
- 1.2 Listening and Monitoring Soft Skills, Socializing Soft Skill
- 1.3 Method to Develop Soft Skills: Professional Skills, Life Skills.
- 1.4 Soft Skills in the Workplace
- 1.5 Behavioral Skills, Attitude and Altitude, Lateral Thinking

Unit 2 Developing effective Communication Skills.

- 2.1 Components of effective Communication, Communication Process and Its Handling
- 2.2 Interpersonal and Cross Cultural Communication Skills, Communication Barriers
- 2.3 Non – Verbal Communication, Study of Different Pictorial Expression of Non-Verbal Communication and Its Analysis:
- 2.4 Written Communication Skills, Developing Writing Skills.
- 2.5 Memoranda, Notices, Circulars, Formal and Informal Letters, Essentials of Effective Correspondence

Unit 3. Presentation Skill Practice

- 3.1 Planning and Preparation, Presentation Design, Delivery of Presentation
- 3.2 Concept of Methods for Presentation, Methods of Delivery.
- 3.3 Informative Presentations, Persuasive Presentations Visual Support Handouts
- 3.4 Evaluating The Presentation, Preparing Feedback
- 3.5 Leadership and Team Building in Presentation, Group Dynamics

Unit 4 Self Management Skills

- 4.1 Who Am I, Attributes, Self Discipline, Self Awareness, SWOT Analysis.
- 4.2 Self Criticism, Recognition of One's Own Limits and Deficiencies, Independency Etc.
- 4.3 Planning & Goal Setting, Managing Self – Emotions, Ego, Pride.
- 4.4 Office Management, Filing System, Types of Correspondence
- 4.5 Importance of Self Confidence, Self Esteem, Self Evaluation

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Unit 5. Developing Professional Etiquettes

- 5.1 Importance of Professional Etiquette, Basic Professional etiquette tips
- 5.2 Conversation Etiquettes, Handshake Etiquettes
- 5.3 Introduction and Greeting Etiquettes, Electronic Communication Etiquettes
- 5.4 Professional Etiquette in the Workplace Meeting and Greeting
- 5.5 Dining Etiquettes, Telephone, E-Mail and Public Relations Offices Etiquettes.

References:

- 1. Carnegie Dale, How to Win Friends and Influence People, New York: Simon & Schuster, 1998.
- 2. Soft Skills Training – A Workbook to Develop Skills For Employment By Fredrick H. Wentz
- 3. Personality Development and Soft Skills , Oxford University Press By Barun K. Mitra
- 4. The Time Trap : The Classic Book On Time Management By R. Alec Mackenzie

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OE-9 – 4876

Content Analysis

-1 OEI (4876)

Total Credits-3 (15*3=45H)
Max Marks 50, Distribution of Marks 25 Th+15 P+10 Int.

Unit-I Introduction	L	T	S	W	D	V	P	T
1.1 - Meaning and Definition, Scope of content analysis	1	-	-	-	-	-	-	1
1.2 - Process of Content Analysis	2	-	-	-	-	-	-	3
1.3 - Limitations of content analysis	1	-	-	-	-	-	-	2

Unit- II Types of Content Analysis								
2.1 - Qualitative Content Analysis	2	-	-	-	-	-	-	3
2.2 - Quantitative content analysis	2	-	-	-	-	-	-	3
2.3 - Unit of Analysis, Types, Coding	2	-	-	-	-	-	-	4

Unit- III Sampling								
3.1 - Sampling, Types of Sampling, Sample Size	2	-	-	-	-	-	-	4
3.2 – Variables	1	-	-	-	-	-	-	3
3.3 - Analytical Techniques : Text driven , Problem driven Method driven	2	-	-	-	-	-	-	3

Unit- IV Media Content Analysis								
4.1 - Content Analysis in Print Media , audio Video	2	-	-	-	-	-	-	4
4.2 - Coding, Data Sheet Tabulation, Graphical presentation of data	1	-	-	-	-	-	-	3
4.3 - Interpretation and Report Writing	2	-	-	-	-	-	-	3

Unit- V Code Book and Tabulation								
5.1 - Portfolio of Print content analysis	-	-	-	-	-	-	-	3
5.2- Portfolio of audio video content analysis	-	-	-	-	-	-	-	3
5.3- Portfolio of Social network analysis	-	-	-	-	-	-	-	3

OE- - Film Appreciation

Unit-1	Understanding Cinema
1.1	Genres of Films
1.2	Cultural Significance in Relation to Film
1.3	Introduction to Indian and World Cinema
1.4	Film Screening

Unit-2	Basics of Film Appreciation
2.1	Introduction to Film Appreciation, Importance to Film Appreciation
2.2	Basic Elements of Film Appreciation
2.3	Film Review Writing
2.4	Glossary for Film Review Writing

Unit-3	Study of Indian Cinema-I
3.1	Awaara - Raj Kapoor (1951)
3.2	Mother India- Mehboob Khan (1957)
3.3	Kagaj Ke Phool- Gurudutt (1959)

Unit-4	Study of Indian Cinema-II
4.1	Pather Panchali - Satyajit Ray (1955)
4.2	Sujata - Bimal Roy (1959)
4.3	Mughal-E-Azam - K Asif's (1960)

Unit-5	Study of Indian Cinema-III
5.1	Guide-Vijay Anand (1965)
5.2	Sholay - Ramesh Sippy (1975)
5.3	Lagaan - Ashutosh Gowariker (2001)


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Course	Subject	Marks			Credits
		T	P	I	
	Script Writing and Story Boarding for New Media	40	-	10	3
Objective					
<ul style="list-style-type: none">• Knowledge of Creative writing• Visual Presentation• Digitalization of Storyboard					
UNIT 1:Introduction to Script Writing					
<ul style="list-style-type: none">• Principles of Script Writing• Concepts of writing for online media• Principles of story writing• Writing pilot episode					
UNIT 2:Elements of Script and Visual Script					
<ul style="list-style-type: none">• Elements of script• Characteristics of visual script• Types of script• Making of visual script					
UNIT 3:Creative Writing					
<ul style="list-style-type: none">• Writing one pager, three pager• Writing for various media (Print, Radio & TV)• Writing for new media• Different types of writing (Tele play, screen play, shooting script)• Software tools for script writing- FINAL DRAFT					
UNIT 4:Visual Presentation					
<ul style="list-style-type: none">• Basic components and principles of the storyboard• Various formats of story boards• Design, composition and color• Light sources and depth of field• Camera Angles, Movement, Framing, Heights , Shot, Scene, Sequence					
UNIT 5:Digitalization of Storyboard					
<ul style="list-style-type: none">• Story board sheets					

OE11 - 4972

- Using digital story boards
- Software tools for story boarding
- Storage and output

Assignments

- Participate in debate on the issues relating to language and communication
- Exercises of script writing on different formats
- Writing a five minute story on any current issue
- Any assignment given by concerned faculty

Text and Reference books

1. A History of the Screen Play by Steven Price Published by Palgrave Macmillan, ISBN 978-1-137-31570-0.
2. Dwight V Swain "Film Scriptwriting" Focal Press Publishers, ISBN 13: 9780240511900.
3. Steve Katz "Film Directing Shot" Focal Press Publishers, ISBN-10: 0941188108.
4. Storyboarding: A Critical History, Steven Price Chris Pallant 2015, ISBN 9781137027603
5. The Complete Guide to Writing a Successful Screenplay, Melissa Samaroo, 2015, Atlantic Publishing Company, ISBN 9781601386076