

॥ सा विद्या या विमुक्तये ॥



स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 – Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade



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आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील
विविध पदवी व पदव्युत्तर विषयांचे
सी.बी.सी.एस. पॅटर्नचे अभ्यासक्रम शैक्षणिक
वर्ष २०१९-२० पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक ३० एप्रिल २०१९ रोजी संपन्न झालेल्या ४३व्या मा. विद्या परिषद बैठकीतील ऐनवेळचा विषय क्र.७/४३-२०१९ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील पदवी व पदव्युत्तर स्तरावरील खालील विषयांचे C.B.C.S. (Choice Based Credit System) Pattern नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०१९-२० पासून लागू करण्यात येत आहेत.

- 1) B.A.-I Year Physical Education
- 2) M.P.Ed.-I Year
- 3) B.Ed.-I & II Year
- 4) M.Ed.- I Year
- 5) B.A.-I Year-Music)
- 6) B.A.-I Year-Journalism & Mass Communication) (Optional I, II, III)
- 7) M.A.-I Year-Journalism & Mass Communication) (MA MCJ, I & II)
- 8) M.A./M.Sc.-I Year-Electronic Media
- 9) B.A.- I Year-Computer Animation and Web Designing
- 10) Master in Computer Animation, Vfx & Web
- 11) B.A.-I Year-Library and Information Science
- 12) B.A.-I Year-Home Science
- 13) B.A.-I Year-Fashion Design
- 14) M.A.-I Year- Fashion Design
- 15) B.S.W.-III Year

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदवी व पदव्युत्तर-सीबीसीएस
अभ्यासक्रम/२०१८-१९/३८६१

दिनांक : २३.०५.२०१९.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

स्वाक्षरित/—

उपकुलसचिव

शैक्षणिक (१-अभ्यासमंडळ विभाग)



School of Media Studies

MA/M.Sc. Electronic Media

(Two Years – Four Semesters)

SYLLABUS

MA/MSc Electronic Media

(Choice Based Credit System syllabus to be implemented from Academic Year 2019-2020)

School of Media Studies

In the School of Media Studies, the course MA/ MSc Electronic Media has been introduced to fulfill the desire of Electronic Media education of students. School of Media Studies strives for excellence in Electronic Media Education, Training and Research by upholding Media study, value based education and professional mobility along with the multidisciplinary approach towards society to enhance students in global competition. The school is fully dedicated to generate Electronic Media experts, Professionals, Scholars, Researchers who are distinct to their vision and bringing new wave in Electronic Media or Mass Communication.

Salient features of the School:

- Regular and Strong academic-industry interface with full exposure!
- In our school we are having 10 Mac video editing PCs and 2 Mac Pro with Final Cut Pro 10 for video editing.
- Professional Video Camera, Lighting systems, Yamaha Music system, photo camera and many more instruments regarding Electronic Media
- Full Equipped Media Studio for providing Professional exposure to Students.
- Face to face interaction with students!
- Placement support: So far our alumni are working in different media organizations. To name a few media organizations: TV9, SAAM MARATHI TV, ETV MARATHI, EWS CHANNEL, DIVYA MARATHI, PRO, Z.P. PROGRAM, PUNYANAGARI, TARUN BHARAT, ABP MAJHA, SAAM TV, JAI MAHARASHTRA, ANIMATIONS, JAI MAHARASHTRA, ZEE 24 TAAS, ASSISTANT DIRECTOR“GHUMA”, DAILY LOKPATRA
- Project work and Practical based syllabus.
- Proficiency in language skills
- Practical Knowledge of handling Media equipments
- Availability High definition video cameras
- Decisive space for the professional practice of electronic media students.
- Specialization in video production/ Post Production.

Courses offered:

- Masters of Journalism & Mass Communication (MA MC&J) - 2 years (4 Semesters)
- M.A./MSC Electronic Media (MA/MSC Electronic Media)- 2 years(4 Semesters)
- M. Phil. in Journalism and Mass Communication (18 Months)
- Ph.D. in Journalism and Mass Communication.

With the vibrant Media emphasis we have decided to launch syllabus of industry based with job oriented skills for the purpose we have called Industry Experts of various subjects, Academicians, Alumina of the School and Students. We have collected all of the suggestions and the course is

designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach. We hope, after completing these courses students will get job oriented skills. I appeal all the students, once visit in our school and enjoy the equipped laboratories for experience and give us chance to explore your abilities.

Prof. Dr. Deepak M. Shinde
Director

Syllabus: MA/ MSc Electronic Media

The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach to the field and enable the students to create, a foyer in the market of contention. The programme aims to prepare students who will enter the world of media with a critical perspective and analytical mind and with an introduction to various media technologies and narratives. This course would enable student to pursue further studies or careers in media related domains and production of films, documentaries, radio and TV programmes. Depending on their individual interests, the students will find wide-ranging openings in the media industry and associated domains.

General Guidelines for the course:

A list of Comprehensive core and elective courses are provided for each program offered in the school. A student will have choice to select the courses to complete the minimum number of credits. These regulations are quite comprehensive and include definitions of key terms, critical concepts, and teaching and evaluation methods. We are adopting the CBCS method.

Intake and Eligibility:

Intake capacity of MA/MSc Electronic Media is **20**.

Any graduate is eligible to get admission to this course, but preference will be given to those who are having done any certificate course in electronic media/ photography/ Journalism.

Choice-Based Credit System (CBCS): CBCS is a flexible system of learning that permits:

- Students to learn at their own pace,
- Students to Choose electives from a wide range of elective courses offered by the University Schools.
- To Adopt an inter-disciplinary approach in learning,
- To Make best use of the expertise of available faculty
- The relative importance of subjects of study is quantified in terms of credits.
- The choice based courses may be offered within the faculty and/or across the faculty.
- The evaluation will be on Continuous internal Assessment and End Semester Assessment. The final results shall be declared after integration of CIA and ESA

- The declaration of result is based on the grade point average (GPA) earned towards the end of each semester and the Cumulative Grade Point Average (CGPA) earned towards the end of the program.

General Rules:

1. Other rules such as admission, passing, duration of the course are same as earlier
2. One chance to be given to the students who have not appeared or not succeeded in the examination as per old syllabus.
3. As soon as authorities gives sanction for this syllabus, from coming academic semester this syllabus will come in to Force for teaching for all semester starting from June 2019.
4. It is responsibility of every Concern Teacher to change Continuous Internal Assessment (CIA), No Copy of last semester should be allowed, if such copy appears in Practical in such case the concern teacher should be held responsible for this. Internal or External Practical should not exceed than the pattern of this syllabus.
5. For the Dissertation final viva should be conducted by the External Examiner (Industry Expert/ Academician) only.
6. The Medium on Instruction and Examination shall be English & Marathi.
7. The Questions papers will be in English and Marathi.
8. There will be no change in the Pattern and duration of the Examination and question paper.
9. The fees for the examination shall be prescribed by the University from time to time.
10. Minimum 75% attendance for every semester is compulsory.

Learning Objectives of the course:

- To understand the relationship between communication and society
- To study different modes, structure and forms of communication
- To acquaint the students with theoretical and practical trends in Electronic Media
- To sensitize the students with the need and issues of development
- To situate communication within larger context of national-international issues
- To Develop both linguistics and communication abilities.
- To equip themselves with the nuances of writing
- To prepare them communication skills through Public Relations Tools.
- To develop a clear grasp of the key concepts of Journalism, Media and Communication studies.
- To help understand the media dynamics with the help of contemporary theory
- To develop critical and analytical abilities through case studies focused on contemporary journalistic practices.
- To offer students an overall view of media house and various parts of Media.
- To impart practical and theoretical knowledge about various areas of journalism

- To provide media industry professional journalists , reporters and Editorial Staff
- To develop multi-tasking skills
- To make students globally competent

Learning Outcomes –After Completion of the course, Students can work in the following fields

- Reporter
- Correspondent
- Sub-Editor
- Video-Editor
- Social Media Writer
- Cinematographer
- Content Writer
- Feature Writer
- Photojournalist
- Video journalist
- One can Publish own News Papers
- Public Relations Specialist
- Create news suppliers agency
- Public Relations Officer
- Professional training for All India Radio
- Work as Citizen Journalists
- Television Anchor
- And many more...

Pedagogy:

Participative learning

Group Discussions

Demonstrations

Continuous assignments

PPT presentation

Class Test

Tutorials

Field Visits

Guest Lectures of Prominent Persons

Interaction with Media Houses

Teaching on ICT Boards

Practical exposure

Abbreviations:

- C – Core Course Paper: Compulsory Credits
- E – Elective Paper- (Elective): Transfer of Credit as per Student choice.
- OE – Open Elective Course: Transfer of Credit as per Student choice from other School.
- L – Lectures
- T – Tutorials
- P – Practical
- ESA – End Semester Assessment
- CIA – Continuous Internal Assessment (CIA will be as per CBCS guidelines of the University)
- EM – Electronic Media
- MOOCs - Massive Open Online Courses
- NPTEL - National Programme for Technology Enhanced Learning

School of Media Studies
Program: MA/ MSc Electronic Media
Course Structure under Choice Based Credit System (CBCS)
(The student has to complete **minimum 100 credits** to complete program)

1st Semester

S.N	Course code	Title	Core (C) / Elective (E)	Instructional hours/week	Teaching Methodology (credits)			ESA Exam duration (hr)	Max Marks		Total credits
					L	T	P		CIA	ESA	
1	MEM-C 101	Introduction to Electronic Media	C	4	4	0	0	2	50	50	4
2	MEM-C 102	Writing for Electronic Media	C	4	4	0	0	2	50	50	4
3	MEM-C 103	INFORMATION TECHNOLOGY	C	4	4	0	0	2	50	50	4
4	MEM-C 104	Introduction to Video Production	C	4	4	0	0	2	50	50	4
5	MEM-C 105	Videography	C	6	2	0	2	2	50	50	4
6	MEM-E106*	Communication Skills	E	4	4	0	0	2	50	50	4
7	MEM-E107*	Election Reporting	E	4	4	0	0	2	50	50	4
8		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE	2					50		2
				28					350	300	26

2nd Semester

S.N	Course code	Title	Core (C) / Elective (E)	Instructional hours/week	Teaching Methodology (credits)			ESA Exam duration (hr)	Max Marks		Total credits
					L	T	P		CIA	ESA	
1	MEM-C 201	Introduction to Script Writing	C	4	3	1	0	2	50	50	4
2	MEM-C 202	Basic Video Editing	C	6	2	0	2	2	50	50	4
3	MEM-C 203	INFORMATION SECURITY AND CYBER LAW	C	4	4	0	0	2	50	50	4
4	MEM-C 204	Development Communication	C	4	4	0	0	2	50	50	4
5	MEM-C 205	Video Production	C	4	4	0	0	2	50	50	4
6	MEM-E206*	Mass Communication Research	E	4	4	0	0	2	50	50	4
7	MEM-E206*	Credit transfer from other Institutes	E	4					100	00	4
8	MEM-E207*	CHANGING IT WORLD	E	4	4	0	0	2	50	50	4
9		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE	2					50		2
				28					350/ 400	300/ 250	26

3rd Semester

S.N	Course code	Title	Core (C) / Elective (E)	Instructional hours/week	Teaching Methodology (credits)			ESA Exam duration (hr)	Max Marks		Total credits
					L	T	P		CIA	ESA	
1	MEM-C 301	Script Writing and Direction	C	4	3	1	0	2	50	50	4
2	MEM-C 302	Broadcast Journalism	C	4	4	0	0	2	50	50	4
3	MEM-C 303	Advertising	C	4	4	0	0	2	50	50	4
4	MEM-C 304	Video Post-Production	C	6	2	0	2	2	50	50	4
5	MEM-C 305	Production Project (Group)	C	6	2	0	2		50	50	4
6	MEM-E306*	Communication Research Methods	E	4	4	0	0	2	50	50	4
7	MEM-E307*	CYBER PSYCHOLOGY	E	4	4	0	0	2	50	50	4
8		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE	2					50		2
				30					350	300	26

4th Semester

S.N	Course code	Title	Core (C) / Elective (E)	Instructional hours/week	Teaching Methodology (credits)			ESA Exam duration (hr)	Max Marks		Total credits
					L	T	P		CIA	ESA	
1	MEM- C401	Advanced Video Production	C	4	4	0	0	2	50	50	4
2	MEM-C402	Public Relations	C	4	4	0	0	2	50	50	4
3	MEM-C403	Video Production Project	C	12	4	0	4		100	100	8
4	MEM-E404*	Political Communication	E	4	4	0	0	2	50	50	4
5	MEM-E405*	Media Audiences and TV Programming	E	4	4	0	0	2	50	50	4
6	MEM-E406*	COMMERCIAL COMMUNICATION	E	4	4	0	0	2	50	50	4
7		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE	2					50		2
				26					300	250	22

Note:

* Elective papers may change based on the choice of the students and will be chosen from the list of electives

Semester I

MEM-C 101 Introduction to Electronic Media

Objectives

- To acquaint student with the concept, process and communication
- To enable student to appreciate the potential and limitations of Mass communication process.
- To introduce students to the world of Electronic Media

Syllabus:

Unit 1: Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Unit 2: Approaches to study Communication: Indian and Western perspectives
Two schools of communication studies

Unit 3: Framework of Mass Communication: Nature and process of Mass Communication, various issues in popular and academic discussions,
Academic origin and concerns, Media as an important social institution

Unit 4: Media in everyday life: Characteristics of TV, Newspapers, Radio, internet as a mass medium, Introduction to New Media, Characteristics of New Media, Traditional vs. new media, New Media and Convergence, Blogging and twittering, Citizen journalism

Unit 5: Brief history of radio and television in India, Public and private radio systems, FM radio, Hem radio, Introduction to public and private television networks

References:

1. Keval J. Kumar – Mass Communication in India Jaico, Mumbai.
2. Denis McQuonil – Mass Communication Theory: An Introduction, Sage
3. H.R. Luthara, Indian Broadcasting
4. P.C. Chatterjee, Broadcasting in India.

MEM-C 102 Writing for Electronic Media

Objectives

- To expose students to the various forms of media writing
- To make students understand the basics of media writing by giving them related exercises
- To impart writing skills required for Broadcast, Web and similar media forms in order to make them prospective content creator for media industry

Syllabus

Unit 1: Basic tools of Writing: Grammar, Common Grammar Problems, Punctuation, spelling, Computer aids, words, writing with clarity

Unit 2: Style and stylebook: Accuracy, clarity brevity, Journalistic convention, journalistic style, stylebooks

Unit 3: Writing in the Media Environment: the news culture, elements of news, personal sources, interviewing, observation, stored source of information, deadlines, ethical consideration

Unit 4: Writing for broadcast: selection of news, characteristics of writing, story structure, broadcast writing style, broadcast copy preparation

Unit 5: Writing for web: characteristics of the web, demand of the audience, characteristics of web writing, forms of writing, lateral reporting,

References

1. Writing form Mass Media by James Glen Stovall, Pearson Publication
2. Web journalism: practice and promise of a new medium by James Glen Stovall

MEM-C 103 INFORMATION TECHNOLOGY

Prerequisite:

- Any graduate student who wants to use computers and mobiles
- The student who wants to understand information technology for career advancement.
- Any person who wishes to learn Information Technology for his/her professional growth

Course Outcomes:

- O1 – Enlist the features of Information Technology and its importance
- O2 – Develop Information Technology skills
- O3 – Function effectively in a dynamic technological era;
- O4 – Promote the development of computer-related skills for immediate application
- O5 – Use IT Skills in curricular areas, industry applications, professional approach;

Unit – I FUNDAMENTALS OF COMPUTER, IT & SMART PHONE

On completion of Unit I, students should have an understanding of the hardware components and software of a computer system.

On completion of Unit I, students should:

- 1. Become familiar with Computer, Information Technology and Smartphone**
- 2. Develop expertise in the operation and use of Computers, Smartphone systems**

Contents:

Introduction to Computers: Definition, Block diagram, Characteristics, Generations, Specifications
Smart Phone: Basics, Applications, Security, Advantages
Hardware components: Input Devices, Motherboard, CPU, Output Devices
Memory: Primary and Secondary.
Bit, Byte, Kilobyte, Megabyte, Gigabyte, Terra byte
Number Systems: Binary, Octal, Decimal, Hexa-Decimal
Computer Software:
System software: Operating Systems, Translators, Utilities
Application Software: Need Specific, General Purpose, Services

Unit- II OPERATING SYSTEMS

After the completion of Unit II Operating Systems, students should be able to describe Operating systems. Students should identify the specialties of the different OS.

Contents:

Introduction to Operating Systems
Operating Systems: Meaning, Types, commands and Working
Introduction to DOS, Windows, UNIX, LINUX, Macintosh, Android, Symbian, iOS.

Unit III INTERNET, EMAIL, Blogs

On completion of Unit III, students should be

- 1. Aware of use of internet and its implications**
- 2. Able to define and describe trends of internet**
- 3. Willing to use the facility of emails**

Contents:

Concept and Meaning of Internet, Brief History of the Internet, Applications of the Internet

Internet Requirement: Hardware and Software, Internet Security

Internet Service Providers, Net Surfing, and Internet Services.

Electronic Mail (e-mail): The Concept of e-mail, Mailing Basics, Internet Mail Protocols, Useful e-mail services, Newsgroups

Introduction to blogs, types of blogs, blog writing

Unit IV Multimedia

On completion of this Unit, students should develop an understanding of the Multimedia. Students should be able to identify the career opportunities related to multimedia.

Contents:

The Concept of Multimedia, Components of Multimedia

Use of Multimedia: Entertainment, Education and Training, in office work, Media Industry, Multimedia Servers and Database Multimedia Tools

Multimedia Authoring Tools

Security and Maintenance

Unit V OFFICE Suites and General Applications

On completion of this Unit, students should have hands-on experience in the use of document formatting software, presentation software, and calculation software. Students should be able to create the documents on their own with formatting. On completion of this Unit V, students should appreciate the ICT. Students should inculcate habit of using ICT for their regular schedule.

Contents:

Document Formatting, Presentation, Calculations, Drawings

Text input, Selection, copy, move, deletion of text;

Numbering, Breaks, Alignment, Margins, Fonts, Character formatting, Justification, Styles, Spacing, Page Layout, Background, Spelling and Grammar, Document views

Analysis, Information Processing, Information Presentation, Campaign

ICT initiatives

Applications, ICT and security, Key terms

Data Journalism

Internal Practical (50 Marks)

1. Describe the Computer and Smartphone.
2. Demonstration of Use of email and its features (attachments, filters, settings)
3. Design, develop and maintain a blog
4. Prepare industry standard resume
5. Create a portfolio of a media agency or company
6. Do the survey and create an analysis chart of viewership/ readership of any media
7. Presentation on the topic concerned with subject teacher
8. 2-3 written examination of total 30 marks on above syllabus.

Suggested Reading:

1. Fundamentals of Computers by Rajaraman V, Adabala N, PHI Publications
2. Computer Fundamentals by Pradeep K. Sinha, Priti Sinha, BPB Publications
3. Systems Programming and Operating Systems, D. M. Dhamdhare, Tata McGraw-Hill Education Publication
4. Multimedia: Computing, Communications and Applications, Ralf Steinmetz, KlaraNahrstedt, Pearson Education Publication
5. Multimedia Communication: Production, Programming and Presentation, Dr. Sachin M. Narangale, Dr. G. N. Shinde, IRPH (2016)

MEM-C 104 Introduction to Video Production

Objectives

- To inform and orient the students from various disciplines to the new field of video production.
- To equip them with the appropriate context of technology – audio-visual language- narrative and basic elements of creative and production processes to help them to understand broader perspectives of TV video production as a social professional practice

Syllabus

Unit 1: Nature of the moving image medium, Fundamentals and history of Cinema, TV, Video and beyond Film and TV genre (Fiction & Non-Fiction, Advertisement, Corporate Video, Video Art)

Unit 2: Technology and equipment application aspects and methods: Camera: Basic Concepts, Lighting: Basic Concepts, Sound: Basic Concepts, Editing: Basic Concepts, Graphics: Basic Concepts (Creative)

Unit 3: Idea to screen – complete production process, Pre-Production, Production and Post-Production-Panning, Organizing, Execution, Single Camera, Multiple Camera, Studio and Location, Key Persons Technical Team, Production Team, Management Team.

Unit 4: Screen Craft, Screen Grammar, Shooting Rules, Line of Action, Continuity – Space, Time, Position, Movement etc. Writing continuity.

References

1. G. Miller son: Basic TV Focal Press
2. Miller son: TV Scenic Designers Handbook, Focal Press

MEM-C 105 Videography

Unit-1: Basics and Importance of Cinematography/videography. History of Videography. Purpose and advantages of videography. Limitations and applications of Videos. Outdoor and Studio Videography. Elements of Composition. Framing Image size, angle and lens. Practical Consideration while shooting. Planning for videography.

Unit-2: Lens and image formation – focal length, F-number, T-number, types of lens, image formation, magnification, wide and telephoto lens, filters, ND filter, normal lens, depth of focus. Video tapes and formats. Types of shots, camera angles, floor management, black body radiation, color temperature, white and black balance, gamma correction, beam splitters, demo camera movements, tripod setting, hand held shots, tracks and trolley.

Unit-3: Camera movements-panning, tilting, tracking, craning, and zooming. 180 axis of action rule. Imaginary line and continuity. Screen directionality. White and black balance. Gain control. Centering, registration. Filter selection. Color temperature. Vide finder adjustments. Gen lock and other controls. High definition and cinematography. Picture quality. Display quality. Frame rates and scanning. On-board VTR usage. Professional Formats. Image set operations. Hazardous conditions. Safety and security measures. Role of videography in storytelling. The future of Videography.

Unit-4: Basics of lighting. Key fill, back light and background light, Use of reflectors. Outdoor shooting light requirement and natural conditions. Matching indoor and outdoor lighting. Lighting and exposure. Lighting technology – direct light, diffused light, illumination. Units of light – Lux, brightness and contrast.

MEM-106E* Communication Skills

Objectives:

- To equip students with competence in language structure
- To is on honing the skills of reading, writing, listening, and speaking
- Useful for Personality Development of the students

Syllabus:

Unit 1: Reading: Ability to Read with fluency and speed, Skimming and scanning, Identify, collect and reorder relevant information from factual discourse, from a given perspective or for a given purpose to isolate fact from opinion. Recognizing aspects of language, particularly Vocabulary, Grammatical Structure and Textual organization

Unit 2: Writing: Ability to produce language which is factual (e.g. reports, minutes, agendas, notices)

Unit 3: Listening Skills: Purpose of Listening to Conversation (Formal and Informal), Active Listening- an Effective Listening Skill, Benefits of Effective Listening, Barriers to Listening, Listening to Announcements- (railway/ bus stations/ airport /sports announcement/ , commentaries etc.)

Unit 4: Oral Communication: Training in achieving: Correctness in pronunciation and sentence stress, Communication with fluency, naturalness, confidence and sensitivity to audience.

Unit 5: Thinking: Errors in thinking- Partialism, Prejudices, Adversary thinking, Extremes, Concept of Left Brain and Right thinking, Left Brain thinking-Logical, analytical and structured thinking.

Unit 6: Personality Development: Face to face communication, Body language, Gesture and posture Personality Development, SWOT Analysis, Stress Management, Building Positive Attitude, Eye contact, voice modulation, audience awareness, presentation plan and verbal & non-verbal Communication. Interviews Skill, Group Interview, Personal Interview.

References

1. Developing Communication Skill by Krishna Mohan and Meera Banerjee, McMillan Publishers.
2. Communication Skill – B.V. Pathak, Nirali Prakashan.
3. Writing Correct English – Readers Digest Publication.
4. Professional Communication Skills–S. Chand.
5. Developing Communication Skills–Krishna Mohan, Meera Banerji.
6. Communicative Grammar and Composition–Rajesh K. Lidiya.

Semester II

MEM-C 201 Introduction to Script Writing

Unit 1: Writing for the Screen

The Nature and Characteristics of Media Writing, Literary text v/s text written for the screen, Understanding the written word as a blue-print for visuals, Visualization: 'Seeing' and 'Hearing' before writing.

Unit 2: The Core of Screen Writing: Genesis of an Idea

Conscious attention to surroundings/Listening carefully, reading, observing, writing a diary regularly, Types of Ideas: Event-led, character-based, reality-based, concept-led, Choosing and Formulating the Theme: Choosing Characters and their Points of Views, The Concept/Idea diary

Unit 3: Basic structure of Story

Chain of linear, chronological cause-effect event structure, The Three Act Structure: Beginning-middle-end (Character-Setting-Problem-Resolution), Forming familiar associations with the written word: Short Story = short film, Novel = feature film, Research paper/essay (with human touch) = Documentary, Other Parts of the Story: Character Back stories, Sub-story arcs.

Unit 4: Form

Formulating the Visual Narrative: Story + Plot Order, The Treatment: Plotting Scenes and Scene Flow, Types of Narratives, The First Draft and going beyond

Unit 5: Format: Fiction, Non-Fiction

What is a Scene? What is a Unit? (Fiction v/s Non-Fiction), Screenplay without Dialogue: The Scene/Unit Skeletal Structure, Dialogue: Types, Rules, Methods, Formatting the Screenplay: Introduction to Celtx /Final draft.

References:

1. Hilliard, R. L. (1976). Writing for television and radio. New York: Hastings House.
2. Thomas, J. M. (2005). Script analysis for actors, directors, and designers. Boston: Focal Press
3. Wainwright, C. A. (1966). The television copywriter: How to create successful TV commercials. New York: Hastings House.

MEM- C 202 Basic Video Editing

Unit-1: Editing software and consoles. Basic Editing technology. Criteria for editing-picture, narration and music. Editing equipment – recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, non linear workstation. Types of editing – assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non linear editing (basic software)

Unit-2: Principles of non-linear editing. Proper start up and shut down procedure. Finding files, savings, copying & back up. Concepts of digital editing. Logging and organizing the footage. Digitizing from raw storage. Methods of digitization.

Unit-3: Trimming. Graphic keying. Motion effects. Audio mixing. Compositing. Media file management. Generating an EDL, a reference tape and online a final master. Exporting digital file formats including streaming media. Equipment required for non-linear editing systems. Features of non-linear editors.

Unit-4: Use of Editing control tract, time codes. Basic editing process. Insert editing. Offline versus online editing. Variety of editing, continuity, sequence building, dramatic structure, Narration & adding music & effects.

MEM-C 203 INFORMATION SECURITY AND CYBER LAW

Prerequisite:

- Any graduate who knows computers, information, Importance of information
- Any person who thinks his information is important and wants to keep the information secure
- Any security technical person who wants to understand trends in information security
- Any security expert who is managing network security wants to upgrade his knowledge
- Any media person who works for security in media agency

Course Outcome:

CO1 – Understand information and its management.

CO2 – Create awareness of security measures.

CO3 – Efficient application of security measures to the information.

CO4 – Understand how risks can be mitigated

CO5 – Identify the ways to overcome the issues that may cause harms to an information system's security

Unit I Information Management and Exchange

Contents:

Information Management: File System: File Directory, FAT, Basic File System, Hierarchical File System. Trends in Information Management, Multimedia File System

Medium: LAN, WAN, MAN, Internet.

Tools and Techniques: electronic mails, document sharing, web pages, online documents

Devices: Cable- twisted pair, coaxial, optical fiber.

Switches: managed & unmanaged, hub, Router, wireless adapters, USB Net setter.

Unit II Security

Contents:

Security: What is Security? Need of security.

Network Security: Authentication and Authorization. E-mail security. Encryption and decryption, Password, Role Defining, Track log reports.

Web security, secure socket layer, http & https, script block, history, ActiveX controls.

Unit III Virus and Malicious Programs

Contents:

Malicious Programs- Trap Doors, Logic Bombs, Trojan Horses, Virus, Worm, Zombie Types of Virus- Parasitic, Memory Resident, Boot Sector, Stealth, Polymorphic, Macro, email.

Virus Countermeasures- Detection, Identification, Removal, Antivirus Techniques, Firewall
Hacking: Overview of hacking, hacking methods, hacking types, Security, Advantages of hacking
Cryptography: Introduction to Cryptography, Encryption, Decryption, Algorithms, Keys.
System Security: Intruder, Intrusion Detection, SNORT.

Unit IV Internet Standards, Cyber Law AND Cyber Security

Contents:

Introduction to Internet Standards, History, Internet Society. Various Internet Standards, Standardization process
Cyber Journalism and Cyber Law: Introduction to Cyber Law, Cyber law effectiveness, Measures, Case Studies, Cyber Journalism, Online Editions, electronic news.
Introduction to Cyber Security, Security Mechanism, Enforcement Agencies, Information Technology Act, Forensic, Fraud, Cyber Crime. Career opportunities, Case Studies

Unit V Penetration and Vulnerability testing tools

Contents:

Burp Suite, Tanable, Metasploit, the Nessus Vulnerability Scanner
Nmap, OWASP ZAP, SQLmap, Kali Linux, Jawfish
Internet security and Reverse Proxy service: Cloudflare
Amazon CloudFront, Akami
Cyber Security Products: FireEye, Fortinet, Cisco, Symantec
Palo Alto Networks

References:

1. Computer Networks by Andrew S. Tannenbaum, Prentice Hall of India Publications
2. Cryptography and Network Security : Principles and Practices by William Stallings, Pearson Education Publications
3. Intrusion Detection Systems with Snort: Advanced IDS Techniques with Snort, Apache, MySQL, PHP and ACID by Rafeeq Ur Rehman, Prentice Hall PTR Publications
4. Cyber Security : Understanding Cyber Crimes, Computer Forensics and Legal Perspectives by Nina Godbole and Sunit Belapure, WILEY Publications

MEM-C 204 Development Communication

Objectives:

- To Study the concept of growth and development
- To study the role of communication in socio-economic development
- To give the basic knowledge of relationship between communication and development.
- To study the new trends in development with the help of communication system.

Syllabus:

Unit 1: Development: Concept, Meaning of development, social and economic approaches, Indicators of Development, Characteristics of developing & societies,

Unit 2: Development Communication: Meaning, Concept, Definition, Process, Theories, Role of media in development communication, Socio-cultural and economic barriers,

Unit 3: Agricultural Communication & Rural Development: The genesis of agricultural extension approach system, Approaches in agricultural communication models of agricultural extension

Unit 4: Development Support Communication: Population & family welfare, Health, Education & society, Formal and non-formal education, Open education- National, state level, Right to education, old age gender, Human Resource Development.

Unit 5: Environment & development: Sustainable development, Alternatives in communication, Issues: Water, Shelter Poverty/Hunger, Food-self-sufficiency & political sovereignty, Problems faced in development support communication

References:

1. N. Jayaweer and Amunagama (Eds.): Rethinking Development Communication, Singapore: AMIC,
2. Duchi (Ed.): Development Communication at Grassroot Level, 3. R. Ostman (Ed.): Communication and Indian Agriculture, New Delhi, Sage
3. U. Narula and B. W. Pearce: Development as Communication.

MEM-C 205 Video Production

Objectives:

- To encourage, learn and assimilate the creative processes of video Production with Aesthetic approaches.
- To understand the crafts and skills of directorial practice and procedures in generating and executing various types of video productions.
- To develop the complete understanding regarding the professional practices and techniques for the brighter professional performance

Syllabus:

Unit 1: Pre Production, Production and Post-Production planning-duties and responsibilities of producer/director. Production techniques-video format; documentary, serial, talk show, interview, discussion, profiles, commercials, Set designing and make up-visualization and composition-aesthetics-directing the actors-directing the crew.

Unit 2: Planning and Production of indoor and outdoor shootings, planning and management of live shows.

Unit 3: Video display systems. Multi camera production, lighting systems – Lighting methods and needs, Mike positioning and arrangements

Unit 4: Importance of backgrounds. Real and unreal backgrounds, Neutral background. Economical setting, Location selection, Post production editing.

Unit 5: Application of Production techniques- Script, Length and style of scripts, Story boards and components, Pre and post production techniques, Effective shots, Footages, Special effects. Graphics and animation, Chroma Key usage and Economy shooting methods

References:

1. Directing and Producing for Television. A Formal Approach – Ivan Cury.

MEM-E 206* Mass Communication Research

Objectives:

- To introduce some basic concepts in research and explain their association with development of scientific methods
- To help students realize the strengths and weaknesses of scientific methods and principles in the context of social sciences with special reference to Media Studies
- To introduce various approaches, elements, and data analysis methods used in media research

Syllabus:

Unit 1: Science and Research Methods: Different method of knowing, Concept of research, Nature of scientific enquiry, Historical development of research methods ·

Unit 2: Research in Communication: Working towards 'science of communication', early methods and models, Social Science Research Stapes, Main issues of research- audience, content, effect, Applications of research in media industry

Unit 3: Message analysis, data analysis, channel analysis, various tools & technique for Mass Communication Research

Unit 4: Research Process: The concept of research design, Research issues, · Deciding the research topic- relevance, Importance of theory, literature review, Time, money and personnel, Aims and objectives, Approaches to research, Methods of data collection, Analysis to conclusions

Unit 5: Sampling: Basic concept, Probability and non probability sample- concepts, Types of probability and non probability samples, Practical guidelines for sampling

References:

1. Mass Media Research- Roger Wimmer & Joseph Dominick
2. Mass Communication Research Methods- Hsia H.J.
3. The Practice of Social Research- Babbie E. R.
4. Methods in Social Research- Kothari C. R.
5. www.indianstat.com
6. www.imrb.com

MEM-E 207* CHANGING IT WORLD

Prerequisite:

- Any student who has completed course on Information Technology
- Any media person who is using information technology for his profession
- Any media expert who wants to analyze and extract the data

Course Outcome:

- C01 – Introduction to advanced technologies evolving
- C02 – Create awareness of the cyber space and technologies for digital environment
- C03 - Understand the features of learning and analyzing from big data

Unit 1. Cloud Computing

Introduction to cloud, Features of Cloud, Tools and Techniques for Cloud, Advantages and limitations of Cloud.

Unit 2. Virtualization

Introduction to Virtualization, Sharing of resources, Virtual Machines, Virtual Experimentation, Trouble Shooting

Unit 3. Big Data

Introduction to Big Data, Concepts and Meaning of Big Data, Structured data, Unstructured Data, Big Data Analytics, Frameworks for Big Data, Case studies

Unit 4. Machine Learning and Artificial Intelligence

Introduction to Machine Learning, Supervised Learning, Unsupervised Learning, Brain mapping, HCI – Human Computer Interaction, Algorithms, Intelligence, Artificial Intelligence, Reactions, Emotions, Art

Unit 5. IoT

Introduction to IoT, Scope of IoT, Computing Concepts, Sensor, Actuator, Device interaction, Connected Devices, Storage and Speed concerns

Semester III
MEM-C 301 Script Writing and Direction

Unit1: Format Based Writing for other Audio-Visual Projects

Fiction: The Short Film (10 min, 20 min, 40 min), The Feature Length Tele-Film, Non-Fiction: The Short Documentary (10 min, 20 min, 40 min), The Feature Length Documentary, Corporate Film, PSM, Educational Instructional Writing, Infomercials.

Unit2: Role of the Director

Understanding and Adapting to the Medium: Film, Television, Other A/V Projects, Skill of the Director: Balancing resources with Creative Intent, Process of a Director: Finding and Interpreting the Core of the Script, Planning of a Director: Choice of Crew, Talent, etc., Planning for Directing Unscripted Material.

Unit3: The Director's Team: Understanding the Chain of Command

The Associate Director and/or the Second Unit Director, The Wall: The First Assistant Director: Tasks, Responsibilities and Skills, Other Assistants and their Tasks: During the three stages of Production, Building Basic Skills: Logging, Clap, Continuity, Property /Costume Management.

Unit4: The Director's Responsibility: Towards Crew and Direction Team

Building Empathy and Patience towards the Direction Team, Training the Direction Team & the Crew to work according to the Director's methods, Building Team Spirit and Loyalty: Creating a sense of Belongingness, Clear Delegation of duties during the three stages of production: Pre-Production, Production and Post-Production.

References:

1. Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press, (2010)

MEM-C 302 Broadcast Journalism

Unit: 1

TV News – Historical Perspective-Beginning of TV, Channels in India, Starting of News on TV, Historical perspective and current scenario. News Cast, time increase for News

Unit: 2

Setting up a 24 hours News Channel, Microwave Transmitter, news through social media, Elements of a Television News Bulletins, Basics of Editing for TV- Editing a news.

Unit:3

TV and Radio News rooms terms, Basic news scripts, reader, sound bite., News Reader, Anchor, News Director, Asst. News Director, Executive Producer, Reporter, Photographer, Video Cameraman, News Reading Machine.

Unit:4

News Broadcasting, Production of TV news programme, Daily News and News analysis, Interviews, PTC, Headlines, Moderating studio for news programmes.

Unit:5

Ethics-Need for code of ethics for journalists. Role of Press Council. Code of Publishing Advertisement, Code of Commercial Broadcasting, Various organizations Ethics.

References:

- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Patti M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
- Frank, Lezzi. Understanding Television Production. Prentice-Hall.
- Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.

MEM-C 303- Advertising

Unit 1- Basics of advertising:

Purpose, development, nature, role in economy. International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.

Unit 2- Advertising as Marketing Communication:

Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing. Brand management and building brand equity, developing brand personality.

Unit 3-Types of advertising:

Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc. Different advertising media and their comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.

Unit 4- Advertising Planning and execution:

Brand positioning. Importance of research inputs market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying.

Unit 5- Advertising Creativity:

Creative brief. Elements of good advertising. Copy and art. Importance of visual thinking. Appeals and promises. Importance of design and layout. Use of typography, graphics etc.

Unit 6: Copywriting:

Writing ad copy for different media. Types of headlines and body copy, slogans; taglines. Translation of copy. Writing for brochures, mailers etc.

References:

1. Consumer Behavior –Schickman Kanuk
2. Consumer market demographics in India – Edited by S.L.Rao
3. Consumer Behavior –Walker
4. Understanding your customer –R.Woodruff and S.F.Gardial
5. Essentials of Business Communication – R.Pal and Kolahalli
6. Advertising Management- Batra, Myers & Aaker
7. Advertising and Promotion: S.A.Chunawalla

MEM-C 304 Video Post- Production

Unit:1

Basic transition Devices-Cut, Dissolve, Wipe, Fade; Switching or Instantaneous Editing; Basic Switching operations---Cut or take, Dissolve, Super, Fade, Special effects; PCR configuration: Switcher, CCU, Control cables, Monitors, Audio Mixer, Waveform monitor and Vectroscope.

Unit:2

Linear and Non-linear Editing, on-line and off-line editing, in cam edit. Principles of editing-Matching actions, Continuity, Matching Tone, Cut in , Cut away, Jump cut, compression and expansion of time. Ingesting footage, making a project file, Project setting, Timeline operations, various project windows: canvas, transitions, effects, Filters and Toolbar.

Unit:3

Visual Effects; Standard Electronic effects—Superimposition, Chroma Key; Digital Video Effects, inserting graphics and images; Motion; Multi-images.

Unit:4

Direction; From Script to screen; Director's role, Director as visualizer; artist, Psychologist, Technical Advisor, Cameraperson and Editor; Director as Central Coordinator & Crises Manager; Single – Camera direction, Multi-camera direction.

References

- 1.Nonlinear Editing: Media Mannel; Morris, Patrick, Published 1999 Focal Press
- 2.Writing and Producing Television News: Gormly, Eric K, Ames, Iowa: Blackwell Publishing
- 3.Editing Today: Smith, Ron F. & O'Connell, L.M, Blackwell Publishing

MEM-C 305- Production Project (Group)

- In this paper, Students are expected to undertake Group production assignment.
- Student has to discuss and finalize the topic of project with concerned teacher.
- Group selection may be done by students amongst themselves or teacher may define groups.
- All group members have to actively participate in the complete production process.
- Students will be evaluated on the basis of final production outcome and their participation in preproduction, production and post-production activities.

MEM-E 306* Communication Research Methods

Unit1: Data Collection Methods Revisited

Sampling issues, Focus group discussions, In-depth interviews, Observation methods, Interplay between quantitative and qualitative methods

Unit2: Quantitative approach revisited

Definition and quantitative orientation, Survey design revisited, Uses and limitations, Content analysis :Steps, Categories, reliability and validity, examples.

Unit3: Qualitative approach revisited

Discourse analysis, Semiotic analysis, Textual Analysis, Conversation analysis, Case studies.

Unit4: Research and Analysis Tools

Hypothesis testing, Statistical methods revisited.

Unit 5: Qualitative analysis Methods

Description, Conceptual ordering and theorizing, Analysis through microscopic examination of data, Asking questions and making comparisons, Different coding methods, Emerging Applications of qualitative methods.

References:

1. Mass Media Research, Roger Wimmer& Joseph Dominick
2. Mass Communication Research Methods, Hsia H.J.
3. The Practice of Social Research, Babbie E. R.
4. Methods in Social Research, Kothari C. R

MEM-E 307* CYBER PSYCHOLOGY

Prerequisite:

- Student who wish to understand psychology of internet users
- Person who wants to analyze the user behavior for his profession
- Student who wants to engage public by reaching to intended audience

Course Outcome:

- O1 – Develop and maintain online identity, online relationships and dating
- O2 – Create awareness of pornography, children’s use of the internet, cyber bullying, online games and gambling, and deception and online crime
- O3 – Understand the psychology of digital identity of a person

Unit I

Social Media This Unit I should make students aware of the Social Media technology and current trends. Students should be able to describe the social media.

Contents:

Introduction to Social Media, Basics, History, Trends, Censorship, Ownership, Viral content, Market Research, Data Generation, Monitoring, Tracking, Analytics, Trending, Business. Requirements, Advantages, Limitations, Criticism, Trustworthiness, Audience Types, Effects: Positive and Negative
Alternative Media
Social Networking: Social Quotient, Social Networking Sites, Profiles, Misuse of Social Networking, Case Studies

Unit II Cyber-Psychology

This Unit should help students in understanding the psychology of the Social Media. Students should avail the features of Social Media and at the same time they should become aware of the negative effects of Social Media

Contents:

Introduction to Cyber space, Psychology, Behavior of users
Positive Impacts of Social Media, Society
Negative relationship, Addiction, Depression, Self esteem, Social Quotient, Therapies, Treatments.

Unit III Media Techniques

On completion of this Unit, students should be able to describe the various Media Techniques available for mass communication.

Contents:

Wallets, Online Docs, Forms, Cloud, Wikipedia, LinkedIn, Play Store, Translator, Speech to Text, Online maps

Unit IV Online Marketing

This Unit should enable understandings about online marketing perspectives. This Unit should also explore the news marketing areas.

Introduction to online stores, Amazon, Flipkart, Snapdeal, Zomato
Introduction to Playstore, Applications : Verified & Non-Verified

Unit V Blog Writing and Virtual Interaction

On completion of this Unit, students should be able to develop and use the Blogs. Students should use Blogs and Virtual interaction tools for their professional growth.

Contents:

Blogs – Introduction, Types, Features, Steps of creation of Blogs, Use of Marathi over Blogs, Advertising on Blog.
Virtual Classroom, Chat, Video Conference, Webcast, Live Channels, Video Journalism, A-VIEW, Skype, Team Viewer

Reference Books

1. मराठी भाषिक कौशल्ये विकास, संपादक - डॉ. पृथ्वीराज तौर, अथर्व पब्लिकेशन्स (जळगाव)

Semester IV

MEM-C 401 Advance Video Production

Unit:1

Creative Production Techniques: Shot by Shot method, Master shot method, Planning for unscripted.

Unit:2

Directing Single Camera: Setup, Shooting Directing Multi Camera: Floor Plan, Positioning Camera, Making setup, Taking-Directing

Unit:3

Director and Actor: Talent Hunting, Search, Agency, Auditions Skill in Handling the actors, Handling of non-actors Interview Techniques

Unit:4

Grammar of acting complete process, final result, rapport, Body language, Dialogue, Inner life. Directorial Practice and Techniques: Composing Shot- Spatial Connections, Line Force Dynamics

References:

1. G. Miller son: Basic TV Focal Press
2. Miller son: TV Scenic Designers Handbook, Focal Press

MEM-C 402 Public Relations

Unit 1- Understanding PR: Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of 'Communication audit'.

Unit 2- Role of PR in different sectors: government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

Unit 3- Types of PR: Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy

Unit 4- PR Tools: Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc. Programmes and events, CSR projects; PR during crisis: some recent case studies.

Unit 5- Media Relations as a PR function: Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

Unit 6- Social media: blogging, LinkedIn, Facebook, Twitter etc. and use of the Internet. Websites: a toll for faster dissemination of information, photographs and A/V material.

References:

1. Effective Public relations- Scot MC Cutlip, Alan H. Centre, Glen Brom
2. Public Relations Strategies and Concepts- Naval Prabhakar, Narendra Babu
3. Public Relations and Communication- Nayyar Deepak
4. Public Relations Management in Media and Journalism- Vachani Jagdish

MEM-C 403 Video Production Project

In this paper, Student is expected to undertake an Individual one principal production assignment project. Start thinking and working over the production assignment ahead of time.

- Idea discussion and finalization in the class – Bring at least 3 ideas for discussion in the class.
- Short video production of any genre of students' individual choice like drama, comedy, documentary, docu-drama, etc.
- The student has to actively participate in all production activities.
- The project will include short video and project report.
- The project will be assessed on creativity of student, management skills, and technical skills.
- The project will also assessed for technical effects like angles, light, audio, editing, effects, etc.
- Sponsored projects are welcome

MEM-E 404* Political Communication

Unit 1: Communication and Politics

Communication and Political Knowledge, Political power and power over the media, Entertainment news vs. Political news, The role of media in the Indian political system

Unit 2: Identity, Politics and Media

Political media practice, The diversity of theories, Cases and Challenges, News media as political Institution, Media Power and Content homogenization, Spin- doctoring.

Unit 3: Political engagement and citizenship

Civic engagement and Internet, Frames of Protests, The rise of politics in popular culture, Grassroots Political Communication in India, Interdependency of media and Social movements.

Unit 4: Policy Issues: Freedom and Regulations

Assessing Partisan bias in political news, Media favoritism and political nominations, Mobilizing information- local news and the formation of a viable political community, Noam Chomsky and the manufacture of consent in foreign policy.

Unit 5: International Political Communication

National Identity and communication, Changing mediascapes in political communication: Asian Perspectives, Political Elites and Patriotic press, CNN effect

References:

1. Hacker, K and van DjikJ., [2000]. Digital Democracy: Issues of theory and practice [Thousand Oaks:, Sage]
2. Hague, B & Loader. B., [1999]. Digital Democracy. Discourse and Decision making in the information age [New York: Routledge]
3. Iyengar. S [1991] Is anyone responsible? How Television frames political issues [University of Chicago Press].
4. Do the media govern? Politicians, Voters and Reporters in America [Thousand Oaks: Sage]

MEM- E 405* Media Audiences and Television Programming

Objective

- to know the audiences and media users
- to understand the crafts and skills of various types Audience measurement
- to know how The rating systems and business work

Unit 1: Measuring Mass Audiences Various pressures for measuring audiences, Key concepts for measurement-viewer, reader, and listener, the history and economics of audience measurement, The rating systems and business, need and Important of Audience measurement

Unit 2: Measurement Tools and Techniques for Television, Radio AND Web Goals of measurement, Sampling methods, Reliability and validity, Survey methods for TV- & Radio People meter, Diary, Telephone etc. Ratings: variables, terminologies, formulae

Unit3: Indian context of measurement- TAM, RAM, WAM, NRS, IRS etc., Audience measurement systems and regulatory bodies some basic information, Audit bureau of Circulations

Unit4: Measurement Tools and Techniques for Print Media Circulation and Readership, Key measures: Average Issue Readership and Reading Frequency, Data Collection Methods and Techniques, Analysis of data and relating variables,

Unit 5: Television Programming Understanding the concept, Structure of Programming Department in GEC, understanding audience flow, Day parting and scheduling strategies, Prime time, Niche Audiences.

References:

1. McQuail, D. (1997). Audience analysis. Thousand Oaks, Calif: Sage Publications
2. McQuail, D. (2000). McQuail's mass communication theory. London: Sage Publications.
3. Fiske, J. (1990). Introduction to communication studies. London: Routledge
4. Ang, I. (1991). Desperately seeking the audience. London: Routledge.
5. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House

MEM- E406* COMMERCIAL COMMUNICATION

Prerequisite:

- Any media student who has completed course on Information Technology
- Any student who understands and uses social media technology
- Any student who wish to understand ways to start earning from communication
- Any person working in any industry who wants to increase sale
- Any person who wants to build his image and get developed as a brand

Course Outcome:

- 01 – Understand commercial aspects of communication
- 02 – Understand ways of starting earnings from communication
- 03 – Prepare economic model of communication
- 04 – Develop and image as a brand

Unit I – Introduction to Commercial Communication

Communication in digital era, Business Communication Model, Economy of new media, Imparting Knowledge, Creating Awareness, Shaping Attitudes, Stimulating a want or desire, Frequently Used Terminology

Unit II – Audience Reception

Advertisements- Need Analysis, Perceptions, AdSense
Audience Research, Habits, Media Research, Specific/Intended Audience Measurement, Consumer Market

Unit III – Brand Creation and Management

Introduction to Brand, History of Brands, Brand Creation

Unit IV – Entertainment, Promotion Campaigning

Introduction to Entertainment, Audience Perception, States of mind
Projecting an image, Planning, Execution, Reporting, Designing, Effecting a sale
Selecting what to use when: Social Media

Unit V – Corporate Social Responsibility

Introduction to CSR, Acts, Laws, Survey of CSR, Role of media in CSR