

**EVENING COURSE**

**PG Diploma in EVENT MANAGEMENT**  
**One Year Diploma**  
**2015-2016**

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**Makhanlal Chaturvedi National University of Journalism and Communication**  
**Bhopal**

**EVENING COURSE**

**PG Diploma in EVENT MANAGEMENT**  
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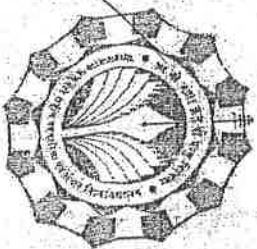
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**Marks Distribution**

| N <sup>o</sup> . | Subjects                         | Theory      | Practical | Internal | Total Marks |
|------------------|----------------------------------|-------------|-----------|----------|-------------|
| 1.               | Science of Human Communication   | 80          | -         | 20       | 100         |
| 2.               | Introduction to Event Management | 80          | -         | 20       | 100         |
| 3.               | Event Management Planning        | 50          | 30        | 20       | 100         |
| 4.               | Event Production Process         | 50          | 30        | 20       | 100         |
| 5.               | Marketing And Advertising        | 80          | -         | 20       | 100         |
|                  |                                  | Total Marks |           |          | 500         |

*Prasanna*  
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# Paper-I SCIENCE OF HUMAN COMMUNICATION

| Unit-1 |                                                         | L | T | S | W | D | V | P | T |
|--------|---------------------------------------------------------|---|---|---|---|---|---|---|---|
| 1.1    | Characteristics of human being                          | 2 | 1 | - | - | - | - | - | 3 |
| 1.2    | Essentials of human being to live in the society        | 1 | 1 | - | - | - | - | - | 3 |
| 1.3    | Concept of Society                                      | 2 | - | - | - | - | - | 1 | 3 |
| 1.4    | Essentials of communication to build the society        | 1 | - | - | - | 1 | - | - | 4 |
| 1.5    | Concept of socialization, Process, factors and problems | 3 | 1 | - | - | - | - | - |   |

| Unit-2 |                                                                                                                                                                                                      | L | T | S | W | D | V | P | T |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 2.1    | Process of Communication and Elements/Factor, analysis of Communication process and Definitions.                                                                                                     | 5 | 1 | - | - | - | - | - | 6 |
| 2.2    | Model of human communication, SMCR and limitations of SMCR model, Harold Lasswell model of Communication, Participatory model of Wilbur Schramm, Osgood model of communication Model of France Dance | 4 | - | - | - | 1 | - | - | 3 |
| 2.3    | Concept of "Self" and others in communication                                                                                                                                                        | 2 | - | - | - | 1 | - | - | 4 |
| 2.4    | Introduction to Johari Window of Joseph Luft & Harrington Edham                                                                                                                                      | 3 | - | - | - | 1 | - | - |   |

| Unit-3 |                                                                                      | L | T | S | W | D | V | P | T |
|--------|--------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 3.1    | Communication process with "Self" and its importance                                 | 2 | - | - | - | - | - | - | 2 |
| 3.2    | Nonverbal Communication-Types and Importance                                         | 2 | - | - | - | 1 | - | 2 | 3 |
| 3.3    | Inter Dependency of Language and Communication, Art of listening and its development | 5 | - | - | 1 | - | - | 3 | 8 |
| 3.4    | Art of Writing and its development, Non-verbal Communication                         | 4 | - | - | 2 | - | - | - | 9 |
| 3.5    | Audio Visual Communication, process .of communication, factors and its importance    | 4 | 1 | - | 1 | - | 1 | 1 | 8 |


*Restoring*

| Unit-4 |                                                                                                                                                                         | L | T | S | W | D | V | P | T |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 4.1    | Concept of interpersonal communication, Functional concept of dialogue, Concept of <u>relationship of dialogue</u> , Concept of integrated <u>economy of dialogue</u> . | 3 | - | - | - | - | - | - | 3 |
| 4.2    | Concept of <u>Social relationship</u> , process & types                                                                                                                 | 2 | - | - | - | - | - | - | - |
| 4.3    | Communication of <u>small groups</u> , <u>Process</u> & importance.                                                                                                     | 2 | - | - | - | - | - | - | - |
| 4.4    | Institutional communication news, process & types                                                                                                                       | 2 | - | - | - | 1 | - | 1 | 4 |
| 4.5    | Communication of Big groups, Process & importance                                                                                                                       | 2 | - | - | - | - | - | - | - |

| Unit-5 |                                                                                                              | L | T | S | W | D | V | P | T |
|--------|--------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 5.1    | Mass Communication, Concept, Process Types and role                                                          | 3 | - | - | - | - | - | - | 3 |
| 5.2    | Slang and Communication                                                                                      | 1 | - | - | - | - | - | - | 1 |
| 5.3    | Internet and Communication                                                                                   | 1 | - | - | - | - | - | - | 2 |
| 5.4    | Concept and process of Human Communication and "Vasudhaiv Kutumbakam"                                        | 2 | - | - | - | - | - | - | - |
| 5.5    | Introduction to Narad Muni's communication formula Spiritual communication - Concept, Process and importance | 4 | 1 | - | - | - | - | - | 5 |

# INTRODUCTION TO EVENT MANAGEMENT

| Unit-1 |                                                       | L | T | S | W | D | V | P | T |
|--------|-------------------------------------------------------|---|---|---|---|---|---|---|---|
| 1.1    | Introduction to Event Management.                     | 2 | 1 |   |   |   |   |   | 3 |
| 1.2    | Scope of the Event, Decision-makers, Technical Staff. | 2 | 1 |   |   |   |   | 1 | 3 |
| 1.3    | Developing Record-Keeping Systems.                    | 1 | 1 |   |   |   |   |   | 2 |
| 1.4    | Establishing Policies & Procedures.                   | 2 | 1 | 1 |   | 1 |   | 1 | 4 |
| 1.5    | Requirement of Event Manager, Analyzing the events.   | 2 | 1 |   |   |   |   |   |   |

| Unit-2 |                                                                           | L | T | S | W | D | V | P | T |
|--------|---------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 2.1    | Preparing a Planning Schedule, Organizing Tasks.                          | 2 | 1 |   | 1 |   |   | 1 | 4 |
| 2.2    | Assigning Responsibility, and Communicating, Using the Schedule Properly. | 2 | 1 |   | 1 | 1 |   |   | 4 |
| 2.3    | The Budget, Overall Planning tips, Checklists.                            | 2 | 2 |   |   | 1 |   |   | 6 |
| 2.4    | Expert Resources.                                                         | 2 | 1 |   |   | 1 |   |   | 4 |
| 2.5    | Computer Software Required.                                               | 2 | 2 |   | 1 | 1 |   | 1 | 7 |

| Unit-3 |                                                                    | L | T | S | W | D | V | P | T |
|--------|--------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 3.1    | Who are the people on the Event,                                   | 1 | 1 | 1 |   |   |   | 1 | 3 |
| 3.2    | Locating People, Clarifying Roles,                                 | 2 | 1 |   | 1 |   |   | 1 | 4 |
| 3.3    | Developing content Guidelines, Participant Tips, Reference Checks. | 2 | 1 |   |   |   |   |   | 3 |
| 3.4    | Requirement Forms, Introduction, Fees & Honorariums, Expenses      | 1 | 2 |   |   | 1 |   | 1 | 5 |
| 3.5    | Reimbursement, Travel Arrangements, Worksheets.                    | 1 | 1 |   |   |   |   |   | 3 |

| Unit-4 |                                                                  | L | T | S | W | D | V | P | T |
|--------|------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 4.1    | Types of Events                                                  | 2 | 2 | 1 |   |   |   | 1 | 5 |
| 4.2    | Roles & Responsibilities of Event Management in Different Events | 2 | 1 |   |   | 1 |   |   | 5 |
| 4.3    | Scope of the Work, Approach towards Events.                      | 3 | 1 |   |   |   | 2 |   | 6 |
| 4.4    | Live shows, Exhibitions, Celebrity management                    | 2 | 1 |   |   |   | 2 | 1 | 6 |
| 4.5    | Corporate events, special exclusive events and alike.            | 2 | 1 |   | 1 | 1 | 1 | 1 | 7 |

| Unit-5 |                                                                                                    | L | T | S | W | D | V | P | T |
|--------|----------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 5.1    | Event a tool of PR, Introduction to PR-Concept, Nature, Importance, Steps, Limitations, Objectives | 2 | 1 | 1 |   |   |   |   | 4 |
| 5.2    | Media - Types of Media, Media relations                                                            | 2 | 1 | 1 |   |   |   | 1 | 5 |
| 5.3    | Media Management, PR strategy and planning - identifying right PR strategy                         | 2 | 2 |   |   |   |   | 1 | 5 |
| 5.4    | Brain Storming sessions, Event organization                                                        | 2 | 2 | 1 | 1 |   |   | 2 | 8 |
| 5.5    | Writing for PR                                                                                     |   |   |   |   |   |   |   |   |

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# Paper-III EVENT MANAGEMENT PLANNING

| Unit-1 |                                                               | L | T | S | W | D | V | P | T |
|--------|---------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 1.1    | Understand event- type of events, reason and need for events. | 2 | 2 | 1 |   |   |   | 1 | 6 |
| 1.2    | Role of Event Management Company.                             | 2 | 1 |   |   | 1 |   | 1 | 5 |
| 1.3    | Introduction to planning – Meaning & Defining planning.       |   | 1 |   | 1 |   |   | 2 | 5 |
| 1.4    | Characteristics of Good Planning.                             | 1 | 1 |   |   |   |   |   | 3 |
| 1.5    | SWOT Analysis, Five W's.                                      | 2 | 1 |   |   |   |   |   | 3 |

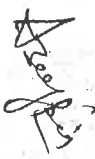
| Unit-2 |                                                                    | L | T | S | W | D | V | P | T |
|--------|--------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 2.1    | Understand Process – Meaning, Need, and Benefits of a Process.     | 2 | 1 |   |   |   |   | 2 | 6 |
| 2.2    | Steps for Creating Process, Planning event                         | 2 | 1 |   | 1 |   |   | 1 | 4 |
| 2.3    | Determining the purpose of your event                              | 1 | 1 |   | 1 |   |   | 2 | 6 |
| 2.4    | Types of Events for Your Business.                                 | 2 | 1 |   |   |   |   | 1 | 4 |
| 2.5    | What's the Goal of Your Event? Understanding Your Event's Audience |   |   |   |   |   |   |   |   |

| Unit-3 |                                                                                 | L | T | S | W | D | V | P | T |
|--------|---------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 3.1    | Events for Amping Up Marketing and Sales, Events to Start or Enhance Awareness, | 2 | 2 |   |   | 2 |   |   | 6 |
| 3.2    | Events to Increase Productivity, Crossover Events                               | 2 | 1 |   |   |   |   | 1 | 4 |
| 3.3    | Identifying the Scope and Size of the Event,                                    | 2 |   | 1 | 1 |   |   |   | 4 |
| 3.4    | Social Versus Business Aspects, Outlining Your Needs, Set your Event Vision.    | 2 | 1 |   |   | 1 |   |   |   |
| 3.5    | Assessment of information, Design objectives for your events.                   | 2 | 2 |   |   |   |   | 1 | 5 |

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| Unit-4 |                                                                                       | L | T | S | W | D | V | P | T |
|--------|---------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 4.1    | Event Planning Process, Creation of Concept - Brain storming for concept, Creativity. | 2 | 1 |   |   |   |   | 2 | 5 |
| 4.2    | Budgeting of Event- The Budget's Purpose, Budget Line Items,                          | 2 | 1 |   |   | 2 |   | 2 | 7 |
| 4.3    | Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget,  | 2 | 1 |   |   |   |   | 2 | 5 |
| 4.4    | Keeping a Budget on Track, the Master Plan Creation of Blue print, Event Calendar;    | 1 | 1 |   |   |   |   | 2 | 4 |
| 4.5    | Creation of Check list, Event Flow, Time Frames and Dead Lines.                       | 1 | 1 |   |   |   |   |   | 4 |

| Unit-5 |                                                                                                                                                     | L | T | S | W | D | V | P | T |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 5.1    | Event Sponsorship, Event Organizer, Event Partners, Event Associates.                                                                               | 2 | 1 |   | 1 |   |   | 1 | 4 |
| 5.2    | Event Sponsor, Importance of sponsorship - for event organizer, for sponsor, Type of Sponsorship.                                                   | 2 | 1 |   |   |   |   | 1 | 4 |
| 5.3    | Making sponsorship database, making sponsorship proposal, Closing a sponsorship.                                                                    | 1 | 1 | 1 |   |   |   | 1 | 3 |
| 5.4    | Research of sponsorship, Converting sponsorship into partnership, Staffing and Vendors.                                                             | 1 | 1 |   |   |   |   |   |   |
| 5.5    | Logistic and Staging, Breaking Down the Event Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility. | 2 | 2 | 1 |   | 1 |   | 2 | 8 |

  
 Professor  

# Paper-IV EVENT PRODUCTION PROCESS

| Unit-1 |                                                                                                           | L | T | S | W | D | V | P | T |
|--------|-----------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 1.1    | Producing a great show – phases of staging an Event.                                                      | 2 | 1 |   |   |   |   |   | 5 |
| 1.2    | Pre Production Checklist, Event Logistics – Layout and design. Supply of Facilities – Audiovisuals.       | 2 | 1 |   |   |   |   |   | 5 |
| 1.3    | Purpose of visual presentation, Visual sources, 53 mm slides, Overhead projectors, Pre – recorded videos. | 2 | 1 |   | 1 |   |   |   | 4 |
| 1.4    | Live videos and IMAG Computer generated                                                                   | 2 | 1 |   |   |   |   | 2 | 5 |
| 1.5    | Signal Processing, Distribution Amplifiers. Scalars, Scan Converters, Switchers, Projection Equipment.    | 2 | 1 |   |   | 2 |   |   | 5 |

| Unit-2 |                                                                                           | L | T | S | W | D | V | P | T |
|--------|-------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 2.1    | Visual Presenters, Video/Data Projectors, Display Equipment.                              | 2 | 1 |   |   | 2 |   | 1 | 5 |
| 2.2    | Plain Screen, Monitors, Video walls, LED Screens, Teleprompters.                          | 2 | 1 |   | 1 | 1 |   |   | 5 |
| 2.3    | Other Unusual Surfaces, Multimedia Presentations, Setting Goals and Content for the Show. | 1 | 1 |   |   | 1 |   | 1 | 4 |
| 2.4    | Choosing Equipment and Personnel, Putting it Together.                                    | 1 | 1 |   |   | 1 |   |   | 6 |
| 2.5    | Equipment Setup and Operation, Setup, Operation during the Event, Risk and Safety.        | 2 | 2 |   | 1 | 1 |   |   | 6 |

| Unit-3 |                                                                                              | L | T | S | W | D | V | P | T |
|--------|----------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 3.1    | Lightings- objectives of event lightings - visibility.                                       | 2 | 1 |   |   | 1 |   |   | 4 |
| 3.2    | Relevance, composition, mood- Quality of lights - Intensity.                                 | 1 | 1 |   |   | 1 |   |   | 3 |
| 3.3    | Distribution, color, direction, movement- Lighting Instruments - construction of luminaires. | 1 | 1 |   | 1 | 1 |   |   | 4 |
| 3.4    | Types and users of luminaries- event lighting design - conceptual design, practical design,  | 2 | 1 |   |   | 1 |   |   | 4 |
| 3.5    | Physical design Sound                                                                        | 1 | 1 |   |   | 2 |   |   | 4 |

| Unit-4 |                                                                                                                              | L | T | S | W | D | V | P | T |
|--------|------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 4.1    | Audio Systems- Acoustic Theory and Its Application at the Event Space.                                                       | 1 | 1 |   |   | 1 |   |   | 3 |
| 4.2    | What Is Sound, Sound Propagation and Its Relationship to the Event Space.                                                    | 2 | 1 |   |   | 1 |   |   | 4 |
| 4.3    | Uses of an Audio System, Audio for Speech, Audio for Entertainment, Main Audio System Groups and Their Components            | 2 | 1 |   |   |   |   |   | 3 |
| 4.4    | Input Group, Signal Processing and Routing Group, Output Group Signal Path and Equipment Locations in the Space, Signal Path | 2 | 1 |   |   | 1 |   |   | 3 |
| 4.5    | Equipment Locations.                                                                                                         | 1 | 1 |   |   |   |   | 1 | 3 |

| Unit-5 |                                                                                                               | L | T | S | W | D | V | P | T |
|--------|---------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 5.1    | Permissions required for holding an event, general details                                                    | 1 | 1 |   |   |   |   | 1 | 3 |
| 5.2    | Police permission, traffic police, ambulance, fire brigade, Municipal corporation.                            | 2 | 1 |   |   |   |   |   | 3 |
| 5.3    | Indian Performing Rights Society (IPRS) 208                                                                   | 1 | 1 |   |   |   |   |   | 2 |
| 5.4    | Phonographic Performing License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show, | 2 | 1 |   |   |   | 1 | 1 | 4 |
| 5.5    | Event Company set - up laws.                                                                                  | 2 | 1 |   |   |   |   |   | 3 |

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# Paper-V MARKETING AND ADVERTISING

| Unit-1 |                                                                                                                         | L | T | S | W | D | V | P | T |
|--------|-------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 1.1    | Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction – Value chain - Delivery network. | 2 | 1 |   |   |   |   |   | 3 |
| 1.2    | Marketing environment.                                                                                                  | 2 | 1 |   |   |   |   |   | 3 |
| 1.3    | Adapting marketing to new liberalized economy - Digitalization, Customization.                                          | 2 | 1 |   |   |   |   |   | 3 |
| 1.4    | Changing marketing practices, e-business – setting up websites; Marketing Information System.                           | 2 | 1 |   |   |   |   |   | 3 |
| 1.5    | Strategic marketing planning and organization.                                                                          | 2 | 1 |   |   |   |   |   | 3 |

| Unit-2 |                                                                                                | L | T | S | W | D | V | P | T |
|--------|------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 2.1    | Buyer Behavior, Market Segmentation and Targeting, Positioning and differentiation strategies. | 4 | 1 |   |   |   |   | 1 | 7 |
| 2.2    | Product life cycle strategies, New product development.                                        | 4 | 2 |   |   |   |   | 1 | 5 |
| 2.3    | Product Mix and Product line decisions, Branding and Packaging.                                | 3 | 1 |   |   |   |   | 1 | 4 |
| 2.4    | Price setting - objectives, factors and methods, Price adapting policies.                      | 2 | 1 |   |   |   |   | 1 | 3 |
| 2.5    | Initiating and responding to price changes.                                                    | 1 | 1 |   |   |   |   |   | 3 |

| Unit-3 |                                                               | L | T | S | W | D | V | P | T |
|--------|---------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 3.1    | Marketing channel system - Functions and flows;               | 2 | 1 |   |   |   |   |   | 3 |
| 3.2    | Channel design,                                               | 1 | 1 |   |   |   |   |   | 2 |
| 3.3    | Channel management - Selection, Training,                     | 1 | 1 |   |   |   |   |   | 3 |
| 3.4    | Motivation and evaluation of channel members;                 | 2 | 1 |   |   |   |   |   | 3 |
| 3.5    | Channel dynamics - VMS, HMS, MMS; Market logistics decisions. | 1 | 1 |   |   |   |   |   | 2 |

*Asst. Prof.*  
*Dr. Jyoti Chavhan*  
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| Unit-4 |                                                                           | L | T | S | W | D | V | P | T |
|--------|---------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 4.1    | Integrated marketing communication process and Mix; Advertising,          | 2 | 1 |   |   |   |   | 1 |   |
| 4.2    | Sales promotion and Public relation decisions. Direct marketing - Growth, | 2 | 1 |   |   |   |   |   |   |
| 4.3    | Benefits and Channels; Telemarketing;                                     | 1 | 1 |   |   |   |   |   |   |
| 4.4    | Sales force objectives, structure,                                        | 2 | 1 |   |   |   |   |   |   |
| 4.5    | Size and compensation.                                                    | 1 | 1 |   |   |   |   |   |   |

| Unit-5 |                                                                                                                                | L | T | S | W | D | V | P | T |
|--------|--------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|
| 5.1    | Advertising Management- Introduction, Advertising planning and Strategies.                                                     | 2 | 2 |   | 1 |   |   | 1 | 6 |
| 5.2    | Advertising Agencies and business : Creative execution in Advertising - client evaluation- cognitive process of Communication. | 3 | 2 |   |   | 2 |   | 1 | 8 |
| 5.3    | Research process -Advertising Research-Pre and Post Research Strategy.                                                         | 2 | 1 |   |   |   |   |   | 3 |
| 5.4    | Creative execution on Radio, TV and other media.                                                                               | 1 | 1 |   |   |   |   |   | 2 |
| 5.5    | Regulation of advertising and promotion - self regulation, Online-Regulation.                                                  | 1 | 1 |   |   |   |   |   | 2 |

*Prof. Dr. K. S. Srinivasan*

*K. S. Srinivasan*

*Dr. K. S. Srinivasan*

# SYLLABUS

## One Year Part Time P.G Diploma in Video Production

(2011-2012)



DEPARTMENT OF ELECTRONIC MEDIA

MAKHANLAL CHATURVEDI  
RASHTRIYA PATRAKARITA EVAM  
SANCHAR VISTWAVIDYALAYA

CH/OT/AL

Ph. No. (0755) - 4-44944



### P.G. DIPLOMA IN VIDEO PRODUCTION

The Dept. of Electronic Media of Makhanlal Chaturvedi National University of Journalism introduce one year part time P.G Diploma in Video Production course in Video Production from the academic session 2011 - 2012 as per the following details:

1. Course duration : One year
2. Entry level : Graduate in any discipline
3. Number of seats : 15



## 1 Audio Visual Communication

| SN | Topic                                      | Lecture | Practical |
|----|--------------------------------------------|---------|-----------|
| 1  | Concept & Process of Communication         | 14      | -         |
| 2  | Types of Communication                     | 16      | -         |
| 3  | Models of Communication                    | 16 /    | -         |
| 4  | Specialities of Audio Visual Communication | 16      | -         |
| 5  | Tools for Audio Visual Communication       | 10      | -         |

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## 2 Audio Visual Equipments

| SN | Topic                             | Lecture | Practical |
|----|-----------------------------------|---------|-----------|
| 1  | Audio Visual Recording Equipments | 12      | 02        |
| 2  | Audio Editing Equipments          | 12      | 02        |
| 3  | Audio Visual Editing Equipments   | 12      | 02        |
| 4  | Lighting                          | 10      | 04        |
| 5  | Special Effects                   | 10      | 04        |

$$56 + 14 = 70$$

### 3 Script Writing

| SN | Topic                            | Lecture | Practical |
|----|----------------------------------|---------|-----------|
| 1  | Script writing for Audio Content | 08      | 06        |
| 2  | Script writing for Audio Content | 08      | 06        |
| 3  | Preparing Story Boarding         | 08      | 06        |
| 4  | Shooting Indoor & Outdoor        | 07      | 07        |
| 5  | Shooting Recording               | 04      | 10        |

$$35 + 35 = 70$$

### 4 Audio Visual Editing & Lighting

| SN | Topic                                                                                              | Lecture | Practical |
|----|----------------------------------------------------------------------------------------------------|---------|-----------|
| 1  | Objectives & Aims of Television Lighting, Different ways controlling lights, Three Points Lighting | 04      | 10        |
| 2  | Audio Editing                                                                                      | 08      | 06        |
| 3  | Video Editing                                                                                      | 04      | 08        |
| 4  | Titling & Graphics                                                                                 | 04      | 08        |
| 5  | Special Video Effects                                                                              | 04      | 08        |

$$24 + 40 = 64$$

## 5 Production Portfolio /

Following practical to be carried out and output prepare in the form of production portfolio

1. Minimum 03 scripts for an Audio Programme (Radio News, Radio Drama, Radio Commercials)
2. Minimum 03 scripts for an Video Programme
3. Preparing story boards for       03 Audio  
                                                  03 Video
4. Shooting of at least on the above programmes  
    Rough Cuts Editing of the programme  
    Short Recording at least one Audio Programme  
    Every students will. Prepare his/her individual portfolio

Copying portfolio of other students will lead to disqualify

PG Diploma in  
Web Communication

Syllabus – November 2011



**Department of New Media Technology**

Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya  
E-38, Vikas Bhawan, Press Complex, M.P.Nagar, Zone-I, Bhopal – 462011

[www.mcu.ac.in](http://www.mcu.ac.in)

## *Postgraduate Diploma in Web Communication (PGDWC)*

(One year Course)

### **Objectives of Course:**

The PGDWC Course is designed to meet the following objectives:

- To develop understanding of Web Communication.
- To provide the student an understanding of the Mass Communication process and the environment within which it operates.
- To develop the working skills needed for Writing, Editing and Managing for Web Media.
- To make the student independently create a website on their own and manage News Portal

### **Eligibility for Admission:**

Candidates applying for admission to PGDWC must have Bachelor Degree in any discipline from recognized University.

### **Scheme of Study:**

- PGDWC course is a one year course with total five papers
- Syllabus of each paper is divided into five units.
- There will be a written examination at the end of the year. The marks for Theory and Practical are specified in the scheme.
- The theory paper will test the level of knowledge and aptitude, whereas internal assignments will evaluate the learning level, skill, development, ability to present views, perception in class, creative input and idea.
- There will be internal assessment of 20 marks in each paper (theory & practical both) during the session which includes theoretical as well as practical aspects of the paper.
- Internal assessment will be in the form of class test, presentation, seminar, field work, study-tour, attendance, class performance and participation inside the class.
- 40% total marks in each paper and each section (theory and internal assessment) and 45 % in aggregate will be necessary to be declared pass.

Department of New Media Technology

**Scheme for Post Graduate Diploma in Web Communication**

| Subject Code | Subject Name                             | Marks |    |    |    |    | Total |
|--------------|------------------------------------------|-------|----|----|----|----|-------|
|              |                                          | L     | P  | Th | IA | P  |       |
| PGDWC1       | Human Communication & Mass Communication | 72    |    | 80 | 20 | -  | 100   |
| PGDWC2       | Art & Craft of Web Communication         | 40    | 32 | 50 | 20 | 30 | 100   |
| PGDWC3       | Web Communication for News & Views       | 40    | 32 | 50 | 20 | 30 | 100   |
| PGDWC4       | Social Media – Uses & Potential          | 40    | 32 | 50 | 20 | 30 | 100   |
| PGDWC5       | Web Designing & Management               | 40    | 32 | 50 | 20 | 30 | 100   |

*\*\*L- Lecture, P-Practical, Th-Theory, IA - Internal Assessment*



## PGDWC 1: Human Communication & Mass Communication

Maximum Marks 100  
Distribution of Marks: 80 Th. + 20 IA

### Unit 1 : Introduction to Communication

Introduction to Human Communication

Communication: Concept & Definition

Principles of Communication

Functions of Communication

### Unit 2 : Process of Communication

Process of Communication

Elements of Communication

Communication flow

Barriers of Communication

### Unit 3 : Types of Communication

Types of communication : Intrapersonal, Inter personal, Group, Mass Communication, Verbal & Non Verbal Communication.

Concept of Mass Communication

Theories of Mass Communication

Feedback and Evaluation of Communication

### Unit 4 : Modes of Communication

Traditional modes of communication, Fax Communication, Telephone communication, Mobile communication, Television communication, Satellite communication, Internet, Multimedia communication.

### Unit 5 : Visual Communication

Visual Communication: Introduction, Definition, Significance

Understanding Visuals

Role of Visual in Web Communication



## PGDWC 2: Art & Craft of Web Communication

Maximum Marks 100  
Distribution of Marks: 50 Th + 20 IA + 30Pr

### Unit 1: Basics of Computer

Basic Components of Computer,  
Concepts of Hardware- Input and Output Devices  
Memory and Storage Devices.  
Software – System Software and Application Software

### Unit 2: Basics of Operating Systems

Introduction and Features of Operating Systems  
MS Windows – Introduction, features  
Desktop, Control Panel

### Unit 3 : Introduction to Internet Communication

Internet - Introduction,  
Growth and Development of Internet,  
World Wide Web, Web Browsers  
Use of Websites, Portals, Search Engines, News Groups, Bulletin Boards

### Unit 4: Internet Communication

E-mail, Chat, Video Conferencing  
Internet Connectivity & its modes,  
Internet Protocol : FTP, HTTP, HTTPS, TCP / IP  
Wireless Communication

### Unit 5: Writing for web

Concepts and Elements  
Essentials of Web Writing  
Self editing  
Web Publishing  
Cyber laws

### PGDWC 3: Web Communication for News & Views

Maximum Marks 100  
Distribution of Marks: 50 Th + 20 IA + 30Pr

#### Unit 1 : News Writing

News Headlines : Meaning & Significance,  
Effective Headline Writing : Characteristics and Techniques,  
Intro : Concept, Significance and Types,  
Story Structures of Different Media (Print, Electronic, Web),

#### Unit 2: Web Content Creation

Issues in content creation  
Effective writing for websites.  
Effective writing for e-newsletters & form design  
Effective writing for voiceover scripts / podcasts.

#### Unit 3: News for Web

Web Journalism - Introduction  
Difference / Similarities with Contemporary Media,  
Difference in News Presentation and Usage,  
E-paper, E- Magazines, Forums,  
Webcasting, Podcasting, Internet Radio

#### Unit 4 : Interviews for web

Interview: Concept, Scope & Writing Skills,  
Preparation for Interview, Types of Interviews  
Computer-assisted web interviewing  
Opinion writing : Concept & Scope,  
Opinion surveys: Concept, Tools & Techniques,  
Special Articles, Analysis, Backgrounder Writing

#### Unit 5 : Convergence

Changing media Scenario : Consumers Need and Demand,  
Convergence Media : The Boom, The Bust and The Revival,  
Continuing Evolution, Interactive Media; 24x7 media

## PGDWC 4: Social Media – Uses & Potential

Maximum Marks 100  
Distribution of Marks: 50 Th + 20 LA + 30 Pr

### Unit 1: Introduction to New Media

New Media and Mass Communication

New Media Theory

New Media – Characteristics

### Unit 2: Potentials and Scope of New Media

Computer mediated community formation – Virtual Community

New Media - Digitalization vs Democratization

New Media vs Social Media

Scope of New Media

### Unit 3: Social Media – Networking & Collaboration

Social Networking- Concept, Features

Example - MySpace, Facebook, LinkedIn and Friendster,

Creating a Group

Communicating through Social Networking Groups

Social collaboration- Concept, Features,

Example - wikis, blogs, instant messaging, collaborative office, and crowdsourcing.

### Unit 4: Social Media - Publishing & Feedback

Social publishing- Concepts, Features YouTube and flickr,

Upload your content in You Tube

Social feedback – Concepts, YouTube, flickr, Digg, Del.icio.us, and Amazon.

### Unit 5: Understanding Social Media

New Media Vs Social Media

Uses of Social Media – recent incidents

How better Social Media can be used further

The Potentials and Power of Social Media

## PGDWC5 : Web Designing & Management

Maximum Marks 100  
Distribution of Marks: 50 Th + 20 IA + 30 Pr

### Unit 1: Website Design

Web Production Process

Domain Registration & Hosting Website

Uploading And Downloading Web Pages

Website design principles - File formats

Planning the site - File naming & URL's - Directory structure

Diagram the site - planning the site navigation

Colors and graphics- computer color basics

Web typography.

### Unit 2: Content Creation using Languages

Basics of HTML - XML - XHTML

Basic layout of HTML scripts. Head and Body Sections.

Links Images, sounds, Video,

Developing a webpage using basic HTML tags and hyperlinks.

HTML - Tables, Forms, Frames

Authoring Web Pages using editing.

### Unit 3: Basics of Java script, CSS & MYSQL

DHTML: Java Scripts: Introduction,

Tags, Data types and variables expressions and operation,

Looping and Branching Events and Event handling.

DHTML: Cascading style sheet (CSS).

Basics of MYSQL

Multimedia in the Web

### Unit 4 : Website Creation using Dreamweaver

Basics of Dreamweaver

Creating a Homepage

Design and Layout

Inserting and Using Tables

Adding Design Elements

Previewing in Browser

Creating Hyperlinks

Inserting Special Media

0

Uploading Files to the Web

Unit 5 : Website Management using Dreamweaver

Web content management

Creating Templates for Site Consistency and Ease of Maintenance

Implementing Site Navigation

Creating Special Effects With Images and Animation

1



## सांख्यिकीय पाठ्यक्रम : भारतीय संचार परंपराएं

आचार्य के कुल घंटे

पाठ्यक्रम - 1 : प्राचीन भारतीय ग्रंथों से परिचय - 1

आचार्य के कुल घंटे

|                                                     |    |
|-----------------------------------------------------|----|
| 1. वेद                                              | 14 |
| 2. उपनिषद्                                          | 14 |
| 3. पुराण                                            | 14 |
| 4. महाभारत                                          | 15 |
| 5. गीता                                             | 15 |
| पाठ्यक्रम - 2 : प्राचीन भारतीय ग्रंथों से परिचय - 2 |    |
| 1. नाट्यशास्त्र - भरतमुनि                           | 14 |
| 2. नाट्य भक्तिरत्न                                  | 14 |
| 3. पातंजलि का योग दर्शन                             | 14 |
| 4. संस्कृति के चार ऋषयः - रामधारी सिंह दिनकर        | 15 |
| 5. हिंदू स्वराज्य - महात्मा गांधी                   | 15 |

पाठ्यक्रम - 3 : मानव संचार का विज्ञान (साइन्स ऑफ ह्यूमन कम्यूनिकेशन)

|    |                                                                                                                                                                                                                                                                                                                                                                          |    |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1. | अवधारणाएं : मानव की विशेषताएं, मानव को समाज में रहने की अनिवार्यता, समाज की अवधारणा, समाज रचना के लिए संचार की अनिवार्यता, सामाजिकरण की अवधारणा, प्रक्रिया, कारक व समस्याएं, संचार की प्रक्रिया व कारक / संघटक / तत्व                                                                                                                                                    | 14 |
| 2. | संचार प्रतिरूप : संचार की प्रक्रिया की व्याख्या व परिभाषाएं, मानव संचार के प्रतिरूप (मॉडल) : एस-एम-आर और एम्-एम-सी-आर प्रतिरूप (मॉडल) का अधूरापन, विचार श्रम का सहभागिता प्रतिरूप (मॉडल), ऑसगुड का प्रतिरूप (मॉडल), फ्रैंक ड्यास का प्रतिरूप (मॉडल), संचार में 'रव' व 'अन्व'                                                                                             | 14 |
| 3. | संचार प्रक्रिया : जोसफ लुफ्ट और हैरिगटन इंगहम की जौहरी खिड़की का परिचय, व्याख्या व महत्व, 'रव' से संचार की प्रक्रिया व महत्व, अवाचिक संचार-प्रकार व महत्व, भाषा व संचार की परस्पर निर्भरता. सुन्ने की कला व उसका विकास, बोलने की कला व उसका विकास, लिखने की कला व उसका विकास                                                                                             | 14 |
| 4. | संचार के कारक एवं प्रक्रियाएं : अशाब्दिक संचार, दृश्य व श्रव्य संचार, रचनात्मक संचार, संचार व्याख्या व प्रक्रिया, कारक व महत्व, अन्तर्वैयक्तिक संचार की परिकल्पनाएं : संचार की क्रियात्मक परिकल्पना, संचार के संबंधों की परिकल्पना, संचार की समन्वित अर्थ व्यवस्था की परिकल्पना, सामाजिक संबंधों की अवधारणा, प्रकार व प्रक्रिया, छोटे समूहों का संचार, प्रक्रिया व महत्व | 15 |
| 5. | जनसंचार विविध आयाम : संस्थागत संचार समाचार, प्रक्रिया तथा प्रकार, बड़े समूहों का संचार, प्रक्रिया व महत्व, जनसंचार - अवधारणा, प्रक्रिया, प्रकार एवं भूमिका, चलभाष (मोबाइल) व संचार, इंटरनेट व संचार                                                                                                                                                                      | 15 |



पाठ्यक्रम - 4 : प्राचीन भारतीय साहित्य में संचार के सूत्र - 1

|                                                               |                                                                |    |
|---------------------------------------------------------------|----------------------------------------------------------------|----|
| 1.                                                            | वेदों में संचार के सूत्र                                       | 14 |
| 2.                                                            | उपनिषदों में संचार के सूत्र                                    | 14 |
| 3.                                                            | पुराणों में संचार के सूत्र                                     | 14 |
| 4.                                                            | महाभारत में संचार के सूत्र                                     | 15 |
| 5.                                                            | गीता में संचार के सूत्र                                        | 15 |
| पाठ्यक्रम - 5 : प्राचीन भारतीय साहित्य में संचार के सूत्र - 2 |                                                                |    |
| 1.                                                            | नाट्यशास्त्र - भरतमुनि में संचार के सूत्र                      | 14 |
| 2.                                                            | नारद भक्तिसूत्र में संचार के सूत्र                             | 14 |
| 3.                                                            | पातञ्जलि के योगदर्शन में संचार के सूत्र                        | 14 |
| 4.                                                            | संस्कृति के चार अध्याय (रामधारी सिंह दिनकर) में संचार के सूत्र | 15 |
| 5.                                                            | महात्मा गांधी की संचार दृष्टि                                  | 15 |

कुल कक्षा : 180 दिन (प्रतिदिन 02 कक्षाएं X 180 दिन = 360 कक्षाएं)

पी.जी. डिप्लोमा

योगिक स्वास्थ्य : प्रबंधन एवं आध्यात्मिक संचार

(पी.जी.डी.- वाय.एच.एम.एस.सी.)

अंश कालिक सांध्यकालीन पाठ्यक्रम



माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार  
विश्वविद्यालय, भोपाल

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार  
विश्वविद्यालय, भोपाल

पाठ्यक्रम

पी.जी.डिप्लोमा

योगिक स्वास्थ्य : प्रबंधन एवं आध्यात्मिक संचार

|              |                                                            | आन्तरिक | प्रायोगिक | सैद्धान्तिक | कुल |
|--------------|------------------------------------------------------------|---------|-----------|-------------|-----|
| प्रश्नपत्र-1 | योग परिचय                                                  | 20      | —         | 80          | 100 |
| प्रश्नपत्र-2 | स्वस्थ मन/ आत्मा<br>और योग<br>(मानसिक स्वास्थ्य<br>और योग) | 20      | —         | 80          | 100 |
| प्रश्नपत्र-3 | मानव शरीर रचना<br>और व्याधियाँ<br>(शरीर विज्ञान<br>और योग) | 20      | —         | 80          | 100 |
| प्रश्नपत्र-4 | योग और स्वास्थ्य<br>प्रबंधन                                | 20      | 30        | 50          | 100 |
| प्रश्नपत्र-5 | ध्यान समाधि<br>और आध्यात्मिक<br>संचार                      | 20      | 30        | 50          | 100 |

आन्तरिक अंक :- 100

प्रायोगिक अंक :- 60

सैद्धान्तिक अंक :- 340

कुल योग :- 500

प्रश्न पत्र-1 योग परिचय

| इकाई-1                                                       | व्याख्यान | ट्यूटोरियल | सेमिनार | वर्कशॉप | डेमो | फील्ड विजिट | प्रायोगिक | कुल योग |
|--------------------------------------------------------------|-----------|------------|---------|---------|------|-------------|-----------|---------|
| 1.1 योग की वैदिक परम्परा                                     | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 1.2 योग का दार्शनिक और ऐतिहासिक आधार                         | 7         | -          | -       | -       | -    | -           | -         | 7       |
| इकाई-2                                                       |           |            |         |         |      |             |           |         |
| 2.1 योग का अर्थ, परिभाषा एवं उद्देश्य                        | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 2.2 योग को लेकर भ्रामक धारणाएं एवं उनका निराकरण              | 7         | -          | -       | -       | -    | -           | -         | 7       |
| इकाई-3                                                       |           |            |         |         |      |             |           |         |
| योग के भेद -<br>ज्ञान योग<br>भक्ति योग<br>हठ योग<br>कर्म योग | 14        | -          | -       | -       | -    | -           | -         | 14      |
| इकाई-4                                                       |           |            |         |         |      |             |           |         |
| 4.1 भारतीय दर्शन परम्पराएं - षड्दर्शन का सामान्य परिचय       | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 4.2 दर्शनशास्त्र में योग का महत्व                            | 7         | -          | -       | -       | -    | -           | -         | 7       |
| इकाई-5                                                       |           |            |         |         |      |             |           |         |
| 5.1 पातंजल योग सूत्र का परिचय                                | 16        | -          | -       | -       | -    | -           | -         | 16      |

प्रश्न पत्र-2 स्वस्थ मन/ आत्मा और योग (मानसिक स्वास्थ्य और योग )

| इकाई-1                                               | व्याख्यान | ट्यूटोरियल | सेमिनार | वर्कशॉप | डेमो | फील्ड विजिट | प्रायोगिक | कुल योग |
|------------------------------------------------------|-----------|------------|---------|---------|------|-------------|-----------|---------|
| 1.1 स्वस्थ मन का अर्थ एवं महत्व                      | 8         | -          | -       | -       | -    | -           | -         | 8       |
| 1.2 स्वस्थ मन की भारतीय अवधारणा                      | 7         | -          | -       | -       | -    | -           | -         | 7       |
| इकाई-2                                               |           |            |         |         |      |             |           |         |
| 2.1 मानसिक विकार- निराशा, द्वंद और तनाव और कारण      | 15        | -          | -       | -       | -    | -           | -         | 15      |
| इकाई-3                                               |           |            |         |         |      |             |           |         |
| 3.1 व्यक्तित्व का अर्थ,                              | 3         | -          | -       | -       | -    | -           | -         | 3       |
| 3.2 व्यक्तित्व के पश्चिमी सिद्धांत                   | 3         | -          | -       | -       | -    | -           | -         | 3       |
| 3.3 योगिक व्यक्तित्व की अवधारणा                      | 3         | -          | -       | -       | -    | -           | -         | 3       |
| 3.4 व्यक्तित्व विकास में योग की भूमिका               | 5         | -          | -       | -       | -    | -           | -         | 5       |
| इकाई-4                                               |           |            |         |         |      |             |           |         |
| 4.1 मूल्यों का स्वरूप, महत्व                         | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 4.2 मूल्यों के विकास में योग की भूमिका               | 7         | -          | -       | -       | -    | -           | -         | 7       |
| इकाई - 5                                             |           |            |         |         |      |             |           |         |
| 5.1 योग और आधुनिक जीवन पद्धति                        | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 5.2 प्रार्थना का अर्थ, प्रार्थना के प्रकार एवं महत्व | 7         | -          | -       | -       | -    | -           | -         | 7       |

प्रश्न पत्र-3 मानव शरीर रचना और व्याधियां (शरीर विज्ञान और योग)

| इकाई-1                                                      | व्याख्यान | ट्यूटोरियल | सेमिनार | वर्कशॉप | डेमो | फील्ड विजिट | प्रायोगिक | कुल योग |
|-------------------------------------------------------------|-----------|------------|---------|---------|------|-------------|-----------|---------|
| 1.1 मानव शरीर का सामान्य परिचय                              | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 1.2 मानव शरीर की रचना-योगिक अवधारणा                         | 7         | -          | -       | -       | -    | -           | -         | 7       |
| इकाई-2                                                      |           |            |         |         |      |             |           |         |
| 2.1 परिवहन पत्र और उसके रोग                                 | 5         | -          | -       | -       | -    | -           | -         | 5       |
| 2.2 श्वसन तंत्र और उसके रोग                                 | 5         | -          | -       | -       | -    | -           | -         | 5       |
| 2.3 मस्कूलों स्केलेटल तंत्र और उसके रोग                     | 4         | -          | -       | -       | -    | -           | -         | 4       |
| इकाई-3                                                      |           |            |         |         |      |             |           |         |
| 3.1 पाचन तंत्र और उसके रोग                                  | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 3.2 अन्तस्त्रावी ग्रंथियां और रोग                           | 7         | -          | -       | -       | -    | -           | -         | 7       |
| इकाई-4                                                      |           |            |         |         |      |             |           |         |
| 4.1 उत्सर्जन तंत्र और उसके रोग                              | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 4.2 तंत्रिका तंत्र और उसके रोग                              | 7         | -          | -       | -       | -    | -           | -         | 7       |
| इकाई-5                                                      |           |            |         |         |      |             |           |         |
| 5.1 संवेदी अंग - आँख, कान के रोग एवं अन्य सामान्य बीमारियाँ | 7         | -          | -       | -       | -    | -           | -         | 7       |
| 5.2 व्याधियों की योगिक अवधारणा                              | 7         | -          | -       | -       | -    | -           | -         | 7       |



प्रश्न पत्र-4 योग और स्वास्थ्य प्रबंधन

| इकाई-1                                                                  | व्याख्यान | ट्यूटोरियल | सेमिनार | वर्कशॉप | डेमो | फील्ड विजिट | प्रायोगिक | कुल योग |
|-------------------------------------------------------------------------|-----------|------------|---------|---------|------|-------------|-----------|---------|
| 1.1 स्वास्थ्य की अवधारणा परिभाषा एवं महत्व                              | 3         | .          | .       | .       | .    | .           | .         | 3       |
| 1.2 योगिक जीवनशैली                                                      | 3         | .          | .       | /       | .    | .           | .         | 3       |
| इकाई-2                                                                  |           |            |         |         |      |             |           |         |
| 2.1 योग के आसन एवं शरीर पर प्रभाव, आसनों की विधियाँ, सावधानियाँ एवं लाभ | 15        |            |         |         |      |             | 10        | 25      |
| इकाई-3                                                                  |           |            |         |         |      |             |           |         |
| 3.1 प्राणायाम: प्रकार विधियाँ एवं सावधानियाँ                            | 8         |            |         |         |      |             | 8         | 16      |
| 3.2 प्राणायाम का शरीर एवं मस्तिष्क पर प्रभाव                            | 4         |            |         |         |      |             |           | 4       |
| इकाई-4                                                                  |           |            |         |         |      |             |           |         |
| 4.1 बंध व मुद्राएं विधियाँ, सावधानियाँ एवं शरीर पर प्रभाव               | 5         |            |         |         |      |             | 3         | 8       |
| 4.2 षड्कर्म का स्वरूप-रोग उपचार में षड्कर्म का महत्व                    | 5         |            |         |         |      |             | 2         | 7       |
| इकाई-5                                                                  |           |            |         |         |      |             |           |         |
| 5.1 आहार एवं उसके प्रकार                                                | 1         |            |         |         |      |             |           | 1       |
| 5.2 योगिक आहार                                                          | 1         |            |         |         |      |             |           | 1       |
| 5.3 उपवास का महत्व, एवं शरीर पर प्रभाव                                  | 1         |            |         |         |      |             |           | 1       |
| 5.4 तनाव प्रबंधन में योग की भूमिका                                      | 3         |            |         |         |      |             |           | 3       |

प्रश्न पत्र-5 ध्यान समाधि और अध्यात्मिक संचार

| इकाई-1                                                                                        | व्याख्यान | ट्यूटोरियल | सेमिनार | वर्कशॉप | डेमो | फील्ड विजिट | प्रायोगिक | कुल योग |
|-----------------------------------------------------------------------------------------------|-----------|------------|---------|---------|------|-------------|-----------|---------|
| 1.1 अष्टांग योग - यम, नियम, आसन प्राणायाम, प्रत्याहार, धारणा                                  | 13        |            |         |         | 11   |             |           | 13      |
| इकाई-2                                                                                        |           |            |         |         |      |             |           |         |
| 2.1 ध्यान का अर्थ, प्रकार, महत्व                                                              | 2         |            |         |         |      |             |           | 2       |
| 2.2 ध्यान की पारम्परिक विधि- त्राटक, प्रेक्षा, विपश्यना, योगनिद्रा, जैन ध्यान, सुदर्शन क्रिया | 5         |            |         |         |      |             | 7         | 12      |
| 2.3 ध्यान के प्रभाव                                                                           | 3         |            |         |         |      |             | 3         | 3       |
| 2.4 प्रणव उच्चारण                                                                             |           |            |         |         |      |             |           |         |
| इकाई-3                                                                                        |           |            |         |         |      |             |           |         |
| समाधि के लक्षण-भेद, फल एवं सिद्धियाँ                                                          | 13        |            |         |         |      |             |           | 13      |
| इकाई-4                                                                                        |           |            |         |         |      |             |           |         |
| संचार का अर्थ विशेषताएं तत्त्व एवं प्रकार                                                     | 13        |            |         |         |      |             |           | 13      |
| इकाई-5                                                                                        |           |            |         |         |      |             |           |         |
| आध्यात्मिक संचार का अर्थ, महत्व एवं विधियाँ                                                   | 13        |            |         |         |      |             |           | 13      |

सन्दर्भ ग्रन्थ:- 1. महर्षि पातंजल योग दर्शन, गीता प्रेस गोरखपुर

2. अष्टांग योग एवं सहज ध्यान:- डॉ. स्वामी शाश्वतानंद गिरिजी महाराज, अखण्ड गीतापीठ शाश्वत सेवा आश्रम ट्रस्ट कुरुक्षेत्र

3. पातंजली योग सूत्र:- स्वामी प्रभावन्द- स्वामी रामकृष्ण मठ चैन्नई

## || प्रायोगिक ||

### 1. योग प्रशिक्षण

ओहम उच्चारण ऊँ .....।

‘अ’ ..... ‘उ’ ..... ‘म’ .....।

### 2. प्रार्थना

ऊँ सहनाववतु सहनौभुनवतु सहवीर्य करवाव है।

तेजस्वीना वधीतमस्तु मा विद्विषाव वहै॥

### 3. ध्यानात्मक आसन

1. सिद्धासन 2. स्वास्तिकासन 3. पद्मासन (पद्मासन)

### 4. शिथिलीकरण आसन

4. शवासन, 5. मकरासन, 6. बालासन, 7. दण्डासन 8

योगनिद्रा

### 5. शरीर संवर्धनात्मक आसन - 9. सूर्यनमस्कार

6. पीठ के बल लेटकर आसन- 10. अर्द्धहलासन 11. हलासन 12. पवनमुक्तासन 13. विपरीत करणी 14. सर्वांगासन 15. नौकासन 16. सेतुबन्धासन 17. चक्रासन

7. पेट के बल लेटकर आसन- 18. भुजंगासन 19. सर्पासन 20. मकरासन 21. शलभासन 22. अर्द्धशलभासन 23. धनुरासन

### 8. बैठकर करने वाले आसन-

24. वज्रासन 25. शंशाकासन 26. मण्डूकासन 27. गोमुखासन 28. सुप्तावज्रासन 29. पर्वतासन 30. वक्रासन 31. अर्द्धमत्स्येन्द्रासन 32. उष्ट्रासन 33. मत्स्यासन 34. जानुसिरासन 35. पश्चिमोत्तासन 36. योगमुद्रा

### 9. खड़े होकर आसन-

37. वृक्षासन 38. ताड़ासन 39. गरुडासन 40. नटराजासन

41. उत्कटासन 42. कश्चिकासन 43. पूर्णचक्रासन

10. संतुलन आसन- 44. शीर्षासन 45. गरुडासन 46. एकपादस्कन्दासन

47. पादागुलासन 48. तोलागुलासन

11. प्राणायाम - 1. अनुलोम विलोम 2. सीत्कारी 3. चन्द्रभेदी

4. भ्रामरी 5. उज्जायी 6. भस्त्रिका ।

12. कुम्भक - (अ) आंतरिक व बाह्य कुम्भक //

13. बंध - (अ) जालंधन बंध (ब) उड्डियान बंध (स) मूल बंध

14. मुद्रा - (अ) योग मुद्रा (ब) ब्रह्मामुद्रा (स) शांभवीमुद्रा (द) सिंहमुद्रा

15. क्रिया-

(अ) जल नेति (ब) वमन (स) त्राटक (द) कपालभांति

सूत्रनेति - दण्डधौति

16. ध्यान - ज्योति ध्यान

सावधानियाँ:-

1. योग का अभ्यास प्रातः काल ब्रह्म मुहूर्त या प्रातः 5 से 6 के बीच करें।
2. खाना खाने के बाद कभी योगाभ्यास न करें। योग अभ्यास शुद्ध वातावरण व शांत स्थिति में करें एवं योग का अभ्यास यौगिक चिकित्सा के संरक्षक में करें।
3. योगासन करते वक्त ढीले-ढाले वस्त्रों को पहने
4. योगासन करते वक्त मन में उत्साह की भावना होना बहुत महत्वपूर्ण है।
5. योगासन का अभ्यास खाली पेट करना चाहिए।

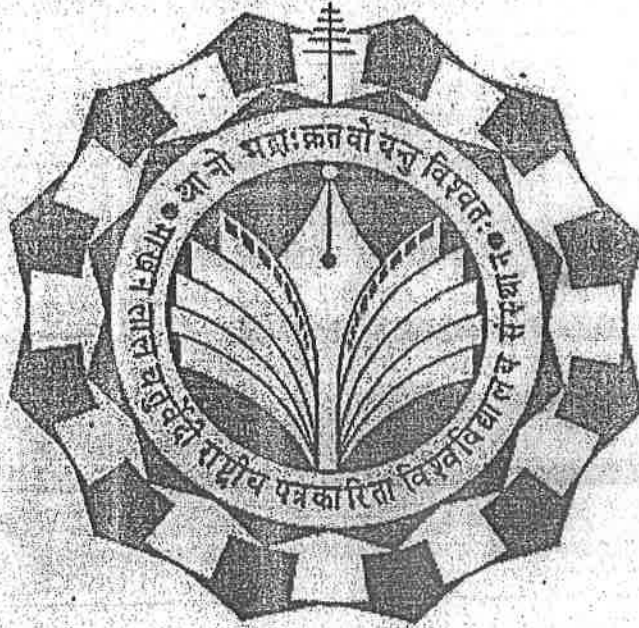
पाठ्योजन:-

1. योग करने की विभिन्न प्रकार की सावधानिया लिखें ?
2. योग के द्वारा स्वास्थ्य प्रबंधन में क्या महत्व है ?
3. पत्रकारिता के माध्यम से योग जनसमानता सामान्य तक किन माध्यमों से और कैसे पहुंचाया जा सकता है।
4. योग में पत्रकारिता का महत्व ?
5. योग आधुनिक जीवन की एक पद्धति के माध्यम से विभिन्न के षट्कर्म शरीर स्थिति पढ़ने वाले प्रभाव का वर्णन कीजिए ?

# SYLLABUS

## One Year Evening Course P.G. Diploma in Digital Photography

(2013-2014)



**MAKHANLAL CHATURVEDI RASHTRIYA  
PATRAKARITA EVAM SANCHAR  
VISHWAVIDYALAYA BHOPAL**

One Year Evening Course

P.G. DIPLOMA IN Digital Photography

Makhanlal Chaturvedi National University of Journalism & Communication introduce one year evening course P.G Diploma in Digital Photography from the academic session 2013-2014 as per the following details:-

1. Course duration : One year
2. Entry level : Graduate in any discipline
3. Number of seats : 15

Objectives

1. To develop practical skills in various fields of photography.
2. To develop understanding of aesthetic in photography.
3. Practicing on latest photo editing software's.
4. To inculcate both technical and artistic aspect of photography.
5. Hands of practice on the new gadgets on digital still camera's popular in the field.

## Post Graduate Diploma in Digital Photography

### Paper -1 Basics introduction of Photography

*Page*

| SN  | Topic                                               | Lecture | Practical |
|-----|-----------------------------------------------------|---------|-----------|
| 1.1 | Meaning of Photography                              | 06      | -         |
| 1.2 | Scope of Photography                                | 06      | -         |
| 1.3 | Brief development about art of Photography in India | 06      | -         |
| 1.4 | Photography as a medium of communication            | 08      | -         |
| 1.5 | Technological development in photography            | 08      | 06        |

### Paper -2 Introduction to Digital still camera

| SN  | Topic                                                                                                        | Lecture | Practical |
|-----|--------------------------------------------------------------------------------------------------------------|---------|-----------|
| 2.1 | Types of still camera's – Camera Accessories                                                                 | 07      | 02        |
| 2.2 | Working principle of DSLR                                                                                    | 07      | 03        |
| 2.3 | Shutter, Aperture, Focusing                                                                                  | 08      | 04        |
| 2.4 | Lens and their types, Depth of field, Focal length and its creative use                                      | 08      | 04        |
| 2.5 | Lighting Techniques for studio photography, Flash photography (Special effects, Filters used in photography) | 08      | 10        |



### Paper -3 Photo Composition

| SN  | Topic                                                                                                  | Lecture | Practical |
|-----|--------------------------------------------------------------------------------------------------------|---------|-----------|
| 3.1 | Meaning and importance of composition                                                                  | 06      | 06        |
| 3.2 | Rules for photo composition                                                                            | 06      | 06        |
| 3.3 | Golden rule of third                                                                                   | 04      | 04        |
| 3.4 | Elements of photo composition                                                                          | 05      | 06        |
| 3.5 | Importance of diagonal, horizontal, vertical, triangular and other forms of composition in photography | 06      | 10        |

### Paper -4 Digital photography Technique

| SN  | Topic                                                                   | Lecture | Practical |
|-----|-------------------------------------------------------------------------|---------|-----------|
| 4.1 | Introduction to software's used in digital photography : Photoshop etc. | 06      | 10        |
| 4.2 | Various tools for photo editing & finishing                             | 06      | 10        |
| 4.3 | Art and techniques of photo cropping                                    | 04      | 05        |
| 4.4 | Application of digital photography in various fields                    | 04      | 05        |
| 4.5 | Caption , Writing and photo feature                                     | 06      | 06        |

## Paper -5 Major Project on photography/ Photo portfolio

Field Practical's 40 Days

5.1 At the end of this course each student has to expose and explain minimum 15 photographs by professional DSLR camera/explanation of all with necessary technical details project consist of at least 15 enlarged photos of 10"X12" inches size, colour/black & white in hard bound manner on any one of the following topic or in combination of topic of at least 15 different topics.

- |                              |                                |
|------------------------------|--------------------------------|
| 1. Press Photography         | 2. Architecture Photography    |
| 3. Archeology Photography    | 4. Natures Photography         |
| 5. Advertisement Photography | 6. Landscape Photography       |
| 7. Waterscape Photography    | 8. Aerial Photography          |
| 9. Still-life Photography    | 10. Human interest photography |
| 11. Sports Photography       | 12. Medical Photography        |
| 13. Industrial Photography   | 14. Event Photography          |
| 15. Candid Photography       | 16. Wild life Photography      |
| 17. Macro Photography        | 18. Fashion Photography        |
| 19. Wedding Photography      | 20. Portrait photography       |