

Basic skills of television reporting, team work, news sense, aggressiveness, research,									
3.1 sensitivity, curiosity	3	0	0	1	1	1	1	1	7
3.2 Functioning of news bureaus	2	0	0	0	0	1	1	0	3
live reporting,									
role and responsibilities of a reporter,									
3.3 importance of piece to camera and vox pop	3	0	0	0	1	1	1	1	6
Interview - meaning, types and preparation,									
Framing and sequencing of questions,									
3.4 researching for stories and about stories	2	0	0	0	1	1	1	2	6
UNIT 4									
Script-writing for TV news									
What a script is for, introducing the story,									
Laying out the script, headings, structure,									
4.1 readability, pauses, language	3	0	0	1	2	0	1	1	7
Writing to stills, Sequence, Action stills,									
4.2 Composites and split screens	2	0	0	1	1	0	1	1	5
Writing to graphics, Shot-listing, Writing to									
pictures, Basic commentary construction, Use									
of archive material, Building in the pauses,									
Selecting sound-bites, Cueing into speech,									
Spotting, Coordinating visuals and									
4.3 newsworthiness	4	0	0	1	2	0	2	2	9
Writing for different programme									
4.4 formats, talk shows and interviews	3	0	0	1	1	0	1	1	6
UNIT 5									
Producing the News Bulletin									
Structure of a bulletin, run down,									
importance of graphics and final									
5.1 presentation	2	0	0	0	0	0	1	1	3
5.2 News Presentation styles	2	0	0	1	1	0	1	1	5

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APL

	Qualities of a newscaster, Role and Importance of an anchor, Voice analysis - pitch, volume, tempo, vitality, tackling common voice problems - nasality, and denasality, huskiness and sibilance, S.3 Pronunciation and articulation problems	4	0	1	1	1	0	0	0	1	1	8
	S.4 Use of tele-prompter, studio set up	1	1	0	0	0	0	0	0	1	1	3
	TOTAL HOURS											95

Not

202 AVC AUDIO VISUAL COMMUNICATION AND PRODUCTION TECHNIQUES									
Examination pattern 20180									
UNIT 1	Units	Lecture	Tutorial	Seminar	Workshop	Demo	Field Visit	Practical	Total Hours
Theory of photography and visual imaging									
Definition, Concept of Visual Imagery, History of Photography, Analog and Digital Photography, India's famous still									
1.1	photography, Photojournalism	2	1	0	1	1	0	1	6
Significance of light, Psychological and Aesthetic Quality of light, placement of the subject, the focal point, centre of interest, perspective and viewpoint, balance, shape and form, pattern and outline, movement,									
1.2	foreground-background relationship	1	2	0	1	1	0	1	6
Types of photography: Nature and landscape photography, portraits and product photography									
1.3	photography	2	0	1	0	1	0	0	4
Black and white pictures, colour films, negatives, transparency, Film Stress and Strain, Choosing a Film Speed, Film Exposure, How does film record an image, Concept of Contrast,									
1.4	Exposure meters Average and Spot Metering	2	0	0	0	1	0	0	3
Light and Colour: Properties, Incident and Reflected Light, Colour, Impact of Lighting on Images, Different Lighting Techniques, Monochrome, Grey Scale, Zone System and									
1.5	Colour Theory, meaning of colour	2	0	0	0	1	0	1	4

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Lights and Lighting: High Key and Low Key, Film Latitude, Working with Daylight, Reflectors, Diffusion/Scrims, Feathering, Modifying Contrast, Flash, Flash Synchronisation, Modifying Flash (On-camera 1.6 Flash), Studio Lighting, Accessories									
1.6 Flash), Studio Lighting, Accessories	2	1	C	1	1	2	1	7	
Composition, Rule of Thirds, Perspective, Focal Length and Perspective, Circle of Confusion, exposure, light sensitivity, depth of field, Aspect ratio, picture cutoff, Shot angles, types of shots – extreme closeup, closeup, mid closeup, mid shot, mid long shot, long shot, extreme long shot, central point of interest and 1.7 horizontal balance	2	1	0	1	1	0	1	6	
UNIT 2									
Using a Camera (still and video)									
Introduction, Evolution, SLR, Operating a camera, Loading Films	1	1	0	0	1	C	1	4	
2.1 camera, Loading Films									
Types of lenses, fixed focus length versus zoom lenses, Filters, UV Filters, Black and White Filters, Colour Filters, Colour Correcting and Compensating Filters, Effect	1	1	0	0	1	C	1	4	
2.2 filters, Characteristics of Lenses									
Aperture, Zone Focussing, Hyper Focal Distance, Shutters									
and Shutter speed, Focal Plane and Controlling Motion with Shutter Speed, Shutter Cable Release, Tripod/Monopod Camera, Camera	2	1	0	0	1	C	1	5	
2.3 Shake and Film Quality									

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Camera mounts and Camera Operations, Mounting plates, heads, friction heads, fluid heads, cradle heads, bases - pedestals, tripods, travellers, cranes, camera mounts for 2.4 teleprompters									
2.4	Understanding the Studio set up: Video Camera basics, image sensors, Interview set up, multi camera set up, Video recording formats, taking care of equipment, video mixers, Batteries, Tripods, and accessories, audio mixers and types of mikes, shotgun mikes, wireless mikes, digital signal processing mikes, for video cameras	2	1	0	0	1	0	1	5
2.5	Shooting outdoors: Concept of outdoor broadcasting (OB), permits, permissions and statutory clearances, shooting in a public place, using models and contractual actors, commercial vs non-commercial projects, the weather, traffic and noise, crowds, natural light, ambient sound, safety of equipment, 2.6 Precautions	2	1	0	0	1	1	1	6
UNIT 3	Basics of Video Editing What is editing? Why should a video be edited?								
3.1	Continuity, Cutting on movement, Montage, Creativity of an Editor, Role of Editor in a video	1	1	0	0	1	0	1	4

Linear vs non Linear, Online and									
Offline editing, creating an edit decision list, logging, Time codes, Pal and NTSC systems, digitizing and importing media on editing software, assemble edit and rough cut, applying transitions, commentary track and special effects, using multimedia, Video									
3.2	Formats, VHS, Umatic, Beta, etc.	1	1	0	0	1	0	1	4
Video Production Techniques: Difference between of									
Film editing and Video Editing, Grammar of editing, Using tele-promoters, Suitable Video Formats for news and non-news, sound mixing and editing, live recording of audio and video,									
3.3	phone-ins	1	1	0	0	1	0	1	4
Non-news production: Types of programmes, Reality Shows, Serials, Fiction, Short Films, Documentaries, Chat Shows, Interviews,									
3.4	Features, Lifestyle	1	1	0	0	1	0	2	5
News Production: The camera, Basic procedures and checks, slating, shot ratio, setting up, Types of shots, Pans and zooms, Shooting order, Composition, Leading the action, Depth, Telling the story Impactfully, people, cover									
shots, reaction, sequence, Sound bites, Subject matter, natural sound, cutaways, P2Cs,									
3.5	recorded and live	2	1	0	0	1	0	1	5
Editing techniques, cuts, order, visual continuity, sound, Putting it all together, Running order, final anchoring and outcome, scripting and production overview for each genre, construction of sets, costumes, make up,									
3.6	getting ready with anchors	1	1	0	0	1	0	1	4

203	MODERN MANAGEMENT APPROACHES									
	Examination pattern 20:80									
UNIT 1	Units	Lecture	Tutorial	Seminar	Workshop	Demo	Field Visit	Practical	Total	Hours
	Understanding the modern organization									
	What is an organization?									
	What is business? Individual contribution to profit making, Role of individuals in an organizational set up, Organizational goals vs self-interest, aligning self with organization, personal contribution to organization, organisational goals									
	1.1 organisational goals	2		0	1		1		0	5
	Rights and responsibilities of employees in modern organisations – private vs public, 1.2 understanding corporate policy									
	Emergence of Modern Management Thought, Early Management Approaches, Key management thought leaders, 1.3 World's best CEOs and their styles	2		0	2		2		0	6
	Planning, Organizing, Staffing, Leading, 1.4 Controlling	1		0	0		0		0	1
	Differences between Indian and multinational corporations and their 1.5 work cultures	1		0	1		0		0	2
	1.6 The Japanese Management System	1		0	0		1		0	2
	1.7 The American Management System	1		0	0		1		0	2
	1.8 The European Management System	1		0	0		1		0	2
UNIT 2	Leadership and decision-making structures									
	2.1 Who is a leader?	1		0	0		0		1	2

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19.1

Organizational Command Structure, Decision making, ladder of hierarchy, Vertical and lateral communication, overt and covert hierarchy, accountability and responsibility, delegating responsibility, colleagues, peers, juniors, seniors,									
2.2 understanding work-flow	2	0	2	2	1	0	0	0	7
2.3 Leadership Styles, Leadership Models	2	0	0	0	0	1	0	0	7
Power and Politics in Organization, damage control,									3
2.4 crisis management:	1	0	2	0	0	0	0	0	2
Group Dynamics: Formal and Informal Groups, Team Building, Conflict and Conflict Resolution,									
Group behavior, group identities and individual personalities, Rewards and incentives for performance, team spirit, motivation, Group performance vs									
2.5 Individual performance	2	0	2	2	0	0	0	2	8
2.6 Negotiation skills	1	0	0	0	0	1	0	1	3
UNIT 3									
Corporate Cultures, Etiquette and Adaptability									
Business etiquette, work place hierarchy and roles, telephone etiquette, facing an interview,									
3.1 making a presentation	2	0	2	1	1	1	0	1	6
3.2 dealing with difficult people	1	0	0	0	0	1	0	1	3
Corporate Networking, maintaining a professional image, communication for socializing and									
3.3 networking	1	0	1	1	1	2	0	0	4

	Gender bias, Workplace Diversity: Professionalism, Qualities of a good professional, Working with people from diverse social, religious, communal and economic backgrounds, Work place diversity, working with physically challenged and economically weaker persons	1	0	1	1	0	0	0	0	3
	3.4. persons									
	Oral and written communication, appropriateness of language, format and informal tone of communication, online and offline communication	1	0	1	1	0	0	0	1	4
	3.5. and appropriate communication									
	Dressing comfortably and appropriately, occasion-based dressing, power-dressing, colour, texture of fabric, cuts and fit, choice of accessories - shoes, bags, jewelry, use of cosmetics	1	0	1	0	1	0	0	0	3
	3.6. Office Parties, Political correctness in behaviour, unwritten code of conduct, use of organisation's facilities, permissible social behaviour at office or official events/engagements, managing personal events and professional relationships	2	0	1	1	0	0	0	0	4
	3.7. and professional relationships									
UNIT 4	Self-Development for organizational effectiveness									
	4.1. Understanding the Self, SWOT analysis	1	0	1	0	1	0	0	0	3
	Personality Development, Learning and Behaviour Modification, Perception and Motivation, Emotional and Rational Behaviour, Objectivity vs. subjectivity, matching personality types with business situations	2	0	1	1	1	1	0	0	5

Stress Management: Understanding stress, medical, managerial, psychological, positive vs negative stress, sources of stress, responses to stress, link between stress and performance, ways to manage stress									
5.3 stress	21	0	2	2	1	1	0	0	7
5.4 Lifestyle and health management	1	0	1	1	0	0	0	0	3
Time Management: Managing time, wastage of time, goal-setting, managing projects and commitments, priorities in the workplace, personal vs. professional time, scheduling, planning to optimize time, multi-tasking, tracking work and making outcomes effective, getting results, efficiency vs									
5.5 effectiveness, monetary value of time	2	0	2	2	1	0	0	0	7
Crisis Management: Assuming responsibility, risk management, business continuity processes and management, managing corporate and personnel emergencies, communicating with clarity, stakeholders and their roles, understanding chaos theory, organizational policy to meet crisis, organizational learning from crises, putting in place systems and processes,									
5.6 training personnel	2	0	2	2	1	0	0	0	7
TOTAL HOURS									135

Representation, Audience and Policy Research,									
3.2 Literary Research									
Popularity Ratings, Readership,	2	0	2	0	2	0	0	0	6
3.3 Circulation	2	0	1	0	1	0	1	0	4
Typography, Electronic Media, Advertising Research, Audience Analysis,									
3.4 Programme Ratings, etc	2	0	1	0	1	0	1	0	4
UNIT 4									
Writing Research Reports and Ethical Issues									
Structure, Language,	2	0	0	0	0	1	0	0	3
4.1 Data Presentation	1	0	0	0	0	1	0	0	2
4.1 Use of Graphics, Footnotes,									
Ethical issues in Research: Plagiarism, Copyright violation, Privacy concerns,	1	0	1	1	0	0	0	0	3
4.3									
Unverified data, Inadequate data, Bias in research,									
4.4 Objectivity in interpreting results	1	0	0	1	0	0	0	0	2
UNIT 5									
Basic Statistics for Research									
Why do we need statistical methods for data analysis?									
5.1 What is probability?	2	0	1	0	0	0	0	0	3
Descriptive statistics									
(data distribution – central tendency	3	1	0	0	0	0	0	0	4
5.2 and data dispersion)									
(inferential statistics	3	1	0	0	0	0	0	0	4
5.3 (hypothesis testing)									
5.4 Predictive statistics (modelling)	2	1	0	0	0	0	0	0	3

Data Measurement, Data distribution, Data Dispersion, Central Tendencies, Standard Deviation, Precision and Accuracy of Data, Errors									
5.4 - Type 1 and Type 2									
5.5 Use of statistics in decision making									
	5	2	0	0	0	1	2	10	
	2	0	2	0	4	0	1	7	
TOTAL HOURS									
								90	

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12.1

Concept of 2D & 3D animation, Fundamentals of 3D animation; Space, axes, coordinate line, special effects, morphing, 3.3 Skeletal deformation Introduction to 3D Max: Feature 3.4 & Facilities									
	3	2	0	0	2	0	2	2	9
	2	2	0	0	0	0	2	0	8
UNIT 4 Web development tools									
Introduction to Dreamweaver, 4.2 Interface, Tools, Format, Menu Introduction to Microsoft Front Page, Interface, Tools, 4.1 Format, Menu MS Publishers Wizard, Introduction of MS Personal Web Server, FTP Server, Embedding script in HTML 4.3 documents Content presentation on by social 4.4 networking sites									
	2	2	0	0	0	0	1	0	7
	2	2	0	0	0	0	1	0	2
	2	2	0	0	0	0	1	0	7
UNIT 5 Multimedia tools for Mass Communication									
5.1 Virtual Reality	2	0	0	0	0	0	1	0	2
5.2 E-books, Digital storytelling	1	0	0	0	0	0	1	0	2
5.3 Cloud computing	1	0	0	0	0	0	1	0	2
5.4 Social networking	1	0	0	0	0	0	1	0	2
5.5 Rich media online and mobile app	1	0	0	0	0	0	1	0	2
5.6 ICT trends and developments	1	0	0	0	0	0	1	0	2
TOTAL HOURS									106

AVC

301	RADIO PROGRAMMING AND PRODUCTION									
	Examination pattern 20:80									
UNIT 1	Units	Lecture	Tutorial	Seminar	Workshop	Demo	Field Visit	Practical	Total Hours	
	Understanding the audio medium									
	1.1 Characteristics of radio, themes and topics suited to radio, factoring in lack of visuals in storytelling	2	0	1	0	0	0	0	3	
	1.2 The concept of sound and noise, the theory of sound, sound effects, live sound vs. recorded sound, physics of sound, aesthetics of sound, in general and radio sound in particular, hierarchy of sound, the economy rule and sonic continuity in broadcast	2	1	0	1	1	1	1	7	
	1.3 Psychology of listening, listening vs. hearing, characteristics, differences, conscious listening; specific sensations; impressions; contemplative listening; memories	2	0	0	0	1	0	1	5	
	1.4 Types of sounds; effects; dialogue; atmospheres; acoustics; perspective; silence; rhythm; music and underscoring music; layers-levels-soundscapes of the audio medium, how people listen, holding listener attention	2	0	0	0	1	0	1	4	
UNIT 2	Radio Broadcasting and Radio Programming									
	2.1 Research for content, Developing Radio Content, Radio Formats, signature tunes, audio identities, Internet radio, Podcasts, streaming and live-on-air radio content	2	1	0	1	1	1	1	7	
	2.2 Qualities of Radio Broadcaster, Radio Jockeying	1	0	1	0	1	0	0	3	

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5.3 Functioning of Radio Stations across the world: Compare and contrast their styles and content in the context of social, cultural and political factors	2	0	2	0	0	0	0	4
5.4 BBC, National Public Radio, Voice of America, Radio Australia	2	0	2	C	C	0	C	4
TOTAL HOURS								91

(27)

12/1

302 DOCUMENTARY FILMMAKING AND NON-FICTION PROGRAMMING									
Examination pattern: 20:80									
Unit	Lecture	Tutorial	Seminar	Workshop	Demo	Field Visit	Practical	Total	Hours
UNIT 1									
Introduction									
1.1 What is a documentary film? How is it different from fiction film?	2	0	1	0	0	0	0	3	3
1.2 History and theory of documentary cinema, review of the evolution of documentary film genre, approaches adopted by non-fiction filmmakers	2	0	1	1	0	0	0	4	4
1.3 Documentaries on politics, economic, cultural, social, and historical subjects	1	0	2	2	0	0	0	5	5
1.4 Elements and the techniques that contribute to the creation of informative, moving, and powerful documentary films	2	0	0	1	0	0	0	3	3
1.5 History of documentaries in India, ethical and legal questions, importance of deep and thorough research	2	0	1	0	0	0	0	3	3
UNIT 2									
Documentary categories and styles									
2.1 Evolution of styles, expository, observational, interactive, reflective, and accented hybrid modes	2	0	1	1	0	0	0	4	4
2.2 Narrator-driven histories, Hearsay documentaries, Fly-on-the-wall documentaries, first person docs, Fiction/non-fiction hybrids	2	0	1	1	0	0	0	4	4
2.3 Interplay between fact and fiction in all media, realism and representation of facts	1	0	0	1	0	0	0	2	2
2.4 Early ethnographic documentaries and experiments, Reality vs. fiction, control and creation of reality, concept of social actors	2	0	1	1	0	0	0	4	4
2.5 Major documentary directors and their works in India and abroad, responsibility of a documentary filmmaker	2	0	2	2	0	0	0	6	6
UNIT 3									
Market for documentary films									
3.1 Documentary films as social commentaries, as agenda-setting films	2	0	2	1	0	0	0	4	4
3.2 Censorship, regulation	2	0	1	0	0	0	0	3	3
3.3 Distribution release and viewing, audience responses	1	0	0	0	0	1	0	2	2
3.4 Funding problems and challenges	2	0	1	0	0	0	0	3	3
3.5 Impact of new technologies on documentary form and content	1	0	1	0	0	0	0	2	2
UNIT 4									
Exposing recent documentary work									
4.1 Take five documentaries (Indian or international, each in political, geographical, autobiographical, historical, scientific/environmental, labor, produced in the past 10 years and analyse them thoroughly)	5	0	2	2	0	0	0	11	11
4.2 Analyze concept of documentaries, war and peace-related	2	0	0	1	0	0	0	3	3
UNIT 5									
Commercial and Non-commercial documentaries									
5.1 Corporate profiles, films for publicity, understanding corporate culture	2	1	0	1	1	2	2	9	9

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5.2 Making a corporate film, branding, company message, products and services, core proposition	2	0	C	C	C	21	21	6
5.3 Propaganda films: Political ideology, human interest issues and promotional films	2	B	C1	1	1	2	2	8
5.4 Service messages, public interest service messages, working on development issues, audiovisual medium for illiterates, social message through films	2	C	B	1	1	2	2	8
TOTAL HOURS								97

(50)

14/11

CINEMA STUDIES

Examination pattern 20:80

Units

UNIT 1

Introduction to Cinema

Lecture Tutorial Seminar Workshop Demo Field Visit Practical Total Hours

1.1 What is cinema? Concept of produced creation; why do people watch films? Who watches films? Who makes films?

2 0 1 0 0 0 0 3

1.2 Film Genres, Developments in Movie-making Techniques, Films - Contemporary and Classics, Influence of technology in filmmaking

2 1 0 1 1 1 1 6

1.3 History of Indian and International Cinema, Early Cinema, German Expressionism, Italian Neorealism, French New Wave, European Art Cinema, New Hollywood, and Postmodernist Film

2 0 2 0 0 0 0 4

1.4 How does knowing the past help filmmakers to better understand the present? How have filmmakers, from all eras used innovations of the past to tell their own stories more effectively? How have the differences between Mollies and Lumiere emerged as the central divide in film history, and why is this difference important?

2 0 2 0 0 0 0 4

1.5 Film Industry in India: Nature of film industry in India, Major innovators in Indian film industry, Factors contributing to the growth and development, effect of social, economic and political climate, Bollywood vs. Hollywood

2 0 1 1 0 0 0 4

1.6 Difference between Film and Video formats

2 1 0 0 0 0 0 2

1.7 Social Communication through films, Cinema as a medium of social influence, films as influencers

2 0 1 1 0 0 0 4

1.8 Working of the Film Industry, Producers, Distributors, Theatre owners and other Stakeholders, Concept of Territories, The inside view of Film industry, Commercial Film Business

2 0 1 1 0 0 0 4

UNIT 2

Aspects of film making

2.1 Stages of film production, Story, Screenplay and Dialogue, Direction, Production, Music, Art Direction, Background, Casting and Post production, Choreographing	2	1	0	0	2	2	2	9
2.2 Tools of film production: Camera, Lights, Editing Suite, Sound Recording System, Mixers	1	1	0	0	1	0	1	4
2.3 Editing: Graphic related sets, Shots A & B, Rhythmic Relations, Temporal Relations, Spatial Relations, Scene Transition, 180 degree rule, Concept of Time and Space in Editing	2	1	0	1	1	0	1	6
2.4 Role of the Director, Criticality of Direction to film-making, Conception to Execution, Emergence of Actor-Directors, Multi-tasking Needs, new trends	2	0	2	0	0	0	0	4
2.5 Film form: Elements of film language, montage, cinematography	2	0	1	0	1	0	1	5
2.6 Mise-en-scene: Camera movement, placement of characters within frame, Basic Framing techniques, Lighting, Make up, setting within milieu of characters	2	1	0	1	1	1	1	7
2.7 Grammar of film, language, sound, Role of sound, music, dialogue, timing, effects, diegetic and non-diegetic sound	2	0	0	0	1	0	0	4
2.8 Form vs Style, Role of Form in Narrative and Non-narrative systems, Cause and Effect, Beginning, Middle and End movement in time and space	2	0	0	0	0	0	0	3
UNIT 3								
Writing for films								
3.1 Story and Screen Play, Developing a story idea, Adapting plays and other works of fiction	2	1	0	1	2	0	2	8
3.2 Kinds of Scripts, Evolving a Screenplay, Dialogue writing styles, importance of a good script in films	2	0	0	1	2	0	2	7
3.3 Visualizing a scene and translating it into words, challenges in adapting literature work on screen	1	0	0	1	1	0	1	4
3.4 Drafting, editing, doctoring and revising screenplays	2	0	0	1	1	0	1	5
3.5 Conventional and unconventional screenplays - examples	2	0	0	0	0	0	0	2

45

45

UNIT 4										
Advanced Film Production Techniques										
4.1	Influence of Technologies	1	1	0	0	0	0	0	0	2
4.2	Dolby (DTS) Digital Sound and Imaging	1	1	0	0	0	0	0	0	2
4.3	Laying M and E Tracks	1	1	0	0	0	0	0	0	2
4.4	Editing Theories, Editing Components and Styles	1	1	0	1	1	1	0	1	5
4.5	Double Exposures, Image Manipulation, Special Effects, Reverse Motion Visual Effects	1	1	0	0	0	1	0	1	4
4.6	Film processing Techniques, Light Exposure and Filter Techniques	1	1	0	1	1	1	0	1	5
4.7	Hi-max, 3-D, animation and emerging technologies in film production	1	1	0	1	1	1	0	1	5
UNIT 5										
Film appreciation and critiquing										
5.1	Analysis and Appreciation of mainstream as well as art films	1	0	1	1	0	0	1	1	4
5.2	How to write a film review	1	0	0	1	1	0	0	1	3
5.3	Analyse and critique the works of the following 20 Indian film directors: Raj Kapoor, Mani Ratnam, Satyajit Ray, Minal Sen, Rituparno Ghosh, Anurag Kashyap, Rajkumar Hirani, K Balachander, Girish Kasaravalli, Adoor Gopalakrishnan, Shyam Benegal, Guru Dutt, Vishal Bhardwaj, Mira Nair, Deepa Mehta, Prakash Jha, Hrishikesh Mukherjee, Utpal Roy, Shekhar Kapur, Ram Gopal Varma	2	0	2	2	0	0	0	4	10
TOTAL HOURS										141

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MT

304	SPECIAL INTEREST REPORTING IN PRINT AND BROADCAST MEDIA						
	Examination pattern 20:80						
	Units	Lecture	Tutorial	Seminar	Workshop/Demo	Field Visit/Practical	Total Hours
UNIT 1							
Business and Financial Reporting							
1.1	Understanding business news, insights into financial news	1	1	0	0	1	1
1.2	Stock markets, organisations and bodies such as RBI, IRDA, banking sector regulations, declaration of financial results, reading a balance sheet	1	0	0	1	0	1
1.3	Understanding the state and union budgets	1	0	0	1	0	1
1.4	Economic surveys and analyzing economic news and deconstructing them for the readers, humanize complex government decisions and economic proposals	1	0	0	1	0	1
1.5	Understanding taxation, tax structure and the role of money in everyday life, writing features, liaising with PR for story ideas	1	0	0	1	0	1
UNIT 2							
Political, Civic Affairs and Legal Reporting							
2.1	Understanding politics and power structures, local government, democracy and elections, Executive, Legislature and Judiciary, Holding the government to account, understanding of local and national level issues and ideologies	2	0	0	0	1	1
2.2	Controlling information, RTI, Government finance, allocations, treasury, policy-making, government linkage with business and industry, governance issues, role of institutions, cultivating sources in political parties and tracking political developments	2	0	0	0	0	1
2.3	Legal: Understanding of the legal system and how courts in India work, contempt and related matters	1	0	0	0	0	1
2.4	Juveniles, children and young persons; sexual offences; open justice (and exceptions); challenging court orders to restrict reporting and exclude the press; coroners' courts; and defamation related to courts and inquests, PILs, court and case reporting	2	0	0	0	0	2
2.5	Working of local municipality, understanding of public affairs, public interest issues, echoing the voice of citizens, emergency services, drawing attention of civic authorities to shortcomings, tracking ward-level development work and reporting	2	0	0	0	0	2
UNIT 3							
Lifestyle, Entertainment and Sports Reporting							
3.1	Understanding sports culture and sports associations in the state and country	1	0	0	0	0	1

3.2	News stories and features on local sports events and school, college-level sports activities, covering a match	1	0	0	0	0	1	1	3
3.3	Reportage and interviews with main personalities	1	0	0	0	0	2	2	5
3.4	Reporting and coverage of different games and sports activities – indoor and outdoor, knowledge and keeping updated about latest developments and decisions in sports, covering international events	2	0	0	0	0	2	2	6
3.5	Art, Entertainment, Lifestyle and Culture: Features, celebrity profiles, writing film reviews, gossip and hearsay, covering fashion, lifestyle and trends in society	2	0	0	0	0	2	2	6
3.6	Tracking developments in the music, fine arts and cultural space, covering art exhibitions	2	0	0	0	0	2	2	6
UNIT 4									
4.1	Rural Affairs, Environment and Development Reporting	2	0	0	1	0	1	1	5
4.1.1	Socio-economic reporting, Rules for writing a development story, Rural reporting, literacy and information dissemination	2	0	0	1	0	1	1	5
4.2	News coverage in rural areas related to agriculture, health, population, control, education and environment, empowerment, e-governance, digital democracy, development and human rights, civil society, civil liberties	2	0	0	1	0	2	2	7
4.3	Panchayat Raj, issues, family welfare, women empowerment, poverty, unemployment, literacy, slum development, safe drinking water, community development, urban sanitation	2	0	0	1	0	2	2	7
4.4	Right to information (RTI), consumer awareness	1	0	1	1	0	0	1	4
4.5	Critical appraisal of mainstream media's reportage on rural affairs and development issues	1	0	1	1	0	0	0	3
4.6	Current environment issues globally and nationally, climate change, global warming, energy use, green energy, renewable energy sources, wildlife and forest conservation, ecology and marine life, waste management, water harvesting and management, contributing factors and remedies	2	0	0	1	0	2	2	7
UNIT 5									
5.1	Investigative Journalism	2	1	1	1	0	1	1	7
5.1.1	Functions of investigation, role of the investigative journalist in society, culture and politics	1	0	1	1	0	1	1	5
5.2	Choosing subjects, identifying sources, conducting research and interviews and organizing large amounts of material	1	0	1	1	0	1	1	5

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5.3 Understand how and where to access important investigative documents including property records, court records, search warrants and police reports, forensic reports, obtain sensitive information	2	0	0	1	0	2	2	7
5.4 How different will an investigative piece be from regular news reports	2	0	0	2	0	0	0	2
TOTAL HOURS								125

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305	BRAND AND ADVERTISING								
	Examination pattern 2018/0								
	Units	Lecture	Tutorial	Seminar	Workshop	Demo	Field Visit	Practical	Total Hours
UNIT 1	Introduction								
	1.1 What is a brand?	1	0	0	0	0	1	0	2
	1.2 Basic understanding of brands, concepts and process, significance of a brand, brand mark and trade mark	2	0	0	0	0	1	0	3
	1.3 Different types of brand, family brand, individual brand, private brand,	2	0	1	0	0	1	1	5
	1.4 Functions of a brand, branding decisions, influencing factors	1	0	1	0	0	0	0	2
	1.5 Selecting a brand name	1	1	0	0	0	0	1	3
UNIT 2	Brand Planning and Strategy								
	2.1 Brand Identity, Evolution of Brands, Anatomy of a Brand, Brand contract requirements, Brand recognition and Awareness, launching new brands, long term brand sustenance, Brand Extensions	3	0	1	0	0	1	1	6
	2.2 Defining the Brand Platform, Brand language and Communication	2	0	0	1	0	0	1	4
	2.3 Global Branding, Brand vision, brand ambassadors, brand as a personality	2	0	0	1	0	0	1	4

2.4	Brand Strategy: Brand Visioning, Brand Architecture, Retailer branding strategies, Brand Personality, Brand Power	2	0	1	1	0	0	1	5
2.5	Failures in product-brand relationships, Corporate brands and product brands, Multi-brand portfolios	3	0	1	1	0	0	0	5
2.6	Building successful brands, Brand extension, brand positioning, Brand Repositioning, Brand Communication	3	0	1	1	0	0	0	5
2.7	Brand Equity, Brand Equity vs Customer Equity, Financial evaluation of brands, brand development through acquisition take-over and merger	3	0	1	1	0	0	0	5
2.8	Monitoring brand performance over the product life cycle, co-branding, Designing and Implementing successful branding strategies	3	0	1	1	0	0	1	5
UNIT 3	Integrated Brand Marketing and Advertising								

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3.1 Understanding IBM, IBM Model, Tools and Touchpoints, Buying System, IBM Tools	3	1	1	1	1	0	0	0	6
3.2 Branding impact on buyers and competitors, Brand loyalty, loyalty programmes, brand audit, role of brand manager, understanding brand's relationship with other functions	3	C	1	1	1	C	C	0	5
3.3 Advertising as a primary brand communication strategy, Anatomy of an ad campaign	2	1	1	1	1	1	C	1	7
3.4 Advertising and Society, Consumerism and Consumer laws	2	0	1	1	0	0	0	0	3
3.5 Corporate Advertising, Industrial Advertising, Institutional Advertising, Self-regulation, Surrogate Advertising	2	1	1	1	1	1	1	1	8
3.6 Advertising Research: Evaluation of Advertisement Effectiveness, Pre testing and Post testing, Methods and Tools, Psychological Testing, Audience Perception, Perceptual Mapping, Buyer Behaviour Assessment	2	1	1	1	1	1	1	1	8

UNIT 4		Creative Strategy									
4.1	Advertising Strategy: Planning, Planning Framework, Situation Analysis, Marketing Plan, Communication and Advertising Plan, Segmentation and Positioning	2	1	0	1	1	1	1	0	1	6
4.2	Creating a Campaign	1	1	0	1	1	1	1	0	1	5
4.3	Role of Advertising Agency, Shift from Brand to Trademark to Lovemark, Client-Agency Interface	2	0	1	0	0	0	0	1	0	4
4.4	Rational Approach, Emotional Approach, Endorser, Distraction Effects	2	0	1	0	0	0	0	0	0	3
4.5	Creating a Brief, Ideation, Understanding the Brief, Copywriting, Layout, Illustration, Audio-Visual-Copy Integration, Content and Message	2	1	0	1	1	1	1	0	1	6
4.6	Choice of Use of Medium, Execution, Message Strategy, Attention and Comprehension, Understanding Benefit-based Attitudes, Brand Equity, Image and Personality, Copy testing and Diagnosis, Production Strategies, Creative Re-engineering	2	1	0	1	1	1	1	0	2	6

Advertising in a Global Marketplace												
UNIT 5												
Marketplace												
5.1 New challenges, digital media	2	0	1	0	0	0	0	0	0	0	0	2
5.2 Globalization of markets, localization vs. globalization	1	0	1	0	0	0	0	0	0	0	0	3
5.3 Cross-National Differences in Culture and Behaviour, Global Consumer Segments	1	0	1	0	0	0	0	0	0	0	0	2
5.4 Global Branding and Positioning Strategy	1	0	1	0	0	0	0	0	0	0	0	2
5.5 Global Media Strategies	1	0	1	0	0	0	0	0	0	0	0	2
TOTAL HOURS												132

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3	3.1 Appropriation and Intrusion, Invasion of Privacy, Publication of Private Information and False Light	3	C	1	0	0	0	0	4
	3.2 Gathering Private Information, Records and Meetings, Spam	2	0	0	0	0	0	0	2
	3.3 Existing Laws in Privacy Protection, Privacy on the net, Privacy Policy	3	0	2	0	0	0	0	5
	3.4 Protection of News Sources, Contempt Power, Free Press/ Fair Trial, Trial Level Remedies and Restrictive orders	3	0	0	0	0	0	0	3
UNIT 4	Cyber Laws and Ethics	3	0	2	1	1	0	0	6
	4.1 Copyright on the net, Domain names, Cyber-squatting, Website Policies	1	0	2	0	0	0	0	3
	4.2 Law and Technology, Children and the Internet	2	0	0	0	1	0	0	3
	4.3 Prevention of Pornography, Regulation of Obscene Material, Existing Legislation and Loopholes	3	0	1	0	1	0	0	5
	4.4 Digital Signatures and e-contracts, Cyber Act	2	0	1	1	1	0	1	7
UNIT 5	4.5 Ethics in Cyberspace: Differentiating personal and professional ethics, ethical decision-making models, conflict as a traditional news value, is objectivity an anachronism in an era of 24/7 news coverage and blog commentaries?								
	Ethics in News, mass communication and cinema	2	0	1	0	0	0	0	3
	5.1 Portrayal of characters, stereotyping and false impressions, effects on society and individuals	2	0	1	0	1	0	0	4
	5.2 Information ethics: Seeking news truthfully, Ethics in Journalism, choosing between competing angles, media and deception, journalistic loyalties, matching organizational and professional goals	2	0	1	0	1	0	0	3
5.3	Moral stand on issues vs. facts, opinions and search for truth, perceptions of truth and angles to perceptions	2	0	0	0	1	0	0	

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5.4 Ethics in Marketing Communication, Advertising Laws: Consumer Protection Laws, Persuasion in Advertising and Public Relations, What is fair in Advertising?	4	0	2	0	2	0	1	7
5.5 Is PR justified? PR vs Journalism, Paid News Syndrome, Advertorials, Informed decision making vs consumer rights	3	0	1	0	1	0	1	6
TOTAL HOURS								90

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402	CORPORATE SOCIAL RESPONSIBILITY AND COMMUNICATION FOR DEVELOPMENT									
	Examination pattern 20:80									
	Units	Lecture Tutorial Seminar Workshop Demo Field Visit Practical Total Hours								
UNIT 1	Introduction to CSR and Basic Principles									
1.1	Introduction, Overview of CSR, Business of CSR, Brand-Image with CSR, Principles of CSR	3	0	0	0	0	0	1	0	4
1.2	Role of Government as Facilitator, Corporate Foundations and their Strategies, Fund-raising and CSR Investments, Social Impact and response of world markets	3	0	1	0	0	0	1	0	5
1.3	Drivers of CSR in India, Corporate Philanthropy, Social Accountability and Human Rights	2	0	1	0	0	0	2	0	5
1.4	Sustainability, Defining global corporate citizenship and sustainability from a business perspective, business significance of sustainability	3	0	1	0	0	0	0	0	4
1.5	Importance of corporate responsibility for business, understanding solution strategies and complexity of corporate citizenship issues in a multipolar world, Risks in managing corporate citizenship	2	0	1	1	0	0	0	0	4
UNIT 2	Strategic Applications of CSR and social enterprise									
2.1	Creating a CSR strategy, Brand-building, Influential sectors, need-based strategies, role of CSR commitments, how to capture value from CSR commitments	2	0	1	0	0	0	0	1	4
2.2	Strategically managing CSR within an organization, evaluating CSR performance, tangible and intangible CSR value, analyzing profits to create both financial and social value, Evaluation and assessment of effectiveness of CSR strategies	2	0	1	1	0	0	0	0	4

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2.3	Social enterprise - nonprofit or business, examples of social enterprise, how non-profit sector is learning from for-profit business in utilizing resources, social enterprise sector in India	2	C	1	C	C	C	C	3
2.4	Creating business models that allow them to serve the developing markets responsibly and profitably, Business with social impact	2	C	1	C	C	1	1	5
UNIT 3 Corporate Environmental Sustainability and Innovation									
3.1	Impact of business activity on environment, hazards and inevitabilities	2	C	1	C	C	C	C	3
3.2	Checks and balances, solutions, incorporating corporate sustainability initiatives into an organization's strategy	2	C	1	C	C	C	C	3
3.3	Sustainability of natural systems vis-a-vis energy efficiency, sustainable business practices vs. favorable business opportunities	2	C	1	C	C	C	C	3
UNIT 4 CSR in marketing									
4.1	Understanding sustainability and what it means to set product standards, environmental-friendly products, sustainable product development	2	C	1	C	C	1	C	4
4.2	Green initiatives, carbon-credits, pollution footprints	2	C	1	C	C	C	C	3
4.3	Creating green value chain, eco-efficiency, sustainability as a growth driver for an organization	2	C	1	C	C	C	C	3
UNIT 5 Promoting CSR and Development Communication									
5.1	Communication efforts and modernization, basic communication and information needs, integrated development, self-development and participation of communities	3	C	1	1	1	1	1	8

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5.2 Community communication efforts, Using appropriate media, Mass Media: T.V., Radio, Video, Print, Interactive media; interpersonal methods, computer networks, Folk Media: Folk songs, puppetry, drama, songs, stories, etc	4	0	2	2	2	2	2	14
5.3 Development Communication, Role of NGOs in development, Government efforts, Role of Government agencies like Akashvani, DAVP, REC Bureau, Resource Centers, IMC, Songs and Drama Division etc.	2	0	1	1	0	1	1	6
5.4 Community Effort: Role of Agencies of local self-government and local organization, Role of NGOs in corporate citizenship, types of NGOs, NGOs corporate engagement strategies, communicating and coordinating with government, corporate sector and society	3	0	1	0	0	1	0	5
TOTAL HOURS								90

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3.1 Television, Advantages of television, Disadvantages of Television, Buying television space, airtime	2	0	0	0	0	1	1	1	5
3.2 Advantages of Radio, Disadvantages of Radio, Buying radio's spot	2	0	0	0	0	1	1	1	5
3.3 Magazine, Strengths of magazines, Weaknesses of magazines, Types of magazines, Buying magazine space	2	0	0	0	0	1	1	1	5
3.4 Billboards, Yellow pages, Direct response and direct mail, in-Stadium, in-store, Types of out-of-home advertising, Place-based media	2	0	0	0	0	1	1	1	5
3.5 Newspapers, Strengths of newspapers, Weaknesses of newspapers, Types of newspapers, Buying newspaper space	2	0	0	0	0	1	1	1	5
3.6 New media, Online media, Mobile media	1	0	0	0	0	1	0	1	3
3.7 Criterion for selecting media vehicles, Reach, frequency, GRPs, Cost efficiency, Cost per thousand, Cost per rating, Waste, Circulation, Pass-along rate (Print)	2	0	0	0	0	0	0	1	3
UNIT 4 Media Strategies									
4.1 Media Timing, Flight, Pulsing, Scheduling	2	0	0	0	0	0	0	1	3

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4.2	Comparing and evaluating continuity of media options/choices: Deciding the ideal media mix, The communications mix	2	0	0	0	4	0	0	0	0	3
4.3	Competitive media expenditure analysis, The concept of media aperture, Scheduling and budget allocation	2	0	0	0	1	0	0	0	0	3
4.4	Media plan evaluation, Media presentations to the client, Media Audit, Programming, Marketing, Financials, Competition	4	0	0	0	2	0	0	0	2	6
UNIT 5	Media Marketing										
5.1	Concept of Media Buying and Media Selling, Setting values for slots, Media buying and negotiation	2	0	0	0	0	1	0	0	2	4
5.2	Media Budgeting	2	0	0	0	0	0	0	0	2	3
5.3	Financial Evaluation of Media Organizations, Cost and Revenue Structures	2	0	0	0	0	0	0	0	1	3
	TOTAL HOURS										95

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404 MEDIA EVENTS AND ENTERTAINMENT MANAGEMENT									
Examination pattern 20:80									
Units	Lecture	Tutorial	Seminar	Workshop	Demo	Field Visit	Practical	Total Hours	
UNIT 1									
Business of Media									
1.1 Ownership, control and strategies, political and economic linkages	3	0	1	0	0	0	0	4	
1.2 Organization structures, information economy and types of media	2	0	0	0	0	0	0	2	
1.3 Issues affecting the media business in India and the global media scenario	2	0	1	1	0	0	0	4	
1.4 Structural changes in using media, Digital vs. printed; online vs. offline; old vs. new; Reading-Skills vs. Converg-Skills; mobile media developments	2	0	1	0	0	0	0	3	
UNIT 2									
Managing Media in a New Environment									
2.1 Management of media: Media innovation, newsroom and production approaches/policies	2	0	1	0	0	0	0	3	
2.2 Democratization of medias, Strengths and weaknesses of citizen journalism, using new media for consumer connect	2	0	1	0	0	0	0	4	
2.3 Trends of strategy in content economy, results of media pedagogy	2	0	0	0	0	0	0	2	
2.4 Media revenue Models, Media Growth, Start-ups vs traditional media houses, Media investments and measuring RoIs	2	0	0	0	0	0	0	3	
2.5 Paid Content, Content Marketing, Sale, distribution, access and availability issues, Advertisement market in media field, using the advertisement sale of advertising space and time	2	0	0	0	0	0	0	3	

2.6	Emerging structural changes in the advertisement market, Advertisement mix and effectiveness of advertisements	2	0	1	0	0	0	0	1	4
2.7	Media mix and planning strategies, Digital vs. printed, online vs. offline; old vs. new, consumer groups, media communities	2	0	1	0	0	0	0	1	4
UNIT 3										
3.1	Managing Events and Using Events as a Media tool Need, Feasibility Study, Event Proposal, Identifying Clients, Corporate Events	2	0	0	0	0	0	0	1	3
3.2	Event Budgeting and Financials, Event Coordination, Décor, Entertainment and Performance, Guest Coordination, Venue Management, Security and Protocol, Vendor Management, Registration and Admission Procedures	4	0	0	0	0	0	0	1	5
3.3	Event Marketing through Media, Audience Acquisition and Participants Management, Event Sponsorship Strategy, Sponsorship Proposals, Event Selling, Event Sponsorship Agreements, Event Promotions, Invitations, Evolving a Promotional Strategy, Advertising, Publicity and Public Relations	4	0	0	0	0	0	1	1	6
3.4	Events and the Law, Risks, Precautions, Sanctions and Permissions, Safety Standards, Statutory Obligations to be fulfilled	3	0	0	0	0	0	0	0	3
UNIT 4										
4.1	Media Marketing Strategies Digital and new media marketing, Attitudes towards new media marketing, viral marketing, word of mouth and online marketing, social media as a marketing tool, Mobile 3G and 4G in new media marketing	3	0	1	0	1	0	0	1	6

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4.1 Movie Marketing: The business of cinemas, the industry structure, Social Media and impact on movie business, Classical Movie marketing	3	0	1	0	0	0	1	5
4.3 21st century Movie Marketing, landmark Case studies, Product placement, Challenges and limitations of Movie Marketing, tie ups with mobile services	3	0	1	0	0	0	1	5
4.4 Revenue streams, satellite rights, music rights, public broadcast issues and censorship challenges	4	0	0	0	0	0	0	4
UNIT 5								
Celebrity, Sports, Music and Public Events Marketing								
5.1 Celebrity Management, The Celebrity culture and the Media, Talent Management, Branding and sponsorships – Endorsement Perspective	4	0	1	0	0	0	0	5
5.2 Image consultancy, Public Relations (Celebrity Focuses), Celebrity Life Cycle	3	0	1	1	0	0	1	6
5.3 Commercial viability of sports, sporting events, annual, regular, managing sports persons' careers, commercial contracts in sports, sports syndicates	5	0	1	1	0	0	1	8
5.4 Global events and tie ups for the events, managing public events	3	0	0	0	0	0	0	3
TOTAL HOURS								92

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