

Kolhan University

**Chaibasa
Jharkhand**

**Bachelor of Arts
(Undergraduate Vocational Programme)
in Mass Communication – Video Production**

**Syllabus under CBCS system
@2017**

B.A, (HONS) MASS COMMUNICATION- VIDEO PRODUCTION

Semester	Core Course (14 Papers)	Ability Enhancement Compulsory Course (AECC) (2Papers)	Skill Enhancement Course (SEC) (2Papers)	Elective Discipline Specific Elective (DSE)(4Papers)	Elective Generic Elective (GE)(4Papers)
I	C1 Introduction to Journalism				
	C2 Introduction to Media and communication				
II	C3 Reporting and Editing for print				
	C4 Still Photography				
III	C5 Camera Basics & Techniques				
	C6 History of the Media				
	C7 Advertising and public Relations				
IV	C8 Introduction to Broadcast Media				
	C9 Introduction to New Media				
	C10 Media Ethics & Law				

V	C11 Film Studies &Appreciation			DSE 1 A-Documentary Production B-Entrepreneur Development	
	C12 Development Communication			DSE 2 A-Anchoring & Reporting B- Media Management	
V1	C13 Video Studio Production			DSE3 A-Communication Through Theatre B- Video Film Production	
	C14 Media and Culture			DSE4 Project/ Production	

NOTE:

- ❖ Student should study two **Discipline Specific Elective** courses **in fifth semester**, students area require to make a choice between **DSE 1A & DSE 1B** and similarly between **DSE 2A & DSE 2B**.

- ❖ Student should study two **Discipline Specific Elective** courses **in sixth semester**, students area require to make a choice between **DSE 3A & DSE 3B** and **DSE 4** is compulsory for all.

Question Pattern and Marking Scheme

Semester-1	C1	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	C2	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	CC(P)-1	One practical exam held in the end of each semester including C1 & C2 Practical-----40 Note book & regularity-----10 Viva-----10	Total Marks = 60 Pass marks = 24
Semester-2	C3	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	C4	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	CC(P)-2	One practical exam held in the end of each semester including C3 & C4 Practical-----40 Note book & regularity-----10 Viva-----10	Total Marks = 60 Pass marks = 24
Semester-3	C5	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	C6	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	C7	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	CC(P)-3	One practical exam held in the end of each semester including C5,C6 & C7 Practical-----60 Note book & regularity-----15 Viva-----15	Total Marks = 90 Pass marks = 36

Semester-4	C8	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	C9	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	C10	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	CC(P) - 4	One practical exam held in the end of each semester including C8, C9 & C10 Practical-----60 Note book & regularity-----15 Viva-----15	Total Marks = 90 Pass marks = 36
Semester-5	C11	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	C12	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	CC(P) - 5	One practical exam held in the end of each semester including C11 & C12 Practical-----40 Note book & regularity-----10 Viva-----10	Total Marks = 60 Pass marks = 24
	DSE-1	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	DSE-2	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	DSE(P) -	One practical exam held in the end of each semester including DSE1 & DSE2 Practical-----40 Note book & regularity-----10 Viva-----10	Total Marks = 60 Pass marks = 24

Semester-6	C13	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	C14	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	CC(P) - 5	One practical exam held in the end of each semester including C13 & C14 Practical-----40 Note book & regularity-----10 Viva-----10	Total Marks = 60 Pass marks = 24
	DSE-3	End Semester Exam (ESE) (Theory)	Total Marks = 70 Pass marks = 28
	DSE(P) -3	One practical exam held in the end of semester on DSE3 Practical-----20 Note book & regularity-----05 Viva-----05	Total Marks = 30 Pass marks = 24
	DSE-4	PROJECT	Total Marks= 100

SEMESTER-I

C1 - Introduction to Journalism

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit 1 – Concept of News:

Ingredients of news

News: meaning, definition, nature & sources

The news process: from the event to the reader (how news is carried from event to reader)

Unit 2 - Understanding News:

Hard news vs. Soft news, basic components of a news story

Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.

Different types of journalistic writing: Articles, features, types of features and human interest stories, editorials, difference between articles and features.

Unit 3 - Different forms of print:

A historical Perspective

Yellow journalism

Penny press, tabloid press, Citizen Journalism

Language of news- Robert Gunning: Principles of clear writing Rudolf Flesch

formula- skills to write news, basic differences between print electronic and on line journalism

Unit 4 - Understanding the structure and construction of news:

Organizing a news story, 5W's and 1H, Inverted pyramid

Criteria for news worthiness, principles of news selection

Use of archives, sources of news, use of internet

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 1, Practical, 4 credits.

- Front page analysis of any two newspapers.
- Prepare any 5 news reports of different type. Support your news report with relevant photographs.

Readings:

- Bruce D. Itule and Douglas A. Anderson. *News writing and reporting for today's media*; McGraw Hill Publication, 2000.
- M.L. Stein, Susan Paterno & R. Christopher Burnett. *News writer's Handbook: An Introduction to Journalism*; Blackwell Publishing, 2006.
- George Rodmann. *Mass Media in a Changing World*; McGraw Hill Publication, 2007.
- Carole Flemming and Emma Hemmingway. *An Introduction to Journalism*; Vistaar Publications, 2006.
- Richard Keeble. *The Newspaper's Handbook*; Routledge Publication, 2006.

C2 - Introduction to Media and Communication

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit 1-- Communication and Mass Communication

Forms of Communication, Levels of Communication

Mass Communication and its Process

Normative Theories of the Press

Media and the Public Sphere

Unit 2 -- Media and Everyday Life

Traditional media, social media,

The Internet- discussion around media and everyday life

Discussions around mediated and non mediated communication

Unit 3-- Mass Communication and Effects Paradigm

Direct Effects; Mass Society Theory, Propaganda

Limited Effects; Individual Difference Theory, Personal Influence Theory

Unit 4-- Four Models of Communication

Transmission models

Ritual or Expressive models

Publicity Model

Reception Model

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 2, Practical , 2 credits.

- Prepare a project report based on survey to study the media preference in a specific group.
- Prepare the above report in 1000 words types in Hindi font, (KrutiDev or Mangal)

Readings:

Michael Ruffner and Michael Burgoon, *Interpersonal Communication* (New York, Holt, Rinehart and Winston 1981, 21-34; 59-72

John Fiske, *Introduction to Communication Studies*, (Routledge 1982), pp 1-38

Dennis McQuail, *Mass Communication Theory*, (London, Sage, 2000), pp 1-11; 41-54; 121-133

(fourth Edition)

Baran and Davis, *Mass Communication Theory*, Indian Edition, (South West Coengate Learning,

2006) pages 42-64; 71-84; 148-153; 298-236

Kevin Williams, *Understanding Media Theory*, (2003), pp.168-188

Robin Jeffrey, *Cell Phone Nation: How Mobile Phones have Revolutionized Business, Politics and Ordinary Life in India*. New Delhi: Hachette (2013)

Ravi Sundaram, *The Art of Rumour in the Age of Digital Reproduction*, *The Hindu*, August 19, 2012 <http://www.thehindu.com/news/national/the-art-of-rumour-in-the-age-of-digitalreproduction/article3792723.ece> (Unit 1)

Shohini Ghosh, "Inner and Outer Worlds of Emergent Television Cultures," in *No Limits: Media Studies from India*, Ed. Ravi Sundaram. New Delhi: Oxford (2013)

SEMESTER-II

C3 - Reporting and Editing for Print

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit- 1-- Covering news

Reporter- role, functions and qualities

General assignment reporting/ working on a beat; news agency reporting.

Covering Speeches, Meetings and Press Conferences

Covering of beats- crime, courts, city reporting, local reporting, MCD, hospitals, health, education, sports;

Unit- 2-- Interviewing/Types of news leads

Interviewing: doing the research, setting up the interview, conducting the interview

News Leads/intros, Structure of the News Story–Inverted Pyramid style; Lead: importance, types of lead; body of the story; attribution, verification

Trends in sectional news: week-end pullouts, Supplements, Backgrounds, Column/columnists

Unit- 3-- The Newspaper newsroom

Newsroom, Organizational setup of a newspaper, Editorial department

Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures

Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents

Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader

Opinion pieces, op. Ed page

Unit- 4-- Production of Newspaper & New Technology

Principles of Layout and Design: Layout and format, Typography, Copy preparation

Design process (size, anatomy, grid, design)

Handling text matter (headlines, pictures, advertisements)

Page make-up (Print and Electronic copy) (Front page, Editorial page and Supplements)

Modern Printing Processes

DTP (Desk top publishing)/software for print (Quark Express, Adobe Photoshop, Adobe In Design etc.)

Picture Editing and Caption Writing

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 3, *Practical* , 2 credit

- Visit any print media house and make a detailed report of its various departments and their working .
- Publish a 4 page news journal using Quark Express

Readings

The Art of Editing, Baskette and Scissors, Allyn and Bacon Publication

Dynamics of Journalism and Art of Editing, S.N. Chaturvedi, Cyber Tech Publications

News Writing and Reporting for Today's Media, Bruce Itule and Douglas Anderson, McGraw Hill Publication

Modern newspaper practice: A primer on the press, F.W. Hodgson, Focal Press

Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press

The Newspaper's Handbook, Richard Keeble, Routledge Publication

Principles of Editorial Writing, MacDougall and Curtis Daniel, W.C. Brown Co. Publishers

News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003

Mass Communication Theory, Denis McQuail, Sage Publications

Reporting for the Print media'. (2nd ed) . ;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979

Internal Assessment:

Internal assessment may be based on covering the beats and writing reports / interviewing personalities, celebrities etc. Exercises on editing copies, writing headlines, writing features, structuring a dummy editorial page, writing editorials etc. Discussions on current affairs, tests, debates and tests may be held regularly.

C4 - Still Photography

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit-1-- Introduction to Photography

A brief History of Photography- Camera Obscura to the daguerreotype process
Modernization of Photography and its use in Mass Media
Photojournalism, War Photojournalism

Unit-2-- Understanding the mechanisms of Photography

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)

Lenses (types and their perspective/angle of view)

Aperture (f-stop & T-stop)

Shutters (Focal plane & Lens shutter)

Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

Unit-3-- Understanding Light and Shadow –

Natural light and Artificial Light

The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.

Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes

Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc)

Three Point Lighting Technique and Metering for Light

Filters and Use of a Flash Unit

Unit-4-- Digital Photography and Editing

Sensor Sizes , Formats and Storage

Introduction to Editing and Digital Manipulation

Brightness, Contrast, Mid tones, Highlights, Colour tones

Basics of Photoshop

Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe

Photoshop Elements, Photoshop CC (Creative Cloud)

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x5=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 4, Practical , 2 credits.

- Prepare a photo feature with the photographs clicked manually and without editing
- Edit any 5 photos using the various editing tools and softwares

Suggested Readings:

Camera Lucida: Reflections on Photography- Roland Barthes
On Photography- Susan Sontag

The Man, The Image & The World: A Retrospective- Henri Cartier-Bresson

Basic Photography- Michael Langford.

All about Photography by Ashok Dilwali, National Book trust , Year of Publication:2010 New Delhi.

Practical photography by O.P. SHARMA HPB/FC (14 March 2003.

The Photographer's Guide to Light by Freeman John Collins & Brown, 2005.

SEMESTER III

C5 - Camera Basics & Techniques

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit-1 -Video Camera

Parts of a video camera

Different controls on video camera

Power switch, preheat, genlock, white balance, black balance, gain, iris, pedestal etc

Zoom control: servo, manual, remote, zoom extenders

Focus control: auto, manual, black focus, metro focus

Camera view finders (B/W and colour). Its indicator & control.

Balancing of Colours of a Video Camera

Colour temperature

Camera filters

White balance: Process and need

Camera control unit (CCU)

Unit -II--Different types of Television cameras

Introduction of video Cameras: VHS, S-VHS, U-matic, low band & hi band, betacam, betacamSP, digital Betacam, mini DV, DV/DVC, DVC Pro, DV-CAM, HD Video camera & their types.

Different Types of Video recording Formats: HD, DVC, Beta, DVC Pro

Working of VTR

Video Camera Accessories:

Types and use-normal, telephoto lens, wide-angle lens & Zoom lens

Tripod, types of tripod heads, dolly, trolley, & other accessories

Different types of camera angles and uses, basic shots terminology

Camera movement – Types & use

Unit -III--Lighting

Importance of lighting

Lighting equipment and control

Lighting techniques and problems

Unit IV--Editing Concepts and Fundamentals

Editing: meaning & concept

Principles of editing-eyeline, Point of view and continuity type

Tempo, transition

Match cut, jump cut, Juxtaposition

Importance of cut away and cut in shots

Editing problems and ethics

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 5, Practical , 2 credits.

- Prepare a short film (not more than 5 minute) and edit it. Justify the shots, angles, lights, movements chosen by you.
- Practical copy and Viva Voce)

Suggested Readings:

Video Production Handbook by Millerson
Working with Video by Brian &Keydal
Basic TV Staging Millerson Gerald

C6 - History of the Media

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit I -- History of Print Media- Pre Independence

History of the Press in India:

Colonial Period, National Freedom Movement

Gandhi and Ambedkar as Journalists and Communicators

Unit II -- History of Print Media-Post Independence

Post independence journalism major news papers

Emergency and Post Emergency Era, Print media in the era of globalization and liberalization and after.

Changing Readership, Print Cultures, Language Press, recent trends

Unit III—History of Radio:

Emergence of radio Technology,

The coming of Gramophone

Early history of Radio in India

History of AIR: Evolution of AIR Programming

Penetration of radio in rural India-Case studies

Patterns of State Control; the Demand for Autonomy

FM: Radio Privatization

Music: Cassettes to the Internet

Unit IV-- History of Television:

The coming of Television and the State's Development Agenda

Commercialization of Programming (1980s)

Invasion from the Skies: The Coming of Transnational Television (1990s)

Formation of Prasar Bharati

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 6, Practical , 2 credits.

- Prepare a report on your visit to AIR.
- Do a content analysis of any channel of your choice.
- Do a case study of any media/programmes of your choice.

Readings:

- Briggs, A and Burke, P, *Social History of Media: From Gutenberg to the Internet*, (Polity Press.2010) (Chapter 2 and Chapter 5)
- ParthasarthyRangaswami, *Journalism in India from the Earliest to the Present Day*, (Sterling Publishers, 1989).
- Jeffrey, Robin, *India's News Paper Revolution: Capitalism, Politics and the Indian Language Press*, (New Delhi, Oxford 2003)
- Chatterjee, P.C, *Broadcasting in India* page (New Delhi, Sage, 1991) -39-57
- Neurath P. "Radio Farm Forum as a Tool of Change in Indian Villages," *Economic Development of Cultural Change*, vol 10, No. 3 (pp 275-283)
- David Page and William Crawley, *Satellites Over South Asia*, (Sage, 2001) Chapter 2, 8 and 9.
- Das, Biswajit, "Mediating Modernity: Colonial Discourse and Radio Broadcasting in India," *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Parthasarthi, Vibhodh, "Constructing a 'New Media Market: Merchandising the Talking Machine" in *Communication Processes Vol 1: Media and Mediation*, B. Bel, B. Das, J. Brower, Vibhodh Parthasarthi, G. Poitevin (Ed.) (Sage 2005)
- Eric Barnouw and Krishnaswamy, *Indian Film*, (New York, Oxford University press, 1980), 2nd Edition, Chapters "Beginnings," & "Three Get Started,"
- John V. Vilanilam, "The Socio Cultural dynamics of Indian Television: From SITE to Insight to Privatisation," in *Television in Contemporary Asia* by David French and Michael Richards (Ed) (Sage, 2000).
- Elen McDonald "The modernizing of communication: Vernacular Publishing in Nineteenth Century Maharashtra" *Asian Survey*, 8-7, (1968) pp 589-606
- Francis Robinson (1993) Technology and Religious change: Islam and the impact of Print; *Modern Asian Studies*, Vol 27, No. 1 (Feb) pp. 229-251.
- Seminar* Issue October 1997, Indian Language Press
- G.N.S Raghavan, *Early years of PTI, PTI story: Origin and Growth of Indian Press*, (Bombay, Press Trust of India, (1987), 92-119
- V. Ratnamala, ambedkar and media - http://roundtableindia.co.in/index.php?option=com_content&view=article&id=4992:ambedkar-and-media&catid=119:feature&Itemid=132
- Hindi Dalit Literature and the Politics of Representation by Sarah Beth Hunt (New Delhi: Routledge), 2014; pp 264.

C7 - Advertising and Public Relations

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit--1-Introduction to Advertising

Meaning and history Advertising

Importance and Functions

a) Advertising as a tool of communication,

b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model,

Maslow's Hierarchy Model,

Types of advertising and New trends

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit--2- Advertising through Print, electronic and online media

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

Advertising department vs. Agency-Structure, and Functions

Advertising Budget

Campaign Planning, Creation and Production

Social Media Marketing

Unit--3- Public Relations-Concepts and practices

Introduction to Public Relations

Growth and development of PR

Importance, Role and Functions of PR

Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy.

PR in govt. and Private Sectors

Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit-- 4- PR-Publics and campaigns

Research for PR

Managing promotions and functions

PR Campaign-planning, execution, evaluation

Role of PR in Crisis management

Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 7, Practical , 2 credits.

- Design an ad copy for a product.
- Prepare a adv jingle for a product.
- Planning and designing of PR campaign.

Readings

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcoxe & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

SEMESTER IV

C8 - Introduction to Broadcast Media

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit-1 - Basics of Sound

Concepts of sound-scape, sound culture

Types of sound-Sync, Non-Sync, Natural sound, Ambience Sound

Sound Design-Its Meaning with examples from different forms

Sound recording techniques

Introduction to microphones

Characteristics of Radio as a medium

Unit- 2 - Basics of Visual

What is an image, electronic image, television image

Digital image, Edited Image(politics of an image)

What is a visual?(still to moving)

Visual Culture

Changing ecology of images today

Characteristics of Television as a medium

Unit- 3 - Writing and Editing Radio News

Elements of a Radio News Story: Gathering, Writing/Reporting.

Elements of a Radio News Bulletins

Working in a Radio News Room

Introduction to Recording and Editing sound. (Editing news based capsule only).

Unit- 4 - Writing and Editing Television News

Basics of a Camera- (Lens & accessories)

Electronic News Gathering (ENG) & Electronic field Production (EFP) (Concept)

Visual Grammar – Camera Movement, Types of Shots, Focusing, Visual Perspective.

Elements of a Television News Story: Gathering, Writing/Reporting.

Elements of a Television News Bulletins

Basics of Editing for TV- Basic Soft-wares and Techniques (for editing a news capsule).

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 8, Practical , 2 credits.

- Prepare a 5 minute radio news bulletin.
- Prepare a news capsule for television news.
- Practical copy and Viva Voce

Readings:

Zettl Herbert, Television Production Handbook. (Pgenos: 20-80, 85-135)

Robert c Allen and Annette Hill (Ed- 2004), The Television Reader, Routledge (Pgenos: 10-40)

P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987(Page nos- 25- 78)

The Radio Handbook, by Carrol Fleming, Rout ledge (London & New York 2002) (Pgenos: 47- 105)

Suggested Resources & Documentaries-

News Bulletins in English and Hindi on National and Private channels (as teaching material)

-Documentary- 'The future of Television News.'

C9 - Introduction to New Media

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit I- Key Concepts and Theory

Defining new media, terminologies and their meanings – Digital media, new media, online media *et al.*; Information society and new media, Technological Determinism, Computer mediated-Communication (CMC), Networked Society.

Unit II- Understanding Virtual Cultures and Digital Journalism

Internet and its Beginnings, Remediation and New Media technologies, Online Communities, User Generated Content and Web 2.0, Networked Journalism, Alternative Journalism; Social Media in Context, Activism and New Media

Unit III- Digitization of Journalism

Authorship and what it means in a digital age, Piracy, Copyright, Copyleft and Open Source, Digital archives, New Media and Ethics
Overview of Web Writing: Linear and Non-linear writing, Contextualized Journalism, Writing Techniques, Linking, Multimedia, Storytelling structures

Unit IV- Visual and Content Design

Website planning and visual design, Content strategy and Audience Analysis, Brief history of Blogging, Creating and Promoting a Blog.

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 9, Practical , 2 credits.

- Create and promote a web blog.
(Designing of blog, content writing and promotion strategy.)
- Do a case study related to new media.

Suggested Readings:

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In *The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
- Siapera, Eugenia. Understanding new media. Sage, 2011. Introduction.
- Baym, Nancy K. *Personal Connections in the Digital Age*. Polity, 2010. Chapter 3.
- Goldsmith, Jack, and Tim Wu. 2006. *Who Controls the Internet? Illusions of Borderless World*. Oxford University Press US.
- O'Reilly, Tim. (2005). *What is web 2.0: Design patterns and business models for the next generations software*. O'Reilly.com, retrieved from <http://oreilly.com/web2/archive/whatisweb-20.html>
- Grossman, "Iran Protests: Twitter, the Medium of the Movement"
- Lemann, Nicholas. 2006. *Amateur Hour: Journalism without Journalists*. *The New Yorker*, August 7. Available at http://www.newyorker.com/archive/2006/08/07/060807fa_fact1
- Xiang, Biao. 2005. Gender, Dowry and the Migration System of Indian Information Technology Professionals. *Indian Journal of Gender Studies* 12: 357-380.

C10 - Media Ethics and the Law

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit- 1-- Ethical Framework And Media practice

Freedom of expression (Article 19(1)(a) and Article 19(1)2)

Freedom of expression and defamation- Libel and slander

Issues of privacy and Surveillance in Society

Right to Information

Idea of Fair Trial/Trial by Media

Intellectual Property Rights

Media ethics and cultural dependence

Unit- 2-- Media Technology and Ethical Parameters

Live reporting and ethics

Legality and Ethicality of Sting Operations, Phone Tapping etc

Ethical issues in Social media (IT Act 2000, Sec 66 A and the verdict of The supreme court)

Discussion of Important cases-eg- Operation Westend

Some Related laws- Relevant sections of Broadcast Bill, NBA guidelines

Unit- 3-- Representation and ethics

Advertisement and Women

Pornography

Related Laws and case studies- Indecent representation of Women (Prohibition) Act, 1986

and rules 1987, Protection of Women against Sexual Harassment Bill, 2007, Sec 67 of IT Act

2000 and 292 IPC etc.

Unit- 4-- Media and Regulation

Regulatory bodies, Codes and Ethical Guidelines

Major Press Laws

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 10, Practical , 2 credits.

- Case Study on any issue such as media trial, defamation, copyright act, freedom of expression etc.

Essential Reading list:

Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009

Barrie mc Donald and Michel petheran Media Ethics,mansell,1998

Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011

VikramRaghvan, Communication Law in India, Lexis Nexis Publication,2007

IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000

William Mazarella, Censorium: Cinema and the Open Edge of Mass Publicity

RaminderKaur, William Mazarella, Censorship in South Asia: Cultural Regulation
from Sedition to Seduction

Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

SEMESTER V

C11 - Film Studies & Appreciation

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit-1-- Language of Cinema

Language of Cinema I – Focus on visual Language: Shot, Scene, Mis-en-scene, Deep focus, Continuity Editing, Montage

Language of Cinema II – Focus on Sound and Colour: Diegetic and Non Diegetic Sound; Off Screen Sound; Sync Sound; the use of Colour as a stylistic Element

Genre and the development of Classical Hollywood Cinema

Unit-2-- Film Form and Style

German Expressionism and Film Noir

Italian Neo realism

French New-Wave

Alternative Visions: Third Cinema and Non Fiction Cinema

Introduction to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray or Kurosawa

Unit-3-- Hindi Cinema

Early Cinema and the Studio Era

1950s - Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)

The Indian New-Wave

Globalization and Indian Cinema

Film Culture

Unit-4-- Script Writing for Cinema

Script Writing - Significance, Process, Challenges

Literature to screen and other adaptations, different narrative techniques

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 11, Practical , 2 credits.

- Critically appreciate any 4 movies of your choice.
(World/ Indian Classics, World/Indian Contemporary)
- Write a screenplay for a short fiction film (10 scenes)

Recommended Screenings or clips

Rear Window by Alfred Hitchcock (Language of Cinema)

Battleship Potemkin by Sergei Eisenstein (Language of Cinema)

Man with a Movie Camera by Dziga Vertov

Germany Year Zero directed by Roberto Rossellini (Italian Neo Realism)

Metropolis by Fritz Lang/*Double Indemnity* by Billy Wilder (German Expressionism and Film Noir)

Pather Panchalib by Satyajit Ray

The hour of the Furnaces by Fernando Solanas

Nishant by Shyam Benegal/*Aakrosh* by Govind Nihalani (Indian New wave)

Pyas by Guru Dutt

Suggested Readings:

Andre Bazin, "The Ontology of the Photographic Image" from his book *What is Cinema Vol. I* Berkeley, Los Angeles and London: University of California Press: 1967, 9-16

Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt

Brace Jovanovich, Publishers: 1977, 45-63

Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," In Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.

David Bordwell, "Classical Hollywood Cinema: Narrational Principles and Procedures" in Philip Rosen, ed. *Narrative, Apparatus, Ideology*. New York: Columbia University Press, 1986, 17-34.

Paul Schraeder "Notes on Film Noir" in John Belton ed. *Movies and Mass Culture* New Brunswick, New Jersey: Rutgers University Press: 1996 pg. 153-170

Robert Stam, "The Cult of the Auteur," "The Americanization of Auteur Theory," "Interrogating Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford: Blackwell Publishers: 2000, 83-91 & 123-129.

Richard Dyer "Heavenly Bodies: Film Stars and Society" in *Film and Theory: An Anthology* Massachusetts, U.S.A & Oxford, U.K: Blackwell Publishers: 2000, 603-617

Ideology of Hindi Film by Madhava Prasad.. New Delhi: Oxford University Press. 1998

C12 - Development Communication

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit-1- Concept of Development

Development: Concept, concerns, paradigms

Concept of development

Measurement of development

Development versus growth

Human development

Development as freedom

Unit-2- Models of Development

Models of development

Basic needs model

Nehruvian model

Gandhian model

Panchayati raj

Developing countries versus developed countries

UN millennium dev goals

UNIT-3- Concept of Development Communication

Development communication: Concept and approaches

Paradigms of development: Dominant paradigm, dependency, alternative paradigm

Dev comm. approaches – diffusion of innovation, empathy, magic multiplier

Alternative Dev comm. approaches:

Sustainable Development

Participatory Development

Inclusive Development

Gender and development

Development support comm. – definition, genesis, area woods triangle

Unit- 4-Practicing Development Communication

Practicing development communication

Strategies for designing messages for print

Community radio and dev

Television programmes for rural India (Krishi Darshan)

Using new media technologies for development.

Development Journalism and rural reporting in India

Role of Media in development

Role of development agencies and NGOs in development Communication

Programmes And Government schemes for development Communication- SITE, MNREGA,

Jhabua, Kheda.

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 12, Practical , 2 credits.

- Visit a nearby village and make a report on the developmental issues concerning the area. Also highlight the problems faced by you while interacting with the rural audience.
Suggest a communication design to solve the problems.

Suggested Readings:

Rogers Everett M : Communication and Development- Critical Perspective,Sage, New Delhi, 2000
SrinivasR.Melkote& H. Leslie Steeves: Communication For Development In The ThirdWorld, Sage Publications.
Belmont CA : Technology Communication Behaviour, WordsworthPublication, New Delhi, 2001.
Dr. Anil Kumar : Mass Media and Development Issues, BhartiPrakashan,
Upadhyay Varanasi, 2007.
UNDP : Human Development Report (published every year), Oxford
University Press, New Delhi.
World Bank : World Development Report (published every year) OxfordUniversity Press, New Delhi.
Wilbur Schramm : Mass Media and National Development- the role of
information in developing countries, UNESCO/ StanfordUniversity Press, 1964.
AmartyaSen : Development as freedom, Alfred A Knopf, New York, 1999.
DayaThussu : Media on the move: Global flow and contra flow: Routledge,London, 2006.
D V R Murthy : Development Journalism, What Next? Kanishka Publication,New Delhi, 2007.
Ghosh&Pramanik : Panchayat System in India, Kanishka Publication, NewDelhi, 2007.
ShivaniDharmarajan : NGOs as Prime Movers, Kanishka Publication, NewDelhi, 2007.
What Do We Mean By Development: An Article by Nora C Quebral in International
Development Review, Feb, 1973, P-25.
Modern Media in Social Development : Harish Khanna.

SEMESTER VI

C13 -Video Production

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit-1--Introduction to Video Production

Video Production: Definition and Scope

Video Production Process: Pre Production, Production, Post Production

Production personnel with their duties & responsibilities

Types of video production

Unit-2--An Overview of Video Production Process

Single and multi camera shooting..

The outdoor production

The Television studio

The production control room. Video & audio

Studio language & command.

Unit-3--Lighting for Video Production

Objectives and aims of lighting for various video production

Qualities & direction of lighting

Different ways of controlling lighting

The lighting equipment

Planning & position of lighting

Basic lighting plan for various types of video production

Unit-4--Editing Techniques & Soft wares

Criteria for editing – picture, narration and music

Editing equipment – recorder, player, vision mixer, audio mixer, monitor, speaker, special effect generator.

Types of editing – Assemble and Insert editing, on line and off line editing.

Non linear editing & different editing soft wares

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 13, Practical , 2 credits.

- Produce a programme using multi camera set up and proper lighting techniques.
(Chat show/ quiz/ interview/panel discussion etc)

Suggestive Readings:

Herbert Zettl , Television Production Handbook.

The Moving Image- Production Principles & Practices by Foreman Companies

Basic TV Staging By Millerson, Gerald

Production Assistant in TV & Video by Focal Press

Allen , Robert c and Hill Annette Hill ,The Television Reader Routledge, Ed- 2004.

C14 -Media and Culture

4 credits (Teaching 4 hours per week and minimum 48 teaching hours) F.M. - 70

Course contents:

Unit 1– Understanding Culture

Mass Culture, Popular culture, folk culture, media and culture, media and cultural globalization., media and cultural imperialism, media and cultural politics, third world concerns
Audiences - Uses and gratification approach, reception studies, active audiences, folk media as a form of mass culture.

Unit -2 – International Communication

Basic concepts, Dimensions, International news agencies, International media organizations.
Media and communication debates: NWICO, Mac Bride Commission and UNESCO, NANAP, NANP, NEIO

Unit- 3 – Media and social responsibilities

Responsibility to society, Press and democracy, contemporary debates and issues relating to media.
Understanding media and news – Sociology of news, factors affecting news treatment, paid news, agenda setting, pressure in news room.

Unit -4 – Media and Marginalized with special references to Jharkhand

Media in Jharkhand: Past, Present & Possibilities, role and responsibilities
Media on Women, Children, Dalit, Minority, Tribal's, and labourers

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

Core 13, Practical , 2 credits.

- Do a study of media coverage on any global cultural issue
- Do a study of media coverage on any specific group/issue in Jharkhand.

Suggestive Readings:

DayaKishanThussu. *International Communication: Continuity and Change*, Oxford University Press ,2003.

- Yahya R. Kamalipour and Nancy Snow. *War, Media and Propaganda-A Global Perspective*, Rowman and Littlefield Publishing Group, 2004.

- Communication and Society, Today and Tomorrow “ *Many Voices One World*”Unesco Publication, Rowman and Littlefield publishers, 2004.

- Barbie Zelizer and Stuart Allan. *Journalism after 9/11*, Taylor and FrancisPublication, 2012.

- DayaKishanThussu .*War and the media : Reporting conflict 24x7*, Sage Publications,2003.

- Stuart Allan and Barbie Zelizer. *Reporting war : Journalism in war time*, Routledge Publication, 2004.

- Lee Artz and Yahya R. Kamalipor. *The Globalization of Corporate Media Hegemony*, New York Press,2003.

- Yadava, J.S, *Politics of news*, Concept Publishing and Co.1984.

- ZahidaHussain and Vanita Ray. *Media and communications in the third world countries*,Gyan Publications,2007.

-Pramod K Nair : An introduction to Cultural Studies, Viva Books.

-AS Media Studies : An Essential Introduction, edited by Philip Roymer, Peter Wall and Stephen Kruger, Routledge (Unit II, III, IV and V)

-Media cultures by Nick Stevenson, 2002, Second Edition, SAGE

DSE 1-A (Discipline Specific Elective) Semester V

Documentary Production

Course contents:

Unit-1--Understanding the Documentary

Introduction to Realism Debate

Observational / Verite documentary

Unit-2--Shooting for Documentary

Introduction to Shooting styles

Introduction to Editing styles

Structure and scripting the documentary

Unit-3-- Documentary Production

Pre-Production

Researching the Documentary

Research: Library, Archives, location, life stories, ethnography

Unit-4-- Writing and Presenting Documentary

Writing a concept: telling a story

Treatment

Writing a proposal and budgeting

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

(DSE-1) Practical

- Make a short documentary

Suggested Practical Exercise- Shooting a short film (5-6 minutes) and Editing the same.

Readings: Erik Barnow and Krishnaswamy Documentary

Charles Musser “Documentary” in Geoffrey Nowell Smith ed *The Oxford History of World Cinema* Oxford University Press: 1996, 322-333

Michael Renov “The Truth about Non Fiction” and “Towards a Poetics of Documentary” in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London:

Routledge: 1993, 1-36

Trisha Das *How to Write a Documentary*

Double Take by PSBT

Suggested Screenings

Michael Moore: Roger and Me

Nanook of the North by Robert J Flaherty

Nightmail by Basil Wright

Bombay Our City by AnandPatwardhan

Black Audio Collective

City of Photos by Nishtha Jain

Films by PSBT

DSE 1B (Discipline Specific Elective) Semester V

Entrepreneurship Development

Course content

Unit-1-Introduction:-

Definition and concept of Entrepreneurship, classification and type of entrepreneurs, Nature and importance of Entrepreneurs.

Entrepreneurship & small business problems of entrepreneurship.

Entrepreneurship, Entrepreneurial environment.

Unit-2-Choice of Business, Organization:-

Size of Business unit, optimum firm, Representative firm. Rural entrepreneurship

Social entrepreneurship & Small scale Industry

Unit-3-Entrepreneurship Developments:-

Entrepreneurial environment, Institutions in and of entrepreneur,

Role of EDI's, NIESBUD, NSIC, DIC'S in promoting entrepreneurs.

The entrepreneurial process, managerial vs Entrepreneurial decision making.

Unit- 4- Over view of project: Identification, search of a business idea, identification of project, identification of business opportunities, Sources of finance for small Business, an overview of steps involved.

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

DSE-3B) Practical

- A Case study of rural/ social /small scale/ medium scale /Cooperative entrepreneurship.

Books Recommended

1. B. K. Mehta: Entrepreneurship, SBPD, Agra.
2. Tandon B.C. : Environment and Entrepreneur; Chugh Publications, Allahabad.
3. Siner A David: Entrepreneurial Megabooks; John Wiley and Sons, New York.

DSE 2A (Discipline Specific Elective) Semester V Anchoring & Reporting

Course contents:

Unit-1 - Broadcast Formats

Public service advertisements
Jingles
Radio magazine/Video magazine
Interview
Talk Show
Discussion
Feature
Documentary

Unit-2 -The Voice and the Microphone

Breathing and articulation
Voice and its function
Pitch/ Tone / Intonation? Inflection/ Fluency
Voice over: Rhythm of speech, Breathing Resolution,
VO for Radio /TV commercials/ Corporate videos

Unit-3 - Anchoring

Target audience and research in public Speaking
Body language, Studio Autocue& recording the voice
Talk show Host/ Moderator- Legal pitfall(what not to say)

Unit-4 - Production

Reporting from the field
Peace to camera- meaning, importance and use
Vox Pop- meaning and use
Techniques of Television Interview

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

(DSE-2) Practical

- Prepare a 15 minute radio programme.
- Vox Pop on any relevant issue with PTC

Suggested Reading list

- Herbert Zettl , Television Production Handbook.
- Allen , Robert c and Hill Annette Hill ,The Television Reader
Routledge, Ed- 2004.
- News Bulletins in English and Hindi on National and Private
Channels (as teaching material).
- Debates and Talk Shows on National and Private Channels (as teaching material).
- Aspinall, R. (1971)*Radio Production*, Paris: UNESCO.
- Flemming, C. (2002) *The Radio Handbook*, London: Routledge.
- Keith, M. (1990) *Radio Production, Art & Science*, London: Focal Press.
- McLeish, R. (1988) *Techniques of Radio Production*, London: Focal Press.
- Nisbett, A. (1994)*Using Microphones*, London: Focal Press.
- Reese, D.E. & Gross, L.S. (1977) *Radio Production Work*, London: Focal Press.
- Siegel, E.H. (1992) *Creative Radio Production*, London: Focal Press.

DSE 2B (Discipline Specific Elective) Semester V Media Management

Course content

Principles of Media Management:- Principles of Media Management and their significance. Media as an Industry and Profession

Ownership Patterns:-Ownership Patterns of Mass Media in India. Sole proprietorship, partnership-private limited companies & public limited companies, trusts, co-operative, religious institutions

Organizational Structure:- The organizational structure and functions of different departments. General management ,finance, circulation, sales promotions including pricing & price-war aspect, marketing, HR, production.

Economics and control of Print and Electronic Media- Management , business, legal and Financial aspect of Media Management. Budgeting & finance capital costs. Reproduction costs, commercial policy, advertising & Sales strategy, competition & survival strategy, control practices procedure.

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

(DSE-3) Practical

- Prepare a project report on the organizational structure and basic management functions of any one of daily newspaper and also talk to the editor about managerial level challenges.

BOOKS RECOMMENDED: -

1. Principles of management by M. Govindrajan, S. Natarajan
2. Media management by S. Kundra
3. Media Management by B. K. Chaturvedi

DSE 3A (Discipline Specific Elective) Semester VI

Communication Through Theatre

Course Contents:

Unit-1-- Communication and the Public

Orality and Performance : Body movement, vocal expression, song, dance, visual effects

Entertainment and Information - Folk theatre -Jatra, Bahrupiya, Nautanki, Kathputli, Shadow Drama etc.

Religion and the Theatrical- Ramleela, Krishna Leela

Theatre as Subversion - Colonial Rule and the Dramatic

Performances Act of 1876

Theatre as Resistance

Unit-2-- Locales and Spectators

The Marketplace- Commedia dell'arte

The Street Corner- Nukkad Natak

The Mobile Tableaux- Jhaki, processions

The Theatre and its architectonics –Classical Greek, Modern

Unit-3-- Theatrical Techniques as Communication

Brecht's Alienation Effect

Dario Fo's Act III

The Mask in Classical Greek Drama

Bibek in the Jatra of Bengal

The Chorus, The Sutradhar, The Vidushak and Shakespeare's Clown

Unit-4-- Theatre as Expression

Devising a Message

Writing a Script

Designing a Set

Designing Costume

Designing light & sound

Performing a Scene

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

(DSE-3) Practical

- Produce a 1 hour (Maximum) play. (From writing to performance)

Suggestive Reading List

Amodio, Mark C. *Writing the Oral Tradition: Oral Poetics and Literate Culture in Medieval England*, ND University of Notre Dame Press, 2004.

Bauman, R. *Story, Performance and Event: Contextual Studies of Oral Narrative*, Cambridge University Press, 1986.

Beardsley, M. C., "Aspects of Orality: A Short Commentary", *New Literary History* 8,3 Spring 1977.

Dundes, A. (ed.), *The Study of Folklore*, Englewood Cliffs, NJ: Prentice Hall, 1965.

Emigh, John. *Masked Performance: The Play of Self and Other in Ritual and Theatre*, University of Pennsylvania Press, 1996.

Graham Ley, *A Short Introduction to the Ancient Greek Theater*. • Revised Edition. Chicago: The University of Chicago Press, 2006.

Hansen, Kathryn. *Grounds for Play: The Nautanki Theatre of North India*, Berkeley: University of California Press, 1992.

Minchin, Elizabeth. *Orality, Literacy and Performance in the Ancient World*, Brill Academic Publishers, 2011.

Sarakāra ,Suśānta , Āhsāna Nājamula . *Origin and Development of Jatra Lokenatya o Sangskritik Unnayan Kendro*, 1994.

Schechter Joel *Popular Theatre: A Sourcebook*, Routledge, 2013.

Willett, John (edited and translated). *Brecht on Theatre the Development of an Aesthetic*, Hill and Wang, New York.

DSE 3B (Discipline Specific Elective) Semester VI

Video Film Production

Course contents:

Unit -1-Pre Production

Proposal
Budgeting
Location Survey
Shooting Script
Production Meeting

Unit-2-Production

Shooting , equipments and crew members, on location challenges,
production management,set and settings,time managements

Unit -3-Post Production

Editing
Special Effects
Collection/recording sound effects and music
Recording Narration
Laying commentary track
Laying music and effects tract
Mixing

Unit-4-Promotion &Marketing

Publicity design- Poster, Print & electronic Media, social media,
Dominance of Production houses, Exhibition Methods

Examination, Evaluation and Distribution of Marks :-

End Semester : 70 Marks (3Hours)

- | | |
|---|----------|
| 1. Ten objective type questions | 10x2 =20 |
| 2. Four short notes out of eight alternatives on the topics prescribed. | 4x05=20 |
| 3. Two long answer out of four alternatives on the topics prescribed | 2x15=30 |

(DSE-3B) Practical

- Write Complete Proposal for a short film with script budget
- Prepare a publicity design for a film

BOOKS RECOMMENDED

1. Working with Video by Prain&Keydal
2. Understanding Television by Praeger
3. TV Sound Operations by G. Allkin

DSE 4: (Discipline Specific Elective) Semester VI

Project

Course contents:

Print Production / Audio production/Video Production: Documentary/Fiction/ Music Album
/TV News Production /Project/ Report on educational tour etc