

RURAL JOURNALISM

UNIT-1 Introduction to Rural India	L	T	S	W	D	V	P	T
1.1 Socio - Economic Structure Of Villages	3	-	-	-	-	-	-	3
1.2 Impact Of Globalisation And Urbanisation On Villages	3	-	-	1	-	-	-	4
1.3 Rural Development	3	-	-	-	-	-	-	3
1.4 Problems Of Rural Society	3	-	-	-	1	-	-	4
1.5 Social Change In Village Community	3	1	-	-	-	-	-	4

UNIT- 2 Govt. Policies for Rural Development	L	T	S	W	D	V	P	T
2.1 Five Year Plans And Villages	3	-	-	-	-	-	-	3
2.2 Zamindari Abolition And Land Reforms	3	-	-	1	-	-	-	4
2.3 Co-Operative Movement	3	-	-	-	-	-	-	3
2.4 Community Development Programme	3	-	-	-	1	-	-	4
2.5 Panchayati Raj And Rural Development	3	1	-	-	-	-	-	4

UNIT- 3 History of Rural Broadcast	L	T	S	W	D	V	P	T
3.1 Issues Of Development - Health, Education, Infrastructure,	3	-	-	-	-	-	-	3
3.2 Social Conflicts, Empowerment Of Weaker Sections	3	-	-	1	-	-	-	4
Area Specific Programmes Of DD								
3.3 Ait's Developmental Programmes	3	-	-	-	-	-	-	3
3.4 Krishi Darshan Of DD	3	-	-	-	1	-	-	4
3.5 SITE Project	3	1	-	-	-	-	-	4

UNIT- 4 Programming for Rural Development	L	T	S	W	D	V	P	T
4.1 Concept Of Public Service Broadcast	3	-	-	-	-	-	-	3
4.2 Impact Of Broadcast On Development	3	-	-	-	1	-	-	4
4.3 Planning And Scheduling Of Development Programmes	3	-	-	-	-	-	-	3
4.4 Krishi Darshan, Kisan Yaani	3	-	-	-	1	-	-	4
4.5 DD P. cat	3	1	-	-	-	-	-	4

BE
4607

DE

4607

UNIT-5 Future of Rural Broadcast									
	I	T	S	W	D	V	P	T	
5.1 Concept of Local Broadcast	3	-	-	-	-	-	-	3	
5.2 FM Radio and Rural Broadcast	3	-	-	1	-	-	-	4	
5.3 Interactive and Participatory Programmes	3	-	-	-	1	-	-	3	
5.4 Community Radio	3	-	-	-	-	-	-	4	
5.5 Write an essay on Future of Rural Broadcasting	3	1	-	-	-	-	-	4	

4-1
पञ्चमहाभारत (३-५५)

OE1
5867

Open Elective (OE) - 2: Television Program Production

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

COURSE OBJECTIVES

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

LEARNING OUTCOMES

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

TABLE - CO-PO MAPPING:

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

3 - Strong, 2- Moderate, 1- Weak

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

Master of Science (Electronic Media)

1.4	Video Production Process: Pre-Production, Production, Post-Production.	1	0	1
1.5	Cast and Crew: Producer, Director, Associate, Stage or Floor Manager, Cameraman, Tele-Prompter Operator, Lighting Director, Audio Operator, Technical Director, Graphics Artist etc.	1	0	0
Teaching Method: Classroom 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: Classroom 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 : Expository Documentaries, Observational Documentaries, Participatory Documentaries, Reflexive Documentaries, Performative Documentaries	1	0	1
Teaching Method: Classroom 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: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.		L	T	P
Unit-5	Video Editing for Television	1	1	1
5.1	Video editing principles and aesthetics: Continuity, Rule of 180 degree etc.	1	0	0
5.2	Editing equipments: Vision Mixer, Monitor, Cable, Connector etc.	1	0	1
5.3	Introduction to Video Editing Software's (Avid Media Composer, Adobe Premiere, Final Cut Pro).	1	0	1
5.4	Editing Technique (Insert, Time lapsing, other), Basic Transitions & effects: Cut, Fade, Dissolve, Wipe	1	0	0
5.5	Television graphics & titling and specials effects	1	0	0
Teaching Method: Classroom Lectures, Video Demonstration, Practical Exercises, Case Study, Group Discussions, Assignments etc.				

Practical/Projects/Assignments:

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

Suggested Readings:

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

e-Resource:

- www.cableandsatellite.com
- 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/>

...


HEAD (E.M.)

12MA: APR - II

5677
OE2

OE-2: COPY WRITING

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

COURSE OBJECTIVE

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

LEARNING OUTCOMES

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

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

3- High, 2-Significant, 1-Low

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

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

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

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

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

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

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

PRACTICALS/PROJECTS/ASSIGNMENTS:

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

SUGGESTED READINGS:

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

E-RESOURCES:

- www.afaqs.com
- www.exchange4media.com
- www.adage.com
- www.brandchannel.com
- www.campaignlive.com
- www.brandrepublic.com
- www.adslogans.co.uk
- www.carat.com

MAMC : II SEM
OE2 : ART OF ANCHORING

Marks:50

Credits : 3

Th

Pr

la

Contact hrs

L

T

P

25

15

10

2

-

2

Course Objectives

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

Learning Outcomes

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

CO-PO MAPPING

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

1-Strong, 2-Moderate, 1-Weak

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

OE3
5767

1.5	Sociality of an Anchor (Case Study)	1	-	1
-----	--	---	---	---

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

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

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

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

डॉ. संजीव गुप्ता

विभागाध्यक्ष: जनसंचार विभाग

माखनसाल बहुवर्दी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

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

Practical/Project/Assignments :

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

Suggested Readings :

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

e- resources:

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

OE4 S798

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

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

Credit – 3

COURSE OBJECTIVES

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

LEARNING OUTCOMES

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

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

064 5798

2.5	Psychological and Spiritual Relaxation Methods (Lecture, PPT)			
-----	--	--	--	--

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

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

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

Abeykari

HOD

Department of Media Management
Maharaja Chhatrapati Shahu University
of Journalism & Communication, Dhule

OEY S798

Practical / Projects / Assignments

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

Suggested Readings

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

E-Resource

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

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

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

Asyfer

HOD

Department of Media Management
Mekhandal Chaturvedi National University
of Journalism & Communication, Bhopal

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

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

Credits-3

COURSE OBJECTIVES

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

COURSE OUTCOMES (COs)

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

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

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

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

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

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

CO-PO MAPPING:

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

3-Strong, 2-Moderate, 1-Weak

Practical / Projects/Assignments:

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

Suggested Readings:

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

E-Resource:

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

Handwritten signature and date
HOD, NIT

2MAJOE02: Opinion Writing

Total Credit-03

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

COURSE OBJECTIVES :-

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

LEARNING OUTCOMES :-

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

CO-PO MAPPING :-

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

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

5647

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

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

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

[Handwritten signature]

[Handwritten signature]

[Handwritten signature]

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

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

Practical/Projects/Assignments:-

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

Suggested Readings:-

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

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

E-Resource:

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

Handwritten signatures and marks at the bottom left of the page.

DE7

5707

M.Sc. Film Production: Semester - II OE-2: Ideation and Visualisation

S

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

COURSE OBJECTIVES

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

LEARNING OUTCOMES

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

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

3- High, 2-Significant, 1-Low

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

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

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

Unit-4	Visualization	L	T	P
4.1	Principles and Methods of Visualization: Reduction, Use of spatial variables-Position, Size, Shape and Movement. Artistic Visualization method-'direct visualization' (Classroom lectures, observation & PPT)	1	1	-
4.2	Scenic Design: Scenography, Role of Scenic designers- Stage design, Set design or production design, film sculptor-role (Classroom lectures, observation & PPT)	1	1	-
4.3	Functions of scene design: Defining performance space,	1	1	-

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

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

Practical/Projects/Assignments:

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

Suggested Readings:

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

e-Resource:

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

2MCAOE(A) - STATISTICAL METHODS

9059

CC/CE /SE /OE	L	T	P	Credit	End-Term Theory Exam Marks	Continuous Evaluation Marks	End-Term Practical Exam Marks	Total Marks
OE	2	1	0	3	40	10	0	50

COURSE OBJECTIVES

- To develop the students ability to deal with quantitative & statical data
- To enable the use of statistical methods & techniques wherever relevant.
- To have a proper understanding of various Statistical techniques for solving problems

COURSE OUTCOMES

- Describe and discuss the key terminology, concepts tools and techniques used in Statistical analysis
- Critically evaluate the underlying assumptions of analysis tools
- Understand and critically discuss the issues surrounding sampling, estimation and regression
- Discuss critically the uses and limitations of statistical methods
- Solve a range of problems using the techniques covered

UNIT-WISE SYLLABUS**UNIT-I**

Statistics and Data Analysis: Statistical Inference, Samples, Populations, and the Role of Probability, Sampling Procedures; Collection of Data, Measures of Location: The Sample Mean and Median, Measures of Variability, Discrete and Continuous Data, Statistical Modeling.

Probability: Sample Space, Events, Counting Sample Points, Probability of an Event, Additive Rules, Conditional Probability, Independence, and the Product Rule, Bayes' Rule.

UNIT-II

Random Variables and Probability Distributions: Concept of a Random Variable, Discrete Probability Distributions, Continuous Probability Distributions, Joint Probability Distributions.

Mathematical Expectation: Mean of a Random Variable, Variance and Covariance of Random Variables, Means and Variances of Linear Combinations of Random Variables, Chebyshev's Theorem.

UNIT-III

Some Continuous Probability Distributions: Continuous Uniform Distribution, Normal Distribution, Areas under the Normal Curve, Applications of the Normal Distribution, Normal Approximation to the Binomial, Gamma and Exponential Distributions, Chi-Squared Distribution, Beta Distribution, Lognormal Distribution.

UNIT-IV

Fundamental Sampling Distributions and Data Descriptions: Random Sampling, Sampling Distributions, Sampling Distribution of Means and the Central Limit Theorem, Distribution of S^2 , t -Distribution, F-Distribution.

One and Two-Sample Estimation Problems: Introduction, Statistical Inference, Classical Methods of Estimation, Single Sample: Estimating the Mean, Standard Error of a Point Estimate, Prediction Intervals, Tolerance Limits, Two Samples: Estimating the Difference between Two Means, Paired Observations, Single Sample: Estimating a Proportion, Two Samples: Estimating the Difference between Two Proportions, Single Sample: Estimating the Variance, Two Samples: Estimating the Ratio of Two Variance.

UNIT-V

Multiple Linear Regression and Certain Nonlinear Regression Models: Introduction, Estimating the Coefficients, Linear Regression Model Using Matrices, Properties of the Least Squares Estimators, Inferences in Multiple Linear Regression, Choice of a Fitted Model through Hypothesis Testing, Categorical or Indicator Variables, Sequential Methods for Model Selection, Cross Validation, Other Criteria for Model Selection, Special Nonlinear Models for Non ideal Conditions.

TEXT & REFERENCE BOOKS

- Ronald E. Walpole, Raymond H. Myers, Sharon L. Myers, Keying Ye, Probability & Statistics for Engineers & Scientists, Pearson Publishers.
- S C Gupta and V K Kapoor, Fundamentals of Mathematical Statistics, Khanna Publications.
- T.T. Soong, Fundamentals of Probability and Statistics For Engineers, John Wiley & Sons Ltd.
- Sheldon M Ross, Probability and Statistics for Engineers and Scientists, Academic Press.
- S. D. Sharma, Operations Research, Kedarnath and Ramnath Publishers, Meerut, Delhi

2MCAOE(C) - ANGULAR JAVA SCRIPT

9061

CC/CE /SE /OE	L	T	P	Credit	End-Term Theory Exam Marks	Continuous Evaluation Marks	End-Term Practical Exam Marks	Total Marks
OE	2	0	2	3	40	10	0	50

COURSE OBJECTIVES

- Implement single-page applications, Build Angular Forms
- Understand the use of Modules, Controllers and Directives
- Understand the concept and implementation of Dependency Injection
- Master AngularJS expressions, filters, and scopes

COURSE OUTCOMES

- Build real client apps with Angular on your own
- Troubleshoot common compile-time and run-time errors
- Write clean and maintainable code like a professional
- Apply best practices when building Angular apps

UNIT-WISE SYLLABUS**UNIT - I**

JavaScript Introduction, The Basics of AngularJS - Why We Need Frameworks, What Is a Framework?, Downloading and Installing AngularJS, Browser Support, Your First AngularJS Application, Declarative vs. Procedural Programming, Directives and Expressions - What Is a Directive?, What Are Expressions ?

JavaScript Primer - Including Scripts on a Page, Statements, Functions, Parameters and Return Values, Types and Variables, Primitive Types - Booleans, Strings, Numbers, Undefined and Null, JavaScript Operators, Equality vs. Identity, Pre- vs. Post- Increment, Working with Objects - Creating Objects, Reading and Modifying an Objects Properties, Adding Methods to Objects, Enumerating Properties, Control Flow - Loops, Conditional Statements, Working with Arrays - Array Literals, Enumerating and Modifying Array Values, Callbacks, JSON

UNIT - II

Introduction to MVC - Design Patterns, Model View Controller - Model, View, Controller; A Separation of Concerns, Why MVC Matters, MVC the AngularJS Way, Filters and Modules - Introduction to Filters, Built-in Filters, The Number Filter, The Date Filter, The limitTo Filter, AngularJS Modules - What Is a Module?, Bootstrapping AngularJS, Creating a Custom Filter

UNIT - III

Directives - The Basics of Directives, Using Directives, Built-in Directives - ngBind, ngCloak, ngInclude, ngShow and ngHide, ngRepeat, Event-Handling Directives, Using the API Documentation, Creating a Custom Directive - The restrict Option, The template Option, The link Option

Working with Forms - HTML Forms Overview, The form Element, The input Element - button, submit, text, checkbox, password, radio, The textarea Element, The select Element, The label Element, Model Binding, AngularJS Forms, Validating Forms

UNIT - IV

Services and Server Communication- Using Services, The \$window Service, The \$location Service, The \$document Service, Why Use Services?, Creating Services - Promises, Server Communication, Handling Returned Data - Accessing Returned Data, Handling Errors

Organizing Views - Installing the ngRoute Module, Using URL Routes - Defining Routes, Route Parameters, Eager vs. Conservative Routes, Route Configuration Options, HTML5 Mode

UNIT - V

AngularJS Animation - Installing the ngAnimate Module, CSS Animation Overview - Transforms, Transitions, Applying Animations, Deployment Considerations - Configuration, Testing, Error Handling, Hide Unprocessed Templates, Minification and Bundling, Managing the Build Process, Deployment

TEXT & REFERENCE BOOKS

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

Marketing Research

2647

Total Credits=3 (3*6 = 45H)
Max Marks 50 (40 Th. + 10 Int.)

Course Objectives

- To develop understanding of the complex world of Marketing Research.
- It aims to keep the students abreast with the concepts of Customer satisfaction, Marketing and Research.
- Helps to build clear vision of Marketing Research to establish research values.
- To provide training for planning and production of marketing for today's markets.
- To sensitize Marketing Research across communities and societies.

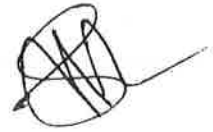
Course Outcomes

- Clarity of concepts related to Customer satisfaction, Marketing and Research.
- Compare the different Marketing Research methods available through various platforms.
- Develop Strategies exclusively through strategic research.
- Capable of identifying and establishing Marketing and Research values.
- Competent to plan and implement Marketing Research.

CO-PO Mapping															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO 1	3	-	1	2	-	2	-	1	2	1	1	-	-	-	1
CO 2	3	-	1	1	-	2	-	1	2	1	1	-	-	-	1
CO 3	3	-	1	1	-	2	-	1	2	1	1	-	-	-	1
CO 4	3	-	1	1	2	-	-	1	2	1	1	-	-	-	1
CO 5	2	-	2	2	1	2	1	1	2	1	-	1	-	-	1

2647

Unit-I – Need and Importance	L	T	P
1.1 Introduction, Definition	1	1	-
1.2 Need and Importance of Marketing Research	2	1	-
1.3 Uses and Limitation	1	1	-
Unit-II – Types and Designs			
2.1 Process of Marketing Research, Types	2	-	-
2.2 Design – Experimental, Description, Exploratory, Case Study, Panel	2	-	1
2.3 Qualitative and Quantitative Studies	2	1	1
Unit-III- Sampling and Data Collection			
3.1 Sampling, Primary, Secondary Data Sources	2	1	-
3.2 Data Collection Methods	2	1	-
3.3 Questionnaire, Attitude Measurement	2	-	-
Unit-IV – Analysis			
4.1 Analysis and Interpretation	2	-	1
4.2 Customer Satisfaction Scale	2	1	1
4.3 Testing	2	1	1
Unit-V - Report Writing and Marketing Research			
5.1 Report Preparation	2	1	1
5.2 Content and Principle of Report Preparation	1	-	1
5.3 Marketing Research in India	1	-	1



डॉ. पवित्र श्रीवा
विभागाध्यक्ष संचार शोध विभा.
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

S126

2MADJOE 2: DIGITAL MEDIA AND AUDIENCE BEHAVIOR

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

COURSE OBJECTIVES:

- To be familiar with digital media and audience behavior.
- To acquaint with inter personal life and social media
- To acquire the knowledge of media credibility
- To impart information about cyber laws, IT act and other regulations of digital media

LEARNING OUTCOMES:

- Students will be able to understand audience behavior for digital media content development
- Student will be capable of generating media credibility through use of digital platforms.
- Student will be able to understand about cyber laws and IT regulations for media.

CO-PO MAPPING:

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

Unit I	Audience Behavior	L	T	P
1.1	Understanding Behavior and Audience Behavior.	05	01	---
1.2	Digital Media and Social Behavior.	04	01	---
1.3	Digital Media audience: An introduction.	03	01	---
1.4	Interactivity and Fragmentation, Introduction to Social Media Environment.	01	---	---
1.5	Role of ICT in reshaping the understanding of media audience.	02	---	---
Total Hours		18		

[Type text]

Page 41

HEAL
Department
Makhan
Rashmiya Patwariya Vishwavidyalaya

S126

Unit-2	Web Groups	L	T	P
2.1	Introduction to Web Groups, Understanding Web Groups & Information.	02	---	---
2.2	Interactivity and Sociability on Social Media.	04	01	---
2.3	Social Networking and Effects on Relationships.	05	01	---
2.4	Concept of Computer Mediated Communication (CMC).	03	01	---
2.5	Interpersonal Relationships on CMC, Information fatigue and Overload.	01	---	---
Total Hours		18		

Unit-3	Youth and Social Media	L	T	P
3.1	Youth and Social Media, Definition, Introduction.	02	---	---
3.2	Identities in the virtual world and Online Communities.	04	02	---
3.3	Children and Online Culture: Education and Entertainment.	03	01	---
3.4	Public Discussion on the Internet.	03	01	---
3.5	Involvement of the Youth. Cyber Bullying.	02	---	---
Total Hours		18		

Unit-4	Digital Media	L	T	P
4.1	Introduction to Digital Media, Definition, Area of use.	04	---	---
4.2	Understanding Credibility of Digital Media.	03	01	---
4.3	Credibility Assessment and Contemporary forms of Credibility.	03	01	---
4.4	Building Credibility Online, Using Participatory Media and Public Voice Online.	02	01	---
4.5	Internet Users and Political Interests: Growth curves, reinforcing spirals.	02	01	---
Total Hours		18		

[Type text]

Page 42

HEAD
Department of Journalism
Makhanlal Chaturvedi
National Institute of
Journalism & Mass
Communication
Gurgaon, Haryana

5126

Unit-5	Cyber Crime & Laws	L	T	P
5.1	Cyber Media & Cyber Laws, Introduction & Necessity.	02	01	---
5.2	IT Act, Laws against Cyber Crime.	02	---	---
5.3	Banks & E-records Maintenance Policy.	03	02	01
5.4	Powers to Monitor and Block Websites in India.	02	---	---
5.5	Hacking: Ethical & Unethical, Situations and Necessity.	03	01	01
Total Hours		18		

Practical/Projects/Assignments:

- Write a project on cyber crime and laws.
- Write an article on internet use and political interests.
- Present case studies on cyber media laws.
- Write an article of minimum 1000 words on role of social media and computer mediated communication.

Suggested Readings:

- हर्षदेव, ऑनलाइन पत्रकारिता, समसामयिक प्रकाशन, नई दिल्ली
- Kim Jihoon : Between film, video and the digital, Bloomsbury
- Davison Amber, Controversies in Digital ethics, Bloomsbury
- Michele Willson & Tama Leaver: Social, Casual and Mobile Games, Bloomsbury
- Michael Austin, Music Video Games, Bloomsbury
- Michael Salmond, Video Game Design, Bloomsbury
- Sivaramakrishnan Arvind, Public Interest Journalism, Orient Black Swan, Hyderabad-500029
- Nayar K. Pramod, Digital Cool, Orient Black Swan, Hyderabad-500029
- D.H. Stephanie, Presenting DATA effectively- Second Edition, Sage
- Farrell Ian, Complete Guide to Digital Photography, Quercus

E-Resources:

- Convergence in Journalism: implications for the higher education of journalism students:
<https://lib.dr.iastate.edu/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=2331&context=etd>
- Media Convergence: Different Views and Perspectives -
<http://www.publishingindia.com/GetBrochure.aspx?query=UERGQnJvY2hlemVzIC84NjIueGJmC84NjIueGJm>