

**15AVP501****AMRITA VALUES PROGRAMME****1 0 0 1**

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

**Courses offered under the framework of Amrita Values Programme:****Art of Living through Amma**

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

**Insights from the Ramayana**

Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

**Insights from the Mahabharata**

Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

**Insights from the Upanishads**

Introduction: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakama Jabala, Aruni, Shvetaketu.

**Insights from Bhagavad Gita**

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Idea of the Self and Realisation of the Self – Qualities of a Realised person - Concept of Avatar - Relevance of Mahabharata for modern times.

**Swami Vivekananda and his Message**

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

**Great Spiritual Teachers of India**

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

**Indian Arts and Literature:**

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

**Importance of Yoga and Meditation in Life:**

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

**Appreciation of Kerala's Mural Art Forms:**

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural paintings are not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

**Practicing Organic Farming**

Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says “we have to return this land to the coming generations without allowing even the slightest damage to happen to it”. Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature”

**Ancient Indian Science and Technology**

Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India's contribution to science and technology.

**15CUL501****CULTURAL EDUCATION****2 0 0 P/F**

**Objective:** Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbibed into the inner spirit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma's nectarous words of wisdom and acts of love are our guiding principles. Amma's philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethos and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master

12. Dimensions of Spiritual Education; Need for change Lecture – 1; Need for Perfection Lecture - 2
13. How to help others who have achieved less - Man and Nature Q and A, Sharing of experiences

**REFERENCES:**

1. Swami Amritaswaroopananda Puri - Awaken Children (Volume VII and VIII)
2. Swami Amritaswaroopananda Puri - Amma's Heart
3. Swami Ramakrishnanda Puri - Rising Along the Razor's Edge
4. Deepak Chopra - Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success
5. Dr. A. P. J. Abdul Kalam - 1. Ignited Minds 2. Talks (CD)
6. Swami Ramakrishnanda Puri - Ultimate Success
7. Swami Jnanamritananda Puri - Upadesamritham (Trans: Malayalam)
8. Vedanta Kesari Publication - Values - Key to a meaningful life
9. Swami Ranganathananda - Eternal values for a changing society
10. David Megginson and Vivien Whitaker - Cultivating Self Development
11. Elizabeth B. Hurlock - Personality Development, Tata Mcgraw Hill
12. Swami Jagatatananda - Learn to Live (Vol.1 and 2), RK Ashram, Myslapore

**15FNA503****FILM STUDIES****2 0 0 2**

**Objective:** To introduce the students to the creative study of films and at the same time developing their skills for analyzing different media.

**Unit 1**

Introduction to Film Studies - Film movements.

**Unit 2**

Different Genres of films.

**Unit 3**

Introduction to world cinema.

**Unit 4**

Indian Cinema and Malayalam Cinema (Origin and Development).

**Unit 5**

Theoretical perspectives.

**TEXTBOOKS:**

1. Film Art: An Introduction - David Bordwell, Kristin Thompson
2. Malayala Cinemayude Katha - Vijayakrishnan

**REFERENCES:**

1. *The Art and Science of Cinema* - Anwar Huda
2. *Key Concepts in Cinema Studies* - Susan Hayward
3. *Film as Art* - Rudolf Arnheim
4. *Chalachithrathinte Porul* - Vijayakrishnan
5. *Movies and Meanings* - Stephen Prince
6. *How to read a film? Movies, Media, Multimedia* - James Monaco

**15FNA504 INTRODUCTION TO COMMUNICATION AND MEDIA THEORIES 1 1 0 2**

**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

**15FNA506 PHOTOGRAPHY, VIDEOGRAPHY AND AUDIOGRAPHY I 2 1 0 3**

**Objective:** To understand the basics of Photography, Videography and Audiography.

**Unit 1**

History of photography - 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.

**Unit 2**

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.

**Unit 3**

Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, 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.

**Unit 4**

Audio productions – Introduction to basics of sound - sound as a waveform, behaviour 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.

#### Unit 5

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.

#### TEXTBOOKS:

1. Vasuki Belavadi, *Video Production*, Oxford University Press
2. Philip Andrews, Michael Langford - *Langford's Starting Photography, Fifth Edition: The guide to great images with digital or film* – Focal Press
3. T. Krishnan Unni – *Sound in Moving Pictures* – Mathrubhumi Publications

#### REFERENCES:

1. Michael J. Langford - *The Basic Photography* - Focal Press
2. Michael J. Langford - *The Advanced Photography* - Focal Press
3. *Pocket Guide to 35mm Photography* - Kodak, Sterling Publishing Pocket Edition, 1998
4. Aaron Sussmann - *Amateur Photographer's Handbook* - Harper Collins 8th Edition, 1973
5. Arthur Cox - *Photographic Optics* - Focal Press, 1974
6. Herbert Zettl - *Television Production Handbook* - Wadsworth Publishing, 8th Edition, 2002
7. Roy Sidney - *The Lens and Its Job* - Hastings House Pub, 1978
8. Jacobson - *Manual of Photography* - Butterworth Heinemann
9. Happe - *Basic Motion Picture Technology* - Focal Press, 1971
10. Weber - *Practical Photographer* - Fountain Pr Ltd. 1974
11. Satyajit Ray - *Our Films Their Films* - Orient Longman India 3rd Edition, 2001
12. Andre Bazin - *What Is Cinema?* - University Of California Press, 1989
13. Christian Metz - *Film Language* - University Of Chicago Press, Reprint Edition, 1991
14. Siegfried Karacauer - *Film Theory*
15. John Garner - *S. Eisenstein - The Montage of Film Aesthetics*
16. Francis Rumsey and Tim McCormick - *Sound and Recording* - Focal Press, 2003

## 15FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION 2103 AND MEDIA STUDIES

**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

**15FNA512****MEDIA ETHICS AND LAWS****2 0 0 2**

**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.

**15FNA516****PHOTOGRAPHY, VIDEOGRAPHY AND AUDIOGRAPHY II****2 1 0 3**

**Objective:** Introduce the students to the evolution of Photography, Videography and Audiography.

**Unit 1**

Different genres of photography – Black and White Photography, fashion photography, wildlife photography, advertising photography, wedding photography, macro-photography, medical photography, film photography, photo journalism, Candid Photography, architecture photography, travel photography - Composition principles - vertical, horizontal and diagonal framing - symmetry, perspective, balance, background and foreground, Rule of Thirds, frame balancing, leading lines, frame within a frame - Different camera movements – tilting – panning - different types of shots, different camera angles - High angle, low angle, eyelevel, birds eye, worms eye - Different accessories of camera - tripod, monopod, lens-hood flash, remote, shutter release - Different types of filters - polarizing filter, neutral density filter, UV filter, extension tubes - Metering modes.

**Unit 2**

Introduction to Lighting - natural lights, outdoor lighting, studio lighting, still life photography - Three point lighting - Key light, fill light, back light, light meters and their working, different lighting instruments, lighting accessories used - soft box, reflector, umbrella reflector, snoot, trigger, diffusers - working under different lighting conditions - Different colour modes - RGB, CMYK, gray scale, different lens aberrations - Science of colour - Attributes of colour - Additive colours - Subtractive colours - Colour reproduction in different imaging devices.

**Unit 3**

Lighting – Principles - goals of good lighting in video - Exposure, depth and dimension, mood and tone, colour, texture - Properties of light, Intensity, colour quality, dispersion, direction - understanding colour temperature - Naturalism and pictorialism in lighting - Three point Lighting, Lighting ratio - hard and soft Lighting, high key lighting and low key lighting, available natural light, bounce light, practical lighting, lighting through the window Lighting for HD video. Lighting instruments - Sun guns, Fresnel, HMI, Fluorescent Lights, LED Lights, Follow spots - Lighting accessories - barndoor, scrim, reflectors, gels, diffusers.

**Unit 4**

Single camera production - roles and responsibilities of production personnel, pre-production stage - different activities, writing the treatment, script writing and story boarding, location hunt, Production stage - different problems in shooting, reviewing shots, Post-production stage - Video logging, editing, closing the file. Multicamera Production process, Layout of TV studio - Major installations in PCR - Camera control unit, Video switcher, graphics and titling machines, Major installations in studio floor - Teleprompter, dimmer and patch boards, studio cameras, Virtual studios - different activities in Multicamera production - Chroma Keying, DSNG - different methods used in DSNG, OB Van, Electronic News Gathering and Electronic Field Production, Floor plans for different field productions, Introduction to DSLR cinematography, Shooting video for web, Videos for social media.

**Unit 5**

Audio cables and interconnections - different types of connectors, microphone cables and line cables, balanced and unbalanced cables, snake cables, transformers, electronic balancing, DF boxes, distribution amplifiers - Outboard equipment - Equalizers, compressors, limiters, echo and reverb devices, multi-effect processing, connection of outboard devices - Analogue recording and digital recording - Development of analogue recording, analogue recording systems - optical recording, magnetic recording - Multitrack recording - digital recording, tape based systems and tapeless systems, comparison of analogue and digital systems - MIDI - basic MIDI principles, MIDI communication, synchronization - Timecode and synchronization - Surround sound - Three channel stereo, four channel stereo, 5.1 channel sound surround sound systems, digital surround sound formats, surround sound recording techniques - Television - Different television systems, radio sound, TV transmission, digital transmission and distribution of TV and cinema. Multicam shooting and recording, Live recording for news.

**TEXTBOOKS:**

1. Vasuki Belavadi, *Video Production*, Oxford University Press
2. Philip Andrews, Michael Langford - *Langford's Starting Photography, Fifth Edition: The guide to great images with digital or film* – Focal Press
3. T. Krishnan Unni – *Sound in Moving Pictures* – Mathrubhumi Publications

**REFERENCES:**

1. *The Basic Photography* - Michael J. Langford
2. *The Advanced Photography* - Michael J. Langford
3. *Pocket Guide to 35mm Photography* - Kodak, Sterling Publishing Pocket Edition, 1998
4. *Amateur Photographer's Handbook* - Aaron Sussmann, Harper Collins 8th Edition, 1973
5. *Photographic Optics* - Arthur Cox – Focal Press, 1974
6. *Television Production Handbook* - Herbert Zettl-Wadsworth Publishing, 8th Edition, 2002
7. *The Lens and Its Job* - Roy Sidney, Hastings House Pub, 1978
8. *Manual of Photography* - Jacobson, Butterworth Heinemann
9. *Basic Motion Picture Technology* - Happe, Focal Press, 1971
10. *Practical Photographer* - Weber, Fountain Pr Ltd. 1974
11. *Our Films Their Films* - Satyajit Ray, Orient Longman India 3rd Edition, 2001
12. *What Is Cinema?* - Andre Bazin, University of California Press, 1989
13. *Film Language* - Christian Metz, University of Chicago Press, Reprint Edition, 1991
14. *Film Theory* - Siegfried Karacauer
15. *The Montage of Film Aesthetics* - S. Eisenstein
16. *Directories in Modern Theatre and Drama* - John Garner
17. *Sound and Recording*, by Francis Rumsey and Tim McCormick, Focal Press, 2003

**15FNA517****PUBLIC RELATIONS****1 0 0 1**

**Objective:** To introduce the students to the concept of Public Relation and equip them to build a career according to the industry requirements.

**Unit 1**

Defining PR - Elements of PR – Publicity – Propaganda - Public affairs - Lobbying – Opinion leaders.

**Unit 2**

Principles of Public Relation - Concept of Public - Major Public – Employees - financial public – Suppliers – Distributors – Government – Customer – Media - Community & Corporate social responsibility.

**Unit 3**

PR as a strategic management function - PR Process, four stages - Crisis Management.

**Unit 4**

PR and media strategy - Principles of effective media relations - Writing for PR - Press release - Press Tour - Press conference - Electronic PR.

**Unit 5**

Corporate advertising - House Journal, How to be a good PR Manager - Ethics in PR - Case studies.

**TEXTBOOK:**

*Public Relations The Profession and Practice* - Dan Lattimore, Otis Baskin, Suzette T. Heiman, Elizabeth L.Toth - Tata McGraw Hill, New Delhi (2012)

**REFERENCES:**

1. *Effective Public Relations and Media Strategy* - C.V.Narasimha Reddy, PHI (2014)
2. *Public Relations Principles and Practice*, Iqbal S. Sachdeva - Oxford University Press

**15FNA520****SHORT FILM PRODUCTION  
(FICTION AND DOCUMENTARY)****1 1 0 2**

**Objective:** To impart training in producing and directing short fiction films and documentaries

**Unit 1**

Converting incidents in to stories - Building stories from images - Structuring the story – Docudrama.

**Unit 2**

Plot structuring of themes - Three-part structure.

**Unit 3**

Sub plots - Climaxes - Conflict and rising action.

**Unit 4**

Three-point lighting - High-key lighting - Low-key lighting.

**Unit 5**

Building visual images - Narrative continuity - Shot size - Shot duration – Montage.

**TEXTBOOK:**

*Writing the Short Film* by Patricia Cooper, Ken Dancyger

**REFERENCE:**

*Producing and Directing the Short Film and Video* by David K. Irving, Peter W. Rea

**15FNA573 AUDIOGRAPHY LAB. I 0 0 2 1**

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

**15FNA574 PHOTOGRAPHY LAB. I 0 0 2 1**

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

**15FNA575 VIDEOGRAPHY LAB. I 0 0 2 1**

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

**15FNA576 GRAPHIC DESIGN LAB. I 0 1 2 2**

Workspace basics, Photoshop images, Introduction to Camera Raw, About colour

- Colour modes, Viewing histograms and pixel values, Applying special colour effects to images, Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise, Making selections, Layer Basics, Painting tools, Drawing vector graphics, Filter basics - Filter effects reference - Applying specific filters - Add Lighting Effects, Creating type - Editing text - Formatting characters, Saving images - Saving PDF files - Saving and exporting files in other formats - File formats, Working with web graphics - Slicing web pages - Modifying slices, Video and animation in Photoshop - Creating images for video - Interpreting video footage, Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations, Automating with actions - Creating actions - Processing a batch of files.

**15FNA583 PHOTOGRAPHY, VIDEOGRAPHY AND AUDIOGRAPHY LAB. II 0 0 2 1**

**Photography**

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.

**Videography**

Practicing with lights (Additional lights and Natural lights) - Studio cameras - Breaking down the script and shot division - Working with DSLR's and its accessories - Track and Trolley - Studio Visit and Crane Operations.

**Audiography**

Advanced audio recording in studio – Acoustics - Analog Mixer Console routings and connections - Equalizers, Speakers and Headphones - Practice in Microphone placements - Working with Mixer Console.

**15FNA584 DIGITAL VIDEO EDITING 0 1 2 2**

Nonlinear Video Editing - Create and open projects, Work with files, Import media, Organize your media once it's imported, Use the Timeline for video and audio tracks, Edit tracks in the Timeline, Create sequences and nested sequences, Add motion to your clips, Create and work with keyframes, Add animation and other effects, Add transitions, Use the colour-correction tools, Sync clips from multiple cameras, Add text, shapes, and logos to your project, Work with audio in the Audio Workspace, Export media, Create and edit closed captions.

**15FNA586****GRAPHIC DESIGN LAB. II****0 1 2 2**

Graphic illustration - About Illustrator - Work Area Overview - Screen modes - Drawing Basics - About Vector Graphics – Paths - Editing paths - Drawing simple lines and shapes - Pencil tool - Pen tool - Tracing artworks – Symbols - symbol tool, About Colour, Painting Tools, Selecting objects, Transforming Objects, Importing Files - Importing bitmap images - Importing Adobe PDF files, Type - Creating and importing type, Creating Special Effects, Web graphics - Slices and image maps.

Page Layout Workspace basics - Customizing menus - Toolbox overview - Selection tools, Layout - Creating documents - Creating custom page sizes - Rulers and measurement units – Grids - Ruler guides - Page and spreads – Masters – Layers - Laying out frames and pages - Numbering pages, chapters and sections - Text variables, Working with files and templates - Saving documents - Exporting, Creating text and text frames - Adding text to frames - Importing text - Threading text - Text frame properties, Typography - Formatting text, Styles - Paragraph and character styles - Dropcaps and nested styles - Object styles - Working with styles - Combining text and objects - creating type on a path, Tables - Creating tables - Selecting and editing tables - Formatting tables - Table 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 colours – Colour - Understanding spot and process colours - Applying colour - Working with swatches - Importing swatches – Tints – Gradients - Mixing inks - Using colours from imported graphics, Creating Adobe PDF files - Exporting to Adobe PDF, Printing documents - Colour separations – Automation.

**15FNA637****ADVERTISING****2 0 0 2**

**Objective:** This helps the student to make integrated approach on advertising, providing with an in-depth understanding of the creative and strategic processes behind successful advertising. The students are introduced to the processes, tools and techniques used in developing advertising concepts with the study areas including creative thinking and visualizing, advertising theory and practice.

**Unit 1**

Position of Advertising in marketing - Brief history of advertising - Advertising - meaning and definition - Advertising as a tool of communication - Features of advertising - Social and economic impact of advertising - Key players in advertising - Significance and criticism of advertising - Advertising agency.

**Unit 2**

Types of advertising - Structure of an advertising agency and work flow - Client Servicing - Creative process - Media planning - Media Buying - Media Scheduling - Types of agencies - Relationship between various participants (Client, agency and media and consumer).

**Unit 3**

Various media for advertising.

**Unit 4**

Concept of USP - Introduction of branding - Meaning of campaign. .

**Unit 5**

Case studies.

**REFERENCE BOOKS:**

*Advertising, Frank Jefkins Revised by Daniel Yadin*  
*Kleppner's Advertising Procedure*

**15FNA679****SHORT FILM PRODUCTION  
(FICTION AND DOCUMENTARY) LAB.****0 1 2 2**

Conceiving and producing short fiction films and Documentaries.

**15MCJ501****CONTEMPORARY MEDIA SCENARIO****2 0 0 2**

**Objective:** To familiarise the students with key issues in contemporary media world.

**Unit 1**

Media and Society - Power of media, objectivity of media.

**Unit 2**

Media and politics. Media as the fourth estate. Democracy and media. RTI.

**Unit 3**

Media Representation: stereotypes. Gender representation. Portrayal of women. Representation of marginalised.

**Unit 4**

Global communication. Media in a globalised world.

**Unit 5**

Alternative media and its various impacts. The rise of participation journalism (citizen journalism).



**TEXTBOOK:**

Dennis McQuail, *McQuail's Mass Communication Theory – Sage - 2013*

**REFERENCES:**

1. Paul Hodkinson - *Media, Culture and Society: An Introduction- Sage- 2011*
2. *Media and Society: Critical Perspectives*, Graeme Burton, 2010, Open University Press
3. *Media and Culture: An Introduction to Mass Communication*, Richard Campbell, Christopher R. Martin et. Al, 2011, Bedford/St. Martin's.

**15MCJ502 PRINT JOURNALISM AND WRITING 2 0 0 2**

**Objective:** To provide an understanding of journalistic practices and to orient the students in reporting and writing for print media.

**Unit 1**

Fundamentals of journalism - Principles and functions of journalism – News - definition, values, elements, characteristics & structure. News determinants. Types of news.

**Unit 2**

News gathering: nose for news, News Sources, Fundamentals of Reporting. Meaning and Nature of Reporting – Qualifications & duties of a Reporter. Techniques and tools of Reporting. Interview: style and types. Reporting Executive – Legislature – Judiciary.

**Unit 3**

Elements of a news story - Headline, Lead: types of lead, body copy. Inverted pyramid style. Editing - Role and responsibilities of editorial staff. General principles and functions of editing.

**Unit 4**

Feature Writing: Definition and Characteristics – Structure of a Feature Story, Types of Feature. Writing Feature – Sources of Ideas – Collection of materials; Standard Organization Techniques - The All-Important Lead - Quoting Vs. Paraphrasing - Adhering to Length Requirements - How To End The Story - Taking Writing Risks.

**Unit 5**

Writing for Magazines. Magazine feature story. Working In Magazines - Understanding the Focus and Audience - Differences between Magazine Stories and Newspaper Stories. Specialised Reporting - Types of journalism: New Journalism, Development Journalism.

**TEXTBOOK:**

Carole Rich - *News Writing and Reporting, Cengage Learning (2010)*

**REFERENCES:**

1. F. Fedler - *Reporting for the Print Media*, Oxford University Press, USA; 9 edition (March 24, 2008)
2. James Glen Stovall - *Journalism; Who, What, When, Where, Why and How. PHI New Delhi (2005)*
3. H F Harrington and Elme Scott Watson - *Modern Feature Writing*, Harper & brothers, New York and London (1993)

**15MCJ511 BROADCAST JOURNALISM AND REPORTING 2 0 0 2**

**Objective:** To provide in-depth knowledge about Journalism in Television Media and the making of stories through Television, their editing and best presentation.

**Unit 1**

Introduction, Collection and compilation of news, News Bulletin - External News Sources.

**Unit 2**

Writing for Radio.

Radio Journalism - Sources of writing, functions of Radio Commentator, Editors, Production of News Bulletins, Production of News Reels, Importance of single line statement, Production of Different formats – Drama Documentary etc. - Recent trends in Broadcasting, Future of Radio.

**Unit 3**

Writing for TV. Television Journalism, TV Reporting and Interviewing - Dos and Don'ts in TV programming.

**Unit 4**

OB Van, DSNG, PCR - Live coverage of important events, sensational subjects - Steps in producing Newscasts.

**Unit 5**

News reading and presentation methods. Different kinds of microphones - studio floor - Phone-in programmes.

**TEXTBOOKS:**

1. *Radio: A Guide to Broadcasting Techniques – E Evans*
2. *Writing for Visual Media*, Friedmann Anthony: Elsevier, 2006

**REFERENCES:**

1. *Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)*
2. *Techniques to TV Production – Rudy Bretz (McGraw Hill)*

**15MCJ512 MEDIA STUDIES 1 0 0 1**

**Objective:** To give an overview of various aspects of media studies.

**Unit 1**

The media in early civilization - The print revolution - Technologies and the emergence of different types of media.

**Unit 2**

Global new media - Information revolution.

**Unit 3**

Media convergence - Print and Electronic media - Technology of Mechanical and Electronic media.

**Unit 4**

Digital transformations - Media in the new generation.

**Unit 5**

Why study media? Media as text.

**TEXTBOOK:**

*Media and Society: Critical Perspectives*, Graeme Burton, 2010, Open University Press

**REFERENCES:**

1. *Media Culture and Society: An Introduction*, Paul Hodkinson, 2011, Sage
2. *Media and Culture: An Introduction to Mass Communication*, Richard Campbell, Christopher R. Martin et. Al, 2011, Bedford/St. Martin's

**15MCJ581 PRINT JOURNALISM AND WRITING PRACTICE 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.

**15MCJ585 SCRIPTWRITING/ WRITING FOR BROADCAST MEDIA 0 0 2 1**

To equip students with the skills required to master the art of script writing for broadcast media. Making them format live news packages and familiarizing them with fundamental concepts such as voice over, piece to camera, wrap up etc.

**15MCJ601 COMMUNICATION FOR DEVELOPMENT 2 0 0 2**

**Objective:** To enable the students to understand development and the role of communication in development.

**Unit 1**

Concept of Development – Definition - Nature, role and significance. Growth and development. Development indicators.

**Unit 2**

Evolution of the theory and practice of development. Critical perspectives of communication and development: Dominant Paradigm of development. Various models of development.

**Unit 3**

Alternative paradigms of Development and Development Communication.

**Unit 4**

Media and development: Development support communication using various media as Development Communication tools. Issues for development journalism - SITE and Kheda Projects.

**Unit 5**

Understanding of social development. Empowering people. SHGs.

**TEXTBOOK:**

*Srinivas Melkote - Communication for Development in the third world - Theory and Practice for empowerment*, Sage Publications (2003)

**REFERENCES:**

1. *Development Journalism - What next?* - D. V. R. Murthy - Kanishka Publishers, New Delhi (2006)
2. *Uma Narula - Development Communication Theory and Practice* - Har-Anand Publications (1999)

**15MCJ602 MEDIA ANALYSIS TECHNIQUES 2 0 0 2**

**Objective:** To enable the students to critically analyse media texts.

**Unit 1**

Semiotic approach to media analysis.

**Unit 2**

Psychoanalytic approach to media analysis.

**Unit 3**

Marxist approach to media analysis.

**Unit 4**

Sociological approach to media analysis.

**Unit 5**

Case studies and analysis.

**TEXTBOOKS:**

1. Gillian Rose, *Visual Methodologies*, Sage Publications, London 2001.
2. Berger J *Ways of Seeing*, London

**REFERENCE:**

Berger Asa, *Media Analysis Techniques*, Sage Publications.

**15MCJ603****NEW MEDIA AND WEB CONTENT****2 0 0 2**

**Objective:** To create awareness among students about the new emerging trends in information technology. The students are benefitted with the latest knowledge of information technology applications in the field of various media and web journalism.

**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.

**Unit 2**

What is online journalism?: Earlier websites of newspapers, E-books and E-publishing, Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today.

**Unit 3**

New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends Podcast and Webcast.

**Unit 4**

Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright, Exploring Cyberspace.

**Unit 5**

Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.

**TEXTBOOKS:**

1. Nath, Shyam. *Assessing the State of Web Journalism*. Authors Press, New Delhi, 2002

2. Chakravarthy, Jagdish. *Net, Media and the Mass Communication*. Authors press, New Delhi, 2004
3. Bhargava, Gopal. *Mass Media and Information Revolution*. Isha Books, New Delhi, 2004
4. Menon, Narayana. *The Communication Revolution*. National Book Trust.
5. Pavlik J.V. *Media in the Digital Age*. Columbia University Press.
6. Newspaper and magazine articles about New Media.

**15MCJ604****ONLINE JOURNALISM****2 0 0 2**

**Objective:** To provide an overview of the various foundational principles of online journalism and its unique features – Focus on making students write and edit for online media.

**Unit 1**

Journalism in the digital age - evolution of news media - Effect of web journalism on Traditional media - online journalism and its audience today.

**Unit 2**

Distinctive features of online journalism - Characteristics - Multimedia Technology - hypertexts - Interactivity - Objectivity - Who exactly is an online journalist? Use of web in newsrooms.

**Unit 3**

Web-research and writing - The impact of effective online research on web content development - Search engine optimization - use of keywords - user-generated content - Bloggers and Journalistic principles.

**Unit 4**

Skills required for online journalists - Digital news reporting - advantages and limitations of online news - Leveraging the strengths of online media.

**Unit 5**

Ethics of Online Journalism - Issues in news gathering - accuracy and verification - importance of source transparency.

**TEXTBOOK:**

*Digital Newsroom*, Balakrishna Aiyer, Author Press Publishers

**REFERENCE:**

*Online Journalism Ethics – Traditions and Practice*, Cecilia Friend and Jane B. Singer, PHI Learning Pvt. Ltd Journalism Online, Mike Wart, Elsneir Publications

**15MCJ632 CREATIVE EXPRESSION IN REGIONAL LANGUAGES 2 0 0 2**

**Objective:** To provide an understanding of the various aspects of vernacular journalism. to equip students with basic skills required for journalistic writing in regional language.

**Unit 1**

News – definition – values – elements - characteristics. News Determinants - Types of news - Elements of a news story – Headline – Lead - types of lead - Body copy - structure of news - inverted pyramid style.

**Unit 2**

Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

**Unit 3**

Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.

**Unit 4**

Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

**Unit 5**

Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

**REFERENCES:**

*Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill*  
*Reporting for the Print Media, F.Fedler, Oxford University Press, USA*  
*Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers*  
*Digital Newsroom, Balakrishna Aiyar, Authors Press Publishers*  
*Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd*

**15MCJ633****PHOTO JOURNALISM****2 0 0 2**

**Objective:** To synthesize the knowledge and skills those pertain to photography and journalistic reporting/ story telling.

**Unit 1**

Introduction to photojournalism - Telling stories with images. History and evolution. Prerequisites – equipment – cameras – flashes - lenses. Settings – balancing lighting – aperture - shutter speed - ISO. Depth of field. Image file formats. Photo editing – Photoshop – post processing – RAW image – colour correction – Print sizes – optimizing for web. Assignments – still frames.

**Unit 2**

Lighting – Natural light and artificial light. Using external flashes. Colour temperature

and white balance. Low light photography – Night photography. Assignments – Portraits, Indoor photography, Long exposure shots and night frame.

**Unit 3**

Types of photojournalism – Sports – War photojournalism – spot news – Travel photojournalism – wildlife photojournalism. Assignments - spot news - photo stories - covering events.

**Unit 4**

New technology – Online sharing – Social media – Cloud storage. Recording videos using still cams – Online video streaming.

**Unit 5**

Ethics – Rules and considerations. Victims of violence – Right to Privacy – Picture manipulations – Stereotyping – Advertising/ Editorial Blurring.

**REFERENCES:**

*Associated Press Guide to Photojournalism - Horton Brian. (ISBN 0071363874)*  
*Digital Photojournalism – Susan Zavoiona, John Davidson (ISBN 0205332404)*

**15MCJ634****SCIENCE COMMUNICATION****2 0 0 2**

**Objective:** This course is for those who want to train as professional science communicators. Academic components provide a broad overview of the professional science communication landscape. The course includes print journalism, new media work, broadcast television or radio production and presentation.

**Unit 1**

Science Communication - an introduction - communication theory, laws and ethics.

**Unit 2**

Science Reporting and Writing - web designing - Computer Graphics.

**Unit 3**

Formats in Science Communication – Multimedia - Concepts and Applications – Advertising - Public Relations.

**Unit 4**

Science Telecasting - Health Communication - Development Communication - Environmental Communication - Animation Concepts and design.

**Unit 5**

Science Broadcasting - New Media and Science Communication – Internet – Blogs - Alternative Media and Science Communication.

**TEXTBOOKS:**

1. Anthony Wilson, "Handbook of Science Communication", IOP
2. Kahlor, Lee Ann, *Communicating Science*, Routledge Publishers

**REFERENCES:**

1. Dubas O and Martel L, "Media Impact. A Research Study on Science Communication
2. Vilanilam J. V., "Science Communication and Development", Sage Publications, 1993

**15MCJ681 CRITICAL VIEWING AND READING ANALYSIS PRACTICE 0 0 2 1**

Imparting skills to cultivate a critical mindset for media analysis.

**15MCJ682 NEWS CASTING, ANCHORING AND PROGRAMME PRESENTATION SKILLS 0 0 2 1**

Training in Anchoring, Television Programs including Reality Shows.  
Studio training in News Reading.  
Training in co-ordinating Talk Shows and News Programs.  
Training in conducting interviews.

**15MCJ683 NEW MEDIA AND WEB CONTENT LAB. 0 0 2 1**

New Media Concepts and Web Editing – Creating News Portals – Content Management and On-line Editing – Security Implementation – Integrating Texts, Video and Animations. Mini project on Web site creation based on journalism.

**15MCJ684 PUBLIC RELATIONS CAMPAIGNS PRACTICAL 0 0 2 1**

PR Process – Research, Planning, Communication and Evaluation - PR Campaign - Characteristics and principles - Practical Assignments.

**15MCJ685 REPORTING, EDITING AND LAB. JOURNAL 0 0 2 1**

Preparing a Lab. Journal (To enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media.

**15MCJ686 INTERNSHIP TRAINING AND REPORT PRESENTATION 0 0 2 1**

Attending press conferences at press clubs, reporting major events and preparation of Reports based on it.

**15MCJ690 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 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.

**15MCJ692 INTERNSHIP 2 cr**

Internships in different companies

**15MCJ696 COMPREHENSIVE AND TECHNICAL VIVA-VOCE 4 cr**

The students are required to write a scholarly dissertation after identifying a research problem, reviewing relevant literature and choosing appropriate research methods. The dissertation evaluates critical and analytical skills of the students and their ability to construct coherent and logical arguments in order to support or negate a proposed hypothesis. Students are required to work on a research paper on any area of their choice within the broad area of mass communication.

**15MCJ698 VIDEO NEWS PRODUCTION WITH MINI PROJECT 0 0 2 1**

Creating Radio News of minimum 10 minutes duration.  
Creating TV News of minimum 10 minutes duration.

**15MCJ699 PROJECT 4 cr**

Students are required to conceive, script, direct and complete a short film or documentary and a project report for the same should be submitted.

**15OEL631 – 6xx OPEN ELECTIVES 2 0 0 2**

Open electives syllabi – see at the end of the booklet.

**16FNA500 COMMUNICATION AND MEDIA THEORIES 2 0 0 2**

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

**Unit 1**

Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers; Mass communication - meaning of concept of 'mass' - definition, nature and scope;

**Unit 2**

Communication - models definition and types of models - linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication; Theories of Communication.

**Unit 3**

Beginnings of journalism in India; Early British newspapers; Birth of India Language Press; Freedom movement and the India Press- social reforms and social transformation movement and role of the Press; Growth and development of regional press; Role of regional newspapers in independence struggle; Development of Press in the independent India; News Agencies.

**Unit 4**

Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast- origin and development; Impact of radio in society; Community radio in India - an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development and growth of Cable TV in India and its impact on society.

**Unit 5**

Current affairs and general knowledge - Current events - National and International.

History of India; Geography of the world - Physical, Social, Economic; Indian Polity and Governance; Economic and Social Development; General Issues – Environmental – Ecology - Bio-Diversity - Climate change and other issues; General Science.

**BOOKS RECOMMENDED:**

1. *Dennis McQuil: Mass Communication Theory: An Introduction*
2. *Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication*
3. *Melvin L. De fleur and Evette Dennis: Understating Mass Communication*
4. *Joshi P. : Culture, Communication and Social Change*
5. *Wilbur Schramm: The process and Effects of Mass Communication*
6. *Wilbur Schramm: Men, Message and Media*

**16FNA551****AUDIOGRAPHY PRACTICE LAB. I****0 1 2 2**

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

**16FNA552****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.

**16FNA553****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.

**16FNA556****AUDIOGRAPHY PRACTICE LAB. II****0 1 2 2**

Advanced audio recording in studio, Acoustics, Analog Mixer Console routings and connections, Equalizers, Speakers and Headphones, Practice in Microphone placements, Working with Mixer Console.

**16FNA557****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.

**16FNA558****VIDEOGRAPHY PRACTICE LAB. II****0 1 2 2**

Practicing with lights (Additional lights and Natural lights), Studio cameras, Breaking down the script and shot division, Working with DSLR's and its accessories, Track and Trolley, Studio Visit and Crane Operations.