

Center for Management Studies

JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act,1956

693 BA (JOURNALISM & MASS COMMUNICATION) 2014 - 17 SYLLABUS

SEMESTER - I

Paper No.	Title of the Paper	Hours per week			Credits	Marks		
		L	T	P		IA	UE	Total
BA (J&MC)101	English	4	-	-	4	20	80	100
BA (J&MC)102	Language	4	-	-	4	20	80	100
BA (J&MC)103	Introduction to Communication	4	-	-	4	20	80	100
BA (J&MC)104	Reporting-I	4	-	3	5	20	80	100
BA (J&MC)105	History of Journalism	4	-	-	4	20	80	100
BA (J&MC)106	Editing I	4	-	2	5	20	80	100
Total		24	-	6	26	120	480	600
Value Enhancing Course								
BA (J&MC)107	Computer	4	-	-	4	20	80	100

SEMESTER - II

Paper No.	Title of the Paper	Hours per week			Credits	Marks		
		L	T	P		IA	UE	Total
BA (J&MC)201	English	4	-	-	4	20	80	100
BA (J&MC)202	Language	4	-	-	4	20	80	100
BA (J&MC)203	Writing for Mass Media BA	4	-	-	4	20	80	100
(J&MC)204	Reporting and Editing-II BA	4	-	3	5	20	80	100
(J&MC)205	Introduction to Journalism	4	-	-	4	20	80	100
BA (J&MC)206	Intro to A/V Media	4	-	3	5	20	80	100
Total		2	-	2	26	120	480	600
Value Enhancing Course								
BA (J&MC)207	Mind Management & Human	4	-	-	4	20	80	100

SEMESTER - III

Paper No.	Title of the Paper	Hours per week			Credits	Marks		
		L	T	P		Theory	IA	Total
BA (J&MC)301	Advertising	4	-	3	5	20	80	100
BA (J&MC)302	Public Relations	4	-	-	4	20	80	100
BA (J&MC)303	Photojournalism	4	-	3	5	20	80	100
BA (J&MC)304	New Media	4	-	-	4	20	80	100
BA (J&MC)305	Reporting & Editing III	4	-	3	5	20	80	100
Total		20	-	9	23	100	400	500
Value Enhancing Course								
BA (J&MC)306	Environmental Science	4	-	-	4	20	80	100

SEMESTER - IV

Paper No.	Title of the Paper	Hours per week			Credits	Marks		
		L	T	P		Theory	IA	Total
BA (J&MC)401	Business Journalism	4	-	3	5	20	80	100
BA (J&MC)402	New Media II	4	-	-	4	20	80	100
BA (J&MC)403	Advanced Photography	4	-	3	5	20	80	100
BA (J&MC)404	Introduction to Radio and Television	4	-	3	5	20	80	100
BA (J&MC)405	Development communication	4	-	-	4	20	80	100
Total		20	-	9	23	100	400	500
Value Enhancing Course								
BA (J&MC)406	Indian Constitution	4	-	-	4	20	80	100

SEMESTER - V

Paper No.	Title of the Paper	Hours per week			Credits	Marks		
		L	T	P		Theory	IA	Total
BA (J&MC)501	Film Studies –I	4	1	-	5	20	80	100
BA (J&MC)502	Development Communication	4	1	-	5	20	80	100
BA (J&MC)503	Advanced writing skills in English	4	-	3	5	20	80	100
BA (J&MC)504	Corporate Communication	4	1	-	5	20	80	100
BA (J&MC)505	Culture Studies	4	1	-	5	20	80	100
BA (J&MC)506	Electives							
	a) Feature & Magazine writing b) Public Relations & Media Relations c) Advertising in society d) documentary production	4	1	-	5	20	80	100
Total		24	5	3	30	120	480	600

SEMESTER - VI

Paper No.	Title of the Paper	Hours per week			Credits	Marks		
		L	T	P		Theory	IA	Total
BA (J&MC)601	Media Laws Film	4	1	-	5	20	80	100
BA (J&MC)602	Production Film	4	1	-	5	20	80	100
BA (J&MC)603	Studies	4	1	-	5	20	80	100
BA (J&MC)604	Personality development	4	1	-	5	20	80	100
BA (J&MC)605	Electives							
	a) Sports Journalism b) Event Management c) Copy writing & design d) radio & Television production	4	1	-	5	20	80	100
BA (J & MC)606	Project							
	Report Viva	-	-	-	5		80 20	100
Total		20	5	-	30	100	500	600

NOTE: Practical subjects in Semester III, IV, V and VI will also have a learning lab.

INTRODUCTION TO COMMUNICATION

Sec-A

- Module 1** (3 hrs)
Communication -Definition, P r o c e s s o f C o m m u n i c a t i o n , F u n c t i o n s o f C o m m u n i c a t i o n ,
Uses of Communication
- Module2** (8 hrs)
Types of Communication, Inter Personal, Group, Intra, Mass Communication
- Module 3** (14hrs)
Basic Model of Communication -Aristotle's Model, Laswell's Model, Shannon & Weaver's Model,
Schramm's Model
- Module 4** (6 hrs)
Two- Step Flow of Communication, Multi-Step Flow of Communication, Gatekeeping
- Module 5** (6 hrs)
Origin of Normative Theories - Four Theories of Press - Liberation, Social Responsibility &
Communist Theory.
- Module 6** (7 hrs)
Role of Mass Communication in National Development, Impact of Media on Political & Cultural Life.
- Module 7** (6 hrs)
Traditional Media- Types of Folk Media, Folk Media and Development,
- Module 8** (10 hrs)
Communication Effects- Site, Kheda Project, Role of Radio and Television in Communication,

Reference:

- 1) Mass Communication In India, Keval J Kumar, Jaico Pub, 2003
- 2) Introduction To Mass Media, Fedler F
- 3) Introduction To Mass Communication, Emery.

REPORTING

Sec-A

Module 1	(2 hrs)
News- Definition, News Values	
Module2	(10 hrs)
Types of News- Lead, Types of Lead	
Module 3	(12 hrs)
News Feature, Difference Between News Stories and Features, Feature Writing And News Writing	
Module 4	(12 hrs)
Reporting- Speeches, Meetings, Accidents, Fires and Floods	
Module 5	(8 hrs)
Reporting for News Agencies	
Module 6	(6 hrs)
Interview Techniques- Interviewer, Interviewee	
Module 7	(6 hrs)
Protecting Sources- Primary and Secondary Sources,	
Module 8	(4 hrs)
Glossary	

Sect- B

File three reports on human interest / public interest issues
Present an interview of a well-known personality

Reference books:

- 1) News Reporting and Writing, Melvin Mencher
- 2) News Writing and Reporting For Today's Media, Burce D Itule
- 3) News Writing, George A Hough, Houghton Publications

HISTORY OF INDIAN JOURNALISM

Sec-A

Module 1	(10 hrs)
Press In India- A Brief Review Of The Evolution Of Indian Press- With Hicky's Gazette, Raja Ram Mohan Roy, James Silk Buckingham	
Module2	(6 hrs)
Vernacular Press Act, Gagging Act	
Module 3	(9hrs)
The FirstWarOf Indian Independence And The Press, Resurgence In Indian Nationalism	
Module 4	(9 hrs)
Times Of India, Amrit Bazar Patrika, Madras Mail, The Hindu, The Statesman	
Module 5	(6 hrs)
Newspapers and Its Role In Indian Democracy	
Module 6	(8 hrs)
Newspaper in Post-Independent Era- Times Of India, Deccan Herald, Deccan Chronicle	
Module 7	(6 hrs)
An Overview of India News Agencies- Pti, Uni, Hindustan Samachar and Feature Syndicates	
Module 8	(6 hrs)
Business in Journalism- Economics of Mass Media, Circulation and Trp Ratings	

Sec- B

Present a paper on the evolution of Media as a powerful arm of Democracy

Reference books:

- 1) Indian Journalism, Nadig Krishna Murthy
- 2) A History Of The Press In India, S Natarajan
- 3) The Press In India, G N S Raghavan

EDITING

Sec-A

Module 1	(6hrs)
Newspapers- Organisation And Operations; Responsibilities of Editor	
Module2	(12 hrs)
Fundamentals of Editing, Copy Reading, Proof Reading, Editing, Symbols	
Module 3	(4 hrs)
Language In Editing, Rewriting Copy- Style, Style Sheet	
Module 4	(16 hrs)
Headlines- Types of Headlines, Jump Heads, Headline Schedule, Headline Counting And Measurement	
Module 5	(5 hrs)
Photos- News Value- Photo Editing, Photography, Scaling, Graphic Arts.	
Module 6	(5 hrs)
Principles Of Make Up- Page One, Second Front Page, Inside Pages, Editorials Page, Magazines And Supplementary Pages.	
Module 7	(8 hrs)
Designing Tabloids	
Module 8	(4 hrs)
Glossary	

Sec- B

1. Edit three reports / articles on a business scan / a social issue / an ethical issue
2. Write an effective editorial on any contemporary / topical issue

Reference books:

- 1) News Editing- Bruce H Westley, Oxford Pub.
- 2) Creative Editing Dorothy A Bowles, Diane L Borden
- 3) Modern Newspaper Editing And Production, F W Hodgson

WRITING FOR MASS MEDIA

Sec-A

Module 1	(6 hrs)
Writing Editorials- Fundamental of Editorials, Types of Editorials	
Module2	(9 hrs)
Columns- Types of Columns, Columnists- Kushwant sing, Kuldip Nayar and T.J.S George	
Module 3	(6 hrs)
Letters to the Editor- its Significance in print media	
Module 4	(6 hrs)
Fundamentals of Film reviews, Book Reviews	
Module 5	(8hrs)
Features- Types of Features, News Features, News stories and features, feature writing and news writing	
Module 6	(6 hrs)
Readability Test	
Module 7	(9 hrs)
Writing for women- significance of women writings, women magazines, women columnists	
Module 8	(10 hrs)
TV fundamentals- script writing, writing news, covering TV news report, Radio news writing, Radio Jingles.	

Sec- B

1. Write letters to the editors of current news papers
2. Prepare a press release
3. Write a Television news Report

Reference books:

- 1) TV Production Handbook, Herbert Zettle
- 2) Broadcast News Writing, Reporting & Production, Ted White
- 3) Radio & TV Journalism, K M Shrivastava.

REPORTING AND EDITING-II

Sec-A

Module 1	(4 hrs)
Reporting Life style, reporting for life style magazines.	
Module2	(4 hrs)
Photos in Designing, News value of photos, placing photos in newspapers and magazines	
Module 3	(10 hrs)
Writing Obituaries, checking facts, and collecting facts from sources and placing obituary stories	
Module 4	(10 hrs)
Writing for children, writing for children's magazines, writing short stories, moral stories, cartoons	
Module 5	(10 hrs)
Front Page design, Types and fonts for the front page, principles of page design	
Module 6	(10 hrs)
Writing for Online journalism, writing for web contents, placing of photos in online journalism, web journalism in India	
Module 7	(4 hrs)
Role of Sub Editor- qualifications of a sub editor, role of sub editor- news editor, chief editor	
Module 8	(8 hrs)
Glossary	

Reference books:

- 1) News Reporting And Writing, Melvin Mencher
- 2) News Writing And Reporting For Today's Media, Burce D Itule
- 3) News Writing, George A Hough, Houghton Publications

INTRODUCTION TO JOURNALISM

Sec- A

Module 1	(8 hrs)
Definition of Journalism- Nature, scope, functions, role of press in democracy, principles of Journalism	

Module2	(10 hrs)
Ethical Guidelines for Journalists- Journalistic Ethics, code of conduct of journalists	
Module 3	(12 hrs)
Duties and responsibilities of Journalists- responsibility of journalist, duties of journalists	
Module 4	(5 hrs)
Working Journalists Act, Journalists Union,	
Module 5	(5 hrs)
Press as Fourth Estate, Press in democracy	
Module 6	(5 hrs)
Various Journalist organisations, prizes- Pulitzer prizes	
Module 7	(5 hrs)
Introduction to popular journalist- Joseph Pulitzer, Harold Evans, Bobby Woodward and Carl Bernstein	
Module 8	(10 hrs)
History of American Journalism	

Reference books:

- 1) Journalism in India, Parthasarathy
- 2) Theory and practice of journalism, Ahuja b.n
- 3) The press, Chalapathy rau.

INTRODUCTION TO AUDIO VISUAL MEDIA

Sec-A

Module 1	(5 Hrs)
Brief History & Evolution of Radio	
What is Radio, Discovering radio waves, Guglielmo Marconi, James Clark Maxwell, and Invention of Transistors.	
Module2	(5 Hrs)
Impact of Radio on Society	
Social, Political impact and its influence on the different sections of the society	

Module 3 (10 Hrs)

Radio Programmes

Drama, Music, interviews, News, commercials, phone-in programmes, commentary, Documentary & Features, outside broadcast,

Module4 (5 Hrs)

Brief History of Television

Television and its invention, the power of television, television and development,

Module 5 (5 Hrs)

Development of Television In India

Introduction of television, Doordharshan and Asian games, introduction of the first soaps, Ramayana and Mahabharatha and its influence

Module 6 (10 Hrs)

Impact of Television On Society

The power of television, television and culture, television and politics-role of television in election process, television and children, violence, Education, rural area development

Module 7 (5 Hrs)

Future of Television

Television and its future prospectus, its survival

Module 8 (15 Hrs)

History of Cinema & Indian Cinema Post Independence

The origin of cinema as a medium of mass communication, entertainment and art in 21st century, important stages in development of cinema in India, US, Western Europe, Asia and Latin America, Indian cinema after Independence.

Sec- B

1. Prepare a critical report on a popular television serial
2. Evaluate a television documentary

Reference books:

- 1) Basic radio journalism by paul chantler & peter stewart, Focal press publication
- 2) hand book of media in Asia, New Delhi sage publications
- 3) media & society by devid & cortau London pine forge press
- 4) Indian films by eric barnouw & S. Krishnaswamy, New Delhi, Oxford University press.

ADVERTISING

Sec-A

Module 1

(5 hrs)

Evolution and Growth of Advertising

History of advertising; evolution of advertising in India; Role of advertising in the modern society

Module2

(10 hrs)

Definitions and Concepts of Advertising

Definitions of advertising; Workflow involved in creating an advertisement; Creative process of ads; Production of print ads, TV and Radio commercials; Understanding the consumer behavior

Module 3

(5 hrs)

Classification of Advertising

Consumer advertising and Business advertising; Product and Institutional advertising; Direct action and Indirect action advertising; Primary and Selective advertising

Module 4

(5 hrs)

Advertising Media

Newspapers advertising, Magazines advertising; TV and Radio commercials; Direct mail; Outdoor advertising; Transit media and New media

Module 5

(5 hrs)

Advertising Agency

Need for an advertising agency; Functions of an advertising agency; Organization of an advertising agency, types of advertising agencies

Module 6

(10 hrs)

Advertising Tools and Practices

Ad copy; Visualization; Layout; Principles and characteristics of advertisements; Buying and selling time and space; Scheduling advertisements; Concepts and principles of marketing; Brand positioning

Module 7

(10 hrs)

Advertising Research

Need for research in advertising; Copy testing; Media research; Campaign assessment research; Qualitative techniques in advertising research

Module 8

(10 hrs)

Creating Advertisement Campaigns

Role of an ad campaign; Process of developing a campaign; Media used for advertising campaign; Evaluating an Ad campaign

Sec- B

1. Create a print advertisement for a product / service
2. Critically evaluate any five contemporary advertisements

Reference books:

- 1) Advertising in India by Keval J Kumar
- 2) Advertising-Theory and practice by Sandage and others
- 3) Advertising- principles and practice
- 4) Advertising procedure by otto kleppner

PUBLIC RELATIONS

Sec- A

Module 1 (5 hrs)

Evolution and History of PR

History and growth of public relations: Advent of public relations in India

Module2 (10 hrs)

Definitions and Concepts of PR

Definitions of Public relations; Scope and Importance of PR: Public-External and Internal: Public Opinion: Functions of PR; types of research for public opinion; organizing a PR department; PR as management function; orientation and structure of PR

Module 3 (8 hrs)

Stages of PR

PR process- Organizing, Analysis and research, Policy formulation, Planning and programming; Communication; Feedback; Assessment and adjustment; Stages of PR Strategies- Fact Finding, Planning, Implementing

Module 4 (5 hrs)

Communication With PR Publics

Different types of PR publics- Consumer relation, Employee relation, Stockholder relation, Investor relation, Media Relation, Community Relation, PR and other sectors- Government, NGO, Tourism, Health, Public sector, Banking, Political Parties and others

Module 5 (7 hrs)

Theories of PR

Social, Economic and Political theories of Public Relations; Practice of Integrated Marketing Communication

Module 6 (5 hrs)

Communication Tools for PR

Spoken and printed words; Photographs; Audio-Visual Aids; Propaganda; Publicity; Campaigns; Diplomacy; Lobbying; fairs and festivals; Exhibitions; Display; House journals; Advertising; Online PR

Module 7 (10 hrs)

Writing for PR

Difference between Journalism and PR writing; Writing Press releases; Press Kit; Brochures; Newsletters; Pitch letters; Features; Op-eds; Fact sheets; PSA Scripts; Speeches; Backgrounders; Annual Reports; Company Magazines

Module 8 (10 hrs)

Designing PR Campaigns

Role of a PR campaign; Process of developing a campaign; Media used for PR campaign; Evaluating a PR campaign

Sec- B

1. Design a P R Campaign for a regional event / international product or service
2. Evaluate the effectiveness of one Regional/ one National Level PR Campaign

Reference books:

- 1) Handbook of Public Relations, Ravindran
- 2) Practical Public Relations, Sam Black
- 3) Public Relations, Ahuja & Chandra

PHOTOJOURNALISM

Sec-A

Module 1 (5 hrs)

Overview- History Of Photo Journalism

Evolution of Photography & the development of photojournalism,

Module2 (5 hrs)

Journalistic Uses Of Photography

The approach to photojournalism, Realism & respective eye: The responsibilities of Documentary Photography, the concerned photographer, the photojournalist and the portrait.

Module 3 (15 hrs)

Basics Of Photography & Camera

What is photography, Light- Making light form images, the camera, its types and its controls, lenses, Lighting principles and equipments, tackling different photography subjects, Black & White Photography, the digital image-post production, organising the picture, finishing and presenting work.

Module4 (5 hrs)

Branches of Photojournalism

Overview, Spot News, General News, Features, Sports Action, Sports Features, Portrait/ Personality, Pictorial, Illustration, Final Thoughts.

Module 5 (5 hrs)

Law & Ethics

Overview, Access, Privacy, Libel, Three Procedural Areas, Copyright, Ethics, Taste, Final Thoughts.

Module 6 (15 hrs)

Camera, Lenses & Related Hardware

Overview, cameras- different types, formats, lenses- its types and ranges, Light controlling systems, Meters, Electronic Flash, Filters, composition broadly constructed,

Module 7 (5 hrs)

Film & Digitalization of Photojournalism

Overview, film-its types and formats, nature of Digitalization and its uses of photojournalism.

Module 8 (5 hrs)

Gathering Caption Information

Overview, gathering different caption information, final thoughts.

Sec- B

1. Study a Photojournalistic feature and present its strengths and weaknesses
2. Present a contrast between a media feature in print and its photo journalistic representation

Reference books:

- 1) Photojournalism, the professionals approach by Kenneth Kobre, 6th edition, Focal Press publication.
- 2) Associated press guide photojournalism, Associated press handbooks.
- 3) The book of photography by John Hedgecoe's, Darling Kindersley Publication.
- 4) Photojournalism an Introduction, Fred S. Parrish, Wadsworth Thomson Learning.

NEW MEDIA

Module 1 (8 hrs.)

Introduction to the cyber world

Internet – meaning, history, functioning, fundamentals of internet: www, ip, web page, websites, search engines, browsers, domains, blogs: technology and creativity; New Media and Society: New Media as drivers of social and political change

Module 2**(12 hrs.)****News in New Media context**

New Media and contemporary journalism: the digital age; new definition of knowledge centric world; New Media and the struggle for news autonomy; powers and limitations of the internet; issues of New Media; audio and video broadcasting; introduction to target account marketing

Module 3**(12 hrs)****Theories of Media Technology and New Media**

Theories of Media Technology and New Media, Techno sphere; Internet architecture and how it shapes human potential, replacement of human beings by technology;

Introduction to making webpage – html, ftp etc, role of web master, application programmer and network engineer; web team members – visualizer, graphics designer, project manager, website manager, animator, audio-visual expert

Module 4**(8 hrs.)****Web Industry**

Functioning of portal office, structure of web newsroom; content collection and selection of news – reporting, writing and copy editing for web; introduction to national and international news portals

Module 5**(10 hrs.)****Social Media and Journalism**

Writing for social networking sites, social media marketing strategy, skills for social media advertising; Search engine optimization, free speech and controls on social media sites; introduction to ethics, cyber laws and cyber crime in cyberspace; digital property-issues and limitations of social media

Module 6**(10 hrs.)****News space and penetration of New Media**

New Media and mainstream news- political journalism and new media, reality shows, new media in public relations, video conferencing and news efficacy

(Each module should be accompanied by a corresponding practical exercise in areas of New Media i.e. blogs etc)

Section B

1. Does the advent of new media foretell the end of newspapers and collapse of network news? Examine this in the light of drastic shift of audience and advertisers.
2. Examine the efficacy of Facebook and Twitter as news publishing platforms.

Reference books:

- 1) New Media, Old News: Journalism and Democracy in the Digital Age by Natalie Fenton
- 2) Writing New Media: Theory and Applications for Expanding the Teaching of Composition by Anne Wysocki
- 3) Multiliteracies for a Digital Age (Studies in Writing & Rhetoric) by Associate Professor Stuart Seiber

REPORTING & EDITING -III

Sec- A

Module 1 Reporting Crime Checking facts- Attribution – Crime Resources	(10 hrs)
Module2 Investigative Reporting Research- Sources-Case studies	(12 hrs)
Module 3 Glossary of Editing	(8 hrs)
Module 4 Interview Techniques Types of Interviews- Techniques of interviewing	(8 hrs)
Module 5 Reporting For Electronic Media ENGNEWS- Writing for Electronic media- Outside Broadcast Techniques- Programme Production	(12hrs)
Module 6 Layout and Design Front Page Design- Supplementary page design- Sports page design- Principles of designing	(12hrs)
Module 7 Writing Press Releases Types of Press Releases- Techniques of writing press releases-	(3 hrs)
Module 8 Typography History of typography- Fonts-principles of Typography	(3 hrs)

Sec- B

1. Write an investigative report on the urban crime scene in India
2. Publish a report on the Web on any contemporary issue

Reference books:

- 1) News: a Reader, Howard Tumber
- 2) Making News- A Handbook of media in contemporary India- Uday Sahay
- 3) Book of art editing – Basket, Scissors and Brooks

BUSINESS JOURNALISM

Sec-A

Module 1	(8 hrs)
Business in India-History of Business Journalism in India, Pre- Liberalisation and Post- Liberation	
Module2	(10 hrs)
Indian Economy- Characteristics, Nature, Indian Economic Policies	
Module 3	(10 hrs)
Business Journalism- Economic Times, Wall Street Journal, Financial Express, Business Standard	
Module 4	(5 hrs)
Business Writing- Reporting budget, Agriculture, Stock Market, Commerce.	
Module 5	(5 hrs)
Investigative reporting- reporting budget, MNCs and Techniques of investigative report.	
Module 6	(6 hrs)
Business Organisation- Chamber of commerce, Confederation of Indian Industries, Nasscom	
Module 7	(10 hrs)
Business Magazines	
Module 8	(6 hrs)
Glossary	

Sec- B

1. Write an investigate report on a contemporary business issue
2. Prepare a comparative report on the effectiveness of contemporary business magazines
3. Prepare a case study of a business report in any business magazine and evaluate its strengths and weaknesses

Reference books:

- 1) Business Journalism- Harcourt Edition 1991
- 2) Making News: Hand book of the media in contemporary India-Uday Sahay
- 3) Business Communication- **P&P**- Mary Ellen Guffey

NEW MEDIA II

Module 1 (4 hrs.)

New Media- present and future

Dotcom bubble, interactive digital television, M-learning, culture shock; new media and organizational change, cultural framing; misinformation and new media

Module2 (6 hrs.)

News in New Media context

New platforms of news content delivery; new media and gender representation; new media and adult content; cloning the news; cannibalization in new media

Module 3 (10 hrs.)

Media technology and analysis

How Internet architecture shapes human potential in both Eastern and Western countries with special reference to developing countries; the political economy and the new media environment; competition in advertising and news content: diversification and mergers

Module4 (10 hrs.)

Social Media and Journalism

Power of citizen journalism with the help of new media; advanced writing skills for social media sites, social media marketing and advertising strategies -case studies; free speech and controls on social media sites – case study; sentiment analysis; social media monitoring

Module 5 (10 hrs.)

News space and penetration of New Media

Regulation and the internet; NGOs, new media and the news; new media and social change -case study; new media and concept of global village, mobile technology devices; disaster management and new media

Module 6 (20 hrs.)

Practice work - Project and Assignments

1. Project on website development under approved guide by Jain University. Design webpage with corporate and media related content
2. Assignments: developing a social media site; evaluate social media sites like facebook, twitter etc

Section B

'New Media embodies the dangerous nexus between technology and money in an unethical mix'. Examine the statement in with reference to rush for TRPs by modern Indian television channels and radio stations

Should New Media be censored? Discuss 2 case studies.

Reference books:

- 1) New Media, Old News: Journalism and Democracy in the Digital Age by Natalie Fenton
- 2) Writing New Media: Theory and Applications for Expanding the Teaching of Composition by Anne Wysocki
- 3) Multiliteracies for a Digital Age (Studies in Writing & Rhetoric) by Associate Professor Stuart Seiber

ADVANCED PHOTOGRAPHY

Sec- A

Module 1 (5 Hrs)

Picture Making

Seeing and photographing, using the view finder-framing up, creating a point of emphasis, picking lighting conditions, patterns, texture, shape, and using colour

Module2 (5 Hrs)

Camera, Sensor & Film

Types of cameras, formats, types of film and its formats and digital sensors

Module 3 (15 Hrs)

Creative Use of Camera Controls

Shutter speed and movement, focus and aperture, choice of exposure, changing focal length, set for digital success, composition, rule of 1/3rd. metering for good exposure

Module4 (10 Hrs)

Tackling Different Photographic Subjects

People, places, wildlife, landscapes, close-up subjects, Action and sports photography, travel photography

Module 5 (5 Hrs)

Controlling Light

Lighting for people, lighting for objects, outside shooting, flash and its controls, layout and lighting in the studio

Module 6 (5 Hrs)

Digital Processing and Printing

Introducing the digital photography tools, transferring the picture from the camera to computer, processing the picture file, first step in enhancing, editing techniques, printing your digital files

Module 7 (5 Hrs)

Black & White Photography

Seeing in black and white, light and form, understanding black & white films,

Module 8**(10 Hrs)****Printing and Accessing You Work**

Finishing off, presenting picture in sets, Non traditional presentation, evaluating your results

Sec- B

1. Using creating camera controls focus on three different subjects
2. Develop B/W photographs on landscape / portrait / architecture / travel

Reference books:

- 1) The book of photography by John Hedgecoe, DK publication
- 2) Understanding exposure by Bryan Peterson, revised edition by AM photo books
- 3) Art of Professional photography by Linda Robinson, Global media publication
- 4) Ansel Adams, the camera, film, 10th edition, published by Bulfinch publications
- 5) landfor's starting, and Advanced photography, focal press publication

INTRODUCTION TO RADIO & TV**Sec- A****Module 1****(10 hrs)****DEVELOPMENT OF RADIO BROADCASTING:**

Evolution and comparative study of broadcasting systems in the world, Development of Radio in India- Present status, Radio as a medium of communication, Broadcasting Formats.

Module2**(15 hrs)****WRITING FOR RADIO:**

Elements of spoken word, Conceptual process, Principles of script writing, script formats.

Module 3**(5 hrs)****TYPES OF RADIO PROGRAMMES**

News & Sports, Features & Documentaries, Interview & Talk programmes, Music, Educational & Children's programmes, making commercials.

MODULE4**(10 hrs)****BASIC RADIO PRODUCTION TECHNIQUES**

Characteristics of the medium, The radio Studio & handling radio equipments, News reading & Presentations, Style of radio announcements, narration, Mixing & voice modulation.

Module 5**(10 hrs)****DEVELOPMENT OF TELEVISION**

The power of Television, The concepts of effects- cognitive, affective and behavioural, Television violence and its consequences, Television and Children, Television and Culture, Impact of television on leisure time activity, Television and Politics-Role of television in election process and political campaigns, Formation and change of public opinion, Television in India- use of television in National Integration.

Module 6**(15hrs)****UNDERSTANDING BASIC TELEVISION PRODUCTION TECHNIQUES**

The camera- basic design and structure, lens characteristic, how the camera works, Production and planning, Production concept- television script, single and multi camera production with studio, Basic lighting, Techniques of TV direction- from planning to Pre-production to post-production, director's role, directing methods, Set design- studio, handling property and other accessories.

Module 7**(5 hrs)****BASIC EDITING**

Editing modes- off and online, basic editing systems, linear editing systems, features and techniques, non-linear editing feature and techniques.

Module 8**(10 hrs)****BASIC DOCUMENTARY PRODUCTION**

From idea to first draft, getting to work, writing the proposal, research, shaping the film, beginning the first draft, shaping the first draft, shooting techniques for documentary, Approach to documentary, lighting for documentary, budgeting for the documentary, managing locations.

Sec- B

Produce a five minute radio programme with a social / Socio-economic theme

Reference books:

- 1) Radio Production by Robert Mcleish (4¹_h Edition), Focal Press Publication.
- 2) Broadcasting in India, New Delhi sage.
- 3) Television Production Hand book (9¹_h Edition) by Herbert Zettl, Thomson wadsworth publication.
- 4) Documentary Storytelling by Sheila Curran Bernard, Focal Press Publications.

DEVELOPMENT COMMUNICATION- I**Sec-A****Module 1****(8 hrs)****Concept of Development**

Define development; Indicators of development; Characteristics of developing societies; Paradigms of development; Gap between developed and developing countries; Sustainable development

Module 2 (5hrs)
Definitions of Development Communication
Evolution of development communication; Definitions of development communication; Models and theories of development

Module 3 (7 hrs)
Social Cultural and Economic Barriers to Development Communication
Dimensions and barriers of development- political, social, economical, human, cultural, structural; gender; Effects of globalization on development communication; Development and modernization

Module4 (8 hrs)
Strategies Of Development Communication
Development support communication; Development communication process- segmentation of audience, framing the issues, Designing and implementing the message; Evaluating audience reaction, Audience participation research

Module 5 (7 hrs)
Channels For Development Communication
Role of media in development communication; Factors of media effecting social development; Role of press and Radio in development; Power of TV in development; Information and communication technologies

Module 6 (8 hrs)
Alternative Channels of Development Communication
Need for alternative channels of communication; Alternative theories for development communication; Alternative channels of Development communication- Folk tradition, Theatre, Social Marketing and others

Module 7 (7 hrs)
Participatory Model of Development
Participation; Participatory strategies; Participatory model of communication; Case study of Community Radio Stations in the country

Module 8 (10 hrs)
Development Communication Case Studies In India
Case studies- Five-year plan, SITE, Panchayat Raj model; Models in agricultural communication; Models in Health communication, Development of women and children, Role of NGO's in development

Sec- B

1. Prepare a well researched presentation on Socio-cultural and Economic Barriers to Development
2. Prepare and present a socio-economic development case study of Rural / Urban India

Reference books:

- 1) Communication for development in the third world- Melkote & steeves
- 2) Theory and practice for Empowerment- Sage publication
- 3) Participatory communication: Working for change and development-White Nair and Ascroft

FILM STUDIES

Sec-A

Module 1 (10 hrs)

History of Cinema

Origin of cinema as a media of mass communication; Important stages in development of cinema in U.S, Western Europe, Eastern Europe; Russia and India; Kinds of films

Module2 (5 hrs)

Elements of Cinema- Visuals and Dialogues

Picture compositions, editing compositions, Creating storyline and dialogues, Dubbing

Module 3 (5 hrs)

Elements of Cinema- Sound and Special Effects

Towards a final sound track; evolution of special effects; different types of special effects, Sound mixing

Module 4 (5 hrs)

Relationship Between Film and Other Arts

Relationship of films with other media- print, TV, radio, New media, Theatre, Music and others

Module 5 (8 hrs)

Theories of Cinema

Theories of cinema of Eisenstein, Kracauer, Bazin, Godard and Metz

Module 6 (10 hrs)

Great Directors

Outline the development of the art of film making with screenings of one major film of important directors- D.W. Griffith, Eisenstein, Vittorio de Sice, Akira Kurosawa; Ingmar Bergman, Jean Luc Goddard, Satyajit Ray, Mrinal Sen

Module 7 (10 hrs)

Criticism and Review of Cinema

Criticism and review of cinema; study popular international and national film critics; Review cinema for different media

Module 8**(7 hrs)****Introduction to Animation**

History and development of animation films in the world and in India; How to develop a animation film, Future of animation films

Sec- B

Analyse the work of any two famous directors

Reference books:

- 1) The Art of Films, Ernest Lindgrin
- 2) Hours in the Dark, T G Vidyanathan
- 3) What is Cinema, Andre Brazin
- 4) Film Form, S M Eisenstein

DEVELOPMENT COMMUNICATION -II**Sec- A****Module 1****(5 hrs)****Concepts of Development Journalism**

The process of writing development stories; Characteristics of development stories; Scope of development stories

Module2**(5 hrs)****Different Audiences of Development**

Audience Segmentation - Demographic, Generational, Psychographic, Geodemographic and other forms of segmentations

Module 3**(7 hrs)****Creating Development Messages**

Traditional versus Alternate media; Using diagrams, charts and tables; Using audio- visual aids effectively; Process involved in creating development messages for different media

Module 4**(8 hrs)****Writing Development Stories for Media**

Writing interpretative and in-depth stories; Development features and news for different media; Marketing the development ideas in media; Importance of planning and statistics

Module 5**(7hrs)****Writing for Different areas of Development**

Writing assignments in different categories- Environment, Infrastructure, Human Rights, NGO, Technology, Government policies, AIDS/HIV and others

Module 6**(8 hrs)****Writing for Rural Audience**

Characteristics of articles written for rural audiences; Style and tone of the articles; Importance of language; Writing assignments development stories- Agriculture, Women's rights, Girl child, Health, Education

Module 7**(10 hrs)****Creating Development Programs for Radio and Tv**

Process involved in creating messages for radio and TV; Types of development programs for TV and radio; Importance of community participation in development programs, Create a development program for radio and TV

Module 8**(10 hrs)****Development Campaigns and its Evaluation**

Importance of development campaigns; Steps involved in development campaigns; Different media used for such campaigns with examples; Evaluation process of campaigns

Sec- B

1. Write an article on the internet on rural development in a specific geographic region
2. Prepare a socio-cultural development programme for a rural audience on Radio *IT V*

Reference books:

- 1) Communication for development in the third world- Melkote & steeves
- 2) Theory and practice for Empowerment- Sage publication
- 3) Participatory communication: Working for change and development- White Nair and Ascroft

WRITING SKILLS IN ENGLISH**Sec-A****Module 1****(10 hrs)**

Strategies for Effective Writing- Critical Reading

Ten essays /articles covering a range of writing skills and contemporary issues.

Module2**(8 hrs)**

Strategies for Effective Writing- Functional Grammar

Basic sentence structure- Verb varieties- Agreement and pronoun problems- articles, modifiers and linkers- punctuation and style- writing effective sentences

Module 3**(4 hrs)**

Strategies for Effective Writing- Writing Effective Paragraphs

Formation of paragraphs-coherence and unity- topic sentences-closure of paragraphs- linking paragraphs.

Module4**(4 hrs)**

Observational Writing

Focus-identifying and evaluating basic features- Personal responses- Challenging ideas and arguments

Module 5**(10 hrs)**

Reflective Writing

Focus-identifying and evaluating basic features- Personal responses- Challenging ideas and arguments

Module 6**(4hrs)**

Explanatory Writing

Focus-identifying and evaluating basic features- Personal responses- Challenging ideas and arguments

Module 7**(10 hrs)**

Evaluative Writing

Focus-identifying and evaluating basic features- Personal responses- Challenging ideas and arguments

Module 8**(10 hrs)**

Proposal/Position Papers

Annotating- Inventorying annotations-basic features of Position papers/ proposals- exploring personal responses.

Sec-8

1. Write effective paragraphs as introduction and conclusion for a variety of topics as discussed in class
2. Present a proposal or position paper
3. Evaluate critically, three articles written by journalists in the areas of reflective, observational and evaluative writing

Reference books:

- 1) Reading critically, writing well: Rise. B. Axelrod and Charles. R. Cooper
- 2) Practical English usage: Michael swan
- 3) Advanced English grammar:Raymond Murphy
- 4) The Norton Reader: fifth edition

CORPORATE COMMUNICATION

Sec-A

Module 1 (5 hrs)

Definitions and Concepts

Concept, Definition, Nature, Scope; Functions of PR in corporate communication; Role of PR as an effective means of organizational and social communication

Module2 (5 hrs)

Difference Between Corp Comm, Publicity, Propaganda and Advertising

Differentiation between Corporate Communication and Publicity, Propaganda, Advertising; Advantages and disadvantage of each

Module 3 (5 hrs)

Corp Comm Consultancy And Counseling

Difference between consulting and counseling; Need for consulting and counseling; Organization of a consultancy; Business of consulting and counseling

Module 4 (10 hrs)

Tools of Corporate Communication

Tools of Corporate Communication: House Journals, Press Release, Press Conference, Planned Tours, Brochures, Posters, Open House, Exhibitions, Audio-Visual Aid, TV, Film, Radio, Video and Demonstrations; Create two communication materials each for an Education Institute and a Government Hospital

Module 5 (7 hrs)

Corporate Communication and Management

Process of corporate management; Employee Relations, Financial Relations, Consumer Relations, Media Relations with case studies; Corporate Social Responsibility

Module 6 (10 hrs)

Brand Management

What is a Brand; Brand Development: Extension, Rejuvenation, Re launch; Product Vs Brands; Retailer and distributors; Brand challenges and opportunities; The brand equity concept; Identity and image; Steps of brand building; Identifying and establishing brand positioning; Defining and establishing brand values.

Module 7 (8 hrs)

Govt. Corporate Communication

Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt. - Corporate Communication Research and Evaluation of Corporate Communication Programmes

Module 8**(10 hrs)****Crisis and Disaster Management**

Define crisis and disaster; types of crisis and disasters; role of PR in crisis; Importance of crisis and disaster management; Different stages of crisis communication; Developing crisis communication plan; Crisis management; Disaster management; issues management; PR crisis management as part of nonprofit, agency, corporate, governmental relations

Sec- B

1. Using the tools of corporate communication, prepare publicity material, in-house and external for a product / service
2. Prepare a presentation on developing a brand
3. Hold a group discussion on crisis / disaster management in India

Reference books

- 1) Business Communication; Process and Product by Mary Ellen Guffey
- 2) Business Communication: Kirzan, Merrier and Jones
- 3) Basic Business Communication : Lesikar & Flatley
- 4) Advanced Business Communication: Penrose / Rasberry / Myers

CULTURAL STUDIES**Sec-A****Module 1****(9 hrs)****Countries & their Cultures I (Eastern & Western Culture)**

Definitions and interpretations of culture-dominant cultures and sub-cultures-paradigmatic status of backward culture-cultural and political contexts of socio-economic development-Evolution of eastern and western culture.

Module2**(9 hrs)****Countries & their Cultures II .Latin American & African Culture**

Colonialism and post-colonialism-tradition vs modernity-traditions, customs and lifestyles in latin America and Africa: Overview-Their socio-economic impact-

Module 3**(9 hrs)****Globalisation, Culture & The Media**

Globalization and identity-Globalization and cultural change- globalization vs cultural imperialism-media hegemony- Television, film and effects on values, ethics and culture.

Module 4**(5 hrs)****World Culture In Film & Television**

Cultural impact of visual media- race and gender in film-women in film.

Module 5 (9 hrs)

Gender, Modernism & The Media

Feminism and post-feminism- feminist ideology and the media- advertising, sports journalism and gender issues- Modernism and post-modernism: overview- Its effects on media in cultural contexts- cyberculture and censorship.

Module 6 (5 hrs)

Cross Cultural Communication

Significance of multi-cultural communication in the 21st C- media and global cultural communication- case study- media and cultural conflict- celebrity diplomacy- cultural sensitivity and broadcast journalism- cross cultural reporting.

Module 7 (9 hrs)

Popular culture and media

Definitions-Significance in cultural contexts- Blogging-Video gaming- graphic novels-cyberculture and media- media and the world wide Web.

Module 8 (5 hrs)

Modernism and the Media

Modernism and post modernism, PM and the Media, Tradition vs modernity culture and modernism

Sec- B

1. In groups, develop a well researched presentation on the culture and lifestyle of any two cultural communities- East / West
2. Examine in a panel discussion, the position of women in India, in the light of post-modernism and feminism

Reference Books :

- 1) Beginning Theory by peter Barry
- 2) Riding the waves: Charles Hamden-Turner
- 3) Holy terror : Terry Eagleton
- 4) The sage handbook of intercultural competence: Darla K Deardoff

FEATURE & MAGAZINE WRITING

Sec- A

Module 1 (7 hrs)

Magazine Journalism in India

History of magazine journalism; Nature, Importance, Functions, Techniques; Specialized Publication; Types of Magazine

Module2 (10 hrs)

Writing features And Articles

Definition and Characteristics: Feature Styles: Structure of a Feature; Story, Types of Feature; Sources of Ideas: Collection of materials; Presentations: Market for features; Feature Syndicates.

Module 3 (10 hrs)

Principles of Magazine Design

Typography; Layout and Design of Features; Layout elements- Illustrations & photographs; Trends, Future of Magazines

Module 4 (8 hrs)

Photo Editing

Evolution of photography; Elements of photograph; Editing photographs; Writing captions and cut lines

Module 5 (8 hrs)

Writing for Women's Magazine

Gender and media; Feminists perspectives; Survey of different women's magazines in India; Types of articles for women's magazine

Module 6 (5 hrs)

Travel & Lifestyle Magazine Writing

Different lifestyle magazines, types of articles in lifestyle and travel magazines; Use of photos: Styles of writing lifestyle articles

Module 7 (7 hrs)

Writing for Children

Writing short stories, Self- Help for youngsters: Writing techniques for story telling: Use of Cartoons and caricatures

Module 8 (5 hrs)

Writing for Science Magazine

Writing reports for research publications; Writing on science and technology; Writing for different audiences; Interviewing scientists; Covering research institutions, Reporting International Organizations

Reference books:

- 1) Writing for the modern magazine, Max Gunter
- 2) Photo Journalism: Articles for magazines and newspapers, Arthur Rothstein
- 3) Indian Media, Illusion, Delusion and reality, Asha Rani Mathur

PUBLIC RELATIONS & MEDIA RELATIONS

Sec-A

Module 1 (5 hrs)

Need For Media

Different types of media- Print and Broadcast; Importance of Media in PR; Importance of media publicity; Media analysis

Module2 (8 hrs)

Proactive And Reactive Media Relations

Defining proactive and reactive media relations; Strategies for using proactive and reactive PR; Advantages and disadvantages of proactive and reactive PR; Critically analyze two case studies of each proactive and reactive Media relations in PR

Module 3 (10 hrs)

Organizing Press Conferences, Faculty Visits and Press Briefs

Need for press conferences, faculty visits and press briefs; Criteria for choosing press conference, visits and briefs; Planning and organizing; Elements used these events; Strategies for maximum press coverage; Post conference evaluation

Module 4 (10 hrs)

Selecting Different Media

Criterion for selecting different media for PR- Print, Broadcast and Web; Business and budgeting of different media; Critical study of PR campaigns which have used more than one media

Module 5 (6 hrs)

How To Pitch To The Media

Importance of Pitching to media; Different ways of pitching; How to pitch the same idea to different media; Using Various materials to pitch

Module 6 (7 hrs)

Usage Of Pr Materials In Media

Different types of PR materials; Optimal uses of the material in different media with examples; Choosing different PR materials for different media; How to use photos and graphics

Module 7 (9 hrs)

Writing For Media

How to write Press releases, Fact sheets, Pitch letters, Features, Op-eds, Backgrounders, Bio, Publicity Plan and Distribution Plan accompanied with examples; Why material is rejected by journalists; Review o writing style; Copyright

Module 8 (5 hrs)

Ethical Aspects of Public Relations

Professional code of ethics (International); Code of ethics(IPRA); Analyze the ethics and principles of a PRO

Reference Books:

- 1) Communication and Public Relations, Pill Quirke
- 2) Handbook of Public Relations and Communication, Philip Lesly
- 3) Industrial relations and Personnel Management, M V Pylee
- 4) Multi Cultural Public Relations, Stephen P Banks
- 5) Marketing Public Relations, Rene A Henry

ADVERTISING IN CONTEMPORARY SOCIETY

Sec-A

Module 1 (8 hrs)

New Media and Advertising

Evolution of new media; Scope and role new media advertising; Understanding the new media audiences; The idea system of new media advertising

Module2 (7 hrs)

Human Portrayal in Advertising

Portrayal of men and women in advertisements- Print and TV; Study portrayal of children and elders in advertisements with case studies; Portrayal of cultures and ethnic groups in advertisements

Module 3 (8 hrs)

Advertising and Economy

Basic Limitations of many economic studies; two schools of thoughts about the Economic effects of advertising; newer approaches to consequences of advertising on economy; Basic economic issues

Module 4 (7 hrs)

Advertising and Media

Commercial speech; Media theory; Mass Media as distributors of ideas; Future of media and advertising

Module 5 (10 hrs)

Social Advertising

Define Social advertising; Social advertising and media; Social advertising and its audiences; Issues covered by social advertising; need of social advertising in the society; problems concerning social advertising; case study- organizations using social advertising

Module 6 (5 hrs)

Ethical Issues of Advertising

Ethics and regulations in advertising; Seven areas of inherent ethical conflict in ongoing advertising practice; Case study on ethics involved in TV and Print advertisements

Module 7 (5 hrs)

Advertising and Regulations

Natural market forces; organized market forces; Self-regulatory forces; Governmental forces; Media forces

Module 8 (10 hrs)

Criticism of Contemporary Advertisements

Critically evaluate the advertisements- Print, Radio and TV; Controversies in contemporary ads; Social criticism of ads; Role of literature and use of data in ads; s in society; Evaluation and response to criticisms of advertising

Reference books:

- 1) 'Advertising: An Introductory Text', S.A. Chunawalla, Edition 2004, Himalaya Publishing House, India.
- 2) 'Advertising & Integrated Brand Promotion', O'Guinn, Edition 2004, Cengage Learning.
- 3) 'Advertising Management', Batra, Myers & Aaker, 5th Edition, PHI Learning Private Limited

DOCUMENTARY PRODUCTION

Sec- A

Module 1 (5 Hrs)

Theory & History Of Documentary Practices

The Idea of documentary, reasons for documentary, its history

Module2 (5 Hrs)

Future Of Documentary

Future scope of documentary and its survival, its impact on society-social, political, economic & cultural

Module 3

Script Writing For A Documentary (15 Hrs)

Research, structure, format, proposal and treatment

Module4 (5 Hrs)

Camera & Lighting

Choosing the right gear for the documentary, Learning camera controls, Picture composition for documentary, lighting for the documentary

Module 5 (5 Hrs)

Pre- Production

Planning for you documentary, the idea and study of its behaviour, budgeting, writing the proposal, location, organising the crew, choosing the right gear, script

Module 6 (10 Hrs)
Production
Shooting for a documentary, Picture composition for a documentary, interviewing people, lighting and it methods, working with the subject

Module 7 (5 Hrs)
Post-Production
Getting organised, preparing the Edit Decision list, logging the tapes in the system, batch capturing, reviewing the footages, method for editing documentary

Module 8 (10 Hrs)
Working On Location
Shooting on location, managing arrangements with your subjects, interview location, location management, sensitive location overview, location logistics, lighting at location

Reference books:

- 1) The shut-up and shoot documentary guide, Anthony q. artis, Elinor Actipis publishing
- 2) Making Documentary films and videos, 2nd edition by barry hampe, Henry hold & company, LLC
- 3) Documentary story telling, 2nd edition, by Sheila curran Bernard, Focal press publication

MEDIA LAWS

Sec-A

Module 1 (10 hrs)
Indian Constitution

Module2 (5 hrs)
Working Journalists Act

Module 3 (5 hrs)
Copyright Act

Module 4 (5 hrs)
Press Registration Act

Module 5 (5 hrs)
Harmful Drugs Act

Module 6 (5 hrs)
Defamation & Libel

Module 7 (5 hrs)
Indian Telegraph Act

Module 8 (10 hrs)
Press Council of India

Reference books:

- 1) Law of Press- D D Basu
- 2) Press and Democracy- N Kaushal
- 3) Mass media-Laws and regulations in India- K.S Venkateswaran

FILM PRODUCTION TECHNIQUES

Sec-A

Module 1 (5 Hrs)
Introduction To Film System
Digital Cinematography systems, Analogue formats, film systems, comparing film formats,

Module2 (10 Hrs)
Creating The Shots
Preparing for the shoot, the crew and the location, composition and shot selection, supporting and moving the camera, slow motion, fast motion,

Module 3 (5 Hrs)
Pre Visualisation
Preparation, methods of pre-visualisation, A typical scene, Production design and costume, organisation on the set

Module4 (10 Hrs)
Screen Play
Introduction To The Art Of Screen Writing, Preparing To Think Visually, Breaking Down The Elements Of Story, Turning Your story into a script, formatting your screenplay, selling your script to show business, ten script writers, ten script writing myth

Module 5 (5 Hrs)
The Camera Body & Lens
Movement and perception, the basic mechanism, formats, cameras, film magazines, focus, f-stop, Focal length, Depth of field, prime versus zoom, lens mounts, filters and matte boxes.

Module 6 (5 Hrs)

Sound Recording Systems

Sound, how audio is recorded, analogue audio recording, digital audio recording, types of audio recorders, digital audio recorders, the microphone, audio connections

Module 7 (10 Hrs)

Lighting & Exposure

Light, lighting equipment, bulbs, types of lighting instruments, lighting techniques, lighting style, positioning lights, controlling lighting contrast, lighting and colour, special lighting effects, location lighting

Module 8 (10 Hrs)

Editing Film

Traditional film editing, editing equipment, materials and supplies, film editing procedure, editing methods, capturing sound and picture to the NLE, special considerations

Sec- B

Develop a 5 /10 minute video documentary / feature

Reference books :

- 1) The film maker's handbook, a comprehensive guide for the digital age by steven ascher & Edward pincus, A plume book publication
- 2) Film production technique creating the accomplished image, 2nd edition, by Bruce mamer, Thomson wadsworth publication
- 3) The complete film production hand book, 3rd edition, by eve light honthaner, Focal press publication

FILM STUDIES PART-II

Sec-A

Module 1 (10 hrs)

Contexts in film understanding- social, political, economic and technological

Module2 (12 hrs)

Film Language- Camera Angles, film editing,Script writing and screen play

Module 3 (6 hrs)

Film Crew- director, producer, script writer, art director, screen play, writer, director or photography, sound engineer and film editors

Module 4 (8 hrs)

Types of Cinema- Mainstream Cinema, Parallel cinema, film Nair, Avant-grande film

Module 5	(10 hrs)
Economics of film- budgets for films, marketing of films	
Module 6	(8 hrs)
Film studio- Warner Brothers, Fox Studios, Universal pictures, Columbia pictures, AVM Studio	
Module 7	(3hrs)
Great Directors- John ford, Federico Fellini, Steven Spielberg, Satyajit ray,	
Module 8	(3 hrs)
Awards- Oscar Awards, Golden Globe, Bafta, Indian Panorama, International Festivals 3 hrs	

Sec- B

1. Write a film review for Print Media
2. Orally, Review two films- popular / art film

Reference books:

- 1) Understanding Cinema- Per Persson
- 2) Film and the Director- Don Livingston
- 3) Our Films and their films- satyajit ray

PERSONALITY DEVELOPMENT

Sec- A

Module 1	(10 hrs)
Leadership	
Forms of leadership-psychology of human behavior-emotions and expression- discipline and responsibility-essential features of effective leadership-leadership in context-pitfalls and obstacles-strategies for effective leadership	
Module2	(5 hrs)
Interpersonal Relations	
Building and retaining positive relationships-selfishness vs self-interest- Trust- Respect for the other vs self-respect- adjustability and compromise.	
Module 3	(5 hrs)
Communication in Organisations	
Organizational structures-communication in context-Workplace diversity – Communication in multi-cultural environments.	

Module4**(10 hrs)****Team Building**

Characteristics of effective teams-team roles-Ego and pride- personal vs group goals- setting up a team-Team dynamics- Improving team efficiency- Tracking progress- Evaluating and rewarding performance-planning for the future.

Module 5**(10 hrs)****Time Management**

Analyzing the use of time- Goals and time frames- using time planners- Strategies for rewarding work schedules- Managing time for oneself and others.

Module 6**(10 hrs)****Stress Management**

Introduction to stress management- Causes of stress- Techniques of stress management- coping and preventing stress- Work-life balance.

Module 7**(10 hrs)****Conflict Management**

Understanding causes of conflict- Conflict analysis-proactive vs reactive responses to conflict-sensitive responses-culture and conflict.

Module 8**Business Etiquette**

Etiquette, manners, and cross cultural, or intercultural communication-skills of proper etiquette, manners, and intercultural communication-business etiquette do's and don'ts involving Greetings, Introductions, and Conversational guidelines.- Dress, Clothing, Body Language, and Gestures.- Dining, Gift-giving, Meetings, Customs, Protocol, Negotiation, and General behavioral guidelines.- introduction to the cultural dynamics of countries or regions, providing a global overview.

Sec-B

1. Prepare a Leadership model in a multi cultural organization.
2. Study the effectiveness of media in conflict resolution

Reference books:

- 1) The seven habits of effective teens by Sean Covey
- 2) Life strategies by Phillip .C. McGraw
- 3) The Essential Managers series.
- 4) Awaken the giant within by Anthony Robbins
- 5) Time management by Katie Jones
- 6) Team building by Richard Kropp

SPORTS JOURNALISM

Sec-A

Module 1	(16 hrs)
Reporting Sports- Football, Cricket, Chess, Snooker, Athletics and others	
Module2	(6 hrs)
Designing sports pages- lay out and typography, cover page design, front page design, color contrast, special pages	
Module 3	(6 hrs)
Pictures- Selection of pictures, action photos, picture editing and placing of pictures	
Module 4	(2 hrs)
Sports Columnists- writing of columns, Prominent columnists	
Module 5	
Sports magazines- designing of magazines, writing for magazines, features and articles	
Module 6	(12 hrs)
Reporting Sports for TV, writing TV news for sports	
Module 7	(8 hrs)
Glossary of reporting	
Module 8	(10 hrs)
Reporting Olympics, World cup- Curtain raiser, FIFA, ICC and other tournaments like League match and IPL	

Reference books:

- 1) News Writing and Reporting for Today's Media, Bruce D Iule
- 2) Outline of reporting, M.K.Joseph

EVENT MANAGEMENT

Sec-A

Module 1 (5 hrs)

Characteristics of Events

Definitions and Frameworks; Uniqueness; Perish ability; Ambience and service; Labor-intensive; Intangible; Fixed timescale; Ritual or ceremony; Personal interactions

Module2 (8 hrs)

Types of Events

Leisure events; Personal events; Cultural events; Organizational events; Special events; Open events; Closed events; Business events; Individual events; Group events; Multi-organizational events; national events; International events; Sports events; Political events and others

Module 3 (10 hrs)

Event Process

Getting Organized; Event feasibility: finding and testing an idea; Screening process; progressing the idea; Planning the process; venue- finding, logistics and ambience; Marketing and PR for events; Media relations and publicity; Running and evaluating the event

Module 4 (7 hrs)

Media Coverage of Events

Recognizing the media for the event; Pitching the concept of the event; Using different PR strategies and tools for media coverage; Handling the media on the day of the event; Providing photo opportunities; Doing the follow up with the journalist/media house

Module 5 (10 hrs)

Tools for Event Planning And Management

Planning and managing teams; Marketing and PR teams; Marketing Plan; Financial management; Sponsorships; Operational planning; Staffing; Monitoring and review teams; Advertising through various media

Module 6 (8 hrs)

Client Service And Vendor Relations

Size and scope of the events market; Event suppliers and event buyers; Event agencies; Bidding for major events; Controlling expenses; Publicity and media coverage

Module 7 (7 hrs)

Risk and Issues Management

The risk environment; Planning for potential risks; How to manage risks and issues during and after the event

Module 8 (5 hrs)

Event Evaluation

Nine steps to close down; Dealing with insurance and liability issues; Debriefing; Calculating Financial profits or loss; Evaluating the event

COPYWRITING AND DESIGN

Sec-A

Module 1 (5 hrs)

Different Types of Copy

Types of body copy- "Reason Why" or Factual copy, narrative copy, Testimonial or Monologue copy, Humorous or offbeat copy; Descriptive copy, Dialogue copy, Institutional copy

Module2 (8 hrs)

Grammar of Copy Writing

Steps of writing a copy; AIDA; Kinds of headlines; Writing headlines; Punctuations; Writing Taglines, Slogans; Using Illustrations, Photographs, visuals, Sound bits and Special effects; Writer's block and visual solutions

Module 3 (5 hrs)

Copy for Different Audiences

Understanding the consumer and the client; Segmentation of Consumers- Demographic, Generational, Psychographic, Geodemographic and other forms of segmentations;

Module 4 (10 hrs)

Copy for Different Media

Copy sheet for newspapers; Advantages and disadvantages of newspaper copy; Copy for different types of magazine- consumer and Business to Business; Advantages and disadvantages of magazine copy; Evoking pictures in Radio commercials; Effective uses of music, Voices and Sound effects- Advantages and disadvantages; Copy for TV commercials; Outdoor Ad Copy; Ad copy for Web

Module 5 (10 hrs)

Elements of Designing

Layout elements- Illustrations & photographs: Approaches to visualization, Headline, body copy, Price, Logo, Slogan, White space, Typeface: Type categories and rules of selecting type, Color: Primary and secondary colors and what colors mean; Shape; Tone; Texture

Module 6 (8 hrs)

Layout formats

Alphabet; Editorial or Copy filled; Frame; Mondrian; Omnibus or Circus; Picture panel/ Multipanel or Comic strip; Picture window; Scrapbook or Grid; Silhouette; Typographical or type specimen and others

Module 7 (7 hrs)

Principles of Designing

Flow; Dominance; Balance; Proportion; Unity; Harmony; Contrast; Repetition or Rhythm; Alternation; Emphasis; Functionality; Attraction

Module 8 (7 hrs)

Designing for Different Media

Creative strategies and elements used in designing ads- newspapers, magazines, outdoor ads; radio commercials, TV commercials and Web ads; Critical study of design in each form of media- newspaper, magazine, TV, Radio and Web

Reference books:

- 1) Newspaper and design by Hunt A
- 2) The art of editing news by McGriffent R C.
- 3) Magazine design by Ruari Mclean

RADIO AND TELEVISION PRODUCTION

Sec-A

Module 1 **(5 hrs)**

Characteristics Of The Medium

Radio makes pictures, radio speaks to the individuals, radio has no boundaries, the personality of radio, radio for the individual, radio for society, types of radio station, the simplicity of radio, radio is selective

Module2

The Radio Studio **(5 hrs)**

Studio layout, the studio desk, mixer, control panel, digital audio workstations, editing principles, and practice, microphones, stereo,

Module 3 **(5 hrs)**

Interviewing and News Reading

The basic approach, types of interview, preparation before the interview, the pre-interview discussion, question technique, during the interview, style, News reading technique, pronunciation, vocal stressing, quotation marks, alterations, corrections, lists and numbers, station style, continuity presentation, errors and emergencies

Module4 **(5 hrs)**

Mixing Techniques

Planning, mixing tools, recording vocals, balancing, cable connections

Module 5 **(15 hrs)**

Television Production Process

What television production all about, studio, master control, and support areas, analogue and digital television, and overview of preproduction, production & post production.

Module 6**(10 hrs)****Camera Operation & Picture Composition**

Professional camera applications, major camera components, The ENG camera, the studio camera, camera care and basic maintenance, studio and ENG camera setup, aspect ratio, shot nomenclature, central point of interest and horizontal balance, principle of lead rooms and background concerns, shot angles

Module 7**(5 hrs)****Television Lighting Techniques**

Lighting variables- measuring light intensity, controlling light intensity, light character & colour temperature, the basic lighting triangle, lighting instruments and accessories, lighting equipment, lighting control consoles

Module 8**(10 hrs)****Editing**

Primitive video editing, cutting and splicing, on line and off line editing, straight cut edits, assemble and insert edits, blanking a tape, exploring the edit controller, A-8 roll editing, Non linear editing, important vocabulary terms

Reference books :

- 1) Radio production, 4th edition by Robert mcleish, Focal press publication
- 2) Television Production hand book, 9th edition, by zettle, Thomson wadsworth publications
- 3) Basic mixing techniques, paul white, scantuary publishing limited
- 4) fundamentals of television production, 2nd edition by Ralph Donald & Thomas span, Iowa state university press publication.
