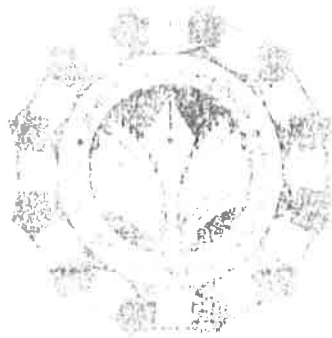# Master of Science (Electronic Media)

M.Sc. E.M.

Syllabus (CBCS Pattern)

Department of Electronic Media

(2019-2021)

MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM AND COMMUNICATION, BHOPAL (M.P.)

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Electronic Media Department
MCNUJC, Bhopal
M.Sc. Electronic Media
Proposed New Syllabus (Under CBCS Pattern)

Master of Science (Electronic Media)

Course Duration: 2 Years (4 Semesters)

Number of Seats: 30

Course Features:

The course has been designed with a vision of providing adequate academic knowledge to the students on various subjects detailed in the syllabus with sufficient practical assignments and hands on training to enable them to prepare and present the scripts with suitable audio/video material as per requirements. The students will be given proper exposure in the functioning of electronic media and state of the art technology i.e. satellite communication, digital transmission, application of computers in electronic media, latest gadgets and equipment's. Besides efforts will be made to apprise the students with the latest developments in the national and international media observed specially in the field of global journalism, recent trends and thinking. The course will envisage a series of lectures/discourses by media experts to update the student's awareness and understanding of political, economic and cultural trends in the society.

Eligibility For Admission:

Candidates applying for admission to the M.Sc. (Electronic Media) must have bachelor degree in any discipline. Admission shall be granted through entrance test & interview.

Programe Objectives: M.Sc. in ELECTRONIC MEDIA

1. Train the students to meet the requirements of the Electronic media industry.
2. To develop skills in students with special focus to Radio and Television programme productions.
3. Educate the students in the areas of Electronic media research & News reporting.
4. To introduce students about the media impact on society and culture & ethical and legal aspects of media profession.
5. To enhance the knowledge of the students in new broadcast technologies.
6. To develop hands on experience and understanding of the current content related changes in Electronic media production and consumption.
7. Identify Electronic media terms and concepts.

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8. Overview of development of Electronic media industry and technologies.

9. To understand management, structure and decision-making processes in Electronic media outlets.

10. Identify government policies in Electronic media industry.

Programme Outcomes:

1. Understand the nature and basic concepts of communication, journalism, advertising, corporate communication, electronic media, new media and communication research.

2. Analyze the contemporary media scenario in association with socio political environment in India and its relationship with other nations.

3. Perform activities in production of audio-visual programs, use of software in print media and web designing which includes field activities reporting, editing and designing journal.

4. Understand the applications of communication theories, research in the fields of advertising, corporate communication, electronic media, print and new media.

5. The student should be able to use the skills in the creative industry -- be it television channels, information technology, media houses.

6. The students should be able to produce independently content for electronic media.

7. The students should be able to simplify technical content in simple language and multimedia as part of technical communication.

8. The students should be well-equipped to be media teachers and researchers.

9. The students should be equipped with lots of soft skills required of many of the managerial and high-profile jobs.

10. The students can plan, develop and implement communication for development projects at local, regional and global levels.

TABLE - PO-PO MAPPING
11.

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
PO1	3	-	2	-	-	1	-	-	-	2	-	-	-	-	2
PO2	3	-	-	3	-	-	2	-	-	3	-	-	-	-	-
PO3	3	-	-	3	-	-	-	3	-	-	-	2	-	-	2
PO4	3	-	-	-	-	2	-	-	-	2	-	-	-	-	3
PO5	3	-	1	-	-	2	-	-	2	-	-	2	-	-	1

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PO6	3	1	-	-	2	-	-	-	2	-	2	-	-	2	-
PO7	3	-	1	-	-	3	-	-	2	-	3	-	-	-	3
PO8	3	1	-	-	2	-	3	-	-	-	3	-	3	-	-
PO9	3	-	-	3	-	-	-	3	-	3	-	2	-	1	-
PO10	3	-	2	-	-	-	3	1	2	-	-	-	-	-	2

3 - Strong, 2- Moderate, 1- Weak

Attributes (POs) are -

1. Disciplinary knowledge

2. Communication Skills

3. Critical thinking

4. Problem solving

5. Analytical reasoning

6. Research-related skills

7. Cooperation/Team work

8. Scientific reasoning

9. Reflective thinking

10. Information/digital literacy

11. Self-directed learning

12. Multicultural competence

13. Moral and ethical awareness/reasoning

14. Leadership readiness/qualities

15. Lifelong learning

Teaching Strategy:

1. The class room lectures will be interactive supported demonstrations conducted with adequate teaching aids i.e. Overhead projector, slide projector, black board, flipchart, video-demo etc.

2. Suitable assignments will be given from time to time and emphasis will be given on hands-on-experience.

3. Practical exercises will be conducted in the available studies to familiarize the students with the studio machines and equipment's.

4. Field visits will be organized to provide firsthand knowledge of the profile of the area in order to facilitate them to develop creative insight and programme sense.

5. Students will be provided with adequate opportunities to participate in group discussions, syndicates, seminars and informal meetings with experts.

6. Students shall be encouraged to demonstrate the skills acquired.

Evaluation of Student Performance:

Evaluation of a student consists of internal assessment and semester end examination. Internal assessment must be a continuous process. For a semester the marks of internal assessment must be communication to the examination section on three occasions, every second month, if we assume the semester of six months. If the duration changes, the periodicity may change accordingly. Internal assessment may be based on a number of parameters including.

a) Attendance.

b) Conduct of the student during the period.

c) His/her alertness and participation in class-room.

d) His/her performance in seminars, symposia, syndicate work organized during the period.

e) Any other assignment--field or other works given during the Period.

Technical assignment can mean work assigned in syndicate in symposium, seminar, library research or fieldwork. Such assignments both for the purpose of learning and evaluation. In an educational theory evaluation is divided into two parts -- formative evaluation and summative evaluation. Internal assessment is a form of formative evaluation where the process of learning is being continuously evaluated. Semester end evaluation is summative.

The examination will be conducted as per the following pattern.

1) Writing works in the examination hall.

2) Testing of practical skills in the Laboratory.

3) Testing of combination of practical and theoretical skills through field assignment.

4) Testing of practical skills through a field assignment.

5) The long theoretical write-up whether called dissertation or by any other name.

Evaluation :

1. A candidate should score minimum 40% marks individually and separately in all the papers of end of semester practical and projects so as to clear the examination of the semester. The candidate will be declared as pass in project if he scores minimum 50% marks.

2. In addition to the individual score the candidate shall have to secure at least 45% aggregate marks in each semester so at pass the semester.

3. Internal Assessment: Continuous evaluation of the students in the classroom shall be done in the semester itself. A candidate should score minimum 50% marks in Internal Assessment for passing. He fails if the score is less than 50%. A candidate who fails in Internal Assessment shall repeat the semester as a regular student. He shall not be allowed to keep term and shall be denied the entry into next semester. The average ratio between summative and formative evaluation will be half-half. This can be modified according to the needs of a particular module.

Division:

The division shall be awarded after a candidate clears the last examination. The award of the division shall be based on the integrated performance of all the semesters. On the basis of aggregate of the total marks obtained in all semesters the division will be awarded as under:

1. A candidate obtaining 60 % marks and above shall be awarded First Division.

2. A candidate obtaining 45% marks and above but less than 60% marks shall be awarded second division.

3. University will not award any division until the last semester exam is cleared.

Merit List:

The University on the basis of the integrated performance of all the semesters shall declare the merit list. The merit list shall be declared only after the result of examination of the last semester. The merit list shall include only those first ten candidates who have secured at least First Division after clearing all the semester examinations in first and single attempt only.

Semester - 1

CCC 1: Origin and Growth of Media (Common Paper)

Total Marks: Theory 80 Practical 00 Internal 20

Credits: 6

Media history is a theoretical subject which provides insight into the constant change of media landscape from historical perspective. The trend is that one daily lives becoming increasingly affected by the media and their content in our private, civic as well as professional sphere.

The fundamental assumption of media history is that history is needed in order to understand the media, but also that the media are necessary in order to understand history. As a student, you will among other things be given the opportunity to practice qualitative analysis as well as close reading of texts and pictures.

Course Objectives
1. To help students develop skill in primary resources about India and Global media
2. To provide students with knowledge of rich and diverse history of Indian press, television and radio
3. To make students able to recognize the great contribution of press in the freedom struggle
4. To provide with introduction of global media, UNESCO's role in balancing news flow

Learning Outcome:
1. Students will able to explain birth and growth of India Press.
2. They will get thorough understanding of contribution of Indian press in the freedom struggle and able to share it.
3. They will be able to understand global media.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Early History of Press In India (1780-1915)	L	T	P
1.1	Origin of Indian press in colonial period, newspaper, characteristics and their effect in the society: Hickey's Bengal Gazette, the Madras Courier, the Bombay Herald, Bombay Courier. Udant Martand, Samachar Sudhavarshan.	4	0	0

1.2	Brief history of prominent newspapers: The Hindu, Hindustan Times, Times of India, Amrit Bazar Patrika.	3	0	0
1.3	Brief introduction and contribution of eminent journalists - Raja Rammohan Roy, Ishwarchand Vidyasagar, Balgangadhar Tilak, Jyotiba Phoole, Bharatendu Babu Harish Chandra	4	0	0
1.4	Contribution of Jugal Kishore Shukla.	1	0	0
1.5	Contribution of Indian media in social awakening (renaissance)/social reforms.	3	1	0

Teaching Method: Class Room Lectures, Demonstration, Case Study, Group Discussions, Assignments etc.

Unit-2	Press and Freedom Struggle (1915-1947)	L	T	P
2.1	Role of Press in Freedom Movement	3	0	0
2.2	Brief introduction of Newspapers who contributed in freedom struggle: Young India, Navjeevan, National Herald, Kesri, The Forward.	3	0	0
2.3	Contribution of eminent Journalists: Mahatma Gandhi, Baburao Vishnu Paradhkar, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi, Madhavrao Sapre, Lokmanya Tilak.	4	1	0
2.4	Press and non-cooperation movement, civil disobedience, Satyagrah.	3	0	0
2.5	Press during Quit India Movement	3	0	0

Teaching Method: Class Room Lectures, Demonstration, Case Study, Group Discussions, Assignments etc.

Unit -3	Media In Independent India	L	T	P
3.1	Role of language press in national development.	3	0	0
3.2	History of language press Hindi, Urdu, Bangala, Malayalam, Tamil, Marati Eminent journalists of post independence period: Prabhash Joshi, Rajendra Mathur, Dharmveer Bharati, Kuldeep Naiyar, Sham Lal, HK Dua, Rahul Barpute.	3	1	0
3.3	Radio: History of AIR, Evolution of programming, privatization of radio broadcasting, FM, community radio.	3	1	0
3.4	Television History of Doordarshan, SITE, privatization of TV, Regulatory mechanism, Prasar Bharati, Joshi, Verghese & Chanda committees.	3	1	0
3.5	Press Commissions and press council of India, Press during emergency (1975-77)	3	1	0

Teaching Method: Class Room Lectures, Demonstration, Presentation, Group Discussions, Assignments etc.

Unit-4	Introduction to Global Media	L	T	P
4.1	Role of News agencies in global media, Reuters, AP, AFP, TAAS, DPA, Xinhua.	3	1	0
4.2	A short history of political propaganda, Nazi propaganda,	3	1	0

	Radio and international communication, Media during World War-II.			
4.3	The Cold War, Diplomacy and Media, Media Hegemony and Homogenization.	3	1	0
4.4	Radio Liberty, Voice of America, Television origin and technological evolution; BBC and CNN.	3	1	0
4.5	Role of UNESCO, New World Information and Communication Order, the Mac Bride Round Table.	3	1	0

Teaching Method: Class Room Lectures, Demonstration, Group Discussions, Assignments etc.

Unit-5	Media Ownership And News Agencies	L	T	P
5.1	Ownership pattern in India: types and patterns cross media ownership.	3	1	0
5.2	Ownership of newspapers, news channels and digital media in India.	3	0	0
5.3	Evolution and functions of news agencies in Indian press, establishment and its conflicts: news agencies- UNI, PTI, Univarta, Bhasha, Hindustan Samachar.	3	1	0
5.4	Press in Asia, newspool.	3	0	0
5.5	History of Printing press, Types of printing: letter press, lithography, flexography, gravure, offset.	3	1	0

Teaching Method: Class Room Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.

Assignments:
- Prepare a paper on Global Media
- Visit any media house and prepare a report
- Write an essay on contribution and relevance of any one freedom fighter journalist
- Prepare chart/poster on timeline of origin and growth of Indian Press, or television or radio broadcasting.
- Prepare a brief report on ten year's growth of print media/television/radio in India (References to be taken from IRS, NRS, Indian Media and Entertainment Industries, Annual Report of FICCI and KPMG)

Suggestive Readings:
- Gandhi: The Master Communicator, Kusum Lata Chadda, Kanishka Publishers, distributors, New Delhi
- The Press in India: Perspective in Development and Relevance, KS Pandey and RN Sahu, Kanishka Publishers, distributors. New Delhi
- Chaturvedi, Jagdish Prasad. Hindi Patrakarita Ke Kirtiman, Sahitya Sangam, Allahabad
- Arvind M. Singhal & Everett M. Rogers (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication
- Sarkar, NN. Art and Print Production, Oxford University Press
- Natarajan, J. (2000) History of Indian Journalism. Publication division
- Brigs, A. (2008). Social History of the Media: From Gutenberg to Internet. Polity Press

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- Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism, Technology and the Indian-language Press (3rd edition), Oxford University Press
- Bharatiya Patrakarita Kosh, Shri Vijaydutt Shridhar, Vani Prakashan, New Delhi
- Mass Communication in India, Keval J Kumar, Jaico Publication,
- Indian Media & Entertainment Industry Report, FICCI and KPMG
- Das, B. (2005), Mediating modernity: colonial discourse and radio broadcasting, c. 1924–1947, Sage Publication, New Delhi.

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CCC 2: Communication Theories (Common Paper)

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Course Objectives
1. To orient learners towards basic constituents of Communication practice and relevance.
2. To understand concept of mass communication and be acquainted with its various components.
3. To critically understand the models and theories of Mass Communication.
4. To explore how mass communication can be effectively used for Societal Action.
5. To develop Communication experts.

Learning Outcomes
1. Differentiate between various kinds of Communication and perform as an effective Communicator.
2. Capable of applying analytical and critical thinking to explore the working of Media Industry.
3. Able to Plan and execute effective communication strategies that connect to the target audiences.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	1	-	2	-	-	-	1	-	2	-	-	-	1
CO2	3	-	3	2	-	-	-	-	-	-	1	-	-	-	1
CO3	3	-	-	1	-	-	-	-	2	-	-	-	-	-	1
CO4	3	-	1	-	2	-	-	-	1	-	2	-	-	-	1
CO5	3	-	-	1	-	-	-	-	2	-	-	-	-	-	1

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Understanding Communication	L	T	P
1.1	Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication.	1	0	0
1.2	Levels of Communication: Intrapersonal (Concept of Self and others, Johari Window), Interpersonal (Dyadic Communication and theories) and Group Communication (types of groups and their styles), Mass Communication (Media and their functions), Interactive Communication (Digital, Social, Mobile).	2	1	1

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1.3	Verbal (Oral and Written) and Non-verbal Communication (Body language, Sign language): Types, Importance and uses; Semiotics and Semantics.	2	1	1
1.4	Barriers to Communication (Physical, Mechanical, Psychological); Effective Communication:7 C's of Communication.	2	1	1
1.5	Visual Communication: Concepts and Processes; Visual literacy and perception.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Models of Communication	L	T	P
2.1	Aristotle's model, Lasswell's Model, Berlo's SMCR Model	1	0	0
2.2	Shannon-Weaver Mathematical Model, Westley and MacLean's Conceptual Model.	2	1	1
2.3	Wilbur Schramm's Interactive Model.	2	1	1
2.4	Newcomb's Model of Communication, George Gerbner's Model.	2	1	1
2.5	Dance's Helical Model, Spiral of Silence Model and Ecological Models.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Communication Theories	L	T	P
3.1	Mass Society theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory, Diffusion of Innovation, Gate keeping.	1	0	0
3.2	Sociological Communication Theories: Agenda Setting, Use and gratification, Dependency Theory, Cultivation Theory, knowledge -gap theory.	2	1	1
3.3	Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance theory and Cognitive Dissonance theory.	2	1	1
3.4	Normative Theories of Press: Authoritarian, libertarian, socialist, communitarian, social responsibility, development media theory, democratic -participant theory.	2	1	1
3.5	Critical and Cultural Theories : Media Hegemony; Structuralism; Cultural theory; Post Modernism; Feminist Media Theory; Frankfurt School.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Communication Theories	L	T	P
4.1	Social Learning and Persuasion theories: Social learning theory, Attitude theory, Reasoned Action theory, ELM theory.	1	0	0

4.2	Indian Communication Theories : Concept and Process (Sahridaya and Sadharanikaran).	2	1	1
4.3	New Media theories: Interactivity, digitization and convergence, online media and network society: their application, uses and limitations.	2	1	1
4.4	Audience: Concept and Characterstics; Audience as Public, as market; Media effects and Audience; Media Content and Audience.	2	1	1
4.5	Audience types: Rural, Urban, local, regional national, international/global; Gender classification; Audience structure and formation.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	**International Communication**	L	T	P
5.1	International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda model (Chomsky& Herman).	1	0	0
5.2	Asian Perspective of Communication: Wimal Dissanayake, Bhattnayak, Chen and Miike.	2	1	1
5.3	Media Imperialism, Mass Communication and Modernization, globalization.	2	1	1
5.4	Mass Media and popular culture, Media Convergence and effects, issues, challenges and trends in developing nations.	2	1	1
5.5	New World Information and Communication Order(NWICO). MacBride Commission Report.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:
- Prepare a Speech on any current Social/Political/Economic/Technological issue, present it individually.(2nd month of Semester)
- Write an essay/article on Impact of Media on Audience (800-1000 words, 3rd month of semester)
- Presentation through PPT on any Media House comprising of details related to its business, speciality/genre, contributors, acclamations and associations.(4th month of Semester)
- Media Industry Visit(5th month of Semester)

Books Recommended:
- McQuail, Denis (2010). McQuail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. London: Longman.
- Kumar, J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing house (New Ed.)

- Rogers M. Everett.(1997). A History of Communication Study. New York: Free Press.
- Littlejohn, W. Stephen(1989).Theories of Human Communication.3rd ed., California:Belmont.
- Vivian, J. (2011).The Media of Mass Communication. India:Prentice Hall. ‰
- Wilbur Schramm and Donald F. Roberts (ed) (1971). The process and Effects of Communication. Chicago: University of Illinois Press
- Williams, K.(2003). Understanding Media Theory. London: Bloomsbury Academic.
- Vilanilam,J.V (2002). Mass Communication:Theory and Practice. Bhopal, India: MCNUJC.
- Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication. New York :Pearson.
- Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication.Boston, USA: Houghton Mifflin.
- Wilbur Schramm (1973). Men, Messages and Media. New York, USA:Harper& Row.

E-Resources :
- Communication Theory: http://communicationtheory.org
- Mass Communication Theory: https://masscommtheory.com/
- Global Media and Communication: https://journals.sagepub.com/home/gmc.

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CCC 3: Basic of Computer Application (Common Paper)

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Course Objectives

1. Identify all the parts and main function of computer.
2. Acquaint the students with the application of computers and understanding latest trends in information technology.
3. To familiarize student with various office automation software and component of Office automation.
4. To make him comfortable to evaluate, select and use office productivity software appropriate to a given situation.
5. To make him work on free software for office automation on various platforms.
6. To develop expertise in word processing, spreadsheet, and presentation skills with typing skill.

Course Outcomes

1. Use and identify various part (input output devices) of computer system.
2. Explain functions of various parts and function of computer
3. Use windows operating system and create files and folders.
4. Manage windows.
5. Create page in word, do typing check spellings, mail merges documents and use various features of windows.
6. Create excel sheet and use formulas and make graph for given data.
7. Make slide and use animation and transition effect in PowerPoint presentations.
8. To develop expertise in word processing, spreadsheet, and presentation skills.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	-	1	-	-	-	-	2	-	-	-	-	-	1
CO2	3	-	-	1	-	2	-	-	2	-	-	-	-	-	1
CO3	3	-	3	2	-	-	-	-	-	-	1	-	-	-	1
CO4	3	-	-	1	-	-	-	-	2	-	-	-	-	-	1
CO5	3	-	1	-	2	-	-	-	1	-	2	-	-	-	1

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Introduction to Computer	L	T	P
1.1	Definition -History & Generation of Computer Applications of Computer, Advantages of Computer Characteristics of Computer: Speed, Storage, Hardware & Software, Block Diagram.	1	0	0

1.2	Types of Computer: Analog, Digital & Hybrid, On the Basis of Size Main frame, Mini Computer, Super Computer, Desktop Computer, Laptop Computer, Palmtop Computer.	2	1	1
1.3	Memory: Units, Types - Primary memory: RAM, ROM,PROM, EPROM, EEPROM, DDR Secondary memory: Hard disk, CD, DVD, Blue ray Disc, PenDrive Magnetic Tape & Zip Disk.	2	1	1
1.4	CPU: Functions of CPU ,Mother Board, Hard disk, Graphics Card, Sound Card, Network Card – Modem.	2	1	1
1.5	Input, Output devices: Keyboard, Mouse, Scanner, Digital Camera, Joystick, Pen drive, Monitor,Printer, Plotter Connecting port :Serial,Parallel ,USB Port. Data Scanning devices.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Typing, Group Discussions, Assignments etc.

Unit-2	Definition of Operating System	L	T	P
2.1	Functions of OS Types of OS: Single user, Multi-User,Windows Desk Top - GUI: Definition, Standards,Cursors/Pointers, Icons, GUI Menus, GUI—Desktop icons and their functions: Mycomputer, My documents, Network neighborhood, Recycle Bin, Quick launch Tool Bar, System Tray, Start Menu, Task bar.	1	0	0
2.2	Dialog Boxes: List Box, Spin Control Box, Slide, Drop-down list, Radio button, Check box, Text box,	2	1	1
2.3	Parts of Windows -Title bar, Menu bar ,Scroll bar, Status Bar, Maximize, Minimize, Close and Resize &Moving a Window.	2	1	1
2.4	Windows - Start Menu -Help Menu- Preview Menu; Logoff & Shutdown	2	1	1
2.5	Working with Notepad & WordPad:Opening & Saving files, Formatting, Printing, Inserting objects, Creating &Editing Images with Microsoft paint, Using the Calculator - Personalizing Windows.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Group Discussions, Assignments etc.

Unit -3	MS Word - Working with Documents	L	T	P
3.1	Opening & Saving files, Editing Text documents, Inserting, Deleting, Cut, Copy, Paste, Undo, Redo, Find, Search, Replace, Formatting page & setting Margins, Converting files to different formats, Using Tool bars, Ruler	1	0	0
3.2	Formatting Documents - Setting Font styles, Font selection- style, size, color etc, Type face - Bold, Italic, Underline, Case Settings, Highlighting, Special symbols, Setting Paragraph style, Alignments, Indents, Line	2	1	1

	Space, Margins, Bullets &Numbering.			
3.3	Setting Page style - Formatting Page, Page tab, Margins, Layout settings, Columns, Header & footer, Page Numbering, date & Time,	2	1	1
3.4	Creating Tables- Table Settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting.	2	1	1
3.5	Drawing - Inserting Clipart, Pictures/Files etc., Tools – Spell Checks, Mail merge, DTP typing: English -Hindi.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Typing, Group Discussions, Assignments etc.

Unit-4	MS Excel: Spread Sheet & Its Applications	L	T	P
4.1	Opening Spreadsheet, Menus - Main Menu, Formula Editing, Formatting, Toolbars, Using help, Shortcuts, Spreadsheet Types.	1	0	0
4.2	Working with Spreadsheets- opening, Saving files, Setting Margins, Spread sheet addressing - Rows, Columns & Cells, Referring Cells& Selecting Cells – Shortcut Keys.	2	1	1
4.3	Entering & Deleting Data- Find, andReplace, Inserting Data, Insert : Cells, Column, Rows , Sheets, Symbols, Data from External File, Clipart Pictures, Files etc. Inserting Functions.	2	1	1
4.4	Setting Formula - Finding Total in a Column or Row, Mathematical operations (Addition, Subtraction, Multiplication, Division,Exponentiation, Percents , SUM, COUNT, AVGAS, MAX, MIN)	2	1	1
4.5	Chart: Various Chart Types, Creating Charts. Editing Charts.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Group Discussions, Assignments etc.

Unit-5	MS PowerPoint	L	T	P
5.1	Introduction & area of use, Creating a New Presentation, Working with Presentation, Save a presentation.	1	0	0
5.2	Different views, Inserting, Deleting and Copying of Slides Working with Speaker Notes.	2	1	1
5.3	Handouts, Columns & Lists, Slide Layout and its types, Adding Graphics, Sounds and Movies to a Slide, Animation, Transition.	2	1	1
5.4	Working with PowerPoint Objects, Designing & Presentation of a Slide Show.	2	1	1
5.5	Printing Presentations with print options.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Group Discussions, Assignments etc.

Practical/Projects/Assignments:

- Lab Experiment 1 for Word
- Create the table, typing in MS office.
- Lab Experiment 2 for Word

- Type the Paragraph Hindi and English.

- Lab Experiment 1 for Excel

In a new worksheet, create a table and insert the following information. Use different fonts for different columns.

1. Names of people (at least 25)
2. Their ages
3. Number of years they have worked
4. Salary per month
5. Show housing, medical, travel and hardship allowances, and columns
B. Using the table to do the following:

1. (a) Calculate the total salary for each person and grand total for all persons.

(b) Calculate Average, Minimum, Maximum and count entries.

2. Show a graph of the their salaries

3. Copy and paste your graph from sheet 1 to sheet 2, name your graph sheet 'CHARTS'

4. Add columns where necessary to include: leave payment, over time payment and sick off amount, and then calculate the net salary

Lab Experiment 2 for Excel

	A	B	C	D	E	F	G	H
1		January	February	March	April	May	June	Average
2	House Payment	750	750	750	750	750	750	
3	Charity	200	200	200	200	200	200	
4	Groceries	300	425	425	290	325	350	
5	Car Payment	300	300	300	300	300	300	
6	Gasoline	45	45	50	55	45	60	
7	Clothing	100	75	60	50	100	85	
8	Utilities	95	85	95	90	80	90	
9	Total							
10	Income							
11								

Graph 1 - Pie Chart

This graph will show the total amount of money spent on each category over a six month period.

To do this, you must total the amount spent on each item in column I. Do not include the average in your equation.

Next, highlight the expenses (house payment, gasoline, etc). Hold down the ctrl key and highlight your new totals.

Create a pie chart. Go to data labels and show the percentages.
Cut and paste all the information you need and the graph to a new sheet.

Graph 2. - Bar Chart
This will be a bar chart for income and expenses.
Below your total column, type Income in A12. Enter the income for each month. They are as follows:

January: 2,000
February: 2,100
March: 2,000
April: 1,900
May: 2,500
June: 2,200

Create a bar chart

Lab Experiments for MS PowerPoint
1. Create a presentation with four blank slides.
2. Modify the presentation as follows.
    a) Insert a suitable design template.
    b) Insert a footer to show Your name and your Student ID.
    c) Insert Today's date as a fixed date in the date area.
    d) Make necessary changes to appear slide numbers in the slide number area.
    e) Make necessary changes so that the footer, date and the slide number do not appear on the title slide (first slide).
3. Add content to the title slide (first slide) by following the instruction given below.
    a) Type "River" as the slide title and it's format should be Font Type: Arial, Style: Bold, Size:96, Color: Black [10 marks]
    b) Type "Our Life Support" as the sub title and insert an image from the resources directory to a suitable location.
4. Add content to the second slide by following the instruction given below.
    a) Type the slide title as, "Rivers of North India" and format it as,
       Font Type: Arial, Style: Bold, Size: 44, Color: Black
    b) Insert the following content as shown below.
       The Ganga
       Indus
       Bamhaputra
5. In the third slide, add the following components.
    a) Type the slide title as, "Tributaries"

21

    b) Insert Rivers and their tributaries of slide 2 in a table.

    C) Insert few more important Rivers of India with their regions.

6. Add the following animation effects to your presentation.

    a) Apply emphasis animation effect to each main point and sub point in the second slide.

    b) Apply sound effect when the second slide appears in the slideshow.

    c) Hide the fourth slide from the slide show.

    d) Save your presentation with the following file name <Rivers_of_North india>_P01.

Reference Books :

1. Pradeep K Sinha, PritiSinha, Computer Fundimentals, Sixth Edn. BPB Publications

2. S.K.Basandra-Computers Today-Galgotia Publications.

3. Alexis Leon & Mathews Leon-Fundamentals of Information Technology-Vikas Publishing House, New Delhi.

4. V.Rajaraman, NeeharikaAdabala, Computer Fundamentals, PHI

5. Peter Weverka "Office 2019 All-in-One For Dummies (Office All-in-one for Dummies)" 1st Edition

6. ReemaThareja -Fundamentals of Computers- Oxford University Press- First Edition

7. E.Balagurusamy-Fundamentals of Computers - Megraw Hill

8. https://www.tutorialspoint.com/word/word_getting_started.htm

9. http://www.apcce.gov.in/doc/04.MS%20Excel.pdf

10. https://www.tutorialspoint.com/powerpoint/

11. https://www.tutorialspoint.com/windows10/

12. https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources_Training_and_professional_development_Classroom Excel%20Training%20-%20Level%201.pdf

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CCC 4: Introduction to Socio Economic Polity (Common Paper)

Total Marks: Theory 80 Practical 00 Internal 20

Credits: 6

Course Objectives

1. To develop an understanding of Indian constitution.
2. To orient students in understanding their surroundings so that they can understand and analyze issues implicit in polity, economy, culture, history and other subjects, that concern humanity.
3. To develop aptitude of students so that they can learn to take initiatives in acquiring knowledge about issues and developing own expression by responding on these issues.
4. To develop an understanding of world political system as well as Indian political system.
5. To develop critical thinking among students about socio economic and political system.

Learning Outcomes

1. Students are able to understand the Indian constitution, witch results in better and responsible citizens and Journalists as well.
2. Students will get the knowledge of socio-economic and political systems of different countries which will sharpen the global and national understanding.
3. Awareness about RTI, Parliamentary and legislative procedure, judicial system etc., results and reflects in their journalistic skills in form of responsible reporting

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	3	2	-	-	-	-	-	-	1	-	-	-	1
CO2	3	-	-	1	-	-	-	-	2	-	-	-	-	-	1
CO3	3	-	1	-	2	-	-	-	1	-	2	-	-	-	1

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Indian Constitution : Basic Characteristics	L	T	P
1.1	Objectives and Ideals of Indian Constitution.	3	1	0
1.2	Fundamental Rights, fundamental duties and Directive Principles of State.	3	1	0
1.3	Federal and Unitary nature, Center-State relationship	3	1	0
1.4	Election, Electoral reforms, role of election commission.	2	1	0
1.5	Emergency Powers, Amendments of Constitution	3	1	0

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Political System and Parliamentary Proceedings	L	T	P
2.1	Introduction to various political systems (America , Britain, India, Switzerland).	3	1	0
2.2	Parliamentary and Legislative procedure in India. Coalition Politics.	2	0	0

		L	T	P
2.3	Social security, RTI	4	1	0
2.4	Right of Privacy, RTE. Write to food (Food Security Act).	3	1	0
2.5	Indian Judicial system, Lok Adalat, Public Interest Litigation (PIL).	2	1	0

Teaching Method: Class Room Lectures, Demonstration, Case Study, Group Discussions, Assignments etc.

Unit -3	History Culture and Society	L	T	P
3.1	Characteristics of the main stages of Indian History.	3	1	0
3.2	Cultural diversity of India, Concept of nationalism, Nationalism of Tagore, nationalism of Gandhi and Cultural nationalism.	2	1	1
3.3	Ideology & Indian political thinkers: Secularism, Communalism, Fundamentalism. Mahatma Gandhi, M N Roy, Dr. BR Ambedkar, Dr. Ram Manohar Lohiya, Deendayal Upadhyay.	2	1	1
3.4	Aspects of various social concerns: Poverty, Gender studies, census.	2	1	0
3.5	Women rights & empowerment, Child Rights & Human Rights.	2	1	0

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises. Case Study, Group Discussions, Assignments etc.

Unit-4	Introduction to Indian Economy and World	L	T	P
4.1	Nature of Indian economy. before LPG and post LPG (Liberalization, Privatization and Globalization).	3	1	1
4.2	Essential economic terms like inflation, Devaluation, Budget deficit, Gross Domestic Product (GDP).	3	0	0
4.3	Indian agriculture: Issues and Problems, Indian Industry: Challenges.	4	0	0
4.4	World Trade Organization, WTO, World Bank, IMF, ADB.	2	1	0
4.5	Capitalism, Socialism.	3	0	0

Teaching Method: Class Room Lectures, Demonstration, Case Study, Group Discussions, Assignments etc.

Unit-5	Current Affairs-Issues & International Scenario	L	T	P
5.1	Indian Foreign Policy.	3	1	1
5.2	PANCHSHEEL, Non Alignment Movement (NAM)	3	1	0
5.3	United Nations: BRICS, OPEC. African Union. ASEAN	3	0	0
5.4	Introduction to International Politics : Current major issues.	3	0	0
5.5	International organization : UNESCO, UNDP, UNEP, UNFCC, World Economic forum, Amnesty International, Transparency International	3	0	0

Teaching Method: Class Room Lectures, Demonstration, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:
- Comparing at least two articles published on the same subject with different perspectives.
- Preparing a clipping file on a particular theme/subject and writing a summary report on that.
- Any other assignment given by the concerned faculty.

Suggested Readings
- Debates of Constitution Assembly. (2014). Lok Sabha Secretariat.
- Bakshi, P. (n.d.) The constitution of India, Universal Law Publishing Co. Pvt.Ltd.
- Chandra, B. (2003). In The Name of the Democracy. Penguins Book Pvt. Ltd.
- Das, G. (2007). India Unbound: From Independence to Global Information Age. Panguin Books.
- India. Guha. R. (2007). India After Gandhi. Harper Collins.
- Sahare, H.K. (2016). Parliamentary and Constitutional Law Dictionary. Universal law Publishing.
- Kothari, R. (1970). Politics in India. Orient Balckswan.
- Khilnani, S. (1997). Idea of India. Paperback, USA: Farrar, Straus & Giroux.
- Marx, K. (1867). Das capital. Verlog Von Otto Meiser.
- Nehru, J.L. (1946). Discovery of India. UK: Meridian Books.
- S. Sarkar and J.J. Munir, The constitution of India, 1950, Alia law agency, Allahabad.
- Tagore, R. (1917). Nationalism. San Francisco: The Book Club of California.
- पाण्डेय, डॉ. जयनारायण, भारत का संविधान, सेन्ट्रल लॉ एजेन्सी, इलाहाबाद।
- रूद्रदत्त एवं सुन्दरम्, के.पी. एम, भारतीय अर्थव्यवस्था एस.चन्द्र एण्ड कंपनी लिमिटेड।
- सिंगन एम.एल. अन्तर्राष्ट्रीय अर्थशास्त्र, वृंदा प्रकाशन लिमिटेड।
- मिश्र, रत्नलाल, भारतीय संस्कृति, सुरभि प्रकाशन, जयपुर।
- दिनकर, रामधारी सिंह, संस्कृति के चार अध्याय, लोक भारती प्रकाशन, इलाहाबाद।
- फडिया, डॉ. बी.एल., भारतीय शासन एवं राजनीति, कैलाष पुस्तक सदन, भोपाल।

e-Resource

www.legalservicesindia.com
https://www.journals.elsevier.com/journal...socio-economics/most
https://www.journals.elsevier.com/journal...socio-economics/most
us.sagepub.com/en-us/nam/indian-constitution/book258674

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Open Elective (OE) - 1: Radio Program Production

Total Marks: Theory 25 Practical 15 Internal 10

Credit-3

Course Objectives
1. Critically listen and Comprehend basic audio and radio terminology and concepts.
2. To acquire a basic working understanding of radio production equipment.
3. Understand and demonstrate Software for digital audio recording and editing.
4. Record and edit single and multiple audio tracks.
5. To be able to design a variety of effective radio programs, plan, design the use of sound effects, music, narration, and dialog in a radio script.
6. Articulate trends and policy of the radio broadcast industry as it relates to radio production.

Learning Outcomes
1. Apply multi-track audio/radio production techniques, Operate digital audio equipment to conduct interviews and capture sound.
2. Import and transfer audio using various devices, Operate Pro-Tools digital audio software Demonstrate remote recording of spoken voice, ambience and sound effects.
3. Demonstrate audio file importing, exporting, dubbing, multi-track recording, audio editing using digital audio editing software.
4. Demonstrate the mixing process using digital audio software.
5. Demonstrate an understanding of how to publish audio files on the Internet.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	-	1	-	-	3	-	-	2	-	-	-	-	-
CO2	3	-	-	-	-	-	2	-	-	3	-	-	-	-	2
CO3	3	-	-	1	-	-	2	-	1	1	-	-	-	-	2
CO4	3	-	-	-	-	-	-	-	-	1	-	-	-	-	1
CO5	3	-	-	-	-	-	-	-	-	1	-	-	-	-	1

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Evolution & Development of Radio	L	T	P
1.1	History of Radio in special perspective to India Objectives of Broadcast-Information. Education & Entertainment. Types of Ownership.	1	0	0
1.2	Technology of Radio : Short Wave and Long Wave, AM and FM Radio. Types of Radio: Commercial Radio, Satellite Radio, Community Radio, Internet Radio, Regional Radio.	1	1	1
1.3	AIR(All India Radio): Organizational Structure of AIR National Programs of AIR, Vividh Bharti, Education through Radio: IGNOUIRC, Gyan Vani, Radio Vision	1	0	0

	etc.	1	0	1
1.4	Characteristics of Radio as Communication Media: Visualization, Reach, Simplicity, Expense, Receiver, Literacy Factor, Rural Population.	1	0	1
1.5	Code of Ethics for Radio: Fundamental Principles, Self Regulation, Impartiality, Objectivity, Neutrality, Privacy, National Security, Feedback. Role of Prasar Bharti.	1	0	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Radio Station Fundamentals	L	T	P
2.1	Layout: Live Room, Isolation Booth, Control Room, Machine Room. Acoustic Treatment: Absorption & Reflection Basics. Soundproofing, Bass Traps, Acoustic Panels, Reflection Filters, Isolation Pads.	1	1	1
2.2	Equipments and their Application: DAW(Digital Audio Workstation)/Audio Interface Combo, Studio Monitors. Headphones, Cable and Connectors, Mic Stand, Pop Filter etc.	1	0	1
2.3	Microphone Types: Condenser Mics, Dynamic Mics, Ribbon Mics, USB Mics, Stereo Mics etc. Microphone Pickup Pattern: Omni Directional, Bidirectional, Cardioids etc.	1	0	1
2.4	Recording Basics: Interface, Tools, Editing & Track Mixing.	1	0	0
2.5	Sound Effects: Panning, Delay and Echo, Reverb, Chorus, Distortion. Equalization (EQ), Compression, Flanger, Phaser. Filters: Low-pass filter, High-pass filter, Band-pass filter, Notch filter.	1	0	0

Teaching Method: Class Room Lectures, Video Demonstration, Studio Visit, Studio Practical Exercises, Assignments etc.

Unit -3	Radio Program Formats	L	T	P
3.1	Fiction: Phone in, Radio Drama, Entertainment Shows etc.	1	0	1
3.2	Non Fiction: Special Audience Program, Radio Feature, Radio Documentary, Interviews etc.	1	1	1
3.3	Radio News: Types of Radio News, Structure of News Story etc. Radio Newsroom (Structure & Function).	1	0	0
3.4	Other Formats : Interactive live transmissions, Non formal education, Quiz programmes, Rural and agricultural development programmes, Health and Environment programmes, Children's programmes etc.	1	0	0
3.5	Radio Advertisements: Trends, Types of Appeal, Public Service Announcements, Promo etc.	1	0	0

Teaching Method: Class Room Lectures, Presentation, Practical Exercises, Group Discussions, Assignments etc.

Unit-4	Radio Practices	L	T	P
4.1	Voice Training: Effective use of Voice, Enunciation, Pronunciation, Modulation, On-line Interview Techniques, Moderating skills for Radio Discussion, Programmers, Narration, Radio Jockey etc.	1	0	1
4.2	Reporting and Editing in Radio. Field reporting, reporting specialized areas, investigative reporting, Voice dispatches, Editing for radio, structuring radio copy, editing, agency copy, illustrating copy with sound effects.	1	0	1
4.3	Interview Techniques: Developing Interview Techniques and skills for Radio. Writing intros to bytes, writing Headlines.	1	0	1
4.4	Presentation: Reporting, writing and presenting News, Features, Structuring radio report, news capsuling, and Radio Commentary. Writing Radio Commercials: Writing Teasers, and Promos, Copywriting, Scripting, Cue sheet and Recording.	1	0	1
4.5	Production: Field Recording Skills, Live Studio Broadcast with multiple sources, News Production	1	0	0

Teaching Method: Class Room Lectures, Demonstration, Studio Practice, Practical Exercises, Group Discussions, Assignments etc.

Unit-5	Community Radio (CR)	L	T	P
5.1	Need, Origin, Concept, Philosophy and Policy of Community Radio Station (CRS), CR as an alternative Mass Medium.	2	0	0
5.2	CRS worldwide, AMARC, Different Forums of CRS, Role of CR in Community Development.	1	0	1
5.3	Growth and Development of CR in India, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India.	1	0	0
5.4	Production Techniques in CRS, Studio layout, Outdoor Broadcast, Narrow Casting Practical etc.	1	0	0
5.5	Community Radio & UNESCO: Licensing & Regulation, Comparative Study of South Asian Countries. Sustainability, Inclusivity, Equity, Diversity & Community Development etc.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Studio Visit, Group Discussions, Assignments etc.

Practical/Projects/Assignments:
- To write and produce a 30-second Commercial Announcement.
- To produce a 4-minute interview program.
- To produce a 5-minute studio news program.

To produce 30-second Commercial Announcement.

To produce 4-minute interview program.

To produce 5-minute studio news program.

To produce a

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Suggested Readings:

- Broadcasting inIndia, P.C. Chattergee, SageNew Delhi.
- Broadcast Journalism, Boyd Andrew, Focal PressLondon.
- News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.
- This is ALL India Radio, U.L Baruah, Publications Division.
- Zhaki, R., 2011. Mixing Audio: Concepts, Practices and Tools.
- David E. Reese, Lynne S. Gross, Brian Gross, Audio Production Worktext, 6th ed., Focal Press, Boston, 2009.
- Chatterjee, P.C., Broadcasting in India.
- Luthra, H.R., Indian Broadcasting. Publications Division, Govt. of India.
- Bhatt, S.C., Broadcast Journalism: Basic Principles.
- Baruah, U.L., This is All India Radio, Publications Division, New Delhi.

e Resource:

- http://reemindore.com/wp-content/uploads/2015/06/Introduction-to-Audio-Visual-Media.pdf
- Audio Engineering 101 (2nd ed.)by Tim Dittmar
- Music and Technology: Recording Techniques and Audio Production by Christopher Ariza
- The Art of Digital Audio Recording by Steve Savage
- http:_ccmea.org in ckfinder userfiles files 13_Lesson-12_RECORDING_AND_CAPTURING_SOUND.pdf
- https:/www.bfi.org.uk sites/bfi.org.uk files/downloads/bfi-language-sound-jennifer-johnston-into-film-2016-07.pdf

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Semester - 2

CCC 5: Media Language, Style & Structure (Common Paper)

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Course Objectives
1. To introduce students with the importance and growth of language.
2. To introduce students with the structure and style of language.
3. To develop an understanding about the difference between the languages for writing, audio and visuals.
4. To introduce students with the changes taking place in media language.
5. To develop an understanding about translation and Paraphrase.

Learning Outcomes
1. Enhancement in understanding about the growth and changes taking place in language.
2. Students get practical knowledge and understanding about the media language – structure and style
3. Students get knowledge about the words and phrases used for specialized news.
4. Efficiency enhancement through media friendly paraphrasing.
5. Development of writing capacity for print, electronic and new media.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	2	3	-	-	-	-	-	-	-	-	2	-	-	-	-
CO2	3	1	-	-	-	-	-	-	2	-	2	2	-	1	2
CO3	2	2	-	-	-	-	-	-	-	-	2	-	-	-	-
CO4	3	2	-	-	-	-	-	-	-	-	1	-	-	1	2
CO5	3	1	-	-	-	-	-	-	-	-	-	-	-	-	2

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Understanding of Media Language	L	T	P
1.1	Importance of language in communicating, Growth and development of language.	1	0	0
1.2	Growth of media language : From print to online, Changes taken place in structure and style of language, New trends in media language .	2	1	1
1.3	Basics of grammar in English and Hindi, Selection and use of phrases and words.	2	1	1
1.4	Characteristics of writing for newspaper and magazines, Language for writing : word and sentence making, Headline writing (practice).	2	1	1
1.5	The language of journalism- concrete, specific, active, clear, democratic, non-sexist, non-racist, non-violent, inclusive, variable, common language .	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Language For Audio-Visual	L	T	P
2.1	Concept of audio-visual language, Basic difference between written and spoken language.	2	1	1
2.2	Basic characteristics of writing for radio.	1	1	1
2.3	Basic characteristics of writing for TV.	1	1	1
2.4	use of other language words and its limitations in Hindi media .	2	0	1
2.5	Creative writing for photo feature, Caption writing, Cartoon and its language.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Translation and Paraphrasing	L	T	P
3.1	Importance of translation/Paraphrasing in media, effective and ineffective translation, Methods of paraphrasing, attribution and quoting.	2	0	2
3.2	Translate (Paraphrase) at least 5 different news (English to Hindi) .	1	1	2
3.3	Translate (Paraphrase) at least 5 different news (Hindi to English) .	1	1	2
3.4	Translate (Paraphrase) at least 2 different Article (English to Hindi and Hindi to English) .	1	1	2
3.5	Preparing a glossary of 20 phrases in Hindi and English, generally used for the same expression .	1	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Translating Journalistic Content : 1	L	T	P
4.1	Preparing a glossary of 50 words in Hindi-English from Business page.	1	0	2
4.2	Preparing a glossary of 25-25 Hindi-English words used in political news .	1	0	2
4.3	Translating at least 5 different news items from Business pages (Hindi-English).	1	1	2
4.4	Translating at least 5 Political news items(Hindi-English).	1	1	2
4.5	Translating at least one political and one business article(Hindi-English).	1	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Translating Journalistic Content : 2	L	T	P
5.1	Preparing a glossary of 25-25 words (Hindi-English) from Sports page.	1	0	2
5.2	Translating at least 5 different news items on five	1	0	2

	different sports (Hindi-English).			
5.3	Translating a column article of renown person on sport (at least 2 in both language).	1	1	2
5.4	Translating at least 5 Science news items(Hindi-English).	1	1	2
5.5	Translating at least 5 International news items(Hindi-English).	1	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:

1. विशेष क्षेत्रों के समाचारों में उपयोग होने वाले शब्दों की सूची

2. हिंदी-अंग्रेजी मुहावरों की सूची

3. समाचारों का अनुवाद

4. आलेख एवं विशेष पत्रकारिता की सामग्री का अनुवाद

5. समाचार शीर्षक और फोटो कैप्शन लेखन का अभ्यास

Suggested Readings :

1. Usha Raman, (2010). Writing For The Media, Oxford University Press-New Delhi
2. Simeon Lindstrom (2015). Creative writing — From Think to Ink. CreateSpace Independent Publishing Platform, Canada.
3. Robert L. Hilliard (2010). Writing for Television, Radio, and New Media, Wadsworth Publishing Company Inc, USA.
4. Andrew Bonime& Ken C. Pohlmann (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media. Wiley, United Stated
5. Robert M. Knight (2010). Journalistic Writing: Building the Skills, Honing the Craft, Marion Street Press, Portland
6. James G Stovall (2014). Writing for the Mass Media, Pearson, New York.
7. चतुर्वेदी रामस्वरूप (1981), भाषा और संवेदना, लोकभारती, इलाहाबाद
8. तिवारी भोलानाथ (1984), भाषा और संस्कृति, प्रभात प्रकाशन, दिल्ली
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10. तिवारी भोलानाथ (1984), पत्रकारिता में अनुवाद की समस्याएँ, शब्दाकार प्रकाशन. नई दिल्ली
11. तिवारी भोलानाथ (1987), अनुवाद विज्ञान, शब्दाकार प्रकाशन, दिल्ली
12. द्विवेदी अनुपम (2014), हिन्दी व्याकरण, रीतू पब्लिकेशन, जयपुर
13. Prasad, S. (1993). Editors on Editing/HY, National Book Trust
14. वर्णवाल हरीश (2012). टेलीविजन की भाषा,राधाकृष्णन प्रकाशन
15. सिंह डॉ. अजय कुमार (2012), मीडिया की बदलती भाषा
16. जितेन्द्र गुप्ता, प्रियदर्शन, अरुण प्रकाश (2009), पत्रकारिता में अनुवाद, राजकमल प्रकाशन, दिल्ली

e-Resource :

- https://www.bbc.co.uk/academy/hi
- http://www.newswriters.in/
- http://cij.co.in/index.php
- http://www.dailywritingtips.com/the-art-of-writing-news
- http://pibarchive.nic.in/archive2/
- https://www.shabdkosh.com/
- http://shabdavali.blogspot.com

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CCC 6: Script Writing For Electronic Media

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Course Objectives
1. To understand the basic principles of script writing.
2. To develop an understanding on the script writing for radio.
3. To develop an understanding on the writing for television.
4. To develop an understanding on the script writing for web.
5. To understand the nuances for professional script writing.

Learning Outcomes
1. Students would get to basics of script writing.
2. Students would learn how to write script for the Radio and how they would be able to make a career in this field.
3. Knowing script writing for the Television would better prepare them for career as a Script writer.
4. Web Journalism is a lucrative filed and changes in this field are very fast so understanding of writing and changes happening in this area would place them well ahead.
5. Understanding the nuances of professional script writing would provide them job avenues in Film and TV industry.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	-	-	-	-	-	-	1	-	1	-	2	-	1
CO2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3
CO3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	2
CO4	3	-	-	-	-	-	-	-	-	2	-	-	-	-	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	1

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Basic Principles of Writing	L	T	P
1.1	Nature of Spoken and Written Language, Difference and Similarities in Spoken and Written Language, Characteristics of Spoken and Written Languages.	2	1	1
1.2	Writing for Media, Basic Elements of Writing, Basic Principles of Media Writing, Points for Effective Media Writing.	2	0	1
1.3	Concepts of Content and Formats. Concept of Script. Why Script is Important, Combination of Words with Visuals and Sound, Functional Research in Script Writing.	2	1	1

1.4	Script Preparation, Script Techniques. Types of Scripts & Treatment.	2	1	1
1.5	Changing Trends in Media Script Writing.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	**Script Writing for Radio**	L	T	P
2.1	Radio Medium of Listening, Format of Radio News, Types of Radio News, Characteristics of Radio News, Writing Headlines and Intro.	1	1	2
2.2	Radio Feature : Format of Radio Feature, Elements of Radio Feature, Important Parts of Radio Feature, Process of Radio Feature Writing.	1	1	2
2.3	Radio Talk Show Format: Elements of Radio Talk, Types of Radio Talk, Process of Radio Talk Show Script Writing, Organizing Talk Shows.	1	1	1
2.4	Radio Interview: Formats of Radio Interview, Main Points of Radio Interview, Types of Radio Interview, Process of Radio Interview.	1	1	1
2.5	Radio Script Writing for different Genres: Documentary, Drama, Live Documentary, Advertisement, Writing for Youth, Children, Women and Farmers Drama, and Music	1	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	**Script Writing for Television**	L	T	P
3.1	Television: Medium of Audio and Visual, Elements of Television Writing, Types of Television Writing, Characteristics of Television Writing, Process of Television Writing, PTG format for television, Donald format for television, Formats of News Writing, Writing Headlines.	1	1	2
3.2	Meaning of Anchor Link, Anchor link writing, Types of Anchor Link, Types of TV Script-Package Script, Live Broadcast Multi Camera Writing, Writing for Single Camera Shooting, Teaser and Slug Writing, Rules of TV Script and Important points.	1	1	2
3.3	Formats of Television Interview, Process of Television Interview, Main Points of Television Interview, Types of Television Interview.	1	1	1
3.4	Current Affairs Programme Formats, Drama, Music and Development Programmes.	1	1	1
3.5	Meaning and Importance of Story Boarding, Preparing Story Boarding and Its Software.	1	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Script Writing for Web	L	T	P
4.1	Web Journalism and its Social Concerns, Web Journalism An Ocean of Knowledge.	1	1	2
4.2	Elements of Web News, Features of Web News Writing, Types of Web News, Writing Headlines and Intros.	1	0	2
4.3	Writing For Blogs, Social Media, Travelogue, Pod Casting, Web Streaming, Citizen Journalism.	1	0	2
4.4	Search Engine Optimisation (SEO), Types of SEO, Google Analytics, Google Adwords, Adsense, Digital Marketing.	1	1	1
4.5	Future & Present of Web Media, New Possibilities in Web Media, Internet and Youth, Magic of Unicode, Emerging Trends in Web Journalism.	2	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Professional Script Writing	L	T	P
5.1	Screenplay, Elements of Screenplay, Principles of Screenplay Writing, Adaptations.	1	1	1
5.2	Documentary, Documentary Writing, Characteristics of Documentary Writing, Types of Documentary, Formats of Documentary Script Writing, Stages of Documentary Script Writing, Writing Commercial Advertisements, Professional Writing for other formats.	2	1	2
5.3	Film Screenplay Writing, Elements of Story, Visual Outlines, Complete Dialogue Writing, Complete Screenplay Writing.	2	1	2
5.4	Government Film Organizations, Copy Write Act, Plagiarism Issue in Writing.	2	1	0
5.5	Famous TV Script Writers of India and Their Writing Style.	2	1	0

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:

List with titles and duration.

Suggested Readings:

- Singh, Dr. Deenakar. (2010). आधुनिक मीडिया लेखन. New Delhi: Mohit Publications
- Gour, Sanjay. (2006). इलेक्ट्रॉनिक मीडिया. Jaipur: Book Enclave.
- Arora, Dr. Harish. (2009). इलेक्ट्रॉनिक मीडिया लेखन. New Delhi: KK Publications.
- David. J. (2007). Radio Broadcasting Journalism in India. New Delhi: Cyber Tech Publications.

- Gandhi, Prakash, Ved. (2009). Handbook of Television and Radio Broadcast. New Delhi: Kanishka Publishers. Distributers.
- Singh., Dr. Ajay Kumar. (2012). मीडिया की बदलती भाषा. Allahabad: Lokbharti Prakashan.
- Bhanavat, Sanjeev. (2005). इलेक्ट्रॉनिक मीडिया. Jaipur: Jansanchar Kendra, Rajasthan University.
- Vikram, S., & Suman Hansraj. (2010). वेब पत्रकारिता. New Delhi: Shri Natraj Prakashan.
- Singh, Dr. Devrat. (2014). Television Production. Bhopal: MCNUJC.
- Singh, Dr. A.K. (2009). रेडियो जर्नलिज्म, परिचय एवं प्रस्तुति. New Delhi: University Publication.
- Pande, Navodita. (2012). TV Journalism An Introduction to Practices. New Delhi: APH Publishing Cooperation.
- Wajahat, Asgar. (2011). पटकथा लेखन. New Delhi: Rajkamal Prakashan
- Joshi, Manohar Shyam. (2006). कथात्मक लेखन, पटकथा लेखन.New Delhi: Rajkamal Prakashan.

E-Resource:
- https: www.oreilly.com library view broadcast-journalism-9781280240212 10 Chapter 2 xhtml
- https://radio.co/radio-university/writing-radio-scripts
- https://www.wikihow.com/Write-a-Screenplay
- https://www.jimdo.com/blog/11-golden-rules-of-writing-website-content/
- https://m.wikihow.com/Write-Movie-Scripts

CCC 7: Introduction to Major Electronic Media Organization

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Course Objectives:
1. To impart specialized skills in dissemination of messages through diverse media.
2. To develop critical thinking about electronic media and its processes.
3. To develop analytical skills regarding different media houses.
4. To give knowledge of different media houses & organizations and their management challenges.
5. To create awareness of the unique aspects of Electronic media.

Learning Outcomes:
1. Student will be able to understand the working process of different media houses.
2. Students will be able to understand the content presented by various media houses.
3. They will be able to know the innovations of media industry.
4. They will experience the present challenges of different media houses.
5. Students will get information about self-regulatory bodies.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	1	1	1	1	2	2	1	2	1	1	1	2	1	3
CO2	1	-	2	-	-	1	-	-	-	1	1	-	2	-	-
CO3	1	-	1	-	-	-	-	-	-	-	-	-	-	-	3
CO4	2	-	1	1	-	-	1	-	-	-	-	-	-	1	-
CO5	3	-	1	-	-	1	1	-	-	-	-	-	1	1	-

3 - Strong, 2- Moderate, 1- Weak

Unit-1	International Media Houses	L	T	P
1.1	Famous Media merger and Takeovers, Media Barons rivalries.	2	1	1
1.2	Rise of Global Media Corporation in Arab post gulf war and rise in India after post Liberalisation.	3	0	0
1.3	Liberalization of News Organizations in the era of Globalization.	2	1	1
1.4	International Media Houses: Walt Disney, Viacom, CBS Corporation, British Broadcasting Company (BBC), Sony, News Corporation, American Broadcasting Company (ABC), Australian Broadcasting Corporation (ABC), All-Russia State Television and Radio Broadcasting Company.	2	1	1
1.5	International Media Houses: Al Jazeera International	2	1	0

	Group, CNN Network, Voice of America, Fox etc.			

Teaching Method: Class Room Lectures, Demonstration, Seminar, Presentation, Case Study, Group Discussions, Assignments etc.

Unit-2	Pubic Sector Media & Organizations	L	T	P
2.1	Ministry of Information & Broadcasting (Govt. of India) Information Wing, Press Information Bureau (PIB), Bureau of Outreach & Communication, Electronic Media Monitoring Centre, New Media Wing etc.	2	0	1
2.2	Ministry of Information & Broadcasting (Govt. Of India) Films Wing: Children's Film Society India, Directorate of Film Festivals, Films Division, National Film Development Corporation etc.	2	1	1
2.3	Doordarshan, All India Radio (AIR), Lok Sabha And Rajya Sabha Television.	2	1	1
2.4	Departments / Directorates of Information in State governments.	2	1	2
2.5	Broadcasters Engineering Consultants India Limited.	2	0	0

Teaching Method: Class Room Lectures, Demonstration, Seminar, Presentation, Case Study, Group Discussions, Assignments etc.

Unit -3	Private Media Houses in India	L	T	P
3.1	Emergence of Private Media Houses in India, Rising competition and growth of news market.	2	1	1
3.2	Prominent Media Management acquisition in Indian Media, Corporatisation of Indian media.	2	1	1
3.3	Future of News Television and Growth of Digital Media, Ownership Pattern of Media House.	2	1	1
3.4	Indian Media Houses: Zee Media, ABP Group, TV Today Network, NDTV, Sony India etc.	1	1	1
3.5	Indian Media Houses: Ushodya Interprises Ltd. (ETV), Sun TV Group, Network 18 Media Ltd, TV9 Group etc.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Seminar, Presentation, Case Study, Group Discussions, Assignments etc.

Unit-4	National & International News Agencies	L	T	P
4.1	Associated Press, Agency France Press.	2	0	1
4.2	Reuters, Tass.	2	0	2
4.3	Xinhua, Kyodo.	2	0	1
4.4	Press Trust of India (PTI), United News of India (UNI)	1	1	2
4.5	Asian News International (ANI), Hindusthan Samachar, Indo-Asian News Service (IANS).	2	0	2

Teaching Method: Class Room Lectures, Demonstration, Seminar, Presentation, Case Study, Group Discussions, Assignments etc.

Unit-5	Media Regulatory Bodies	L	T	P
5.1	Telecom Regulatory Authority of India, Prasar Bharti	2	0	1
5.2	Indian Broadcasting Foundation, News Broadcasters Association.	2	0	1

5.3	Broadcasters Editors Association.	3	0	3
5.4	Press Council of India (PCI), Editors Guild of India.	2	0	1
5.5	Central Board of Film Certification, Advertising Standard Council of India.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Seminar, Presentation, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:

1. Prepare a report on a programme on BBC TV news (Specific programme to be assigned by the concerned faculty member).
2. A visit to Regional Outreach Bureau / Press Information Bureau (a report to be submitted on next working day of the visit).
3. Watch at least two documentaries one each on on DD Bharti & Rajya Sabha Television and prepare a report on the content.(a report to be submitted after three days)
4. Visiting the offices of Indian news agencies in or nearby your cities and understanding the working process.
5. Case study of current issues regarding media regulatory bodies.

Suggested Readings:

- Vivian. J. (2011). The Media of Mass Communication: Prentice Hall.
- MacBride.S. (1982.). Many Voices, One World, Oxford & IBH,
- Agarwal, V.bala and Gupta V. S. (2011) Handbook of Journalism and Mass Communication.
- Baran.J. Stanley (2010). Introduction to Mass Communication: New Delhi: Tata MCGRAW HILL EDUCATION PRIVATE LTD.
- Kashyap Shyam, Kumar Mukesh (2009) , khabrein Vistar se: New Delhi: Rajkamal Prakashan.
- Kohli.V & Khandekar Vanita, (2018). The Indian Media Business: New Delhi: Sage Publications India Private Limited.

e-Resource:

- https://mib.gov.in/
- https://www.thomsonreuters.com/en.html
- https://www.ptinews.com/
- https://www.thewaltdisneycompany.com/
- http://doordarshan.gov.in/
- http://allindiaradio.gov.in/
- http://asu.thehoot.org/
- https://rsf.org/en

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Course Objectives

1. To acquire a basic working understanding of video production equipment.
2. To learn about the Different types of lights and the Use of filters & reflectors.
3. To understand the shot patterns, sizes and rhythm as applicable for television.
4. To know basic terminology and concepts of camera and visualization phenomena.
5. To learn about Different types of shots, camera movements, techniques of scene and short breakdown.
6. To know Different types of lenses and their application.

Learning Outcomes

1. Execute lighting and shot continuity within a scene.
2. Use the language of a cinematographer to communicate with their crew.
3. Analyze the aesthetic and technical cinematographic contributions to a scene.
4. Demonstrate the use of a professional incident/reflected light meters to determine exposure.
5. Demonstrate the use of lighting and grip equipment in a professional and safe manner.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
CO2	3	2	-	-	-	-	-	-	-	-	-	-	2	-	1
CO3	3	-	-	-	-	-	-	-	-	2	-	-	-	-	2
CO4	3	-	-	-	-	-	-	-	-	-	-	-	-	2	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Basic Concepts of Camera	L	T	P
1.1	Camera: History, Definition, Components.	2	1	0
1.2	Visual Elements & their objective (Line, texture, Shape, Spare, Size & Proportion, Color).	2	1	1
1.3	Frame & Field Rate, Time Code (HH:MM:SS:FF).	2	0	1
1.4	Blanking Signal, Color Burst, Sensitivity, Linearity etc.	2	1	1
1.5	Video Broadcast Standard (NTSC, PAL, SECAM, HDTV), Video Interfaces (Composite, Component, S-Video, DV, HDMI, DVI).	2	1	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case

Study, Group Discussions, Assignments etc.

Unit-2	Principle of Video Camera	L	T	P
2.1	Video File Formats (VHS, S-VHS, U-MATIC, BETA, Digital).	1	1	0
2.2	Principle of Visual Grammar (Head Room, Nose Room / Lead Room, The 180 degree rule, Shot, Reverse shot sequence), Working Principle of Video Camera, Block Diagram of a Video Camera.	2	1	2
2.3	CCD (Charge Couple Device) Camera : Single CCD & Three CCD Color Camera, CMOS, Carl zeiss lenses.	2	1	1
2.4	TV Technology, Picture Formation, Basic Shots (wide, Medium, Close ups, Shadow, Zoom), Camera Movements Types (Pan, Tilt, Aerial, Track in/out, Tract left/ right, Zoom in/out, arc right/left, Pedestal up/down) and their application and Use, Resolution Video Bandwidth, Sync., Composition (Looking Space, talking Space, Walking Space).	2	0	2
2.5	Studio Discipline; Avoiding disturbance, Avoiding Extraneous Noise, General Precautions, Equipments Care etc.	1	1	1

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Component & Control of Video Camera	L	T	P
3.1	Different Part of Video Camera (Lens, Viewfinder, Body, Shutter Release, Aperture, Image Sensor, Memory Card, LCD Screen, Power Switch, Flash, User Controls etc).	1	1	2
3.2	Video Camera Control (Aperture / Iris / f – number, Gain, zebra, back Focus, Focus, Black Balance, Menu, Audio Setting, Presents).	1	1	2
3.3	Framing & Composition (Grouping & Organization Balance, Ratio & Proportion, Rule of Thirds, Line & Curves, Figure & Ground, Harmony & Contrast, Light, Color).	1	1	1
3.4	Zoom Control: Manual & Remote, Zoom Extender. Focus Control: Auto, Manual, Remote, Back Focus, Macro Focus, f-stops and aperture settings.	1	1	2
3.5	Camera View Finder (B/W & Color), its Indicators & Control, Sound Control in Video Camera.	1	1	1

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Video Lighting Techniques	L	T	P
4.1	Purpose of lighting, Lighting (Reflection, Refractor, Absorbance, Transmittance, Interference, Diffraction), Objectives of lighting Source of light - Light Direction: intensity, color temperature, Composition of lighting-	1	1	2

		L	T	P
	Unit of light-foot candle, lux. Lighting and exposure: direct light, diffused light. Lighting Equipments, lighting accessories (Filters, Reflectors, Scrims, Net, Diffusers, Gobos, Gels, Dimmer / Control Unit etc). Types of light sources. Lighting Technique & Problems. Studio lighting procedures- 3 point lighting, Hard & Soft lighting, Motivated Lighting, eye light. Flashgun types and function use synchronization, Lighting Console.			
4.2	Mix Light, Color Temperature, Filters (day, Night, Color correcting filter, diffusion filter), Types and uses. Special effect filter (Star, multi-image etc.). Make up (Meaning & importance), Principle of makeup, Concept, types and uses. Make up; Clean the face, use concealer, foundation, translucent powder, Eyebrow pencil, Brushes; Powder brush, Eye shadow brush (flat brush tip), Blending brush etc.	1	1	2
4.3	White balance and Black balance (Process & Need) Color, color management, Custom, Temperature. Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash etc.	1	1	2
4.4	Camera Control Unit (CCU): Signal Processing, Control Features. TV Prompters and its uses. Vision Control, PCR, MCR and its equipments.	1	1	1
4.5	Quality Control (Waveform Monitors for Output Level Video, Blanking Level and Sync, Vector Scope for Phase Adjustment of Sub-Carrier), Safety in the studio; Fire, electrical, safety bounds, Tripping accidents. Lifting, Unstable items.	1	1	1
Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				
Unit-5	**Camera Lenses and Video Camera**	**L**	**T**	**P**
5.1	Camera lenses (Normal, Tale, Zoom etc), Focal Length, Hyper focal distance, Depth of field, Depth of focus, Functions of Lens and types, Shutter, Viewfinder focusing system, Dark Chamber etc. Mirrorless camera, Crop frames.	1	1	2
5.2	Perspective and Angle of view. Types of Lenses: Normal, wide angle lens, Telephoto lens, Zoom lens, and fisheye lens and uses. Camera Mounting, Tripod (Heads, Dolly, Trolley), types and function of Tripod, and other Accessories.	1	1	2
5.3	ENG (Electronic News Gathering) Camera, EFP (Electronic Field Production) Camera Studio Camera, Special al Cameras: Underwater Camera, Endoscopic Camera, Aerial Photography Camera, Remote Control Camera, Shidy Camera for High Speed Video, Drone	1	1	2

	Camera.			
5.4	Concept of audio video recording using External Microphone, boom, lapel, On camera microphone and Line recording.	1	1	1
5.5	Preventive main tenancies of video camera, care of cabling Points etc.	1	1	1

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, and Assignments etc.

Practical/Projects/Assignments:
- Examine and study the various control and parts of a video camera.
- Study the depth of field by varying F-number, focal length of lens & distance between camera & subject.
- Videograph an object with wide angle lens, zoom lens, fisheye lens & studying their effect with respect to angle of view & perspective.
- Study the use of different filters & exposing with star filter &multi image filters to study their effects.
- Exposing with flashgun.
- Check for correct battery conditions used in video camera and microphones.
- Study the various indicators display used in video camera.
- ...cting of tripod & mounting of camera on tripod.
- Camera handling, operation & necessary adjustment at the time of recording.
- Perform White Balance and Black Balance.
- Handling &adjustment of camcorder.
- Practice with auto / manual zoom, Iris control camera, Angle view and Perspective.
- Practice for three point lighting in a studio.
- Studying different ways of controlling light.
- Effect of different types of lenses.
- Instruments; Tripod, stabilizer.
- Practice Single and multi camera production.
- Make Programs; Audio -Video Programs
- Practice various steps of TV make up.
- Practice for camera movement & camera angles.

Suggested Readings:
- Bermingham, Alan. 1990. the Video Studio. London & Buston. Focal Press
- Gupta, R.G. 2011. Television Engineering & Video System. New Delhi. Tata McGraw Hill Education Private Limited
- Srivastava, H.O. 2000. Broadcast Technology. New Delhi. Gyan Publishing house.
- 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.

- Weise, Marcus and Weyanad, Diana. 2008. How Video works, Newyork, Focal Press.
- Zhaki, R., 2011. Mixing Audio: Concepts, Practices and Tools.
- David E. Reese, Lynne S. Gross, Brian Gross. 2009. *Audio Production Worktext*, 6th ed. Boston. Focal Press.
- Nisbett, Alec, 2003, The Sound Studio, Audio, techniques for radio, television, film & recording. Newyork. Focal Press.

e-Resource:
- https://tv-handbook.com/Television%20Production%20Handbook%202006.pdf
- https://lifehacker.com/basics-of-photography-your-camera-s-manual-settings-5814173
- http://www.tv-handbook.com/Television%20Production%20Handbook%202006.pdf
- http://home.fa.utLpt~efig/Anima%E7%F3o%20e%20Cinema Realiza%F7%F3o%20Cinematogr%Efica/Video%20Production%20Handbook,%20Fourth%20Edition.pdf
- https://www.docs.sony.com/release DSCW90_handbook.pdf
- https://www.cia.gov/library/readingroom/docs/CIA-RDP70B00198R0007000010007-2.pdf

Teaching Strategy:
- The class room lectures will be interactive supported by demonstrations conducted with adequate teaching aids i.e. overhead projector, slide presenter, black board, flip chart, video demonstration etc.

- Suitable assignments will be given from time to time & emphasis will be given on hands on experience.

- Practical exercises will be conducted in the available studies to familiarize the students with the studio machines & equipments.

- Filed visit will be organized to provide firsthand knowledge of the provider of the area in order to facilitate them to develop create in sight & programme sense.

- Students will be provided with adequate opportunities to participate in group discussions, syndicates, seminars & informal meeting with experts.

- Students shall be encouraged to demonstration the skill acaired.

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CCE 2: Audio Production

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Course Objectives

1. Critically listen, Comprehend basic audio terminology and concepts
2. To acquire a basic working understanding of audio production equipment and demonstrate Software for digital audio recording and editing
3. Record and edit single and multiple audio tracks.
4. To be able to design a variety of effective audio productions.
5. To be able to demonstrate proficiency of the skills basic to audio production, including recording, mixing and interconnecting various pieces of equipment.

Learning Outcomes

1. Describe and demonstrate an understanding of the digital to analog and analog to digital conversion process
2. Demonstrate fundamental knowledge of the audio applications to record, edit, mix and publish a completed project.
3. Create quality vocal, ambient, and Foley recordings
4. Produce quality audio mixes for visual media projects
5. Demonstrate proper application of filters and plug-ins to create and shape sound effects for use in visual media projects.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
CO2	3	2	-	-	-	-	-	-	-	-	-	-	2	-	1
CO3	3	-	-	-	-	-	-	-	-	2	-	-	-	-	2
CO4	3	-	-	-	-	-	-	-	-	-	-	-	-	2	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Basic Concepts of Audio	L	T	P
1.1	Definition of Audio, Characteristics of Audio: Sample rate, Frequency, Amplitude, Pitch, Bit Depth.	2	1	1
1.2	Analogue and Digital sound : Analog Audio Signals and Connections, Digital Audio Signals and Connections, Signal Flow Between Devices. MIDI Signal Flow.	2	1	1
1.3	Monaural(Mono) Sound & Stereophonic Sound(Stereo):	2	1	1

	Numbers of Channels, Cost Factor, Key Features, Usage.			
1.4	Surround Sound:5.1 Surround Sound, 7.1 Surround Sound, Quadraphonic sound. Dolby Surround, Tru Surround XT, SRS Circle Surround.	2	0	1
1.5	Audio file formats, Codec's & Compression: Uncompressed audio format-WAV, AIFF, AU,PCM Lossless compressed audio format-FLAC, ALAC, WMA Lossy compressed audio format-PCM, AIFF, WAV.	2	0	1

Teaching Method: Class Room Lectures, Studio Visit, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Studio Fundamentals	L	T	P
2.1	Layout: Live Room, Isolation Booth, Control Room, Machine Room, Acoustic Treatment: Absorption & Reflection Basics, Soundproofing, Bass Traps, Acoustic Panels, Reflection Filters, Isolation Pads.	2	1	2
2.2	Equipments and their application: DAW (Digital Audio Workstation) Audio Interface Combo, Studio Monitors Headphones, Cable and Connectors, Mic Stand, Pop Filter.	1	1	2
2.3	Microphone Types: Condenser Mics, Dynamic Mics, Ribbon Mics, USB Mics,Stereo Mics Microphone Pickup Pattern: Omni Directional,Bidirectional, Cardioids.	1	1	1
2.4	Mixing Console: (Analogue Console and Digital Console) Working of Mixing Console: Input Strip, Channel Equalization, Master Output Control, Metering, Mirroring.	1	1	1
2.5	Recording Upgrades: Studio Rack Mounts, Microphone Preamps Headphone Amps, Monitor Management, MIDI Controllers, Software/Plug-ins, Snake Cables, Uninterruptible Power Supplies, Direct Boxes.	1	1	1

Teaching Method: Class Room Lectures, Studio Visit, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Sound Production for Audio visual	L	T	P
3.1	Indoor and Outdoor recording: Studio Sound, Film Sound, Live Sound.	1	1	2
3.2	Recording for Audio programmes:	1	0	2

		L	T	P
	Drama, News, Commercials, Jingles, Music Shows.			
3.3	Recording for Video programme: Live interview, Documentary, News, Short Film, Event.	1	0	2
3.4	Sound for Film: Diegetic & Non Diegetic Sound, Foley sound, Ambience Sound, Dubbing.	1	1	2
3.5	Key Elements of Sound Recording : The Frequency Response, Distortion, Noise, Signal to Noise Ratio (SNR), Headroom, Dynamic Range.	1	1	2

Teaching Method: Class Room Lectures, Studio Visit, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Audio Software & Application	L	T	P
4.1	Introduction to Audio Software's: Audacity, Adobe Audition, Sound Forge, Pro Tools, Steinberg Cubase, Garage band, FL Studio, Logic Pro.	1	1	2
4.2	Recording Basics, Interface, Tools, Editing & Track Mixing.	1	1	1
4.3	Sound Effects: Panning, Delay and Echo, Reverb, Chorus, Distortion, Equalization (EQ), Compression, Flanger, Phaser. Filters: Low-pass filter, High-pass filter, Band-pass filter, Notch filter.	1	1	2
4.4	Mixing: Adjust levels for individual tracks, Adjust individual EQs, Add effects, Create stems for the mastering engineer.	1	1	1
4.5	Mastering: Frequency Correction, Mastering EQ Multi-Band Compression, Harmonic Excitement & Saturation Processing, Stereo & Mid-Side Processing, Clarity and depth, Volume maximization.	1	1	2

Teaching Method: Class Room Lectures, Studio Visit, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Laws & Ethics for Sound	L	T	P
5.1	Copyright Infringement: Composition vs. Master Recording, Sampling, Covers, Mix-tapes & Fair Use Copyright free music and Licensing.	1	1	2
5.2	Royalties for Music: Mechanical Royalties, Performance Royalties, Synchronization Royalties, Print Music Royalties.	1	1	2
5.3	Ethics of Audio Production, Societies for Code of Ethics for Audio Industry :IPRS, IASA, AES.	1	1	2
5.4	Career in Audio Production: Record Producer, Audio Technician, Recording Studio Manager, Sound Designer, Instrument Tech, Sound Mixer, Digital Audio Editor.	1	1	1
5.5	Indian Phonographic Industry, Contemporary Scenario, Top Leading Companies.	1	1	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:
1. Audio Advertisements 2 per students.
2. Audio Jingles 2 per students.
3. Audio PSA(Public Service Announcements) 2 per students.
4. Creating Mixed Track with multiple Instruments one per students.
5. Creating Different Radio Programs 2 per students.
6. Creating Foley sound for Video Programs 2 per students.

Suggested Readings:
1. J.W.S. Rayleigh / Robert B. LindsayThe Theory of Sound
2. Ken C. PohlmannPrinciples of Digital Audio
3. John Watkinson Art of Digital Audio
4. Lawrence E. KinslerFundamental of Acoustics
5. Mitch Gallagher:Acoustics Design for Home Studio
6. Zhaki, R., 2011. Mixing Audio: Concepts, Practices and Tools
7. David E. Reese, Lynne S. Gross, Brian Gross, Audio Production Worktext, 6th ed., Focal Press, Boston, 2009

e- Resource:
1. Audio Engineering 101 (2nd ed.)by Tim Dittmar
2. Music and Technology: Recording Techniques and Audio Production by Christopher Ariza
3. The Art of Digital Audio Recording by Steve Savage
4. http://eemca.org.in/ckfinder/userfiles/files/13_Lesson-12_RECORDING_AND_CAPTURING_SOUND.pdf
5. https://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-language-sound-jennifer-johnston-into-film-2016-07.pdf

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Open Elective (OE) - 2: Television Program Production

This Course aims to provide Students with the fundamental knowledge and skills both in Theory and Practice for Television Production

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
CO1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
CO2	3	2	-	-	-	-	-	-	-	-	-	-	2	-	1
CO3	3	-	-	1	-	-	-	-	-	2	-	-	-	-	2
CO4	3	-	-	-	-	1	-	-	-	-	-	-	-	2	-
CO5	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. Lifestyle Genres. Formats (Fiction, Non-Fiction) and Genres (Horror, Mythology, Comedy, Daily Soap). Telecast Patterns, Audience Viewership Performance.	1	0	1
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, Lighting Director, Audio Operator, Technical Director. Graphics Artist etc.	1	0	0

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	**Scripting & Direction**	L	T	P
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

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	**Television Programme Formats and Genres**	L	T	P
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 :	1	0	1

| | Expository Documentaries, Observational Documentaries, Participatory Documentaries, Reflexive Documentaries, Performative Documentaries | | | |

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc..

Unit-4	Television Technology	L	T	P
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

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Video Editing for Television	L	T	P
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, 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

Teaching Method: Class Room 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, Amsterdom, 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
- www.adi-media.com
- www.cable-quest.in
- 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/

Semester - 3

CCC 8: Reporting for Electronic Media

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

COURSE OBJECTIVES
1. Understand the ability to write for "eyes and ears".
2. Know the guideline to write with clarity, simplicity, brevity.
3. Learn various formats of news stories for radio and TV.

LEARNING OUTCOMES
1. Should be able to create programme, including Bulletins, packages etc.
2. Ability to write basic news scripts.
3. Ability to collate news with audio/video bytes.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	1	1	1	1	2	2	1	2	1	1	1	2	1	2
CO2	3	-	2	-	-	1	-	-	-	1	1	-	2	-	-
CO3			1												

3 - Strong, 2- Moderate, 1- Weak

Unit-1	News Concept	L.	T	P
1.1	Definition & Concept of News. Structure of a news report - Lead, Anchor Lead, Headline, Body, dateline etc, Types of leads.	2	1	1
1.2	Ingredients of a news reports - quotes, attribution, verification, balance, fairness, brevity. News Elements - Proximity, Prominence, Timeline, Oddity, Consequence, Differentiating News from Propaganda.	2	1	1
1.3	Knowing your Audience, Role of Electronic Media in developing countries in promoting democratic process.	2	0	1
1.4	Types of News - hard News, Soft News, Human Interest, Political News, Business News, Regional News. Entertainment News, Foreign News. Subject oriented news like health, science, technology, sports, crime etc.	2	1	1
1.5	News room functioning, duties of all stakeholders, differentiability propaganda from News, Structure of News report, Understanding Studio.	2	0	1
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.			
Unit-2	Television Reporting	L.	T	P
2.1	Principle of TV News Reporting - Truth and Accuracy, Independence, fairness and Impartiality, Humanity, Accountability, Brevity.	2	0	1

2.2	News Gathering- nose for news sources, primary research, reports, scanning, social media, tools for news gathering - handouts, release, speeches. Data Journalism, Multimedia Journalism. Vox Pop, Beat Repotting, Cultivation of Sources.	2	0	1
2.3	Techniques of reporting - multi angled versus single story, reporting conflict, political parties, legislatures, court, defense, economy, lifestyle, crime, culture, speech, social event, reporting on day-to-day basis, reporting unfolding event and Reporting Beats.	2	1	1
2.4	Understanding TV News Studio in terms of deadlines and speed, coordination between anchor-desk-reporter, team work between various sections of news room and outdoor team. Language of TV News, Characteristics of good TV news.	2	1	2
2.5	News Bulletin - Breaking News, fixed Time Bulletin, Special News Shows.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Television News Production	L	T	P
3.1	Ideating - techniques of idea generation for news based TV programmes - SCAMPER - Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Brainstorming, Storyboarding, Visualization and Visual prompts, Daydreaming, Reverse thinking, Questioning assumptions, Brainwriting, socializing.	2	1	1
3.2	Principle of Television News presentations, Responsibilities of a news presenter. Types of reporting (Parliamentary, Sports, Crime, Investigation, Economy, Science, Environment, Weather, travelers, lifestyle, food etc).	2	1	1
3.3	Ethics of Television reporting - respecting privacy, cooking fake activities, inciting violent behavior, care in using pictures, following law of land. Role of TV news channels during election & rise of revenues.	2	1	1
3.4	Writing for TV news - outdoor coverage, Phone -ins, Road Shows, Outdoor Talk Shows, developing story, Political Shows, Press Conference, Live Coverage.	2	1	1
3.5	Reporter cameraman relationship, Support staff management, Lining up an outdoor story.	1	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Radio News Production	L	T	P
4.1	Ideating -techniques of idea generation for news based TV programmes, Plan of action (format of the progamme; talk, discussion, interview, drama,	2	1	1

	documentary etc), writing the script and the performers.			
4.2	Sources of Radio News, News Gathering, Investigating and Examining the credibility of the facts.	2	0	2
4.3	Selection of News and Scripting for it	2	1	1
4.4	Broadcasting Code; Broadcasting Policy; Chanda Committee Report; Varghese Committee Report. Principle and Techniques of Radio News, News Balance	2	0	1
4.5	Presenting and broadcasting the bulletin on-air. Language of Radio News, Voice Dispatches, AIR News & FM News.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Economics of Electronic Media	L	T	P
5.1	Economic of a TV news Channel. Forces Driving Media Industry Change; Technology, Regulations, Globalization, Structure and Functions of Electronic Media.	2	0	1
5.2	Emergence of Private Radio Channel, Main Commercial Radio stations, Different position of Commercial Radio and Their roles and responsibilities.	2	1	1
5.3	Relationship of Deletion of News, Electronic Media as a vehicle for Consumption i.e. economic growth, fueling demand etc.	2	0	2
5.4	Relationship of advertisers with news channels, Embedded messaging in news channels for advertisers. Surrogate Advertising.	2	0	2
5.5	Concept of Pay Channels and Free to air - TV channels (News and entertainment)	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:
1. News source and Presentation
2. News Values and Content analysis practice
3. News Selection and Script design
4. Stakeholders analysis
5. Electronic News gathering (ENG)
6. Commercial Radio organization visit and reporting

Suggested Readings:
- Orlik, Peter B., 2009, Electronic Media Criticism, Routledge
- Nanda, Vartika, Radio Journalism in Media
- Bhatt, S. C. Broadcast Journalism Basic Principles
- Shrivastava, C. S. Media Journalism
- Neelamalar, M. Media Law and Ethics

- Neal, James M. and Brown, Suzanne S. News Writing and Reporting
- Singh, Manoj Kumar. The Reporting
- Trikha, Dr. N. K. Reporting
- Stovall, James Glen. Journalism.
- Tabing, Louie.(2002). How to do Community Radio. New Delhi. UNESCO Publication.
- Dutta, Aukuram. (2014). Innovations in Community Radio. New Delhi. CEMCA & Ministry of Information & Broadcasting, GOI.
- Boyd, Andrew (2000), Broadcast Journalism, Focal Press.
- Zettl, Herbert. Television Production Handbook, Wadsworth Series.
- सिंह, डॉ. श्रीकांत. टेलीविजन पत्रकारिता
- सिंह, डॉ. देवव्रत. इलेक्ट्रॉनिक मीडिया
- शर्मा, विजय. टेलीविजन पत्रकारिता
- गौड़, -संजय. टेलीविजन पत्रकारिता
- वजाहत, अजगर, टेलीविजन लेखन. प्रभात रंजन.
- चंद्र, हरीश. टेलीविजन की भाषा
- सिंह, डॉ. अजय कुमार. इलेक्ट्रॉनिक पत्रकारिता
- सिंह, डॉ. दीपांकर. आधुनिक मीडिया लेखन

e-Resource :
Related reference books in APA format (at least 3)
https: file.scirp.org/pdf SN_2015100913412484.pdf
https: edoc.ub.uni-muenchen.de/13957/1/Greiner_Tanja.pdf
http://www.econ.uzh.ch/static/wp/econwp197.pdf
https://futureofchildren.princeton.edu/sites/futureofchildren/files/media/children_and_electronic_media_18_01_falljournal.pdf
https://books.google.co.in/books/about/Broadcast_Journalism.html?id=LviydAv2C8MC&printsec=frontcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false
https://ijnet.org/en/story/how-cultivate-sources-investigative-reporting

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CCC 9: Video Production

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

COURSE OBJECTIVES

1. To understand the basic concepts of video production.
2. Grasping the technology and equipments use in video production.
3. Developing the skill of handling and operating video camera.
4. Learning the art of editing and its technical aspects.
5. To understand the different formats of video programs and their production.

LEARNING OUTCOMES

1. Describe and demonstrate an understanding of the analog to digital conversion process and basic concept of video production.
2. Demonstrate and working knowledge of different camera handling techniques and controls.
3. Use the appropriate types and properties of sound capturing devices in a wide variety of shooting scenarios with concept of lighting.
4. Demonstrate and using of the video editing software applications.
5. Proficiency in use of production formats and new trends.

TABLE - CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	03	-	-	-	-	-	-	-	-	02	-	-	-	-	-
CO2	01	-	-	02	-	-	-	-	-	-	-	-	-	-	02
CO3	02	-	-	03	-	-	-	-	-	-	-	-	-	-	01
CO4	01	-	-	03	-	-	-	-	-	-	-	-	-	-	02
CO5	01	-	-	03	-	-	-	-	-	-	-	-	-	-	02

3 - Strong, 2- Moderate, 1- Weak * PO - Programme Outcome, CO - Course Outcome

Unit-1	Basics of Video Production	L	T	P
1.1	Pedagogy of video, Visualization.	2	1	1
1.2	Video production formats: Fiction (Short film, Drama, Daily soaps, Advertisement etc.) and Nonfiction (News, Documentary, biopic etc.)	2	1	1
1.3	Process of video production: pre-in-post production.	2	1	1
1.4	Concept and Idea generation: Programme Proposal (Title, Objective, Synopsis, One Page Idea, Target Audience, Treatment, Medium And Estimated Budget) and techniques (Brainstorming, Discussion, Storyboarding etc.)	2	1	1
1.5	Production team, responsibilities and function.	1	1	0

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Video Camera : Basic Characteristics	L	T	P
2.1	Introduction to Camera (Lens, Lens Assembly, Body, Viewfinder) and supporting equipments (Tripod, Monopod, Pedestal, Trolley, Dolly, Track, Panning rod, Spreader, Servo remote, Camera cast).	2	1	1
2.2	Camera Controls (Aperture/Iris/f-number, Gain, Zebra, Shutter, Back Focus, Focus, White Balance, Black Balance, Menu, Audio setting, Presets etc.).	1	1	1
2.3	Camera Basic Shots (Shot size - ECU, CU, MCU, MS, MLS, LS, ELS, Over the shoulder, two shot, Point of View and Ariel Shot), Camera angles, Five C's, Persistence of Vision.	1	1	2
2.4	Camera movements (Pan, Tilt, Zoom, Character Movement, Usage and need of Track and trolley, Crane, jimmy Jib, Poll Cam) and Camera Position, Camera Blocking (Top Low, Eye level etc.).	1	1	2
2.5	Shooting techniques: Framing and composition (Head Room, Look Room, Leading room, Lead Room, Imaginary Line, Rule of Third and golden mean Rule).	1	0	2

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Light and Sound	L	T	P
3.1	Light: Source, Nature and properties (Reflection, Refraction, Absorbance, Transmittance, Interference, diffraction). Purpose and importance in production.	1	1	2
3.2	Lights Supporting Equipment (Filters, Reflectors, scrims, net, diffusers, gobos, gels, dimmer control unit, etc.),	1	0	2
3.3	Lighting techniques (Three point lighting, Hard and Soft lighting, Motivated lighting etc.).	1	1	2
3.4	Significance of sound in Video Production, Sound Recording and Editing.	1	0	2
3.5	Microphones (Dynamic, Condenser, moving coil-mechanism, working principle, structural design) Directional categories (Polar Pattern, Sensitivity etc.) and Placement. Audio connectors (XLR, RCA, ¼ inch, 3.5mm) and Mixing Console Basics.	1	1	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Video Editing	L	T	P
4.1	Introduction to video editing, Editing Equipments and Non-Linear Editing Setup (Monitor, Work station, Media, VTR, Audio and Video Preview monitor).	1	1	2
4.2	Video Editing software (Adobe Premiere, Final Cut pro, Avid), NLE Interface.	1	1	2

4.3	Principals of visual editing (Continuity, Rule of 180 degree, Invisible cut etc.).	1	0	2
4.4	Continuity, Cut-in, Cut away, Match cut, key framing, superimposition.	1	0	2
4.5	Transition (Cut, Dissolve, Fade, and Wipe) Texting, Graphics, and Effects.	1	1	2

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Trends, Formats & Ethics	L	T	P
5.1	Aspect ratio for TV (4:3, 16:9, 16:10) Standard formats (NTSC, PAL, and SECAM) Formats - Normal, Wide screen, Cinemascope, 70mm, Vista-vision, I-max, Vertical Screen Formats: 4K.	2	0	1
5.2	Production Design, Indoor, Outdoor.	2	1	1
5.3	Promotion and Distribution.	2	1	0
5.4	Research, Trend and Innovation in Video Production.	2	2	1
5.5	Law and Ethics of Video Production.	2	0	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical Projects/Assignments:
- Making Video Scripts for fiction and nonfiction..
- Handling Video camera.
- Basic lighting technique.
- Audio Recording and converting.
- Learning FCP and Adobe Premiere video editing software, Editing exercise.
- Make 5 effective video productions per students.

Suggested Readings:
- Handbook of Television Production: Herbet Zettl. 7th ed. Wadsworth
- Video Basic Workbook. Herbert Zettl. 2nd ed. Wadsworth
- The Technique of Television Production: Gerald Millerson, 12th ed. Focal Press, London, 1990.
- A Guide to Production Techniques: Nick Dimbleby, Richard Dinberly and Ken Whittington. Practical Media:. Holder & Stoughton. London, 1994.
- Television Production: Alan Wurtze. 2nd Edition. Mcgraw Hill Book company New York
- Video Production: Vasuki Belavadi. 2nd Edition. Oxford university press

E-Resource:
- Television Production Handbook 101 (2nd ed.) by Roger Inman Greg Smith
- Video Production Handbook : Gerald Millerson Jim Owens, 4th edition
- Mediacollege.com: educational website containing tutorials, reference and other resource material in all areas of electronic media by Dave, Richard and Andy

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CCC 10: Broadcasting Technology

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

COURSE OBJECTIVES

1. To introduce the electronic Media Broadcasting Technology.
2. To Understand the Radio & Television Studio structure, function and environment.
3. To enable students to operate various platform of TV and Radio broadcasting.
4. To enable students to Manage and maintain Production control room (PCR)and Master Control Room (MCR)
5. To introduce student about Digital Broadcasting and Convergence.

LEARNING OUTCOMES

1. Describe and demonstrate an understanding of the analog to digital conversion process and basic concept of video production.
2. Demonstrate and working knowledge of different camera handling techniques and controls.
3. Use the appropriate types and properties of sound capturing devices in a wide variety of shooting scenarios with concept of lighting.
4. Demonstrate and using of the video editing software applications.
5. Proficiency in use of production formats and new trends.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	03	-	-	-	-	-	-	-	-	02	-	-	-	-	-
CO2	01	-	-	02	-	-	-	-	-	-	-	-	-	-	02
CO3	02	-	-	03	-	-	-	-	-	-	-	-	-	-	01
CO4	01	-	-	03	-	-	-	-	-	-	-	-	-	-	02
CO5	01	-	-	03	-	-	-	-	-	-	-	-	-	-	02

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Introduction to Broadcasting Technology	L	T	P
1.1	Historical Progress of Broadcasting Technology: Radio and Television	2	1	0
1.2	Radio Transmission, Radio bands and frequencies, FM and AM (MW and SW). The process of Radio Broadcasting	2	1	0
1.3	Structure and function of Television Station, Television Studio	2	1	2

1.4	Elements of satellite communications, Satellite Broadcasting, HAM Radio, Channel encoding, Channel decoding	2	0	1
1.5	Digital Video Broadcasting (DVB) Satellite systems.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Television Broadcasting Technology	L	T	P
2.1	The process of Television Broadcasting, Elements of Television System: Picture elements, scanning, horizontal and vertical resolution and video bandwidth, composite video signal, , Channel allocation, compatibility of color transmission with black and white, color television signal, luminance saturation and hue, Bandwidth for color signal transmission, Frequency and Polarization, Transponder Capacity. Bit rate.	2	0	1
2.2	Satellite and terrestrial television transmission. Transmission channels. Different broadcasting systems and signal standards: PAL, SECAM, NTSC, Merits and demerits of PAL and NTSC system. V-SAT. Satellite Communication: Basic Transmission Theory, System Noise Temperature and G/T Ratio, Design Of Down Links, Domestic Satellite Systems Using Small Earth Stations, Uplink Design, Design Of Satellite Link, Estimating Channel Requirements, Practical Demand Access Systems, Random Access, Multiple Access With On Board Processing.	2	1	1
2.3	Television Transmitter Formation of Chrominance signal, weighting factor, Coding and decoding signal, Outdoor Unit, Indoor Unit, Satellite Mobile services. VSAT, GPS. Basics of C & Ku Band Transmissions & LNBs. Up-linking and Down-linking Process and Technology. Role of Satellite.	2	0	2
2.4	Direct to Home system (DTH), Conditional Access System (CAS), Set Top Box, Pay per view system. Video on demand, interactive Television, HDTV.	2	1	1
2.5	Origin and growth of cable industry in India Major players of cable industry.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Broadcasting Process and Operation	L	T	P
3.1	Structure of TV and Radio station and Studio. Television and Radio station functioning. Studio Operation. Brief Introduction of Input and output cell, Programming, Technical Team, Operational Team. Equipments and Establishment	2	1	1

3.2	Data Transmission, Transmission Technology, Fiber Optical, Lease Line, Data Transfer Service Provider. Remote Management, Synchronization	2	1	1
3.3	Production control room (PCR), Structure, Devices and Function Control panel technicians and operation,	2	1	1
3.4	Master Control Room (MCR), Structure, Devices and Function, Manage and maintain PCR/MCR.	2	1	1
3.5	Broadcasting Automation, Software and application for operation. Introduction to various News and Program automation, On-air Software. COFDM-ASI Converter, Active Demultiplexer, Multiplexer Filters, Transmission Panels, Power Distributors, Reception Antennas Cabinets, Indoor Cabinets, Outdoor Cabinets.	2	0	0

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Distribution and Placement	L	T	P
4.1	What is Distribution and Placement of Channel? Various distribution platforms (DTH, Cable TV, Terrestrial, and Digital) Major service provider	2	1	0
4.2	Broadcasting Setup: WPC permission, Date transfer Systems and service provider, Lease Lines, Uplink ink System, Downlink System	2	1	2
4.3	Elements of Optical fiber communication, Optical Spectral bands.	2	1	1
4.4	Audio console, Switcher.	2	0	0
4.5	Outdoor Broadcasting, News Transmission. V-set, DSNG, DNG, SNG, OB van, Back-Pack, Live U.	1	1	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Digital Broadcasting	L	T	P
5.1	Media Convergence, Digitalization of Media and Broadcasting. MoJO etc.	2	0	2
5.2	Concept of web Radio, Digital Audio and Internet Radio Broadcasting. Satellite Radio, Web Radio.	1	1	1
5.3	Web Television Broadcasting.	1	1	1
5.4	Digital Broadcasting Ethics and Law.	2	1	1
5.5	Advantages of Digital Broadcasting	2	0	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:
1. Visit the Television and Radio Station to observe broadcasting operation.
2. Write the report on visit Television and Radio Station
3. Operate PCR and MCR for a live program in studio.

4. Any other Assignments given by the faculty concerned.
5. Write the project report for broadcasting process of an TV/Radio station.

Suggested Readings:

1. Belavadi Vasuku, Video Production, Oxford Publication, New Delhi, 2008
2. Millerson Gilard & Owens Jim, Video Production Handbook, Focal Press, Newyork, 2008
3. Weise, Marcus and Weynand, Diana, How Video works, Focal Press, Newyork, 2008
4. Ward, peter, Studio and outside broadcast camerawork, Media Manual, Focal Press.
5. Watkinson, John, An Introduction to Digital Video, Focal Press.
6. Shrivastava, DR. O.H., Broadcasting Technology (2000), Ghyan Publising House, New Delhi
7. Carr, Joseph J.,Two-Way Radio & Broadcast Equipment(1989), Prentice Hall, New Jersey.
8. Wainwright, R.N., Radio And Television Servicing (1983), Macdonald & CO. London & Sydney.
9. Dake, Arvind M, Television & Video Engineering (2012), Tata MaGraw Hill Edication Pvt. Ltd.New Delhi.
10. Gupta, R.G., Television Engineering & Video System (2011), Tata MaGraw Hill Edication Pvt. Ltd.New Delhi.
11. Rajiv Ramaswami, Kumar N. Sivaranjan, Galen H.Sasaki "Optical Networks A practical perspective", 3nd edition, 2013

CCE 3: Advertisement & Broadcast Media

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Course Objectives
1. Understand concepts of advertisements.
2. Analyze the different concepts of branding in modern times.
3. Introduce the creative elements of ad-making
4. To learn the essence of creating action demanding stories required in ad film making.
5. Encouraging students to learn the production techniques for advertisements.

Learning Outcomes
1. Conceptual understanding of basics principles and fundamentals of advertisements.
2. Enhance skills required in effective promotion of products
3. Familiarize with the tools and terms associated with an ad making
4. Creative thinking for new ad making ideas.
5. Industry based training on ad making.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	2	-	2	-	-	-	1	-	2	1	3	-	-
CO2	3	2	1	2	2	1	1	-	-	-	1	-	1	-	3
CO3	-	-	-	2	-	2	2	-	-	2	2	-	-	-	3
CO4	2	2	1	-	-	2	1	1	-	-	3	-	-	-	1
CO5	-	2	-	1	-	-	2	-	-	3	-	2	3	2	2

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Introduction to Advertising	L	T	P
1.1	Understanding Advertising, Characteristics, Objectives, Nature, Scope and Functions.	2	0	1
1.2	Evolution and growth of advertising: various stages and current scenario of advertising.	2	1	1
1.3	Various Functional Departments and Scope of their Works (Account Planning, Account Servicing. Creative-Copy & Art, Media, Production. Billing, HR etc.).	2	1	1
1.4	Types of Ad Agencies: Full service agency, Creative boutique, Media Boutique, Composite agency.	2	1	0
1.5	Various media for advertising (Print, Radio, Television, Film, Digital, Outdoor, Indoor).	2	1	1
Teaching Method: Class Room Lectures. Demonstration, Practical Exercises, Case Study, Group Discussions and Assignments etc.				

Unit-2	Creative Strategy for Advertising	L	T	P
2.1	Creative Strategies, advertising appeals, Idea generation, Big idea, visualization, Brands, Unique Selling Point.	2	1	1
2.2	Product positioning, Product Life Cycle, Brand positioning. Brand image, Brand equity.	2	1	1
2.3	Elements of advertisements (Copy, Headline, Picture, Logo, Slogan, Body, Tagline, layout (Thumbnail, rough and comprehensive) and design principles, use of color in design.	2	1	2
2.4	Basic models of Advertising (AIDA – DAGMAR - Hierarchy of effects model – Quick Action model, Elaboration likelihood model).	2	1	0
2.5	Role of copy writer and Creative director	1	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Media Planning & Matrix	L	T	P
3.1	Media planning process: Media budget, media allocation, Databases for media planning, creative units, media mapping and media scheduling (fleeting, continuous, pulsing)	2	1	0
3.2	Ad campaign planning- Objective, target audience, budget, media selection.	1	1	2
3.3	Media mix- Target audience, Type of product, budget, Execution style.	2	1	1
3.4	Allocation of budget- Types and method of budget.	1	1	2
3.5	Media planning tools: Audience measurement techniques and tools: Television rating point , radio listenership, TAM, RAM etc. Tools: people metre, portable metre, diary method, questionnaire (survey method), panel study etc.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Advertisement in Electronic Media	L	T	P
4.1	Special needs for writing for electronic media- characteristics of medium, vocabulary.	1	1	1
4.2	Writing for Radio Advertisement (jingles and spots) demonstrative ads, Branding adv, talkative adv, testimonials adv, narrative adv etc.	1	1	2
4.3	Writing copy for TV advertisement, review creative brief, script, narratives, prepare storyboard Storyboard: Technical aspects number of scene and shots, setting, length lightning, pacing, camera shots, moves and transition, post production editing, use movie language.	1	1	2
4.4	Importance of research in advertisement- Media selection, Media vehicles analysis, Advertising	1	0	1

	perception, market and advertising effectiveness			
4.5	Challenges for TV and Radio advertising in digital era- marketing challenge, structural challenge.	2	1	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Ethical Issues in Advertising	L	T	P
5.1	Advertising: Codes and ethics- comparative, misleading, surrogate, cultural religious and racial sensitivity in advertising.	1	0	2
5.2	Advertisement laws drugs and cosmetics act, 1940, the young persons (Harmful publication) Act 1956, Indian copyright Act 1957, The consumer Protection act 1986 etc.	1	1	2
5.3	Apex bodies of advertising: Indian News paper Society, Advertising Agency Association of India, Advertising Standard Council of India.	1	1	2
5.4	Impact of advertising- Social impact , psychological impact, portrayal of women and children in advertisement.	1	1	2
5.5	Case study of a few disputed campaigns.	1	0	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:

The course will require the students to participate in practical research, attend workshops and make presentations.

1. Prepare storyboard for television advertisement.
2. Prepare jingles and radio pots
3. Prepare a copy for tv advertisement on any product given by your instructor.
4. Prepare an ad campaign.
5. Organize a debate on the social effects of advertisement.
6. List out the current ad rate list of different channels.

Suggested Readings:

1. Applegate, Edd. (2005). Strategic Copywriting: How to Create Effective Advertising. Rowman & Littlefield
2. Bumba, Lincoln & Sissors, Z. Jack. (1996). Advertising Media Planning (3rd Ed). NTC Business Books.
3. Jethwani, Jaishree. (2010). Advertising Management. New Delhi: Oxford University Press
4. Kotler, Philip. (2000). Marketing management. Prentice Hall of India.
5. Pandey, Piyush. (2015). Pandeymonium :Piyush Pandey On Advertising. New Delhi:Penguin Books

Useful websites
- Advertising association http://www.adassoc.org.uk/
- Account planning grouphttp://www.apg.org.uk/
- ASCI https://ascionline.org/
- DAVP http://www.davp.nic.in/

Useful sites for news and information about advertising
- https://www.afaqs.com/
- http://www.adageglobal.com/
- https://www.brandwatch.com/
- http://www.adage.com/
- http://www.compaignlive.com/
- http://www.radio-ads.co.uk/
- https://www.smartinsights.com

CCE 4: Electronic Media Management & Entrepreneurship

COURSE OBJECTIVES
1. To acquaint students about various aspects of production management.
2. To develop an understanding of sources of financial implications involved in different stages of production.
3. To understand the role and importance of HR in Media Industry.
4. To understand how electronic media generates revenues.
5. To develop critical thinking about the electronic media, its control mechanism and regulations.

LEARNING OUTCOMES
1. Students would learn about production, equipment requirements and quality management.
2. Students will come to know about various financial aspects and prevalent contract systems involved in this field.
3. Students will be able to understand better about their employment and service conditions.
4. Analyze marketing processes adopted by TV industry and Develop a detailed budget for a production.
5. Develop Research and develop resources and production schedule for various production needs as required.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
CO2	3	2	-	-	-	-	2	-	-	-	-	-	2	1	1
CO3	3	-	-	1	-	-	1	-	-	2	-	2	-	-	2
CO4	3	-	-	-	-	1	-	-	-	-	-	-	-	2	-
CO5	3	-	-	-	-	-	2	-	-	-	-	-	-	-	3

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Introduction to Management	L	T	P
1.1	Concept, nature, process and significance of Management. Managerial levels, skills, functions and roles	2	1	1
1.2	Planning: Nature, scope and objectives of planning	2	1	1

			L	T	P
	Organizing: Concept, nature, process and significance Types of an organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.				
1.3	Staffing: Concept, Nature and Importance of Staffing.	2	0	1
1.4	Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation- Maslow, Herzberg, X, Y and Z; Leadership – meaning and importance	2	1	0
1.5	Controlling: Nature and Scope of control; Types of Control; Control process; Control techniques – traditional and modern; Effective Control System.	2	1	0

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Media Marketing & Finance	L	T	P
2.1	Television Promotion and Sales: Creating television properties : syndicated vs. owned content , Telemetrics Creation and Revenue Forecasting , News Content Creation and Revenue Forecasting	2	1	0
2.2	Process and Methods of TV and Radio Ratings, Market Survey-Purpose, Types and its importance, Audience Profile	2	1	1
2.3	Concept of Television Rating Points Listenership Surveys and its History, Gross Rating Points, Reach, Frequency, Impressions, Cost Per Mille	2	1	1
2.4	Rating Agencies- Television Audience Measurement, Media Research Users' Council, Radio Audience Measurement, Broadcast Audience Research Council	2	1	1
2.5	Corporate Social Responsibility-Definitions of CSR, Dimensions and Importance of CSR, Understanding CSR Ratings, Available Accepted Rating, Role of Media in CSR	2	1	0

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Human Resources Management	L	T	P
3.1	Concepts of Human Resource Management, Human Resource Functions, ,Characteristics of HR Manager, Scope of HRM	2	0	1
3.2	Recruitment Process, Sources of Recruitment, Orientation Process, Training and Development- Purpose of Training and Development, Training Methods & Techniques	2	1	0
3.3	Organizational Behavior- Purpose, Objectives, Importance and its Types, Organizational Culture- Elements, Characteristics, Importance and its types	2	1	1
3.4	Performance Appraisal System, Objectives of	2	1	1

		L	T	P
	Performance Appraisal, Process of Performance Appraisal			
3.5	Coordination- Importance of Coordination, Team Building- Advantages of Team Building, Leadership Skills- Strategies to Develop Employee Leadership Skills	2	1	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Media Entrepreneurship	L	T	P
4.1	Concept, Functions, Need and Importance Types of Entrepreneur (Private, Government, Joint, Cooperative, Traditional, Centralized), Process of Entrepreneurship, Barriers	2	1	1
4.2	Generations of Idea, Feasibility Study, Opportunity Assessment, Business Plan: Preparation & Execution	2	1	1
4.3	Media Start-ups, Research, Target Audience, Technical Aspects, Channel/Medium, Funding	2	1	1
4.4	Digital Media Basics- SEO, Advertising, Analysis, CPC(Cost per click), CPV(Cost per view)	2	0	1
4.5	Trends in Media Entrepreneurship in India- Web Series, DIY (Do it Yourself)Channels, Digital News Channel, Digital Infotainment Channels, Sports and Gaming Channels.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Ownership, Control and Regulation of Electronic Media	L	T	P
5.1	Government and Private Media Houses- Doordarshan, Akashvani, FM Radio, Community Radio, Campus Radio, Digital Audio Broadcasting, Satellite Radio, Radio on the Internet, Zee TV Network, Star TV Network, NDTV Network, India Today Group, Sun TV Network News 24, Network 18 Group, Sony Entertainment TV, India TV, BAG Films & Media Ltd etc.	2	1	1
5.2	Brief Introduction of Ownership Patterns in Media and New Ownership Patterns in Electronic Media in India, UK and USA, Various Committees related to Electronic Media- The Chanda Committee, The Verghese Committee, The Joshi Working Group	2	1	1
5.3	Cross Media Ownership and its various aspects, Media Conglomeration, Foreign Direct Investment In Media	2	1	0
5.4	Prasar Bharti, Cable Television Network Act, Programme Code, Advertising Code	2	1	0
5.5	Regulation of Satellite Channels, Telecom Regulatory Authority of India, Indian Broadcasting Foundation Broadcast (IBF),The News Broadcasters Association	2	1	1

	(NBA) Broadcasting Content Complaints Council India (BCCC)			
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Suggested Readings:

- Billington, J. Peter., McLeavey, W. Dennis., Narasimhan,L. Seetharama.(2010). Production Planning and Inventory Control. New Delhi: PHI Learning Pvt Ltd.
- Pattanayak, Biswajeet.(2009). Human Resource Management. New Delhi: PHI Learning Pvt Ltd.
- Chandra, Prasanna.(2015). Financial Management Theory & Practice. New Delhi: McGraw Hill Education (India) Private Limited.
- Chatterji, Madhumita. (2011). Corporate Social Responsibility. New Delhi: Oxford University Press.
- Doyle, Gillen. Media Ownership. London: Sage Publications Ltd, London.
- Sengupta, Sailesh.(2011). Business Managerial Communication. New Delhi: PHI Learning Pvt Ltd.
- Dr Verma. G.P (2013). Global Media Economics. New Delhi: Advance Learner Press.
- Sarikakis, Katharine., Chakravartty, Paula. (2006). Media policy and Globalization. Edinburgh: Edinburgh University Press.

E-Resource:

- http://asu.thehoot.org/resources/media-ownership/media-ownership-in-india-an-overview-6048
- https://www.barcindia.co.in/
- https://techlawforum.wordpress.com/2014/09/22/cross-media-ownership-in-india-cause-for-concern-2/
- https://www.digitalbrew.com/pre-production-production-post-production-defined/
- https://www.managementstudyguide.com/financial-management.htm
- https://iedunote.com/organizational-behavior
- https://gothamculture.com/what-is-organizational-culture-definition/

Open Elective (OE) - 3: Videography

Total Marks: Theory 25 Practical 15 Internal 10

Credit-3

Course Objectives

1. To acquire a basic working understanding of Video Camera and its parts.
2. To learn about the Different types of lights and the Use of filters & reflectors.
3. To understand the shot patterns, sizes and rhythm as applicable for television.
4. To know basic terminology and concepts of camera.
5. To know visualization phenomena.
6. To learn about Different types of shots, camera movements.
7. To know Different types of lenses and their application.
8. Understand the techniques of scene and short breakdown.

Learning Outcomes

1. Analyze the aesthetic and technical cinematographic contributions to a scene
2. Demonstrate the use of a professional incident/reflected light meters to determine exposure
3. Demonstrate the use of lighting and grip equipment in a professional and safe manner
4. Demonstrate the use of a professional incident/reflected light meters to determine exposure
5. Serve in a variety of positions in the cinematography department and understand the importance of collaboration
6. Execute lighting and shot continuity within a scene
7. Use the language of a cinematographer to communicate with their crew

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
CO2	3	2	-	-	-	-	-	-	-	-	-	-	2	1	1
CO3	3	-	-	1	-	-	1	-	-	2	-	-	-	-	2
CO4	3	-	-	-	-	1	-	-	-	-	-	-	-	2	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Basic Concepts and Technology	L	T	P
1.1	Camera: History, Definition, Components.	1	1	1
1.2	Visual Elements & their objective (Line, texture, Shape, Spare, Size & Proportion, Color).	1	0	1

1.3	Frame & Field Rate, Time Code.	1	0	1
1.4	Blanking Signal, Color Burst, Sensitivity, Linearity etc.	1	0	1
1.5	Video Broadcast Standard (NTSC, PAL, SECAM, HDTV), Video Interfaces (Composite, Component, S-Video, DV, HDMI, DVI).	1	0	0

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Video Camera Operations	L	T	P
2.1	Types of Camera (SLR, DSLR, Camcorder etc.), Video Tape Formats (VHS, S-VHS, U-MATIC, BETA, Digital).	1	1	1
2.2	CCD (Charge Couple Device) Camera- Single CCD & Three CCD Color Camera, CMOS, Carl zeiss lenses.	1	0	1
2.3	Different Part of Video Camera (Lens, Viewfinder, Body, Shutter Release, Aperture, Image Sensor, Memory Card, LCD Screen, Power Switch, Flash, User Controls etc.).	1	0	1
2.4	Video Camera Control (Aperture / Iris / f –number, Gain, zebra, back Focus, focus, Black Balance, Menu, Audio Setting, Present.)	1	0	0
2.5	Camera View Finder (B/W & Color), its Indicators & Control, Sound Control in Video Camera.	1	0	0

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Aesthetics of Video Camera	L	T	P
3.1	Visual grammar (Headroom, Nose room / Lead room, The 180 degree rule, shot, reverse shot sequence), Working Principle of Video Camera, Block Diagram of a Video Camera.	1	1	1
3.2	Framing & Composition (Grouping & Organization Balance, Ratio & Proportion, Rule of Thirds, Line & Curves, Figure & Ground, Harmony & Contrast, Light, Color).	1	0	0
3.3	Basic shots (wide, Medium, Close ups, Shadow, Zoom) and their application and Use.	1	0	1
3.4	Camera movements Types (Pan, Tilt, Aerial, Track in/out, Tract left/ right, Zoom in/out, arc right/left, Pedestal up down).	1	0	1
3.5	Studio Discipline : Avoiding disturbance, Avoiding extraneous noise, General Precautions, Equipments care etc.	1	0	0

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Lighting and Quality Control Techniques	L	T	P
4.1	Purpose and objective of lighting, Lighting	1	1	1

		L	T	P
	technique(Reflection, Refractor, Absorbance, Transmittance, Interference, Diffraction).			
4.2	Studio lighting procedures- 3 point lighting, Hard & Soft lighting, Motivated Lighting, Cyc light. Mix Light, Color Temperature.	1	0	1
4.3	Various types of Lights (Baby, Junior, Senior, LED, HMI, Par can) Lighting for different situations (interviews, indoor, out-door).	1	0	1
4.4	Camera Control unit (CCU); Signal Processing, Control Features. TV Prompters and its uses. Vision Control, and its equipments.	1	0	0
4.5	Quality Control (Waveform Monitors for Output Level Video, Blanking Level and Sync, Vector Scope for Phase Adjustment of Sub-Carrier), Safety in the studio; Fire, electrical, safety bounds, Tripping accidents. Lifting, Unstable items.	1	0	0

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Camera Equipments & Accessories	L	T	P
5.1	Camera lenses (Normal, Wide angle lens, Telephoto lens, Macro Lens, Zoom lens, and fisheye lens). Lens Filters (Color conversion, Color subtraction, Contrast enhancement, Polarizer, Neutral density, Cross screen, Diffusion).	1	1	1
5.2	Camera Mounting Equipments(Monopod Tripod, Crane, Dolly, Jib Arm, Studio Pedestal, Steadicam).	1	0	1
5.3	Concept of audio in video recording using External Microphone, boom, lapel, on camera microphone and Line recording. Audio Inputs (Line, Mic etc.).	1	0	1
5.4	A/V cable & Connectors (XLR, BNC, HDMI RCA etc.), Preventive main tenancies of video camera care.	1	0	0
5.5	New trends – Gimbal, Slider, Osmo, Rig etc.	1	0	0

Teaching Method: Class Room Lectures, Studio Visit, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:
- Examine and study the various control and parts of a video camera.
- Study the depth of field by varying F-number, focal length of lens & distance between camera & subject.
- Shoot an object with wide angle lens, zoom lens, fisheye lens & studying their effect with respect to angle of view & perspective.
- Study the use of different filters & exposing with star filter & multi image filters to study their effects.
- Check for correct battery conditions, audio connections and indicators used in video camera.

- Setting and mounting camera on tripod and use different camera accessories.
- Camera handling, operation & necessary adjustment at the time of recording.
- Practice for camera movement & camera angles, auto / manual zoom, Iris control camera, Angle view and Perspective.
- Practice for three point lighting in a studio and studying different ways of controlling light.
- Effect of different types of lenses.

Suggested Readings:

- Bermingham, Alan, 1990, the Video Studio, Loudon & Buston, Focal Press.
- Gupta, R.G. 2011, Television Engineering & Video System, New Delhi, Tata McGraw Hill Education Private Limited.
- Srivastava, H.O. 2000, Broadcast Technology, New Delhi, Gyan Publising house.
- 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.
- Weise, Marcus and Weyanad, Diana. 2008. How Video works, Newyork, Focal Press.
- Zhaki, R., 2011, Mixing Audio: Concepts, Practices and Tools
- David E. Reese, Lynne S. Gross, Brian Gross. 2009. *Audio Production Worktext*. 6th ed. Boston. Focal Press.
- Nisbett, Alec. 2003. The Sound Studio, Audio, techniques for radio, television, film & recording, Newyork, Focal Press.

e-Resource:

https://tv-handbook.com/Television Production Handbook
https://lifehacker.com/basics-of-photography
http://www.tv-handbook.com
https://www.docs.sony.com/release/DSCW90_handbook.pdf
https://www.cia.gov/library/readingroom

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Semester - 4

CCC 11: Media Law & Ethics (Common Paper)

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

Objective

1. To create conceptual understanding about Media laws, its role and functioning.
2. To ensure media practicing under the constitution with social responsibility
3. To aware students to legal and ethical aspects of the media and its values.
4. To give an overview of recent amendment and future challenges media regulation
5. To know what media ethics and how its leads media persons and media establishments to the path of professional rectitude.
6. To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment.

Learning Outcomes

1. Student to know Constitution Aspect of Indian Media.
2. Student to understand Laws and Regulation of Media.
3. Student to understand Media Ethics and its adaptation in media profession.
4. Student to understand media coded and conduct and self regulatory.
5. Student to able to do fare and honest journalism with social responsibility.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
CO2	3	2	-	-	-	-	-	-	-	-	-	-	2	1	1
CO3	3	-	-	1	-	-	1	-	-	2	-	-	-	-	2
CO4	3	-	-	-	-	1	-	-	-	-	-	-	-	2	-
CO5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	3

Unit-1	Constitution and Media	L	T	P
1.1	Media laws: Concept Nature, scope and significance	2	1	1
1.2	A brief history of media laws with special reference statu regulations, Ganging Act, Vernacular Press Act and laws.	2	0	2
1.3	Freedom of Speech and Expression: Concept, Historical development of the freedom of press, Constitutional Provisions, Right to Freedom, All the provisions relating to the media, New Dimensions of the Freedom of Speech and Expression, Reasonable restrictions, Freedom of the press as business, Immunity for reporting legislature, Universal declarations of Human Rights,	2	1	1

	International covenant on civil and political rights, American convention on Human Rights, European convention on Human Rights.			
1.4	Right to privacy: Concept, significance of right to privacy,Is it absolute right?, Purely interruption on the part of right to Phone taping related to privacy.	2	0	1
1.5	Press & Privilege of parliament And State Legislature, Relation between legislature & the Press, Constitutional provisions, What are the privileges, Press vis-a-vis Parliament Privileges, Question of codification of privilege, procedure to deal with case of privilege, What precaution should be taken to avoid breach of privilege or contempt of a house?, Landmark case on breach of parliamentary privilege.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Various acts related to media	L	T	P
2.1	Why contempt of court law? Brief history, Meaning : Civil contempt of court Criminal contempt of court, What does scandalizing the court mean, Innocent publication constitute contempt Journalistic defenses to contempt of court, Fair and accurate report of judicial proceeding. Fair Criticism of judicial act, Complaint in good faith against judge of a subordinate court, Report of judicial proceeding held in camera, other important provision, contempt in the face of the supreme court or a High Court, Cognizance of criminal contempt, Punishment of the Contempt of Court: Apology, Appeals.	2	1	1
2.2	Copy Right Act 1957: Concept, No copyright in News, ideas, Information., Terms of Copyright, Licenses, Infringement of copyright, International copyright, Civil remedies for infringement of copyright, penalties.	2	0	2
2.3	Working Journalist Act 1955: Need & Significance of Working Journalist Act, Meaning of Working Journalist Act, Special Benefit, Working Hour, Leave, Wage Board, Implementation of Wage Board.	2	1	1
2.4	Right to Information Act 2005: Background and Significance, What does the RTI act provide? Definition, Right to information, Exemptions, Information which is exempted from disclosure. Through whom the information can be got? PIO"s Duty & Function, Appeals, Central & State information Commission: Constitute Function, & Power, Penalties.	2	0	1
2.5	Information Technology Act 2000: Objective, Definition Authentication of electronic Record, Legal recognition of	2	0	1

	digital signature, Penalty for damage to computer, computer system, computer Network etc, Offences of hacking etc.			

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Main provision IPC & Cr. PC for Media	L	T	P
3.1	Indian Penal Code 1860, 124(A) Sedition, 153(A) Promoting Enmity Between different groups on grounds of religion, race, Place of Birth, residence, language etc. 153(B) Imputation assertions prejudicial to national integration.	2	1	1
3.2	Indian Penal Code 1860, Section 171(G) False statement in connection with an election, 292 Sale, etc, of obscene books etc. 293 Sale etc, of obscene object to young person, 294 (A) The publication of any advertisement relating to an unauthorized lottery, 295(A) Deliberate and malicious acts intended to outrage religious feeling of any class by insulting its religion or religious belief.	2	0	2
3.3	Indian Penal Code 1860, Section 499 –504, Defamation: Concept, Civil and criminal law of Defamation, Defamation, Slander and libel, difference between Defamation and Insult, The exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of complaints for Defamation, Punishment.	2	1	1
3.4	The Code of Criminal Procedure 1973 (Cr.PC), Section 95 - Declaration to seize the publication. Section 96:Application against confiscation. Section 144: Order against nuisance or dreaded offence. Section 108: Bond for Good Behavior.	2	0	1
3.5	The Code of Criminal Procedure 1973 (Cr.PC), Section 196: Permission of state government against crime. Section 327: Court open for public. Section 91: Summon to present a document. Section 93: Search Warrant.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Media Council and Media related Statutes	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a Recent Case.	2	1	1
4.2	Press Council Norms 2010: Business Report, HIV/ AIDS reports, Communal Confusion, election Reporting etc.	2	0	1
4.3	Press Council Act: Concept and Background, Object of Indian Press council, Constitute, Function and power of press council, various committee of press council, How the complaints are heard by the council? ,Suo moto	2	1	1

			L	T	P
	Action, Debate on Power, The Press & Registration Appellate Board.				
4.4	Cinematography Act: Background, Constitute of Film censor board Advisory Panel, Certification of Film, Appeal, Penalty of contraventions, Guideline to Board of film certification, Amendments.	2	1	1
4.5	PrasarBharti Act: Background, Composition of PrasarBharti, Appointment of Chairman and other member, Term of office, Function & Power of Corporation, Own fund, Power of central government to give directions.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Value of Ethics and Ethics of Law.	2	1	1
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence).	2	0	2
5.3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees.	2	0	1
5.4	All India Radio (AIR) code for election coverage Doordarshan commercial code	2	0	1
5.5	ASCI Commercial code, Editor Guild, Cabal Act, Debate on Media Council, debate of Regulation and Self Regulation etc.	2	0	0

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Assignment:

(a) Study Of Following leading cases and presentation in class/seminar–

o Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)

o Eenadu Editor RamojiRao case, 1984) (Regarding breach of Parliamentary/Legislative privileges)

o Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)

o Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy.)

o Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy)

o Some miscellaneous Recent Cases.

(B)

- Arrange a seminar on the issue of freedom of press debate on obesity and film censor board any other assignment given by the class teacher.
- Prepare and present a case study on topical subject related to contempt of court or defamation case related to Media.
- Organize a debate on PrasarBharati and present scenario AIR and DD each student presents a paper on one Media Law.
- To organize a seminar and guidelines for parliamentary coverage and AIR and TV quotes arrange discussion with leading advocates on media law and invite senior journalist and editor to participate any other assignment given by professor concerned

References for Reading:

- Rrikha, Dr. N.K., Press Vidhi, Vishwavidyalaya Prakashan Varanasi.
- Bandopadhyay, P.K. & Arora, Kuldeep Journalistic Ethics.
- Singh, Dr. Shrikant, Janmadhyam Kanoon Evam Uttardayitva.
- Basu, D.D. Press Law, Prentice Hall Publication.
- JanmadhyamKanoonevamuttardayitva, Dr. Shrikant Singh.
- Press law, DDBasu prentice hall publication.
- Mass media Law and Regulation in India AMIC publication.
- Aiyer, Venkat, Mass media law and regulation in India, AMIC publication.
- Venkateswaran, K.S., Mass Media law and Regulations in India, Published by AMIC.
- Shrivastava, K.M., Media Ethics, Veda to Gandhi & Beyond, Publication Division, MIB, GoI, New Delhi.
- Banks Cyndi, Criminal Justice Ethics Theory and Practice, SAGE Publication.

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CCC 12: Development Communication (Common Paper)

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

COURSE OBJECTIVES
1. Develop the understanding of different concepts of development and development communication.
2. Analyze the Case studies and writings across different media on development issues
3. To introduce different communication efforts made in the areas of development.
4. To upgrade human resource with specialized knowledge and communication skills for social and behavior change

LEARNING OUTCOMES
1. Develop skills to carrying out research, content design, implementation, monitoring and evaluation of communication for development interventions.
2. To build capacity to design and develop effective communication strategies and for intervention for social transformation.
3. Build capacity to Analyze and review development related international and national reports.
4. Acquire writing skills (News/Article/Feature/News Analysis/ Critical Reviews and opinions) regarding different development issues of national and international interest.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	3	2	3	3	-	3	2	-	-	-	2	-	1
CO2	3	-	1	1	3	3	-	-	1	-	-	-	2	-	-
CO3	3	1	2	2	2	3	-	1	2	-	3	-	2	-	-
CO4	3	-	3	3	2	3	3	2	2	1	2	-	2	-	2

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Development and Sustainable Development	L	T	P
1.1	Development: Meaning, concept and approaches. sustainable development: Concept and process.	2	1	1
1.2	Indicators of development, Millennium Development Goals.	2	0	1
1.3	Characteristics of under developed and developed societies.	2	1	0
1.4	Understanding issues and sub-issues of development, India's Development Paths and Dilemmas-Economic Development and Social Justice, Growth, Poverty and Unemployment.	2	1	1

1.5	Bombay Plan of 1944, Development and five year plans of India.	2	1	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	**Concept and paradigm of Development Communication**	L	T	P
2.1	Communication ,development and their inter relationship.	2	1	2
2.2	Development communication: Concept and Process, Modernization Theory.	2	0	1
2.3	Development Models of Daniel Lerner, Evert M Rogers, Wilbur Schramm.	2	1	0
2.4	Dependency, Inter-dependency, Need based Models/Paradigms of Development and Development communication - Critical Analysis.	2	1	1
2.5	Participatory Development Communication Techniques, Participatory Rural Appraisal (PRA) .	2	1	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	**Role of Media in Development**	L	T	P
3.1	Components of Communication for Development, Role of Media in Development-The Mass Media-Print, Electronic Media.	2	1	1
3.2	Development Support Communication: Concept, Definition, Philosophy and Process.	2	1	1
3.3	Folk/Traditional and Other Alternative Modes of Development, Development and Social Marketing, Social Advertising, Social Activism.	2	1	1
3.4	Development Concept of Gandhi & Paulo Freire.	2	0	0
3.5	Understanding Medium, message and target for Development and Writing on Various Issues for Development.	2	1	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	**ICT and Development**	L	T	P
4.1	Use of ICTs and Emerging Technologies in Development, Digital Divide.	2	1	1
4.2	Satellite Instructional Television Experiment (SITE).	2	0	1
4.3	Kheda Communication Project (KCP), Jhabua Development Communication Project (JDCP).	2	0	1
4.4	Concept, Philosophy and Policy of Community Radio (CR), Role of CR in Development, Tools and Techniques of Community Video (CV).	2	1	1
4.5	E-Governance, Empowerment and Development Communication Systems.	2	0	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study,

Group Discussions, Assignments etc..				
Unit-5	**Contemporary Issues and Development Communication**	L	T	P
5.1	Awareness Campaign for Grass-root Democracy-Panchayat Raj Institutions and Empowerment, Self Help Groups (SHGs).	2	0	1
5.2	Development Issues-Health, Nutrition and family welfare; Women Empowerment and Gender Sensitization; Rural-Urban Migration, Displacement and Resettlement.	2	1	1
5.3	Agricultural issues - High Quality Seeds, Hybrid Seeds, Genetically Modified Crops (BT seeds) and Fertilizers, Organic farming, Food Security in India.	2	1	0
5.4	Brief Introduction of Stakeholders OF Development communication: UNICEF, WHO, UNDP, FAO, World Bank, IMF.	1	1	0
5.5	Critical Appraisal of Efforts by Government and Non-Government Organizations (NGOs) in Economic Upliftment of Rural Areas. Case Studies in Development communication. Urban and Rural Perspectives, Education, Health and Irrigation.	2	2	2

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Project/Assignments:
- Tracking at least one Development Programme Campaign/Issue and Writing A Comprehensive Critical Report on the same.
- Documenting communication approach and process of a government department and one non-government organization working in the development sector.

Suggested Readings:
- Melkote, Srinivas and Steeves H. Leslie,(2001). Communication for Development in The Third World, 2nd Edition, Sage.
- Schramm, Wilbur, (1964). Mass Media and National Development, Stanford, Calif, Orthia.
- Singh, Kartar and shishodia, Anil (2019) Rural Development:Principles, Policies and Management. Sage .

- Serbaes, Jan. (Eds.), (2008) Communication for Development and Social Change.,Sage.
- Joshi P.C.,(2002), Communication and National Development. New Delhi. Anamika Publication.
- Mc Phail, T. L. (2009). Development Communication: Reframing the role of Media. UK: Wiley, Blackwell.
- Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory Communication for Social Change. Thousand Oaks: Sage.
- Tabing Louie. (2002). How to do Community Radio, UNESCO Publication, New Delhi

- Sainath, P.(1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
- Narula, Uma. (1995). Development Communication - Theory and Practice, Har Anand Publication.
- Mathur, Kanwar, (1994). Communication for Development and Social Change.
- World Bank: World Development Report (published every year) Oxford.
- Prasad Kiran (2009), Communication for development Re inverting theory and action Vol – I and II, B.R. Publication, Delhi

E- Resources:

https://library.mpib-berlin.mpg.de/toc/z2008_2104.pdf

http://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/09Chapter5.pdf

https://www.sciencedirect.com/science/article/pii/S0040162506000394

https://onlinelibrary.wiley.com/doi/abs/10.1002/j.1681-4835.2010.tb00293.x

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http://sro.sussex.ac.uk/id/eprint/52765/

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http://www.igidr.ac.in/pdf/publication/IDR-2004-05.pdf#page=147

http://www.ibpsa.org/proceedings/BSO2018/6B-3.pdf

https://www.researchgate.net/profile/Vikas_Kumar146/publication/309478757_Media_an d_Communication_in_Sustainable_Development/links/58a0603daca272046aad36bd/Medi a-and-Communication-in-Sustainable-Development.pdf#page=110

http://iafor.info/archives/offprints/mediasia2013-offprints/MediAsia2013_0039.pdf

http://www.ijsp.in/admin/mvc/upload/10101%20Casteist%20Media%20and%20Dalit%20 Issues.pdf

http://srfaurangabad.org/journals/2ndissue/12.pdf

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CCC 13: Communication Research (Common Paper)

Total Marks: Theory 50 Practical 30 Internal 20

Credits: 6

COURSE OBJECTIVES
1. Understand concepts of research and its methodologies.
2. Develop an understanding of professional ethical principles and work ethically.
3. Encouraging students to think independently for the development of skills required for research.
4. Compare and contrast quantitative and qualitative research.
5. Describe the diverse marketplaces and demonstrate how research can bring deeper understanding and meaning to diverse groups.

LEARNING OUTCOMES
1. Identify appropriate research topics.
2. Perform literature reviews using print and online databases.
3. Writing research proposal.
4. Training in media research writing leading to publication.
5. Students capable of designing and conducting minor research projects.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	3	2	3	3	-	3	2	-	-	-	2	-	-
CO2	3	-	1	1	3	3	-	-	1	-	-	-	2	-	-
CO3	3	1	2	2	2	3	-	1	2	-	3	-	2	-	-
CO4	3	1	3	1	1	3	-	2	2	-	2	-	2	-	-
CO5	3	-	3	3	2	3	3	2	2	1	2	-	2	-	-

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Foundations of Research	L	T	P
1.1	Meaning, Definition, Nature and importance of research.	2	0	0
1.2	Origin of Research in Communication; Problems in communication as a tool of reporting. Trends in communication research in India.	2	1	1
1.3	Areas of communication research (Source analysis, channel analysis, message analysis, and audience analysis).	2	1	1
1.4	Overview of research problem and objective; Identify the research, Sources of research problems, the formulation of research objectives.	2	1	1
1.5	Steps of Research process; characterizes and	2	1	1

	requirements: The operational steps for carrying out research.			

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Framework of Research	L	T	P
2.1	Review of Literature; functions of the literature review in research, develop theoretical and conceptual frameworks, searching for the existing literature.	2	1	1
2.2	Hypothesis: concept: function of hypothesis and types: Hypothesis formulation: the logic of hypothesis testing.	2	0	1
2.3	Concepts, Constructs and Variables: Independent vs Dependent variables, extraneous variables, intervening variables; scales and measurement; Nominal, ordinal, interval and ratio; Attitude measurement, Likert, Semantic differential scales.	2	0	1
2.4	Types of research(Longitudinal studies, action, panel, cohort, pre-poll, exit –poll, quasi- experimental studies, trend studies etc)	2	1	1
2.5	Research design (Descriptive, exploratory, experimental).	2	1	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Techniques of Research	L	T	P
3.1	Definition of Sampling terminology, sampling techniques and its types: Probability versus non-probability sampling, sampling error.	2	1	1
3.2	Research methods ; Survey :Types of surveys: steps of survey:	2	1	1
3.3	Content analysis, Methods of content analysis, Limitations of content analysis	2	0	1
3.4	Other methods: Focus group study, feedback – feed forward, impact study, effect study, case study.	2	0	1
3.5	Types of Data: Primary and Secondary data, Data collection tools: (Observation, Interview, Questionnaire and schedules). Reliability and Validity of tools: concepts and its types. Data Analysis, Inverted Parameter.	2	1	1

Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Application of Research In Electronic Media	L	T	P
4.1	Need of research in electronic media: news, news based formats, entertainment, infotainment programs.	2	0	1
4.2	Rating research and Non Rating Research methodology.	2	1	1
4.3	Agencies of ratings: DART, BARC, Neilson, Arbitron.	2	0	1
4.4	Audience research (reach, frequency, effect).	2	1	1
4.5	Current trends of research in radio and television.	2	1	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.		L	T	P
Unit-5	Application of statistics in communication research & report writing	L	T	P
5.1	Descriptive statistics (measures of central tendency and measures of dispersion)	2	1	1
5.2	Graphical representation of data.	1	1	2
5.3	SPSS and its application in research.	1	1	2
5.4	Methodology of Report writing: Indexing, citation and bibliography.	2	1	2
5.5	Ethical issues in research.	1	0	0
Teaching Method: Class Room Lectures, Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

The course will require the students to participate in practical research, attend workshops and make presentations. In nutshell students will

1. Prepare a schedule on any topic assigned by the teacher
2. Perform literature review
3. Conduct interviews
4. Collect Data from 30 students
5. On the basis of collection of data interpret and analyze data.
6. Make code book of the questionnaire.
7. Prepare Report of your research study.

Suggested Readings:

1. Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.
2. Kothari, C. R. (1990). Research Methodology: Methods and Techniques: New Delhi:New Age International (P) Limited .
3. Kumar, Ranjit.(2009). Research Methodology, A step by step guide for Beginners: Australia: Pearson Education.
4. Wimmer· , R.D. and Dominick, J.R. (2005).Mass Media Research: London: Wadsworth Publishing .
5. Mukherjee,N.R & Agarwal, B. (2016). Samajik Anusandhan ki pradhtiya :Agra: SBPD Publication.
6. Kumar, Ranjit.(2017). Sodh Karya Pranali: New Delhi: Sage Publication.

e-Resource :

1. http://shodhganga.inflibnet.ac.in/
2. https://journals.sagepub.com
3. www.indianjournals.com

CCC 14: Production Portfolio &Viva

Total Marks: PORTFOLIO 50 Practical 30 Internal 20

Credits: 6

OBJECTIVES:
1. To impart specialized technical skills for radio & television production.
2. To develop critical thinking & research skills about electronic media issues.
3. To develop writing skills for different programme for radio & television production.
4. To make students familiar with challenges of indoor & outdoor shooting.
5. To inculcate team spirit & work ethically.

OUTCOMES:
1. Student will be able to write script for radio programme formats.
2. Student will be able to write script for television programme formats.
3. Student will use the software effectively for audio & video Production.
4. Will effectively use production Equipment needed for audio / Video Production.
5. students can generate new ideas for production for radio & television

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	3	2	3	3	-	3	2	-	-	-	2	-	1
CO2	3	-	1	1	3	3	-	-	1	-	-	-	-	-	1
CO3	3	1	2	2	2	3	-	1	2	-	3	-	2	-	1
CO4	3	1	3	1	1	3	-	2	2	-	2	-	-	-	-
CO5	3	-	3	3	2	3	3	2	2	1	2	-	2	-	2

3 - Strong, 2- Moderate, 1- Weak

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

1. Prepare script for radio programmes (one for each type of programme).
- Radio news bulletin.
- Radio drama.

2. Prepare script for television programmes (one for each type of programme).
- Television news bulletin.
- A television documentary.

3. Prepare a shooting script for a video programme (at least 10 minutes duration).
4. Produce a video documentary (at least 15 minutes duration).

5. Produce a television news bulletin (at least 10 minutes duration, covering 5 different issues including current events .
6. Produce a celebrity interview for television (at least 15 minutes duration).

Guidelines For Production Portfolio

- Assignments no. 1, 2 and 3 will be carried out individually.
- Assignments no. 4, 5 and 6 will be carried out in groups.
- Groups to be decided by the concerned faculty member/ supervisor.
- Allotment of faculty member/ supervisor to individuals and groups would be decided by the head of the department.
- Production equipments / editing room/ computer lab will be available on request on prior information by the students. Application in this regard should be forwarded by the concerned faculty member/ supervisor.
- Portfolio should be submitted in hard copy.(hard binded in blue/black cover).
- Audio video related work to be submitted in DVD/CD along with the hard copy.
- Three copies of hard binded portfolio along with DVD/CD should be submitted to the department.
- For English Font type & size: Ariel headlines : 16 sub heads : 14 content:12
- For Hindi font type & size : Unicode headlines : 18 sub heads : 16 content:14
- Format of letter of supervisor and declaration by the student will be made available by the concerned faculty member /supervisor.

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Open Elective (OE) - 4: Video Editing

Total Marks: Theory 25 Practical 15 Internal 10

Credit-3

COURSE OBJECTIVES
1. Comprehend basic Video editing types, terminology and concepts.
2. To acquire a basic working understanding of video editing equipments and setup.
3. To be able to understand Editing aesthetics and process and design a variety of effective video productions.
4. Understand and demonstrate Software for digital video editing.
5. To be able to demonstrate proficiency of the skills basic to video editing, including effects, mixing and inter connecting various pieces of equipment.

LEARNING OUTCOMES
1. Describe and demonstrate an understanding of the analog to digital conversion process and types of different video editing.
2. Establish a narrative that demonstrates a broad understanding of the theoretical, creative and technical aspects of video editing.
3. Demonstrate fundamental knowledge of the video software's applications.
4. Demonstrate, create and apply proper video effects, filters, finalize and publish a completed project.
5. Communicate ideas and the processes used clearly and competently as a video editor to other key creative collaborators.

TABLE - CO-PO MAPPING

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15
CO1	3	-	2	-	-	-	-	-	-	-	-	-	-	-	2
CO2	3	2	-	-	-	-	-	-	-	-	-	-	2	1	1
CO3	3	-	-	-	1	-	-	1	-	-	2	1	-	-	2
CO4	3	-	-	-	-	-	1	-	-	-	-	-	-	2	-
CO5	3	-	-	-	-	-	-	-	1	-	--	-	-	-	3

3 - Strong, 2- Moderate, 1- Weak

Unit-1	Basic Concepts of Video Editing	L	T	P
1.1	Concept of Video Editing : Need and Importance.	1	1	0
1.2	Principles of Editing (Action, Sequence, Cross cutting, Parallel, Continuity).	1	0	1
1.3	Types of Editing.	1	0	0
1.4	Linear and Non-Linear Editing	1	0	1
1.5	Offline and Online Editing	1	0	1
Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-2	Editing Equipments and Setup	L	T	P
2.1	Editing equipment : Recorder, Player, Video Switcher, Vision Mixer, Audio Mixer, Monitor, Speaker etc.	1	1	1
2.2	Non-Linear Editing System (NLE), Editing Setup (VTR, Fire wire, DV Tape, SD Card, Audio Monitor, System, Software's) etc.	1	0	0
2.3	Import & Capturing Process (Import Setting, Sequence Setting, Scratch disk Setting etc).	1	1	0
2.4	Log Sheet, Logging, Digital Video Log Sheet.	1	0	0
2.5	Edit Decision List (EDL), Format : ASCII files.	1	0	0

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit -3	Editing Aesthetics & Process	L	T	P
3.1	Different stages of Editing Process – Sorting, Assembling, Rough cut, Final cut etc.	1	0	1
3.2	Basic Editing Techniques :Continuity, Matching, Overlapping, Composition, Rule of 180 Degree etc.	1	1	1
3.3	Significance of Audio in Video Editing: Voice Over, Ambience, Music etc.	1	0	1
3.4	Importance of Cut-in and Cut-away Shot.	1	0	0
3.5	L-cut, J-cut, Jump cut, Match cut, Invisible cut Superimposition, Compositing, Keying etc.	1	0	0

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-4	Video Editing Software	L	T	P
4.1	Different Video Editing Software's: Adobe Premiere, Final Cut Pro (FCP), Avid etc.	1	1	0
4.2	Aspect Ratio, Resolution, Video file formats : MP4, AVI, MOV, FLV, 3GP, WMV etc.	1	1	0
4.3	Project setting and Interface.	1	1	1
4.4	Feature and function : Trimming, colour correction, Chroma Keying, Stabilization, Compositing, Motion tracking, Key framing, Audio level etc.	1	0	0
4.5	Synchronizing audio and video tracks.	1	0	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Unit-5	Video Effects and Publishing	L	T	P
5.1	Transition (Cut, Fade, Wipes, Dissolve), Filter and Effects.	1	1	0
5.2	Titling and Graphics (Tools, Typeface, 3D, Logo).	1	0	0
5.3	Visual and special Effects (SFX).	1	1	0
5.4	Exporting project (Export pre – sets, Custom pre set, Frame rate, frame size, pixel, bit rate and audio format, work bar selection and entire timeline.)	1	0	1
5.5	Publishing for different platforms.	1	0	1

Teaching Method: Class Room Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.

Practical/Projects/Assignments:
- Editing exercise of FCP and Adobe Premiere video editing software.
- Editing exercise of 6 short silent video
- Make 5 effective video productions (each of 1 minute)

Suggested Readings:
- Handbook of Television Production: Herbet Zettl. 7th ed. Wadsworth
- Video Basic Workbook. Herbert Zettl. 2nd ed. Wadsworth
- The Technique of Television Production: Gerald Millerson, 12th ed. Focal Press, London, 1990.
- A Guide to Production Techniques: Nick Dimbleby, Richard Dinberly and Ken Whittington. Practical Media:, Holder & Stoughton, London, 1994.
- Television Production: Alan Wurtze. 2nd Edition. Mcgraw Hill Book company New York
- Video Production: Vasuki Belavadi. 2nd Edition, Oxford university press

E-Resource:
- Television Production Handbook 101 (2nd ed.)by Roger Inman Greg Smith
- Mediacollege.com: educational website containing tutorials, reference and other resource material in all areas of electronic media by Dave, Richard and Andy