



कोल्हान विश्वविद्यालय, चाईबासा, झारखण्ड
Kolhan University, Chaibasa, Jharkhand
NAAC Accredited Grade B University

**Syllabus for
Four Year Undergraduate Programme (FYUGP)**

Bachelor of Mass Communication - Video Production

Semester - 3

MJ 4, MJ 5 & MJ P3

With effect from Academic Year 2022 – 2023

**Course Structure & Syllabus for
Mass Communication-Video Production Programme
Under Four Year Under-Graduate Programme (FYUGP) 2022**

As per NEP 2020 Regulations

Prepared and Proposed by:

Dr. Neha Tiwari

**Professor In-charge,
Department of Mass Communication,
Assistant Professor (Sr), Department of English,
Karim City College, Jamshedpur, Jharkhand, India**

Dr. Rashmi Kumari

Assistant Professor, Department of Mass Communication

In association with

Ms. Taaseir Shahid

Guest Faculty, Department of Mass Communication

Mr. Bapi Murmu

Guest Faculty, Department of Mass Communication

**Syllabus for Bachelor of Mass Communication – Video Production
Semester 3**

Declaration

This is to declare that this syllabus for UG is upgraded in accordance with the FYUGP curriculum framework (DHTE letter no 1072, dated /19/07/2022 and subsequent letter 1079, dated 20/07/2022) and as per the guidelines stated in it. The syllabus is as per the following

1. FYUGP Curriculum Framework
2. UGC LOCF
3. NET
4. Following top ranked Indian Universities
 - a) Indira Gandhi National Open University, New Delhi
 - b) Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal
 - c) Odisha State Open University, Sambalpur
5. Film and Television Institute of India, Pune
6. Indian Institute Of Mass Communication
7. SWAYAM Portal
8. Guru Gobind Singh Indraprastha University, New Delhi
9. Industry Experts News, Radio, Television, New Media and Film Industry
10. Rourkela Institute of Management Studies, Odisha

Dr Neha Tiwari
Prof. In-Charge
Dept. of Mass Communication,
Karim City College, Jamshedpur, Jharkhand, India

**Syllabus for Bachelor of Mass Communication – Video Production
Semester 3**

Contents

Serial Number	Topics	Page Number
1	Course Structure (Semester – III) for Four Year Undergraduate Programme (FYUGP) of Bachelor of Mass Communication - Video Production	03 – 03
2	MJ - 4 (Theory): Development of Print and Electronic Media	06 – 07
3	MJ - 5 (Theory): Basics of Camera and Photography	08 – 10
4	MJ (Practical - 3): Media Assignments & Camera Practices	11 – 12

**Syllabus for Bachelor of Mass Communication – Video Production
Semester 3**

**Course Structure (Semester - III) for Four Year Undergraduate Programme
(FYUGP) of
Bachelor of Mass Communication - Video Production**

Sem	Paper Code	Paper Title	L - T - P	Credits	Contact Hours
III	AEC - 3	Language and Communication Skills <i>(To be selected by the students from the list of available options)</i>		2	
	SEC - 3	Skill Enhancement Course - 3		3	
	MDC - 3	Multi-Disciplinary Course - 3 <i>(To be selected by the students from the list of available options)</i>		3	
	MN - 1B	Minor From Discipline-1 <i>(To be selected by the students from the list of available options)</i>		4	
	MJ - 4 (Theory)	Development of Print and Electronic Media	2 - 1 - 0	3	45
	MJ - 5 (Theory)	Basics of Camera and Photography	2 - 1 - 0	3	45
	MJ (Practical - 3)	Assignments & Camera Practice - Studio & Outdoor	0 - 0 - 2	2	60
Total Credits				20	

Abbreviations:

L – T - P (Lecture - Tutorial - Practical), **AEC** (Ability Enhancement Course), **VAC** (Value Added Course), **SEC** (Skill Enhancement Course), **MDC** (Multi-Disciplinary Course), **MN - 1** (Minor from Discipline - 1), **MN - 2** (Minor from Vocational Studies/Discipline - 2), **IAP** (Internship/Apprenticeship/Project), **MJ** (Major Disciplinary/Interdisciplinary Courses)

SYLLABUS (UG) MASS COMMUNICATION-VIDEO PRODUCTION
SEM III : MJ 4 (THEORY) [3 CREDITS]
DEVELOPMENT OF PRINT AND ELECTRONIC MEDIA

Course Objective: The objective of this major paper/course is to acquaint students with the historical journey of media in India and their contribution in the freedom movement and development of the nation. The paper aims to explore the strengths and limitations of each conventional media and its remarkable journey till date

Learning Outcome :

After the completion of this paper students will get to :

- Develop an insight about the History of Print and Electronic Media
- Understand the Penetration of Radio in Urban & Rural Areas.
- Analyse the Significance of Print and Electronic Media in Freedom Struggle and nation building
- Learn the development of media and significant milestones.
- Learn about the contribution of major media professionals.

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75

Unit	Topic	Minimum Class Hours
I	History of Print Media: Pre Independence	12
II	History of Print Media: Post Independence	11
III	History of Radio	11
IV	History of Television	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial

45 Hours = 30 Hrs. (L) + 15 Hrs. (T)

Unit 1 : History of Print Media: Pre Independence

- Introduction to Press in India: Colonial Period, Print Culture. The emergence of Journalism in India. History of ‘Bengal Gazette’ and ‘Udant Martand’. Expansion of Vernacular Press from 1780-1857
- Role of National and Vernacular Press in National Freedom Movement (1857-1947)
Censorship by Colonial Rule on Journalism
- Contribution of Prominent Journalists: Raja Ram Mohan Roy, Lokmanya Tilak, Ganesh Shankar Vidyarthi, Mahatma Gandhi, etc.

**Syllabus for Bachelor of Mass Communication – Video Production
Semester 3**

Unit 2 : History of Print Media: Post Independence

- Formation of Press Commission, Press Council of India, Office of the Registrar of Newspapers for India (RNI)
- Post-Independence Journalism: Major Newspapers and Magazines, Emergency Era
- Print Media in the era of Liberalisation, Privatisation & Globalisation, Recent trends
- Major International and National News Agencies: Reuters, AP, AFP, TAAS, PTI, UNI, ANI, Hindi News Agencies, etc.

Unit 3 : History of Radio

- Emergence, Growth, and Advancement in Radio as a Medium of Mass Communication
- The Beginning and Evolution of Radio in India, Role of AIR in National Independence & Development, Eminent Radio Personalities
- Various Committees Reports: Chanda Committee, Varghese Committee, Joshi Committee, Formation of Prasar Bharati
- Recent Trends: Radio Privatisation, Digitalisation, Community Radio, Podcasts, etc.

Unit 3 : History of Television

- Emergence, Growth, and Advancement in Television as medium of Mass Communication
- The Beginning of Doordarshan in India, Role of Doordarshan
- Commercialisation of Programming 1980s, Cable Industry in India, Invasion from the Skies: The Coming of Transnational Television(1990s)
- Development of Private Television Channels in India, Recent Trends: IPTV, OTT, etc.

Suggested Readings :

- Kumar. J. Keval, (2020) *Mass Communication in India*, Jaico Publishing House, Bombay, (NewEd.)
- Briggs, A and Burke, P., (2010) *Social History of Media: From Gutenberg to the Internet*, PolityPress.
- Rangaswamy Parthasarathy, (1989). *Journalism in India from the Earliest to the Present Day*, Sterling Publishers.
- Rogers M. Everett., (1997). *A History of Communication Study*. New York: Free Press.
- McQuail, Denis. (2010). *McQuail's Mass Communication Theory*, Thousand Oaks, United States:Sage.
- Sahu, RN and Pandey, K.S. *The Press in India: Perspective in Development and Relevance*.Kanishka Publishers, New Delhi.
- Chatterjee, P.C, (1991). *Broadcasting in India* page. Sage, New Delhi.
- Natrajan, J. *History of the Press in India*. Asia Publishing House, Delhi.

**SEM III : MJ 5 (THEORY) [3 CREDITS]
BASICS OF CAMERA AND PHOTOGRAPHY**

<p>Course Objective : The objective of this major paper/course is to produce adept photographers and cinematographers. The paper aims to school them in the technique and aesthetics of photography for still and moving frames.</p>
<p>Learning Outcome :</p> <p>After the completion of this paper students will get to :</p> <ul style="list-style-type: none"> • Develop an insight into visual culture and history of photography • Hands on knowledge of photography and photojournalism • Learn digital photography, editing and will be able to use it • Learn and practice shooting with video camera, and lighting

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks									
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks	
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr	
45	N/A	3	N/A	3	N/A	10+5=15	N/A	60	N/A	75	N/A	30	N/A	75 + N/A = 75	

Unit	Topic	Minimum Class Hours
I	Introduction to Camera & Still Photography	10
II	Understanding Lights & Lighting Techniques	12
III	Video Camera	12
IV	Camera Shots & Angles	11
Total		45

3 CREDITS = 2 Lectures + 1 Tutorial	45 Hours = 30 Hrs. (L) + 15 Hrs. (T)
<p>Unit 1 : Introduction to Camera & Still Photography</p> <ul style="list-style-type: none"> • A brief History of Camera - Obscura to the daguerreotype process • Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR) • Lenses (types and their uses perspective/angle of view), normal, telephoto lens, wide-angle lens & Zoom lens, Cinema Lens • Exposure Triangle: ISO, Aperture (f-stop & T-stop), Shutter Speed • Shutters (Focal plane & Lens shutter) • Light meters, Incident, reflected & through Lens: Average, Center-weighted, Spot and metrics and focus and depth of field. • Still Photography: Concept & Techniques, Significance & Scope 	

**Syllabus for Bachelor of Mass Communication – Video Production
Semester 3**

- Types of Still Photography: Photojournalism, War Photojournalism, Sports, Crime, Fashion, Portrait, Wedding, Corporate, Wildlife, Stock Photography

Unit 2 : Understanding Lights & Lighting Techniques

- Natural light and Artificial Light, Importance of lighting, The Nature of Light- Direct Light, Softlight, Hard light, Directional Light
- Brightness, Contrast, Mid tones, Highlights, Colour tones Shadow and Silhouettes,
- Lighting equipment, and control (Softboxes, umbrellas), Use of a Flash, Triggers
- Three-Point Lighting Technique and Metering for Light
- Sensor Sizes, Formats, RAW images, and Storage
- Mobile photography, Characteristics, and editing
- Introduction to Editing and Digital Manipulation, Photo editing software: Adobe Photoshop, Adobe Lightroom, Snapseed

Unit 3 : Video Camera

- Parts of a video camera
- Different controls on video camera, Power switch, preheat, genlock, gain, iris,
- Zoom control: servo, manual, remote, zoom extenders, Focus control: auto, manual
- White balance: Process and need, Black balance
- Colour temperature, Balancing of Colours of a Video Camera
- Camera filters, ND Filters
- Camera Control Unit (CCU)
- History of video Cameras: Tape-based cameras, HD Video cameras
- Various Types of Video recording Formats, RAW, LOG footage
- Tripod, types of tripod heads, dolly, trolley, & other equipment, accessories

Unit 4 : Camera Shots & Angles

- Shots, Scene, Sequence
- Basic rules of framing
- Basic shots terminology
- Different types of camera angles and usage
- Camera movement: Types & usage

Suggested Readings :

- Barthes, R., & Howard, R. (2010, October 12). *Camera Lucida: Reflections on Photography* (Reprint). Hill and Wang.
- Ahuja, V. K. (n.d.). *Law Relating to Intellectual Property Rights*.
- Dilwali, A. (2022, September 22). *All About Photography*. All About Photography.
- Hughes, H. (n.d.). *The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from your Digital Camera*. Dorling Kindersley.
- Peterson, B. (2020, August 4). *Understanding Portrait Photography: How to Shoot Great Pictures of People Anywhere* (Revised). Watson-Guptill.
- IEng., H. P. F. F. (1995, March 1). *Video Camera Operator's Handbook* (1st ed.). Focal Press.

**Syllabus for Bachelor of Mass Communication – Video Production
Semester 3**

- Peterson, B., & Schellenberg, H. S. (2017, August 29). *Understanding Color in Photography: Using Color, Composition, and Exposure to Create Vivid Photos* (Illustrated). Watson-Guptill.
- Vineyard, J., & Cruz, J. (2022, September 22). *Setting up Your Shots (Setting up Your Shots: Great Camera moves every filmmaker should know/second edition)* (2nd ed.). Michael WieseProductions.
- Millerson, G., & Owens, J. (2008, September 19). *Video Production Handbook, Fourth Edition* (4th ed.). Focal Press.

SEM III : MJ 3 (PRACTICAL) [2 CREDITS]

MEDIA RELATED ASSIGNMENTS & CAMERA HANDLING, STILL & VIDEOGRAPHY

*(Based on MJ 4 - DEVELOPMENT OF PRINT AND ELECTRONIC MEDIA &
MJ 5 - BASICS OF CAMERA AND PHOTOGRAPHY)*

Course Objective: The objective of this major practical paper is to give comprehensive understanding of the historical backgrounds of the media, their emergence and integration in the society, gradual development through various recommendations of constitutional committees. The paper also aims to train students in handling camera, still photography, and videography.

The objective of the paper is to embolden students to navigate into history to locate and map the media in India. It also intends to make them understand the strengths and limitations of all different media. The purpose of the syllabus to make them explore the significant contributors in the field of media, especially in Indian context.

The paper encourages students to have hands-on-practices of camera handling and operating. They will be learning to operate camera, taking professional and aesthetic still photographs & recording videos. The paper aims to make them proficient in still photography & videography.

After completing this course, they must be ready with camera skills and better understandings of media. The students must be industry-ready & to take up these skills to entrepreneurial venture.

Learning Outcomes :

After the completion of this paper students will get to :

- Know about the emergence of different media
- Learn among Socio-cultural-political interrelationships
- Explore the significant contributors of different media in Indian context
- Learn Still Photography & Videography
- Learn through hands-on practices on lighting techniques
- Practice about different image editing software

Outline of the Course

Minimum Class Hours		Exam Time (Hours)		Credits		Marks								
						Semester Internal		End Semester		Full Marks		Pass Marks		Total Marks
Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th	Pr	Th + Pr
N/A	60	N/A	3	N/A	2	N/A	N/A	N/A	50	N/A	50	N/A	20	N/A+50=50

Marks Distribution of End Semester Practical Examination

- Practical – 30 Marks
- Viva-Voce – 10 Marks
- Practical File – 10 Marks

**Syllabus for Bachelor of Mass Communication – Video Production
Semester 3**

1 CREDIT	30 Hrs.
<p>Practical (Studio/Field) Work :</p> <ul style="list-style-type: none"> • Prepare a presentation of important six media personalities of Print Media (three from pre-independence & three from post-independence) (PPT slideshow with pictures & text) • Compile at least 5 stories daily for a week from any news agency. • Prepare a presentation of five important media personalities Radio (PPT with Audio) • Find history of any FM/Community Radio and report. • Prepare a presentation of five famous media professionals Television (PPT with Audio Video) • Find history of any private television and write a report. • Do the SWOT analysis of any media of your choice. • Visit any one local print or any media institution and prepare a report of its history and current status. 	

1 CREDITS	30 Hrs.
<p>Practical (Studio/Field) Work :</p> <ul style="list-style-type: none"> • Identify different controls & parts of DLSR camera • Learn to differentiate between various types of lenses • Practice exposure triangle, light & lighting techniques • Click Mobile Photographs & Edit the Images • Learn to Setup Light for photoshoots, digital photography and editing of images • Prepare a photo feature with raw photographs of a given theme. • Edit any 5 photos using the editing tools and software • Identify different Equipment & Accessories • Give demonstration of your Camera handling / operating skills. • Operate a Video Camera of different Video Formats • Shooting with video camera with lighting setups for indoor & outdoor shoots • Identify various Shots, Scene, Sequence with Basic Rules of Framing Camera Angles, Movements types • Take a movie and identify different shot, take screen shot, compile and present as report. • Prepare a short film (not more than 2 minute) using maximum shots, movements & angles and edit it. Justify the shots, angles, lights, movements 	