

M A - CORPORATE COMMUNICATION AND ADVERTISING

18FNA500

COMMUNICATION AND MEDIA THEORIES

2002

Objective: To provide an overview of various concepts and theories of Mass Media and Communication.

Unit 1

Communication: Nature and Definition - Types of Communication - Intrapersonal, Interpersonal, Transpersonal, Group and Mass Communication - Barriers of Communication.

Unit 2

Models and Theories of Communication: Aristotle's, Lasswell's, Shannon and Weaver, Osgood and Schramm, Newcomb's ABX, Gerbner's, Westley and MacLean, Riley and Riley's Sociological Model - Hypodermic Needle.

Unit 3

Agenda Setting, Uses and Gratification, Media Dependency, Gatekeeping, Individual Differences, Selective Exposure, Perception and Retention, Diffusion of Innovation, Spiral of Silence.

Unit 4

Early perspectives of Media and Society - The rise of Dominant Paradigm - Four Eras of Mass Media Theory.

Unit 5

Media, Society and Culture - Sub Culture, Popular Culture, Media and Realism - Construction of Reality by Media - Representation and Stereotypes - Gender and Mass Media.

TEXTBOOK:

Stanley J Baran and Dennis K. Davis - *Introduction to Mass Communication Theory*, Cengage Learning, Delhi (2006)

REFERENCES:

1. *Essentials of Mass Communication Theory* - Arthur Asa Berger - Sage Publications.
2. Baran, Stanley J, *Introduction to Mass Communication: Media Literacy and Culture*, Tata McGraw Hill

18FNA508

STUDIES IN VISUAL AESTHETICS

2002

Objective: To introduce the students to the evolution of the aesthetics of the image and also to initiate them to the visual language to enhance their understanding and appreciation of visual media in general.

Unit 1

Development of Visual Language - Semiotics and Rhetoric.

Unit 2

Dramaturgy - Development of Multimedia - Aesthetics of Audio Image.

Unit 3

Visual Art and Aesthetics - Understanding visual art and visual culture.

Unit 4

An overview of the art movements throughout history - Modern aesthetic movements and theories.

Unit 5

Anatomy, Figure Drawing and Figure Study.

TEXTBOOKS:

1. *Handbook of Radio, Television and Broadcast Journalism* by R.K.Ravindran
2. *Journalism in the Digital Age* by John Herbert

REFERENCES:

1. *Broadcast Basics: A Beginner's Guide to Television News Reporting and Production* by Yvonne Cappe
2. *The Meaning of Art* by Herbert Read
3. *Art* by Clive Bell
4. *Block, Bruce - 'The Visual Story' Burlington, U.S.A: Elsevier Inc. 2008*
5. *Behrens, Roy R - 'Design in the Visual Arts'. New Jersey: Prentice-Hall Inc. 1984*
6. *Young, Frank M - 'Visual Studies: A Foundation for Artists and Designers'. New Jersey: Prentice-Hall Inc. 1985*
7. *Bergstrom, Bo - 'Essentials of Visual Communication'. London: Lawrence King Publishing. 2008*

18FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION AND MEDIA STUDIES 2 1 0 3

Objective: To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

Unit 1

Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

Unit 2

Research process. Reviewing the literature - Formulating research problem - Research Question. Identifying variables: concept, variables, Types of variables, Operationalisation - Causality. Measurement scales - nominal, ordinal, interval and ratio – Hypothesis – characteristics - types.

Unit 3

Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis – Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

Unit 4

Establishing the validity and reliability of research instrument – validity - types of validity – reliability – Sampling - Population and Sample, Probability and Non Probability Samples, Types of Probability and Non Probability Samples, Sample size.

Unit 5

Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.

TEXTBOOKS:

1. *Research Methodology – A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008*
2. *Mass Media Research – Processes, Approaches & Applications: Roger D. Wimmer & Joseph R. Dominick, Wadsworth, 2008*

REFERENCES:

1. *Communication Research Asking Questions Finding Answers - Joann Keyton - Tata McGraw Hill*
2. *Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005*

18FNA510

CONTENT DEVELOPMENT

2 1 0 3

Objective: This course will explore the unique constraints of writing on the World Wide Web. Our emphasis will be on discovering new graphic and rhetorical structures for thinking and writing which are best suited for the nonlinear environment of the web.

Unit 1

Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile; Online editions of newspapers, Online reporting - tools for newsgathering. Writing for the Web – principles, limitations and new trends; Editing of web content; Management and economics of online editions, online advertisements and their types;

Unit 2

Create a technical document; professionals involved – project manager/ editor, writers, graphic artists; liaison with project engineers/ scientists and clients; Roles and responsibilities of writers, editors/ project managers; Document formats - hard and soft copy versions designs.

Unit 3

Differences between technical writing and other forms of writing; Qualities and qualifications of technical writers; End products of technical writing – technical reports, Project proposals, project abstracts, project documents and manuals - technical, installation and end-user.

Unit 4

Styles in technical writing; Clarity, precision, coherence and logical sequence in writing: The writing process - aim of writing, knowing the writing assignment, its clients and end users; Gathering of facts/ data; Planning the document content and organization; Writing the draft; draft revision; use of graphics/illustrations.

Unit 5

The technical editing process - Review of the document aim, content and its organization; Editing for accuracy of technical details, language style and usage; Editing tables, graphs/ illustrations; copy fitting, design and layout of documents. Online editing process;

BOOKS RECOMMENDED:

1. *Donald C. Samson Jr.: Editing Technical Writing*
2. *Gordon H. Mills & John A Walter: Technical Writing*
3. *McGehee Brad: The complete Guide to Writing Software User Manuals*
4. *Patricia A. Robinson: Fundamentals of Technical Writing*
5. *Peter J MGuire and Sara M. Putzell: A Guide to Technical Writing*
6. *Robert W Bly and Gary Blake: Technical Writing: Structure, Standard and Style*
7. *Susan Grimm: How to Write Computer Documentation for Users*

18FNA511

HISTORY OF ART

2002

Objective: *The course introduces the students to the history of art through ages.*

Unit 1

Pre historic to Gothic Art.

Unit 2

From Renaissance to 19th century art.

Unit 3

Modern art.

Unit 4

Post modern art.

Unit 5

Indian Art.

TEXTBOOKS:

1. Craven, Roy C. 'Indian Art: A Concise History'. London: Thames and Hudson. 1976.
2. Flexner, Stuart B. et al. [ed]. 'The Random house Library of Painting and Sculpture' [4 volumes]. New York: Random House. 1981.

REFERENCES:

1. Wilkins, David G. and Bernard Schultz. 'Art Past, Art Present'. New York: Harry N. Abrams Inc. 1990.
2. Woods, Gerald, et al [Ed]. 'Art without Boundaries' - 1950 – 70. London: Thames and Hudson. 1972.

18FNA512

MEDIA ETHICS AND LAWS

2002

Objective: *To provide an awareness of various aspects of Indian Constitution and Press Laws; to highlight the importance of media ethics and to sensitize students about norms of journalistic conduct.*

Unit 1

Freedom of Speech and Expression, Article 19 of Indian Constitution - Laws applicable to Mass Media - The Press and Registration of Books Act, 1867; The Copyright Act, 1971; The Civil Law of Defamation - Libel – Slander. The Indecent representation of women (prohibition) Act – 1986; The Indian Post Office Act – 1998; The Indian telegraph Act – 1885; The Press Council Act – 1978; Contempt of Court Act; The Contempt of Court Act, 1971; The Official Secrets Act, 1923; The young persons' (Harmful Publications) Act, 1956; The Working Journalists and other Newspaper Employees (Conditions of service) and Miscellaneous Provisions Act 1955.

Unit 2

Recommendations of Various Committees - Press Commissions - Prasar Bharati Act - RTI Act.

Unit 3

PCI guidelines - Norms for Journalistic conduct.

Unit 4

Guidelines for Media in relation to communal violence - Broadcasting codes in India - Code for Commercial Advertising.

Unit 5

Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

TEXTBOOKS:

1. *Mass Communication in India* by Keval J Kumar, Jaico Publishing House, 2003.
2. *The Journalist's Handbook* by M V Kamath, Vikas Publishing House Pvt. Ltd., 2002.

REFERENCES:

1. *Press Laws of India*.
2. *Theory and Practice of Journalism* by B N Ahuja, Surjeet Publications, 2003.

18FNA522

WRITING FOR MASS MEDIA

2002

Objective: To equip the students in reporting and writing for media and to orient various journalistic practices.

Unit 1

Principles of good writing – techniques of good writing; Writing for mass media; Tools of writing; Grammar and punctuation; Word usage; Style and Style book – Accuracy, Brevity, Clarity and objectivity; Journalistic conventions, Journalistic style and style books.

Unit 2

Writing for print principles and techniques; News definitions and elements, Types of news, News gathering and reporting process; Reporting - Definitions and elements, hard news and soft news; News sources, News element, News values; Characteristics of news writing; Journalistic codes and ethics.

Unit 3

Writing features and articles – principles and techniques; Different types of features; Types of articles; Researching for feature and article writing; Differences between features and news story, features and articles; Types of magazines – general interest magazines – special audience magazines, trade magazines.

Unit 4

Magazine design – cover, content and inside pages design; Magazine editing – editing of articles/ features, copy fitting, picture editing and selection, picture cropping; House style. Magazine formats and production techniques.

Unit 5

Writing for Broadcast media – principles and techniques; Characteristics of writing for radio and television; Story structure, writing styles; Putting together a news story; Writing techniques of features for radio and television; Art of interviewing for broadcast media; An overview of programmes and programme content in radio and television broadcasting.

BOOKS RECOMMENDED:

1. *Brian Nicholas: Features with Flair*.
2. *Todd Hunt: Reviewing for the Mass Media*
3. *Roy Paul Nelson: Articles and Features*
4. *Louis Alexander: Beyond the facts: A Guide to the Art of Feature Writing*

5. Hakemulder Jan R, Acde Jonge Fay & Singh P.P.: Professional Journalism
6. Shrivastava K.M.: News Reporting and Editing
7. Peter Dahlgren and Colin Sparks: Journalism and Popular Culture.
8. Jay Friedlander & John Lee: Feature Writing for Magazine and Newspapers.
9. Julian Harries, Kelly B. Leiter & Stanley Jonson: The Complete reporter
10. C.A. Sheenfield: Effective Feature Writing

18FNA523**INTERNET AND WEB TECHNOLOGIES****2002**

Objectives: The course enables the students to understand various Web Development Technologies such as XHTML, HTML, HTML5, CSS, JavaScript, etc. It also facilitates the students to understand the fundamentals of User Interface designing and developing.

Unit 1

Introduction to HTML, Internet Basic, Introducing HTML5, Explore Web Browsers, HTMLs Syntax, New Features in HTML5, Web pages, Basic HTML page creation.

Unit 2

Adding new Paragraph, Line Break, Preformatted Text, Block quote, HTML lists, Insert Special Character, Introduction to Style Sheet, Internal and External Style Sheet, Introduction to HTML tag, Class and ID, Text alignment, Color, Style Bulleted List.

Unit 3

Web page images, Image tag and attributes, Links and URL, Link to another file, link to e-mail id, Link hover effects, Table Structure, Borders, Cell Padding and Spacing, Table Alignment, Extend Cells across columns and rows, Web Page layout using Table, Understanding about various Form elements, Validating Form elements, Relative, Absolute, Fixed Positioning, Margin and Padding, introduction to Div tag.

Unit 4

HTML5 Semantic tags, Adding JavaScript to Web page, Introducing HTML5 Canvases, Video, Audio tags.

Unit 5

Publishing Your Web Pages, Introduction to Dynamic Sites, Basic PHP and SQL, Web Hosting.

SUGGESTED READINGS:

Mike Wooldridge, Brianna Stuart: *Creating Web Pages Simplified (IInd)*
 Philip Crowder with David A. Crowder, *Creating Web Sites Bible*, by Wiley Publishing, Inc.
 Jason Beaird *The Principles of Beautiful Web Design*

18FNA525**ADVERTISING THEORY AND PRACTICES****2002**

Objective: To introduce various domains of professional practices in the process of developing an advertisement in all the formats like print, broadcast and new digital media; to enable them to understand the functions of advertisement agency and the career profile of practitioners.

Unit 1

Origin and development of Advertising in UK, USA and in India; Definition and nature of advertising; Advertising process and functions; Role of advertising in society; Role of advertising in business - Advertising

in the marketing process, Marketing Mix, advertising and marketing activities - target marketing and market segmentation; Product positioning; Branding and brand communication.

Unit 2

Development of Advertising agency system; Advertising agency, structure and functions; Top advertising agencies in the world and in India. Legal and ethical aspects of advertising. Consumer behaviour, factors influencing consumer behaviour, buying behaviour, buying decision process; Evaluation of advertising effectiveness, methods of measurement, Pre-testing and post-testing methods; Social aspects of advertising; Advertising research,

Unit 3

Planning advertising campaigns; Kinds of advertisements – product, service, institutional, industrial, public service and public awareness advertisements retail advertising, corporate advertising, political advertising; Social marketing; Advertising types-classified, classified display and display advertising.

Unit 4

Media for advertising - newspaper, magazines, radio, television, Internet, outdoor, direct mail, point of purchase advertising, visual merchandising; Media selection - media mix, media planning; Advertising events; Key factors in budget – setting. Legal and ethical problems in advertising; Professional Organisations in advertising.

Unit 5

Advertising copy - Elements of Advertising, headline, slogan, body copy, illustrations, logo, trademark, themes and appeals. Fundamentals of visualization, layout and design; Designing process – making a model of the advertisement, testing the model, making the finished advertisement and evaluation.

BOOKS RECOMMENDED:

Chunnawala: Advertising Theory and Practice

Frank B.S. Rathor; Advertising Management

Jefkins: Advertising Made Simple

Wastson, Rinehart and Winston: Advertising

Sandage and others: Advertising: Theory and Practice

Thomas Russell and Glenn Verrill: Otto Kleppner's Advertising Procedure

Manendra Mohan: Advertising Management: Concepts and cases

Wastson S. Dum: Advertising: Its Role in Marketing

Philip Kotler: Marketing Management

William Stanton and others: Fundamental of Marketing

John R. Possiter and Larry Percy: Advertising Communication and Promotion Management

18FNA526

CORPORATE COMMUNICATION

2002

Objective: *This course provides an analysis of the practice of corporate communications and public relations.*

Unit 1

Introduction to Organisation Theory; Structure and characteristics of an organization; leadership – communication, decision making - balance and authority and power - communication functions - Factors influencing communication - Flow of communication in an organization - Bottom step, top down vertical and horizontal barriers to communication. Organization of a PR department and counselling firms. Brief overview of Organisational Behaviour.

Unit 2

Role of PR in an organization. PR processes - image building - PR and various publics - internal & external. Corporate communication - definition, historical perspective, contemporary relevance. Facets of corporate communication-organizational communication, marketing communication, management communication.

Unit 3

Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity and corporate brands. Organization of corporate communication system; teamwork in corporate, Communication, strategic corporate communication and issue management, measuring the effectiveness of corporate communication.

Unit 4

PR tools - mass media, interpersonal, transitional - gossip, rumour, mongering and criticism. House journals - kinds and production of house journals, new media. Media Relations - press conference, press releases, press unity, interviews, preparations and distributions of publicity materials to media. PR and crisis management - national community, labour unrest, and accidents.

Unit 5

PR for Govt. PR for Non Govt. organizations, PR for armed forces, PR for entertainment and sports, PR for tourism, PR for philanthropic organizations, PR for celebrities. Event management, Ethics in PR. Corporate social responsibility in India - Companies Act 2013 – CSR in Public and Private sector – Role of Corporate Communication Department in initiating CSR activities – Case studies.

BOOKS RECOMMENDED:

Balan K.R.: Lectures on applied Public Relations.

Dennis L. Wilcox, Philip H. Ault & Warren K. Agee: Public Relations strategies & tactics.

Mehta D.S.: Handbook of Public Relations in India

Scott M. Cutlip, Allen H. Centre & Glen M. Broom: Effective Public Relations.

Philip Lesley: Lesley's Public Relations Handbook

Kaul J.M.: Public Relations Handbook.

Frank Jefkins: Planned Public Relations

18FNA527**EVENT MANAGEMENT****2002**

Objectives: To give formal instructions and training to students in the Event Industry; to enhance their technical proficiency to effectively adjust, grow and excel in the field.

Unit 1

Events definition nature and scope; Types and objectives; Why events - 5c's of events; Elements of events and event process; Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning & Defining planning, Characteristics of Good Planner, SWOT Analysis; Understand Process – Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event – Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event?, Understanding Your Event's Audience; Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.

Unit 2

Producing a great show – phases of staging an Event, Pre-Production Checklist, Event Logistic – understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down Site Selection, Layout and design; Supply of Facilities – Audiovisuals, Purpose of visual presentation, Visual sources; Visual Presenters, Video/ Data Projectors, Display Equipment; Lightings – objectives of event lightings - visibility, relevance, composition, mood – Quality of lights; Equipment Locations - System Operation during the Event, Risk and Safety; Permissions required for holding an event, general details, police permission, traffic police, ambulance, fire brigade, municipal corporation, Indian Performing Rights Society (IPRS) 208, Phonographic Performing License (PPL) Entertainment Tax, Permissions for Open Ground Events, auditorium show,

Unit 3

Event team and crew - The Nature of Teams, A Brief History of Team Building, Management Commitment, Key Benefits of Teams, Key Drawbacks, Types of Teams, Organizational policy--making Teams, Task Force or cross-Functional Teams; Forming The Event Team - The core group should comprise the following positions: Committees for Each Chairperson, Event chairperson; Public Relations Chair, Mailing List Chair, Donation/ Sponsors Chair, Telephone Solicitation Chair, Decorating Chair, Arrangement/ Logistics chair, Some Important Tips on Drinks, Food & Drink Chair, Invitation & Program Chair, Reservation chair, Volunteer Chair.

Unit 4

Expectations and Goals Event Marketing - An Added Dimension, Event and the Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics; Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, Media mix. The Role of the Promotional Mix; Event Sponsorship Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor, Type of Sponsorship, Converting sponsorship into partnership.

Unit 5

Introduction to Event Cost Accounting, Objectives and scope of Event Cost Accounting, Event Cost centres and Cost units, Event Cost classification, Profit measurement, Decision making and control, Elements of Costing system, Cost Ascertainment, Material Cost, Employee Cost, Direct Expenses, Overheads, Making of a Cost Statement and Profit Calculations; Event Costing - Fixed Cost & Variable Cost, Volume Profit Analysis, Break Even Point; Event Market Analysis, Technical Analysis, Financial Analysis, Key issues in Project Analysis, Project Appraisal, financial appraisal, Application for financial assistance, Ratio Analysis for Events, Means of Financing, Profitability & Cash Flow, Managing Cash Flow In Events Significance, types of Expenses, Accounting Pattern, Evaluation.

BOOKS RECOMMENDED

1. *Event Management: A Blooming Industry and an Eventful Career* by Devesh Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -
2. *Event Management* by Swarup K. Goyal - Adhyayan Publisher - 2009
3. *Event Management & Public Relations* by Savita Mohan - Enkay Publishing House.
4. *Start And Run Event planning business* by Cindy lemaire Mardi foster-walker - Self-Counsel Press, 01-Sep-2004, ISBN - 1551803674, 9781551803678
5. *Start Your Own Event Planning Business 3/E: Your Step-by-Step Guide to Success* - Entrepreneur Press, Cheryl Kimball - Publication Date: June 13, 2011
6. *Event Planning Ethics and Etiquette* - Publisher: John Wiley & Son, Publication
7. *Event Entertainment and Production* - Mark Sonder, CSEP - Publisher: Wiley & Sons, Inc.
8. *Special Event Production* - Doug Matthews
9. *The Complete Guide to Successful Event Planning* - Shannon Kilkenny
10. *Successful Team Management [Paperback]* - Nicky Hayes

11. *Crew Resource Management, Second Edition* by Barbara G. Kanki, Robert L. Helmreich and Jose Anca.
 12. *The Event Marketing Handbook – Saget Allison – 2006*
 13. *Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle*
 14. *Event Marketing and Event Promotion Ideas - Eugene Loj*

18FNA551**PHOTOGRAPHY PRACTICE LAB. I****0 1 2 2**

Familiarization of different Cameras, Working with Digital SLR Camera, Experiments with depth of field - White balance, metering mode, Different modes in DSLR, Familiarizing Flash Lights & Light Meter, Lighting theory, Working with different light sources - Normal Human Eye and Process of Seeing - Camera principles - Compact cameras and SLR's - Working of SLR camera - Image sensors - Different parts of SLR camera - Creative mode and basic modes in SLR camera - Basic features of SLR camera – Focusing – Aperture - shutter speed – ISO - White balancing function in camera - Focal Length, Depth of Field - Depth of focus - circles of confusion - Angle of view - Different types of lenses - wide angle lens, fish eye lens, prime lens, telephoto lens, Different Image capturing formats - RAW, TIFF, JPEG.

18FNA552**VIDEOGRAPHY PRACTICE LAB. I****0 1 2 2**

Familiarizing Video Camera and accessories, Familiarizing tripods and other support systems, Focusing, White balancing, Different types of storage mediums - Tape and tapeless systems, Practicing different camera movement, Audio recording in video camera, Introduction to DSLR cinematography - Different types of Shots, Practicing different camera movements, Working under different light sources.

Basic Principles of motion picture - Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and, Differences between video and film medium - Principles of Visual Grammar, Parts of Video Camera - different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera - White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, Shots - purposes of shots, factors decide setting up of shots, Classification of shots - High angle, low angle and eyelevel shots, basic shot types - ECU, CU, MCU, MS, MLS, LS, ELS, Camera movements - panning, tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left- master-shot, point of view shot, over the shoulder shot - Cut in shot, cut away shot.

Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steady-cam, Working Principle of Video Camera - Image sensor, CCD and CMOS, Tape and tapeless systems, History of Video, Usage of different types of tapes: VHS, SVHS, U-matic, Beta-cam – DV, Mini DV, Digital and analogue video - advantages of digital video - Broadcast standards - PAL, NTSC, SECAM, various digital broadcasting standards - Transmission technologies - Terrestrial transmission, Cable TV, Satellite Television, DTH, CAS, IPTV - Working of different television systems, CRT, LED, LCD and technology, working of 3d television - Basic introduction about film making.

18FNA553**AUDIOGRAPHY PRACTICE LAB. I****0 1 2 2**

Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

Audio productions – Introduction to basics of sound - sound as a waveform, behavior of sound in different media, acoustics, intensity of sound, devices used for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms - Electricity and electronics - Electric charges, structure of atom, generation of electric current, ac and dc current, volt meter ammeter, conductors and insulators - Electronics basics, semiconductors, transistors, integrated circuits, ac to dc conversion - History of sound recording - Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques - brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Microphones - Basic principles of microphones, history and development of microphones - Different types of microphones - dynamic, ribbon and condenser microphones - Technical parameters of microphones - directional properties of microphones, Lapel microphones, Gun microphones - Applications of microphones in different situations, stereo mixing, microphone placement - Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces - Loud speakers, Loudspeaker principles, different types of loudspeakers, history and development of loudspeakers, headphones - Setting up loud speakers – Amplifiers - domestic power amplifiers, professional power amplifiers.

18FNA557 PHOTOGRAPHY PRACTICE LAB. II 0 1 2 2

Different types of shot, Different types of camera angles, Working with lenses of different focal lengths, Distance - Depth of Field Framing, Familiarizing with different lens filters, Camera movement practices - Tilting and panning, Advanced lighting techniques , Working with natural light, Studio lighting, HDR photography, Panorama photography, Different photography assignments.

18FNA561 CONTENT DEVELOPMENT PRACTICE LAB. 0 1 2 2

Content writing for internet. Technical writing practice.

18FNA562 WRITING FOR MASS MEDIA PRACTICE LAB. 0 1 2 2

Grammar for Journalists, Writing headline, lead and bodycopy. Writing Obituaries, Writing for women and children, Writing for Industry, Science and Technology, Sports, Agriculture, Films. Typography; Layout and Design of newspaper, style book, technical terms using in print and visual media.

18FNA563 ADVERTISING AND CORPORATE COMMUNICATION LAB. 0 1 2 2

Execution of advertisement and corporate communication practice in the lab, based on the theory they covered

18FNA564 CREATIVE COPY WRITING PRACTICE LAB. 0 1 2 2

Creative copy writing practice for Radio, TV, Print and online media.

strokes and fills- Table and cell styles,

Long document features- Creating book files- Table of contents- index- working with markers, Drawing, Graphics- Understanding graphics formats- Importing files from Adobe applications- Importing other graphics formats- Placing graphics- Managing graphics links- Object libraries, Frames and objects- Selecting objects- Transforming objects- Aligning and distributing objects- Grouping, locking and duplicating objects- Working with frames and objects- Clipping paths, Adding Transparency effects- Blending colors- Color- Understanding spot and process colors- Applying color- Working with swatches- Importing swatches- Tints- Gradients- Mixing inks- Using colors from imported graphics, Creating Adobe PDF files- Exporting to Adobe PDF, Printing documents- Color separations- Automation

18FNA589

POST-PRODUCTION AND MOTION GRAPHICS LAB.

0 1 2 2

Creating animated images and 3D Computer Graphics - Video compositing - Chroma key - Motion tracking - Creating titles for video.

18FNA601

VISUALIZATION AND STORYBOARDING

1 1 0 2

Objective: *This course makes the student produce storyboards to guide digital media productions. The student gradually develops skills in visualization and swift sketching by translating story scripts into illustrated frames that detail each scene's action, lighting and camera angles.*

Unit 1

Mis-En-Scene Analysis of existing television Ads, Films etc.

Unit 2

Exercises in developing mental images.

Unit 3

Logically arranging the sequences and making sketches.

Unit 4

Preparing layout for story board.

Unit 5

Drawing key frames, indicating along with, the camera movements, nature of shots, back ground music and voice-overs etc.

REFERENCES:

1. *Art Director's Index to Photographers Vol 1 & 2 – 24th Edition onwards*
2. *Image Music Text by Roland Barth*

18FNA603

INTERNET ADVERTISING

2 0 0 2

Objective: *To provide an understanding of the Internet as an advertising and marketing communication medium.*

Unit 1

Internet as a medium of communication – Possibilities – Advantages – Limitations.

Unit 2

Internet Advertising, an introduction - Targetting approaches - Demographic targeting - Behavioral targeting - Daypart targeting - Geographic targeting - Affinity targeting - Purchase based targeting.

Unit 3

Online advertising - Reach and frequency - Winning Strategies – Generate brand preference to stimulate sales - Stimulate trial through online coupons, samplings - Creating emotional engagement to promote loyalty - Power of convenience.

Unit 4

Standard online advertising formats - Creative factors that Influence display advertising effectiveness - Online video advertising - Games, an engaging medium - Online advertising clutter.

Unit 5

Search engine marketing techniques - Online shopping and buying - The multichannel market place - Online shopper profile - Importance of user friendly shopping sites - Shopper diversion - Advertising personally, e-mails and word of mouth - Online advertising effectiveness measurement.

REFERENCES:

- 1 *The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation* – Joe Plummer
- 2 *Key Success Factors in Internet Advertising: The role of Online User Activity and Social Context* – Symeon Papadopoulos

18FNA607**EDITING AND DESIGNING FOR PRINT****2 1 0 3**

Objective: *To equip the students with the general principles of editing and designing of a news paper.*

Unit 1

General principles and functions of editing; Role and responsibilities of editorial staff, Editor, sub-editor, news editor, principles of re-writing, computer editing, style sheet/ Book.

Unit 2

Newsman's language; sentences and their structure; Tense in news writing; Negative and double negative expressions; Adjectives, modifiers; Split infinitives, Attributions and identification of sources; punctuations, paraphrasing and transition devises in news writing. Analysing the elements of a news story; checking facts and figures; Correcting language, and grammar, rewriting leads, condensing stories, slanting of news localizing news.

Unit 3

News editing techniques of headline writing, types of headlines, polishing headlines, writing sub-heads, jump heads, magazine headlines, new trends in headlining, typography; Editing software; Writing editorials, types of editorials, editorial page contents, translation techniques. Handling wire, correspondent's copy, revising hand-outs. Proofreading; Glossary of editing.

Unit 4

Principles of page make-up and designing, mechanism of dummies, making front and inside pages, copy fitting, types of make-up and design, newspapers special supplements Design, contemporary newspaper design. Page makeup software-In-Design, Adobe Page Maker.

Unit 5

Brief history of printing; Composition, manual, machine, electronic, printing methods, offset, gravure, screen and other production methods, recent trends in printing, Types and Type setting process.

BOOKS RECOMMENDED:

Harold Evans: Newsman's English

Harold Evans: Newspaper Design

Harold Evans: Handling Newspaper text

Harold Evans: News Headlines

Bruce Westley: News Editing

F.K. Baskette and J.Z. Sissors: The Art of editing

John Hohenberg: Professional Journalist

Leslie sellers: Doing It In style

Michael Hides: The Sub- editor's Companion

L.M. Spencer: Editorial Writing

K.M. Srivastava: News Reporting and Editing

18FNA608

MARKETING COMMUNICATION

1 1 0 2

Objective: *To provide an in-depth understanding of marketing communication.*

Unit 1

Marketing communications defined; Nature of information; Consumer information processing model; marketing communications mix; Dyadic communication; Mass communication; Word-of-mouth communication; Group communication and marketing strategy; The role of Public Relations in marketing Communication; Functions of Public Relations in marketing Integrated Marketing communications (IMC).

Unit 2

Consumer driven communication strategy; The diffusion process; types of communication source; Factors influencing adoption; Group of ore-dispositional factors; Adopter categories; Purchase decision process; Hierarchy of needs; Wants buying motives; The self-concept Perception Attitudes; Learning Cognitive dissonance.

Unit 3

Promotional planning and strategy; Components elements plans, Promotion target determination ranking techniques; Market segmentation; Product or Brand positioning techniques; procedures for selecting target marketing; Hierarchy of objectives; Strategic approach to promotion activities; Sales promotion defined; Forms of sales promotion; Objectives of sales promotion; Below the line advertising specialties.

Unit 4

Personal selling; personal selling communication process; peddler and professional salesperson characteristic difference; Skill component needed by a professional salesperson; Fundamentals of sales management; selling process and stages; The uniqueness of personal selling; recruitment system; sales force training; sales quotas; Sales territory; Sales force management motivation mix; compensation plan.

Unit 5

Direct marketing process; Common channels for direct marketing; Direct response marketing; catalogue marketing; Telemarketing; Direct marketing through television, print and radio; Kiosk marketing; Automatic vending machine; Online direct marketing channel; Advantages and disadvantages of direct mail; Contents of direct mail packages through post; Electronic consumables used by direct marketers; Benefits of direct marketing; Ethical problems in using direct marketing.

BOOKS RECOMMENDED:

1. *Marketing Communications 1st Edition* by Lynne Eagle, Stephan Dahl, Barbara Czarnecka, Jenny Lloyd
2. *Marketing Communications: A Brand Narrative Approach 1st Edition* by Micael Dahlen, Fredrik Lange, Terry Smith
3. *Marketing Communications: Brands, Experiences and Participation (CIM Coursebook) [Print Replica] Kindle Edition* by Chris Fill

18FNA609**MEDIA MANAGEMENT****2002**

Objective: To comprehend various theories of media and convergence and also to understand the consequences of the dynamics of media development for societal and business decisions.

Unit 1

Introduction to principles and practice of management; Defining Media Economics Media; Business Models and Function; Mass Media Industry Structure Media Markets Ownership: Licensing and Franchising: Rules & Regulations Monopolies, Oligopolies, Conglomerates, Mergers, and Acquisitions; Media Revenues Financial Management Issues Financial Management Report; Media Sales Promotion and Marketing Mix.

Unit 2

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains); Policy formulation – planning and control; problems, process and prospects of launching media ventures; Organisation theory, delegation, decentralization, motivation, control and co-ordination.

Unit 3

Management, organizational structure of newspaper and magazine; Newspaper production management; Economics of newspaper - circulation and advertising management; Problems of large, medium and small newspapers; quality control and cost effective techniques. Employee/ employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques.

Unit 4

Management, organizational structure of Radio and Television in India; Private Radio and Television channels - structure organizational structure and management; Planning and execution of programme production – production terms, control practices and procedures; Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee/ employer and customer relations services; marketing strategies – brand promotion space/time – reach – promotion – market survey techniques.

Unit 5

A brief historical perspective of mass media laws in India -- Introduction to Indian Constitution – Salient features, Directive Principles of State Policy, Fundamental Rights and duties. Basic Legal concepts - Judicial

system in India - Constitutional provisions for Freedom of Speech and Expressions - Article 19(1) (a) Reasonable restrictions - Article 19(2) -- Freedom of the press in India Law of Defamation, Obscenity, Cinematography Act Official Secrets Act 1923, Copyright Act, Contempt of Court Act, Legislative Privileges and Contempt of Legislature, Working Journalist Act.

BOOKS RECOMMENDED:

1. Aggarwal S.K.: *Press at the crossroads in India.*
2. *William and Rucker: Newspaper Organization and Management*
3. Sarkar R.C: *The press in India*
4. Noorani A.G: *Freedom of Press in India*
5. *Frank Thayer: Newspaper Management*
6. *Gulab Kothari: Newspaper Management in India*
7. *A.N. Grover: Press and the law*
8. *A.G. Noorani: Freedom of the Press in India*
9. *Durga Das Basu: Laws of the press India*

18FNA610

ORGANIZATIONAL COMMUNICATION

2 0 0 2

Objective: *To provide an analysis of traditional and contemporary theories of communication in context of modern complex organizations. Consideration and explication of such pertinent concepts and variables as message, channel, networks, information, information flow, communication climate, communication audit, etc....*

Unit 1

Introduction to organization - types and structure of organization; Organizational climate and culture; Process of organizational climate and culture; Analysing organizational climate and culture; Identity and organization, diversity and organization; Perception of Organizational Communication - process, message, networks, interdependence and environment.

Unit 2

Definition of Organizational communication; Nature of ethics, business ethics, communication ethics; Theories of organizational communication - classical, human relations, human resource, social perspectives; Types of organizational communication - formal, informal, downward, upward, diagonal, horizontal, oral and written, communication networks.

Unit 3

Workplace teams - groups, types of teams; Group communication roles; Approaches to leadership, types of leaderships; Role of leaderships -mentoring and coaching; Recruiting, socializing, stress, conflicts and negotiations.

Unit 4

Spoken Communication: Listening; Active Listening; Poor Listening; Poor Speaking Good Listener; Logical Traps; Presentations; Features of effective Presentations; Presentation Planning; Structure of Presentations; Delivery; Visual Support; Coping with Questions; Coping with Nervousness; Effective Meetings: Preparation; Agenda; Conduct of Meetings; Preparation of Minutes of Meeting; Interviewing skills; Negotiating skills; Team building skills; Business skills; Client Interfering skills; Liaison skills; E-Mail writing skills.

Unit 5

Organization correspondence: Principals of Communication: Preparatory Stages of Letter Writing: Letter Formats: Basic Plans for Letters; Direct Request Plan; Good News Plan; Bad News Plan; Persuasive Request

Plan; Business Letters; Calling for a Post; Calling for an Interview; Appointment orders; Termination Orders; Enquiries; Cancellation of Orders; Complaints and Adjustments: Sales Letters: Report Writing.

BOOKS RECOMMENDED:

1. *Organizational Communication: An Introduction to Communication and Human Relation Strategies* Paperback – December, 1996 by Ken W. White, Elwood N. Chapman
2. *Organizational Communication: Approaches and Processes 6th Edition* by Katherine Miller

18FNA632

CORPORATE VIDEO PRODUCTION

1 1 0 2

Unit 1

Introduction to video-production techniques; Difference between commercial and corporate videos; Corporate video production companies; Corporate events; Corporate video proposal; Corporate video scripts.

Unit 2

Types and usage I: Staff training/ instruction and safety videos; Investor relations/ financial results; Company promotional/ brand videos; New product or service online presentations; Video role play (often with actors).

Unit 3

Types and usage II: Client and customer testimonial videos; Prom video; Corporate event filming; Live and on-demand webcasting; Technology and product demonstration videos; Business television.

Unit 4

Services: Clients, Portfolio, Blog - Multi-media presentations, Corporate films, Corporate identity and graphics, Out-door promotional collateral, Online and social marketing.

Unit 5

Corporate film production; TV commercials; Documentaries; Music videos; Brand endorsement; Industrial videos; Commissioned programs; CSR video.

18FNA633

PACKAGING AND ILLUSTRATION PRACTICAL

0 0 2 1

To introduce the students to the basics of packaging, and the essential graphic designing tools. To introduce the students to the basics of drawing, and the traditional illustrations, Graphical illustrations, illustrations in advertising and animations.

18FNA635

NEW MEDIA ADVERTISING

0 1 2 2

Practice advertising using online media.

18FNA662

EDITING AND DESIGNING PRACTICE

0 1 2 2

Editing and designing practice for print.

18FNA690 **LIVE-IN-LAB.** **2 cr**

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations, after the second semester and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

18FNA692 **INTERNSHIP** **2 cr**

Students must undertake internship for one month in the industry.

18FNA695 **COMPREHENSIVE AND TECHNICAL VIVA-VOCE** **2 cr**

Viva voce will be conducted on the dissertation/project work/portfolio report of students

18FNA698 **MINI PROJECT** **4 cr**

Production for Advertising (Print), Production for Advertising (AV), Production for Public Relations (Print), Production for Public Relations (AV), Webpage Designing & Development.

18FNA699 **PROJECT** **6 cr**

Production for Advertising (Print), Production for Advertising (AV), Production for Public Relations (Print), Production for Public Relations (AV), Webpage Designing & Development