

OE1  
5867

## Open Elective (OE) - 2: Television Program Production

Total Marks: Theory: 25, Practical: 15, Internal: 10  
Credit: 3

### COURSE OBJECTIVES

1. Students will gain hands-on technical experience with film and video equipment and production techniques.
2. Students will learn about job opportunities in the television industry and knowledge of history of television.
3. Students will learn to critically view television and media works and acquire technical knowledge needed for audio visual content production.
4. Students will be able to run the work flow of shooting / recording, editing, broadcasting, multi-camera productions and studio environment.
5. Students will be able to work in different stages of program production and formats and able to develop and apply a program idea and to work as a team..

### LEARNING OUTCOMES

1. Execute lighting and shot continuity within a scene.
2. Organize video for non-linear editing process, apply television crew techniques and serve as crew members in professional television studio settings.
3. Use advanced camera operation skills and work collaboratively with others.
4. Plan, produce and direct television programs using the traditional television studio live-on-tape approach.
5. Critique studio television production values with a newly acquired depth of understanding.

**TABLE - CO-PO MAPPING:**

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
C01	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
C02	3	2	-	-	-	-	-	-	-	-	-	-	2	-	1
C03	3	-	-	1	-	-	-	-	-	2	-	-	-	-	2
C04	3	-	-	-	-	1	-	-	-	-	-	-	-	2	-
C05	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3

**3 - Strong, 2- Moderate, 1- Weak**

Unit-1	Introduction to TV Production	L	T	P
1.1	Visualization and different approaches : TV, Films, Documentaries and Advertising (AD) films.	1	0	1
1.2	Television Production: Definition & Scope, Growth & Development of Television in India.	1	0	1
1.3	Differentiation of Infotainment, Edutainment, Entertainment, Life-style Genres. Formats (Fiction, Non-Fiction) and Genres (Horror, Mythology, Comedy, Daily Soap). Telecast Patterns, Audience Viewership Performance.	1	0	1

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1.4	Video Production Process: Pre-Production, Production, Post-Production.	1	0	1
1.5	Cast and Crew: Producer, Director, Associate, Stage or Floor Manager, Cameraman, Tele-Prompter Operator, Lighting Director, Audio Operator, Technical Director, Graphics Artist etc.	1	0	0
<b>Teaching Method:</b> Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
<b>Unit-2</b>	<b>Scripting &amp; Direction</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Research, Ideation and Conceptualization, Understanding The IV Act Structure for TV, Elements of a TV Program.	1	0	1
2.2	Dialogue Writing and Script Formats: Storyboard, Screenplay, Camera Script.	1	0	1
2.3	Selection of Cast, Costumes, Locations, Set Design, Makeup etc.	1	0	1
2.4	Direction for Television: Understanding Television Culture & Semiotics. Director's Role in Television Gender Sensitization & Role and Impression of Women.	1	0	0
2.5	Direction for Television: Understanding Space & Time, Ideology, Aesthetics, Stylistics & Setting. Construction: mise-en-scene & technical codes.	1	0	1
<b>Teaching Method:</b> Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
<b>Unit -3</b>	<b>Television Programme Formats and Genres</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Television Programme: Education, Information, Entertainment and Infotainment. New trends of Programme Formats.	1	0	1
3.2	Fiction Vs Non-fiction: Fiction: Realistic, Historical, Science, Mystery, Fantasy, Fairytale, Folklore ( Fable, Folktale, Myth, Legend). Non Fiction: Biography, Reference, Autobiography, Informational, Newspaper.	1	0	1
3.3	Fiction: Education, Music Show, Animation, Infotainment Sitcom, Mythology, Religious Programmes Family Show, Crime Show, Science, Soap Opera, Thriller, Horror etc.	1	0	1
3.4	Non-Fiction: Interview, Documentary, Travelogue Arts and Culture, Adventure, News, Historical, Comedy Talk Show, Education, Weather, Game show, Reality Show, Talent Hunt Shows, Shopping, Business, Sports, Nature etc.	1	0	0
3.5	TV Documentaries or Features/ Factual Television : Expository Documentaries, Observational Documentaries, Participatory Documentaries, Reflexive Documentaries, Performative Documentaries	1	0	1
<b>Teaching Method:</b> Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc..				
<b>Unit-4</b>	<b>Television Technology</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Television Display Technology: CRT, Plasma, LCD, LED, 3D Television.	1	1	1
4.2	Television Standards: NTSC, PAL, SECAM, HDTV, ATSC.	1	0	0
4.3	Interactive Television, IPTV, Process of Webcasting, VoD (Video on Demand).	1	0	1

4.4	Distribution Technology – Cable television, DTH, CAS, STB, Plug-in.	1	0	1
4.5	Aspect Ratio(1:1, 4:3, 16:9, 1:85:1, 2:35:1) Letter box, Anamorphic, Pillar box.	1	0	1
<b>Teaching Method:</b> Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
<b>Unit-5</b>	<b>Video Editing for Television</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Video editing principles and aesthetics: Continuity, Rule of 180 degree etc.	1	1	1
5.2	Editing equipments: Vision Mixer, Monitor, Cable, Connector etc.	1	0	0
5.3	Introduction to Video Editing Software's (Avid Media Composer, Adobe Premiere, Final Cut Pro).	1	0	1
5.4	Editing Technique (Insert, Time lapsing, other), Basic Transitions & effects: Cut, Fade, Dissolve, Wipe	1	0	1
5.5	Television graphics & titling and specials effects	1	0	0
<b>Teaching Method:</b> Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

**Practical/Projects/Assignments:**

- Write a script for minimum one episode of any fiction programme.
- Conduct a research of any nonfiction programme and write a script.
- Examine and study the various control and parts of a video camera.
- Videograph an object with wide angle lens, zoom lens, fisheye lens & studying their effect with respect to angle of view & perspective.
- Record various ambience and sound.
- Create 1 TV Ad., 1 PSA each of 1 min duration using advance editing techniques.

**Suggested Readings:**

- Millarson, Gilard, 2003. Television Production, Focal Press.
- Belavadi, Vasuki. 2008. Video Production. New Delhi. Oxford Publication.
- Millerson, Gilard & Owens, Jim. 2008. Video Production Handbook. Newyork. Focal Press.
- Economics of Culture Industry: Television in India, KV Joseph, Shipra Publications, New Delhi, 2010
- Television in India: Many Faces, Mira K. Desai, Authors Press, Delhi, 2010
- India on Television: How Satellite News Channels Have Changed the Way We Think and Act, Nalin Mehta, Harper-Collins, New Delhi, 2008
- Television Production Handbook, Herbert Zettl, Wadsworth, Belmont, 2003
- Shooting TV News: Views from Behind the Lens, Rich Underwood, Focal Press, Oxford, 2007
- Nonlinear Editing: Storytelling, Aesthetics and Craft, Bryce Button, CMP Books, Berkley, 2002
- Video Editing: A Post Production Primer, Steven E. Browne, Focal Press, Amsterdam, 2002.
- How Video Works: From Analog to High Definition, Focal Press, Oxford, 2007
- The Economic Regulation of Broadcasting Markets: Evolving Technology and Challenges for Policy, Ed. Paul Seabright and Jurgen Von Hagen, Cambridge, 2007

**e-Resource:**

- [www.cableandsatellite.com](http://www.cableandsatellite.com)
- [www.adi-media.com](http://www.adi-media.com)
- [www.cable-quest.in](http://www.cable-quest.in)
- [https://www.docs.sony.com/release/DSCW90\\_handbook.pdf](https://www.docs.sony.com/release/DSCW90_handbook.pdf)
- <https://www.cia.gov/library/readingroom/docs/CIA-RDP70B00198R000700010007-2.pdf>
- <https://www.indianmediastudies.com/scriptwriting-for-television/>

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**HEAD (E.M.)**

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OE2

## OE-2: COPY WRITING

Total Marks: Theory-25 Practical-15 Internal-10 Credit-3

### COURSE OBJECTIVE

1. To develop the Creative and Critical thinking skills of students by exposing them to the techniques of Brainstorming, Concept development and Execution of ideas.
2. To provide students with the skills to write Informational and Persuasive text to support Visual Communication within the Advertising context.
3. To enable the students to Develop, Interpret and Analyse a Creative Brief in order to construct a Creative Writing Strategy
4. Create ideas and develop an Advertising Campaign Integrating Text and Visuals effectively.
5. To help the students learn how to write Clear, Compelling and Persuasive text for a range of Media.

### LEARNING OUTCOMES

1. Students will understand the fundamentals of Good Copywriting.
2. Develop Visualization skills and Master the art of Developing Effective Layouts
3. Students will feel more confident in their Writing skills and will be keen to put their new, fresh ideas into practice.
4. Learn to address the obstacles of Effective writing and how to overcome them
5. Have the ability to easily adapt their Writing style to the target audience.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	2	-	-	1	-	-	-	1	1	-	2	-	2
CO2	2	3	2	2	2	1	-	-	3	-	3	2	-	-	3
CO3	-	3	3	2	3	-	-	1	3	-	2	-	2	-	-
CO4	-	3	3	3	3	2	1	2	3	-	3	1	2	-	-
CO5	-	3	3	3	3	2	2	-	3	-	2	3	-	-	-

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Copywriting	L	T	P
1.1	Basics of Copywriting, Role and Responsibility of Copywriter (Classroom lecture, Group discussions Presentations on some great copywriters and their work)	3	1	1
1.2	Role and Importance of copy in an Advertisement, Elements of a Copy-Headline-Types of Headline, Sub-head, Body copy- types of Copies, Slogan, Logo, Company Signature, Mandatories and Legal. (Expert lecture, Group Exercises, Presentations, Observation of	3	1	1

1.3	Print ads) Writing Persuasive copy- The CAN Elements (connectedness, appropriateness, and novelty), Getting Messages to "Stick". Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling (Classroom Lecture, Group Discussion, Case Studies, Presentations)	3	1	1
1.4	Writing copy for various audiences- Children, Youth, Women, Senior citizen and Executives (Classroom Lecture, Group Discussion, Classroom Activities, Observation of Print Ads)	3	1	1
1.5	Transcreation vs Translation (Classroom Lecture, Group Discussion, Group Exercises, Presentations)	2	1	-

Unit-2	Creative Thinking	L	T	P
2.1	How to inculcate 'Creative Thinking Attitude'- Left brain thinking, Right brain thinking (Classroom Lecture, Group Discussion, Group Exercises, Presentations)	3	1	1
2.2	Idea Visualization, Sources of Creative Ideas (Classroom Lecture, Brainstorming Exercises, Presentations)	3	1	1
2.3	Creative ways of Thinking-Free association, Divergent thinking, Analogies and Metaphors, Lateral thinking, Brainstorming (Classroom Lecture, Group Exercises, Word-play Exercises, Presentations)	3	1	1
2.4	Importance and Role of Visuals (Classroom Lecture, Group Exercises, Observation of Print Ads Presentations)	3	1	1
2.5	Principles and Techniques of Persuasion (Classroom Lecture, Group Exercises)	2	1	1

Unit-3	Layout Designing	L	T	P
3.1	Layout- Importance and Purpose Steps in Designing a Layout-Thumbnail sketches, Rough layout, Comprehensive layout and Mechanical (Classroom Lecture, Group Exercises, Observation of Print Ads, Presentations)	3	1	1
3.2	Principles and formats of a Layout (Classroom Lecture, Group Exercises, Presentations)	3	1	1
3.3	Use of Visuals in different Layouts for Media (Classroom Lecture, Group Exercises, Presentations)	2	1	1
3.4	Graphics and Illustration-Role and Importance (Classroom Lecture, Group Exercises, Observation of Print Ads, Presentations)	2	1	1
3.5	Psychological and Emotional aspects of colors in Layout Designing (Classroom Lecture, Presentations)	2	1	-

Unit-4	Creativity	L	T	P
4.1	Writing the Creative Brief (Classroom Lecture, Group Exercises,	2	1	1

	Presentations)			
4.2	Principles of Effective Copywriting (Classroom Lecture, Group Exercises, Observation of Print Ads, Presentations)	3	1	-
4.3	Developing the Big Idea (Classroom Lecture, Group Exercises, Case Studies)	2	1	1
4.4	Creating Advertising Appeals: Rational and Emotional (Classroom Lecture, Group Exercises, Presentations)	3	1	2
4.5	Major Creative Thinkers in Advertising (Classroom Lecture, Case Studies, Presentations, Screening of Ads)	2	1	1

Unit-5	Copy writing for different Media	L	T	P
5.1	Developing Copy for Print media (Classroom Lecture, Group Exercises)	2		2
5.2	Copy Writing for Radio and Television (Classroom Lecture, Group Exercises, Presentations)	2	-	2
5.3	Copy Writing for Digital Media (Classroom Lecture, Group Exercises)	2	1	2
5.4	Copy Writing for Outdoor Media (Classroom Lecture, Group Exercises, Presentations)	3	1	2
5.5	Designing Sales Literature (Classroom Lecture, Group Exercises, Presentations)	2	1	2

#### PRACTICALS/PROJECTS/ASSIGNMENTS:

- Collection of different types of Advertisements
- Presentation on the 'Current status of Advertising Agencies in India'
- Screening of top twenty creative Indian and International Advertisements
- Idea Visualization for any five concepts
- Developing Slogans and logos for products and services
- Developing Print Ad for a FMCG Product
- Developing a Radio Script of thirty seconds for any Social Issues
- Developing a Storyboard for any Product/Service

#### SUGGESTED READINGS:

- Berman Margo, (2012). The Copywriter's Toolkit, UK: Blackwell Publishing West Sussex.
- Bonnie L Drewniany (2011). Creative strategy in advertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, et.al (2006). The Fundamentals of Creative Advertising. Switzerland: An AVA Publishing.
- Carroll Brian (2010). Writing for Digital Media. UK: Routledge Publications..
- Felton, George (1994). Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.
- FennisBob.M and Stroebe Wolfgang (2010), The Psychology of Advertising. UK: Psychology Press.
- George Lios (2008). What's the Big idea. New Delhi, India: Atlantic Publishers and Distributors
- Jim Aitchison/ Neil French (2004). Cutting Edge Advertising: How to Create the World's Best Brands in the 21st Century. India: Pearson Education
- Valladares (2000). The Craft of Copy Writing. New Delhi, India: Sage Publications.
- Ind, Nicholal AS (1993). Great Advertising Campaigns. London: Kogan Page

**E-RESOURCES:**

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.adage.com](http://www.adage.com)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignlive.com](http://www.campaignlive.com)
- [www.brandrepublic.com](http://www.brandrepublic.com)
- [www.adslogans.co.uk](http://www.adslogans.co.uk)
- [www.carat.com](http://www.carat.com)



MAMC : II SEM	Marks:50			Credits : 3		
OE2 : ART OF ANCHORING	Th	Pr	la	Contact hrs		
				L	T	P
				25	15	10

### Course Objectives

- To familiarize the students with the fundamentals of anchoring.
- To impart knowledge about presentation techniques for anchors.
- To enhance the skills for effective communication.
- To improve student's pronunciation, diction and modulation.
- To understand that anchoring is way ahead of news reading or reading in general.

### Learning Outcomes

- Students would be able to know the basics of anchoring.
- Students would be able to have knowledge about various techniques of anchors.
- Students would be able to develop an approach towards effective presentation.
- Students will understand the requirement for a script most suitable for anchoring.
- Students will understand the challenges, role and responsibilities of an anchor.

### CO-PO MAPPING

PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	2	3	-	-	-	-	-	-	2	-	-	2	-	-	2
2	2	3	-	2	-	-	-	-	2	-	-	2	-	-	1
3	-	3	-	-	-	-	-	-	2	-	2	2	-	-	1
4	2	3	-	-	2	-	-	-	2	-	-	1	-	1	-
5	2	2	1	2	-	-	-	-	1	-	1	-	2	-	-

1-Strong, 2-Moderate, 1-Weak

Unit -1	Skills of an Anchor (Total hours- L+T+P=9 hrs)	L	T	P
1.1	Anchoring Art or Techniques (Class room Lecture)	1	-	1
1.2	Qualities of an Anchor (Class room Discussion)	1	-	1
1.3	Importance in TV channels (Demonstrations- through video clips)	1	-	1
1.4	Role and Responsibilities of an Anchor (Class room Discussion)	1	-	

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1.6	Sociality of an Anchor (Case Study)	1	-	1
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Unit -2	Anchor and Voice (Total hours- L+T+P=9 hrs)	L	T	P
2.1	Voice Culture (Classroom Teaching And Demonstration)	1	-	1
2.2	Voice Modulation (Class Room Teaching And Demonstration)	1	-	1
2.3	Moderation with Guests : Articulation, Diction, Pronunciation (Hindi, Urdu And English) (Demonstrations)	1	-	1
2.4	Voice Quality : Pitch, Volume, Tempo, Vitality, Tone (Class Exercise)	1	-	
2.5	Piece To Camera (Class Exercise And Scripting Sessions)	1	-	1

Unit -3	Presentation Techniques(Total hours- L+T+P=9 hrs)	L	T	P
3.1	Programme Presentation Techniques (Case Study)	1	-	1
3.2	Do's & Don't for an Anchor (Classroom Discussion)	1	-	1
3.3	Pronunciation (Practical Session)	1	-	1
3.4	Articulation Problems (Practical Sessions)	1	-	
3.5	Limitations of Live Anchoring (Classroom Teaching)	1	-	1

Unit -4	Anchor & Glamour (Total hours- L+T+P=9 hrs)	L	T	P
4.1	Awareness About Studio Working : Camera Facing Technique, Warm-Up Techniques (Field Visit)	1	-	1
4.2	Use Of Multi Prompter, Earphone Etc (Studio Visit)	1	-	1
4.3	Cues And Commands Of Studio (Practical Session)	1	-	1
4.4	Backdrops & LED Panels (Studio Visit)	1	-	
4.5	Lighting & Makeup Basics (News Channel Visit)	1	-	1

Unit -5	Role of Anchor (Total hours- L+T+P=9 hrs)	L	T	P
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डॉ. संजीव गुप्ता

विभागाध्यक्ष : जनसंचार विभाग

माखनलाल जगुर्वेदी राष्ट्रीय पत्रकारिता  
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

5.1	News Programme : Breaking News (Demonstration)	1	-	1
5.2	Interview Based Programmes (Practical Sessions)	1	-	1
5.3	Panel Discussion And Chat Show (Practical Sessions)	1	-	1
5.4	Reality Shows and Travelogue (Demonstrations)	1	-	
5.5	Crime Show (Demonstrations)	1	-	1

### Practical/Project/Assignments :

- Self assignment of recording a PTC on a current topic of the students choice and on any one topic suggested by the faculty.
- Pronunciation and diction tests.
- Group tasks of conducting a panel discussion, chat show, interview among the students.
- Teleprompter reading to be recorded to understand the scope of improvement in news reading and anchoring.
- Group task of recording a travelogue, live reporting with- in the university campus
- Extempore to be conducted in the classroom.
- Assignments of MOJO- mobile journalism.
- Analysis of the various presentation techniques used by any five well known anchors.
- Any other assignment given by the concerned faculty.

### Suggested Readings :

- Bhatt S.C .Broadcast Journalism- Basic Principles.Har Anand Publication.
- Dutt Bindiya (2013).Anchoring- TV and live events.Pustak Mahal.
- Kalra Richa Jain The ABC of News Anchoring.Pearson.
- Shrivastava K.M.(2013) News reporting And Editing. New Delhi: Sterling.
- Trikha N.K. (2013) Reporting. MCU Publications, Bhopal.
- सिंह रत्नेश्वर के, 2013, मीडिया लाइव, राष्ट्रीय पुस्तक न्यास, नईदिल्ली
- कुमार मुकेश, श्याम कश्यप, टेलीविजन की कहानी, नईदिल्ली

### e- resources:

- <http://genwis.com/career/steps-to-becoming-a-successful-tv-anchor-in-india/>
- <https://www.cutm.ac.in/pdf/TV%20Anchoring%20and%20Broadcast%20Journalism.pdf>
- <https://www.poynter.org/reporting-editing/2011/8-essential-skills-for-anchors-any-journalist-covering-breaking-news/>

OE4 S798

## 2MBA(OE)-2: Stress and Time Management

Total Marks: 50 [Theory (40), Internal (10)]

Credit – 3

### COURSE OBJECTIVES

- To give students an introductory background to the causes of stress and how stress affects our body
- To focus upon stress reducing techniques in personnel and professional life
- To establish and maintain a system for prioritizing; plan their time, identify and change their poor work habits
- To help the students in managing time and how this can overcome stress in individual's life
- To identifying the steps to achieve a healthy balance in your life

### LEARNING OUTCOMES

- Understand and identify personal causes of stress
- Managing stress in Personal and Professional life
- Apply some of the principles of time management to increase productivity on the job and at home, and enhance the quality of work with less stress
- Understanding Time Management skills and Learning Work life balance

Unit – 1	Concept, Nature and Dimensions of Stress	L	T	P
1.1	Introduction to Stress . Nature of Stress (Lecture, PPT)	5	1	1
1.2	The Body's Reactions to Stress, Adaptive and Maladaptive Behavior, Individual and Cultural Differences (Lecture, PPT)			
1.3	Types of Stress (Lecture, PPT)			
1.4	Consequences of Stress. (Lecture, PPT )			
1.5	Stress at Work Place (Lecture, PPT )			
Unit – 2	Sources of Stress and Managing Stress	L	T	P
2.1	Factors Causing Stress : Organizational Stressors (Lecture, PPT, Group Discussion)	6	1	1
2.2	Individual Stressors, Psychological Stressors . Hans Selye's Model of Stress (Lecture, PPT )			
2.3	Stress Management techniques (Lecture, PPT, Expert Lecture )			
2.4	Common Meditation Techniques, Exercise, Yoga and Meditation (Lecture, PPT, Case study )			

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2.5	Psychological and Spiritual Relaxation Methods (Lecture, PPT)			
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Unit – 3	Work Place Strategy and Self Development	L	T	P
3.1	Developing sense of Humor, Learning to Laugh, Reducing Conflicts (Lecture, PPT)	7	1	1
3.2	Role of Group Cohesion and Team Spirit (Lecture, PPT)			
3.3	Leading with Integrity, Enhancing Creativity (Lecture, PPT)			
3.4	Effective Decision Making. (Lecture, PPT, Group Discussion)			
3.5	Identify Time Bandits, Brainstorm Solutions For Time Bandits. (Lecture, PPT, Group Discussion)			

Unit – 4	Techniques of Improving Time Management	L	T	P
4.1	Time Management Tips, Benefits of Time Management. (Lecture, PPT)	6	1	1
4.2	Prioritizing and scheduling (Lecture, PPT)			
4.3	Setting Smart Goals, Improving Efficiency (Lecture, PPT)			
4.4	Techniques for Managing Paper Work (Lecture, PPT)			
4.5	Pareto Principle, Work Life Balance (Lecture, PPT)			

Unit – 5	Managing Stress through Time Management	L	T	P
5.1	Time Scheduling, Methods of Recording Time, Preparing To do list (Lecture, PPT, Group Discussion)	6	1	1
5.2	Tackling Procrastination, Learn to Delegate (Lecture, PPT)			
5.3	Listening Effectively, Controlling E-Mail (Lecture, PPT)			
5.4	(Handling Interruptions) Lecture, PPT			
5.5	Preparing to Save Time, Organize Your Workspace (Lecture, PPT)			

*Abeyaratne*

HOD

Department of Media Management  
Mekhanlal Chatterjee National University  
of Journalism & Communication, Bhopal

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### Practical / Projects / Assignments

- Case Studies on Time Management skills
- Stress managing therapies
- Time Management exercises and Role Play

### Suggested Readings

- Argyle, (2012). *The Psychology of Happiness*. Tata Mcgraw Hill. 2012
- Dwivedi, R.S (2009)., *Human Relations and Organizational Behavior: A Global Perspective*, Macmillan 5 Th Edition, 2009
- David A., *Getting Things Done: The Art of Stress-Free Productivity*
- Davidson J., (2012), *Managing Stress*, Prentice Hall of India, New Delhi, 2012
- Stephen P. R., Timothy A J., Sanghi S. (2009). *Organizational Behaviour*. Pearson Education, 13<sup>th</sup> Ed
- Waltschafer., (2009), *Stress Management*, Cengage Learning, 4th Edition 2009

### E-Resource

- [https://www.cdc.gov/diabetes/prevention/pdf/postcurriculum\\_session12.pdf](https://www.cdc.gov/diabetes/prevention/pdf/postcurriculum_session12.pdf)
- <https://dundeeandangus.ac.uk/assets/Uploads/About-Us/Our-Campus/Library-Guides/Time-Management-and-Stress-Reduction.pdf>
- <https://www.projectsart.co.uk/white-papers/time-management-more-time-less-stress.pdf>
- <https://tarcroof.com/wp-content/uploads/2016/01/1211-Time-and-Stress-Management-Handout- TARC.pdf>

## 2MBA(OE)-2: Stress and Time Management

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
2MBA(OE)-2.1	3					2						1
2MBA(OE)-2.2		2				3					1	
2MBA(OE)-2.3		1	2		3							
2MBA(OE)-2.4	3						2				1	1

*Asajit*  
HOD

Department of Media Management  
Maharaja Ganga Prasad University  
of Journalism & Communication, Bhopal

**2M.Sc.(NM)5-OE-2: Animation Technology**

Total Marks: Theory-25 Practical-15 Internal-10

Credits-3

**COURSE OBJECTIVES**

1. To teach Basic Elements and Process of Animation.
2. To understand Basics of 2D & 3D Animation.
3. To develop Skills of Scripting and Storyboarding.
4. To teach Essential Skills and Concepts in any 3D Rendering Package.
5. To teach Basics of Visual Effect.

**COURSE OUTCOMES (COs)**

1. Students would understand Various Animation Technologies.
2. Students would create and Apply Storyboard for Animation.
3. Students would effectively use 2D and 3D Animation Techniques.
4. Students would be able to develop 3D Models Using 3D Studio Max.
5. Students would be able to create Various Visual Effects.

UNIT-1	Fundamentals of Animation	L	T	P
1.1	Definition, Origin and Growth of Animation, Basic Principles of Animation (Lecture, Participation)	2	-	1
1.2	Element and Type of Animation (Lecture, Demonstration)	2	1	1
1.3	Traditional Animation (Lecture, Demonstration)	2	1	-
1.4	Stop Motion Animation (Lecture, Participation, Demonstration)	1	2	1
1.5	Role of Computer Animation (Lecture, Participation, Demonstration)	1	2	1

UNIT-2	Animation: Script and Storyboarding	L	T	P
2.1	Story Writing and Layout (Lecture, Participation, Demonstration)	2	1	1
2.2	Introduction of Storyboards (Participation, Demonstration)	2	1	1
2.3	Model Sheet- Expression Sheet (Participation, In-Class exercises, Demonstration)	2	1	1
2.4	Interactive Storyboarding (Participation, In-Class exercises, Demonstration)	1	1	-
2.5	Motion Control (Participation, Role play and Demonstration)	-	2	2

UNIT-3	2D Animation : Adobe Flash	L	T	P
3.1	Vector Graphics, Layout and Interface, Commands Palettes ( Lecture, Demonstration)	2	2	-
3.2	Shape and Objects, Colors, Palettes, Text ( Lecture)	2	-	1
3.3	Frame, Key Frames, Layers ( Lecture, Demonstration)	1	2	1
3.4	Tweening, Masking, Action Scripts ( Lecture, Demonstration)	2	1	-
3.5	Symbols, Buttons, Filters ( Lecture, Participation, Demonstration)	1	2	1

UNIT-4	3D Animation : 3D Studio Max	L	T	P
4.1	Introduction of 3D Animation, Basics of 3D Studio Max Hardware & Software Requirement ( Lecture)	3	-	-
4.2	Interface, Command and Menu Bar ( Lecture, Demonstration)	2	2	-
4.3	Modelling and Nurbs Modeling ( Lecture, Demonstration)	2	2	2
4.4	Texturing, Lighting and Material ( Lecture, Participation, Demonstration)	1	1	-
4.5	Animation, Effect and Render ( Lecture, Participation, Demonstration)	1	-	2

UNIT -5	Visual Effects and formats	L	T	P
5.1	Introduction of After Effect ( Lecture)	3	-	-
5.2	Layer: Motion Path, Masking and Transparency ( Lecture, Demonstration)	1	4	-
5.3	Compositions: Motion Path, Masking and Transparency ( Lecture, Demonstration)	1	1	2
5.4	Editing Effects and Video Filter ( Lecture, Participation, Demonstration)	1	2	1
5.5	File Formats and Media Platforms ( Lecture, Demonstration)	1	1	-

## CO-PO MAPPING:

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	1	1	1	2	-	-	3	1	1	2	2	-	-	2	3
2	1	2	2	1	1	-	2	-	1	2	1	-	-	1	1
3	2	3	2	3	1	1	2	1	2	2	1	1	1	1	2
4	1	3	1	1	-	-	2	-	-	3	1	-	-	1	2
5	1	2	-	-	-	-	2	-	1	2	1	-	-	2	2

3-Strong, 2-Moderate, 1-Weak



**Practical / Projects/Assignments:**

- Develop a 2D Storytelling Project
- Create 3D Models Library of Objects
- Create Effective Title and Visual

**Suggested Readings:**

- Eadweard Muybridg E, Animals in Motion, Dover Publication Inc., NY, 1957
- Murdock, Kelly C., 3ds Max 7 Bible, Wiley, Dreamtech India Pvt. Ltd. New Delhi, 2005, ISBN: 81-265-0597-4
- Kulagin, Boris, Dmitry Morozou, 3Ds Max-& Animation with Character Studio 4 and Plug-Ins, Firewall Media, New Delhi, 2006, ISBN: 81-7008-820-8
- Kulagin, Boris, 3ds, Max 8 From Modeling To Animation, BPB Publications, B-14, Connaught Place, New Delhi-110001, 2007, ISBN: 81-8333-201-3
- Autodesk 3ds Max 2016 Essentials, by Dariush Derakhshani (Author), Randi L. Derakhshani (Author), ISBN-13: 978-1119059769
- Graphics & animation basics, by suzanne weixel / cheryl morse
- Basic animation ht25 by Walter Foster
- Cartooning basic animation ht25 by Walter Foster
- Computer graphics & animation by prajapatiak
- Introduction to 3d graphics & animation Using Maya by adam watkins
- Draw animation by Paulhardman

**E-Resource:**

- Getting results Through animated meetings: seven top tips. (2012). [Ebook]. Retrieved from [https://urbact.eu/sites/default/files/animation\\_Techniques.pdf](https://urbact.eu/sites/default/files/animation_Techniques.pdf)
- The 5 Types of Animation - A Beginner's Guide. (2019). Retrieved from <https://www.blopanimation.com/types-of-animation/>
- Ascher, S., Pincus, E., Keller, C., Brun, R., Spagna, T., McCarthy, S., & Leitner, D. (2013). The filmmaker's handbook. New York: Plume.

## 2MAJOE02: Opinion Writing

Total Credit-03

Max Marks-50 (Th.-25, Pr.-15, Int.-10)

## COURSE OBJECTIVES :-

- To help students understand the difference between news and thoughts under media writing.
- To introduce students to concepts of editorial page and its composition.
- To provide students an in-depth understanding of difference between editorial writing and other techniques of writing under media writing.
- To give students the knowledge about objectives and procedure of editorial writing.
- To introduce students with various thoughtful and critical writing methods.

## LEARNING OUTCOMES :-

- Students will be able to apply their understanding towards various methods of media writing.
- Will develop creative content of different styles by utilizing various techniques of media writing.
- Will understand the differences between editorial writing and other methods of media writing.
- Will be capable of writing Feature, Column, Reportage, Memoir and Satire.

## CO-PO MAPPING :-

PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
1	3	3	2	1	2	2	-	-	2	1	1	1	2	-	2
2	3	3	2	1	2	2	-	-	2	1	1	1	2	-	2
3	2	3	1	-	-	-	-	-	1	1	1	-	-	-	1
4	2	3	1	-	-	1	-	-	1	1	1	1	-	-	2

Unit-I	VIEWS IN MEDIA	L	T	P	Total
1.1	Concept of News and Views in Media, Especially in a Newspaper (Class room lecture, Group Discussion)	03	00	00	03
1.2	Significance of Opinions in Newspapers (Class room lecture, Group Discussion)	03	00	00	03
1.3	Responsibilities and Functions of Editor, Lead Writers and Assistant Editors (Class room lecture, Group Discussion, Tutorial/PPT)	02	01	00	03
1.4	Major Formats of Views and Opinions in Newspapers and Magazines (Class room lecture, Tutorial/PPT, assignment)	02	01	00	03
1.5	Difference between Main Articles, Side Articles, Short Notes and Current topics (Class room lecture, Tutorial/PPT, Group Discussion, assignment)	03	01	02	06
Total Hourse		13	03	02	18

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Unit-2	The Edit Page	L	T	P	Total
2.1	Concept and Layout of Edit Page of Newspapers and Op-ed (Opposite the Editorial) (Class room lecture, Tutorial/PPT, assignment)	02	01	01	04
2.2	Social Responsibility : Society Demands, Mutual Respect and Fairness (Class room lecture, Group Discussion, assignment)	03	00	01	04
2.3	Syndicated Opinion Columns (Class room lecture, assignment)	02	00	01	03
2.4	Innovations on the Edit Page: A Package of Opinions, Views, Analysis Perspectives, Comments and Information, Balancing Opinions and Comments, Encouraging Debates (Class room lecture, Tutorial/PPT, assignment)	03	01	01	05
2.5	Defining Editorial-Its Function and Need, Letter to the Editor (Class room lecture, Group Discussion, assignment)	02	00	00	02
Total Hourse		12	02	04	18

Unit-3	Feature Writing	L	T	P	Total
3.1	Feature – Definition and Scope (Class room lecture)	03	00	02	05
3.2	Types of Features – News Features, Personality Feature, Scientific Feature, Bussness Features (Class room lecture, Tutorial/PPT, assignment)	01	00	01	02
3.3	Travel Features, How – to – do – it Features, Life Style Features, Historical Features, Institutional Features, Ad Features (Class room lecture, Tutorial/PPT, assignment)	03	01	03	07
3.4	Backgrounder Writing, Satire, Reportage (Class room lecture, Tutorial/PPT, assignment)	04	00	04	08
3.5	Art of Reviewing Books, Films and Theatre, Media Review, Review of Art and Culture (Class room Lecture, Tutorial/PPT, Group Discussion, Assignment)	02	00	00	02
Total Hourse		13	01	10	24

UNIT-4	Opinion Writing	L	T	P	Total
4.1	Critical Thinking for Opinion Writing : Logic, Evidence, Criticality and Rationality, Observation and Questioning, Arguments and Analysis (Class room lecture, Group Discussion)	03	00	00	03
4.2	Citizen Journalism : Concept, Practice and Platforms (Class room Lecture, Tutorial/PPT, Group Discussion, Assignment)	01	00	01	02
4.3	Columnists on Specialized Area (Class room lecture, Tutorial/PPT, Group Discussion, Assignment)	02	01	01	04

4.4	Cartoons and Critical Appreciation (Class room lecture, Group Discussion, Assignment)	02	00	00	02
4.5	Political Commentary (Class room Lecture, Tutorial/PPT, Group Discussion, Assignment)	02	00	01	03
Total Hourse		10	01	03	14

UNIT-5	Trends and Challenges	L	T	P	Total
5.1	Columnists on Specialized Area (Class room lecture, Tutorial/PPT)	02	00	00	02
5.2	Film Appreciation- Viewing and Reviewing (Class room Lecture, Tutorial/PPT, Group Discussion, Assignment)	02	00	00	02
5.3	New Trendes in Editorial / Opinion Page and its Challenges (Class room lecture, Tutorial/PPT, Group Discussion, Assignment)	01	00	01	02
5.4	Understanding Fake News: Issues, Challenges and Techniques to deal with Fake News, Plagiarism, Research – Sources for Written Opinion (Class room lecture, Tutorial/PPT, Group Discussion, Assignment)	04	01	01	06
5.5	Law/Ethics in Opinion Writing (Class room Lecture, Tutorial/PPT)	03	01	01	05
Total Hourse		12	02	03	17

#### Practical/Projects/Assignments:-

- Workshop on creative writing/opinion writing/understanding fake news.
- Article writing – 05
- Feature – 05
- Travelogue – 02
- Letter to Editor – 05
- Book and Film Review – 2-2
- Write a news article on any controversial news that will portray your own opinion.

#### Suggested Readings:-

- Stovall, James. Glen. (2008), Writing for the Mass Media, Pearson.
- Fink, Conrad C. (2005), Writing Opinion for Impact: Blackwell, reprinted in India by Surjeet.
- Raman, Usha. ((2010), Writing for The Media, Oxford University Press.
- Rao, N.M. Raghavendra. (2012), Feature Writing, PHI Larning Pvt., New Delhi.
- Hicks Wynford, Writing for Journalists, London.
- Aamidor A. (2002), Real Feature Writing, Lawrence Erlbaum Associates Publishers.
- प्रो. जैन रमेश, संपादन पृ ठ सज्जा और मुद्रण, मंगलदीप पब्लिकेशन, जयपुर

- डॉ. मिश्र चंद्रप्रकाश, मीडिया लेखन सिद्धांत और व्यवहार, संजय प्रकाशन, नई दिल्ली
- जोशी प्रभा I, मसि कागद, प्रभात प्रकाशन, नई दिल्ली
- गुप्ता ओम (2005), मीडिया में सृजन लेखन, कल्पाज पब्लिकेशन, नई दिल्ली
- गुप्ता ओम (2005), मीडिया लेखन विचार, कल्पाज पब्लिकेशन, नई दिल्ली

E-Resource:

- <https://www.dailywritingtips.com/creative-writing-101/>
- <http://www.writerstreasure.com/creative-writing-101/>
- <http://www.newswriters.in/>

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## M.Sc. Film Production: Semester - II

### OE-2: Ideation and Visualisation

Total Marks: Theory-25 Practical-15 Internal-10 Credit-3

#### COURSE OBJECTIVES

- Knowledge of complete ideation process.
- Understanding Film production Philosophy and Aesthetics.
- Familiarising the Camera Techniques in the Context of Visualisation process.
- Knowing principles, Methods and concepts of visualization.
- Learning conceptual implementation of visualisation in screen writing.

#### LEARNING OUTCOMES

- Able to apply the Ideation process.
- Understanding philosophy of Film Production and developed Aesthetic sense.
- Identification and application of Principles, Methods and Concepts of Visualization.
- Able to use camera techniques through visualisation process and its use.
- Able to develop screenplay through visualization.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	-	-	-	-	-	-	-	-	-	-	-	-	1
CO2	3	2	-	-	-	-	-	-	1	-	-	-	-	-	1
CO3	3	2	3	-	3	-	-	-	1	-	-	-	-	-	1
CO4	3	2	-	-	-	-	-	-	1	-	2	-	-	-	1
CO5	3	2	-	-	-	-	-	-	1	-	-	-	-	-	1

3- High, 2-Significant, 1-Low

Unit-1	Ideation Process	L	T	P
1.1	Idea Generation: Ideology, Semiotics and significance. (Classroom lectures, observation & PPT)	1	1	-
1.2	Concept of Research: Putting authenticity in terms of time, Space and character in visualization. (Classroom lectures, observation & PPT)	1	1	-
1.3	Planning for Writing: Purpose, Format, Duration, Mode, Target Audience. (Classroom lectures, observation & PPT)	1	1	-
1.4	Developing Story: Narrative structure, Introduction to genre, POV and types of Script. (Classroom lectures, observation & PPT)	1	1	-
1.5	Basic Art of Writing, Different Genres: Action, Adventure, Comedy, Crime, Drama, Fantasy, Historical, Romantic, Suspense, etc. (Classroom lectures, observation & PPT)	1	-	-

Unit-2	Philosophy of Films Production	L	T	P
2.1	Philosophy for Film Production: Apparatus theory, Auteur theory, Cognitive film theory, Linguistic Film theory, Psychoanalytic film theory, Queer theory, Screen theory, Structuralist film theory. (Classroom lectures, observation & PPT)	1	1	-
2.2	Aesthetics in Film: Style-sound, Mise-en-scene, Dialogue, Cinematography, Editing or Attitude. Types of Conflicts- Human vs. self, Human vs. human, Human vs. nature, Human vs. environment, Human vs. technology (machine), Human vs. supernatural, Human vs. god, etc. Types of Plot-Overcoming the monster, Rags to Riches, The Quest, Voyage and Return, Comedy, Tragedy, Rebirth, etc. Types of Theme: Redemption, Resurrection, Prodigal Son, Transformation, Vengeance, Innocence, Justice, Sacrifice, Jealousy, Friendship, Fate, etc. (Classroom lectures, observation & PPT)	1	1	-
2.3	Principle of Composition: Aspect Ratio, Critical Area, Head Room, Lead room/ Looking space (Classroom lectures, observation, exercises & PPT)	1	1	1
2.4	Sound : Need & Importance- Emotion, Action, Mood (Classroom lectures, observation, exercises & PPT)	1	1	1
2.5	Make-Up and Costume: Types and its Role in Film Production- Straight, Corrective, Character, Prosthetics/surface modeling, Moulage / medical and wounds, Natural makeup, Glamorous. (Classroom lectures, observation & PPT)	1	1	-

Unit -3	Camera Techniques	L	T	P
3.1	Types of Shots: Camera placement, Camera angles, Image sizes. (Classroom lectures, observation, exercises & PPT)	1	1	1
3.2	Shot composition during rehearsal and in studio recording, Rule of Third (Classroom lectures, observation, exercises & PPT)	1	1	1
3.3	Camera Support System: Servo remote, Dolly, Trolley and track, Crane and Slider. (Classroom lectures, observation, exercises & PPT)	1	1	1
3.4	In Camera Effect :Iris, Fades, Dissolve (Classroom lectures, observation, exercises & PPT)	1	1	1
3.5	Swish Pan And Zoom Effects, Split screen shots, montage. (Classroom lectures, observation, exercises & PPT)	1	-	1

Unit-4	Visualization	L	T	P
4.1	Principles and Methods of Visualization: Reduction, Use of spatial variables-Position, Size, Shape and Movement Artistic Visualization method- direct visualization (Classroom lectures, observation & PPT)	1	1	-
4.2	Scenic Design: Scenography, Role of Scenic designers- Stage design, Set design or production design, film sculptor-role (Classroom lectures, observation & PPT)	1	1	-
4.3	Functions of scene design: Defining performance space,	1	1	-

	creating a floor plan, Characterizing the acting space visually, Making a strong interpersonal statement, Creates mood and Atmosphere. (Classroom lectures, observation & PPT)			
4.4	Basic Scenic Forms: The Flat, set Pieces, Profile pieces, cyclorama, Background, Surface detail and contouring, Floor treatment (Classroom lectures, observation & PPT)	1	1	-
4.5	Concept of pre-visualization (Classroom lectures, observation & PPT)	1	-	-

Unit-5	Conceptual Implementation of Visualisation in Screen writing	L	T	P
5.1	Preparing to think Visually: Diving In to the Screenwriter's Mind, Approaching Screenwriting as a Craft, Breaking Down the Elements of a Story, Unpacking Your Idea (Classroom lectures, observation & PPT)	1	1	-
5.2	Structure of Story & Screenplay Plot Part I: Beginnings, Plot Part II, Middles, Plot Part III: Endings (Classroom lectures, observation & PPT)	1	1	-
5.3	Dynamics of Characterization: Character Building, Constructing Dynamic Dialogues, Non – Traditional Film (Classroom lectures, observation, exercises & PPT)	1	1	1
5.4	Finalizing the Script: Maintaining an Audience's Trust, Turning Your Story into a Script, Take Two: Rewriting Your Script/Finalising the draft. (Classroom lectures, observation, exercises & PPT)	1	1	1
5.5	Adaptation and Collaboration: Two Alternate Ways to Work (Classroom lectures, observation & PPT)	1	1	-

#### Practical/Projects/Assignments:

- Development of narrative with maximum 12 still photographs (Only background music, no dialogue or narration). Each group will comprise of maximum 3 students.
- Visualize a short story and write in particular format

#### Suggested Readings:

- Prasad, M. Madhab. (2001) Ideology of the Hindi Film: a Historical Construction. Oxford University Press.
- Ray, Satyajit (2018) Our Films, Their Films. Orient Blackswan.
- Rajadhyaksha, Ashish. (1982). Ritwik Ghatak: A Return to the Epic. Bombay: Screen Unit.
- Mukhopadhyay, Dipankar. (2009) Mrinal Sen: Sixty Years in Search of Cinema. India: HarperCollins.
- Banerjee, Surabhi. (1997) Satyajit Ray: Beyond The Frame. India: Allied Publishers Pvt Ltd.
- Thoraval, Yves. (2000) The Cinemas of India. Macmillan Publishers India.
- Saran, Renu. (2012) History of Indian Cinema. Diamond Books

#### e-Resource:

- <https://srushtivfx.com/the-power-of-previsualization/>
- <http://www.filmscriptwriting.com/>