



स्वामी रामानंद तीर्थ  
मराठवाडा विद्यापीठ, नांदेड

॥ सा विद्या या विमुक्तये ॥

# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

## SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'B++' grade

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आंतरविद्याशाखीय अभ्यास विद्याशाखे  
अंतर्गत राष्ट्रीय शैक्षणिक धोरण २०२०  
नुसार पदव्युत्तर द्वितीय वर्षाचे अभ्यासक्रम  
(Syllabus) शैक्षणिक वर्ष २०२४-२५  
पासून लागू करण्याबाबत.

### परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, या विद्यापीठा अंतर्गत येणा-या सर्व संलग्नित महाविद्यालयांमध्ये शैक्षणिक वर्ष २०२४-२५ पासून पदव्युत्तर द्वितीय वर्षाचा राष्ट्रीय शैक्षणिक धोरण -२०२० लागू करण्याच्या दृष्टीकोनातून आंतर विद्याशाखीय अभ्यास विद्याशाखे अंतर्गत येणा-या अभ्यासमंडळांनी तयार केलेल्या पदव्युत्तर द्वितीय वर्षाचा अभ्यासक्रमांना मा. विद्यापरिपदेने दिनांक १५ मे २०२४ रोजी संपन्न झालेल्या बैठकीतील विषय क्रमांक १८/५९-२०२४ च्या ठरावाअन्वये मान्यता प्रदान केली आहे. त्यानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील खालील एम. ए. द्वितीय वर्षाचे अभ्यासक्रम (Syllabus) लागू करण्यात येत आहेत.

| Sr. No. | Name of the Course Subject   |
|---------|--|
| 01      | M. A. II year Fashion Desing. (Affiliataed College)                |
| 02      | M. A. II year Animation. (Affiliataed College)                     |
| 03      | M. A. II year Education. (Affiliataed College)                     |
| 04      | M. A. II year Music. (University Campus)                           |
| 05      | M. A. II year Music. (Affiliataed College)                         |
| 06      | M. J.M.S. II year (Affiliataed College)                            |
| 07      | M.A./M.Sc. II year Electronic Media (University Campus)            |
| 08      | M.A. II year (Mass Communication & Journalism. (University Campus) |
| 09      | M.A. II year Theart Arts (University Campus)                       |

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शै-१/एनइपी/आविशाखापदवी/२०२४-२५/१५९

दिनांक २२.०७.२०२४

डॉ. सरिता लोसरवार

सहा.कुलसचिव

शैक्षणिक (१-अभ्यासमंडळ) विभाग

प्रत : १) मा. अधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा, प्रस्तुत विद्यापीठ.

२) मा. संचालक, परीक्षा व मुल्यमापन मंडळ, प्रस्तुत विद्यापीठ.

३) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.

४) मा. संचालक, सर्व संबंधित संकुले व उपपरिसर, प्रस्तुत विद्यापीठ.

५) मा. प्राचार्य, न्यु मॉडेल डिग्री कॉलेज हिंगोली, प्रस्तुत विद्यापीठ.

६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. याना देवून कळविण्यात येते की, सदर परिपत्रक संकेतस्थळावर प्रसिध्द करण्यात यावे.

**SWAMI RAMANAND TEERTH  
MARATHWADA UNIVERSITY, NANDED- 431606.**



**(Structure & Syllabus of Two Years Post Graduate Degree  
Program)**

**(For Campus)**

**TWO YEARS MASTER PROGRAM  
M.A./M.Sc. Electronic Media  
- 2<sup>nd</sup> Year (3<sup>rd</sup> & 4<sup>th</sup> Semester)**

**Under the Faculty of  
Interdisciplinary Studies**

**Effective from Academic Year 2024 – 2025  
(As per NEP-2020)**

# M.A./M.Sc. Electronic Media - 2<sup>nd</sup> Year (3<sup>rd</sup> & 4<sup>th</sup> Semester)

(For Campus) as per NEP-2020

Under the Faculty of Interdisciplinary Studies effective from Academic Year 2024 – 2025

| Year & Level         | Sem. | Major Subject  |   | RM                                    | OJT / FP   | Research Project  | Practical's   | Credits       | Total Credits |
|----------------------|------|--|---|---------------------------------------|--|---|---|---------------|---------------|
|                      |      | (DSC)  | (DSE)                                   |                                       |  |   |   |               |               |
| 1                    | 2    | 3  | 4                                       | 5                                     | 6  | 7   | 8   | 9             | 10            |
| 2 <sup>nd</sup> Year | 3    | IMEMC501<br>Public Relations (4 Cr)                            | IMEME501<br>Film Studies (3 Cr)         | ---                                   |  | IMEMR501<br>Research Project (Video Production Project – Group) (4Cr) | IMEMP501<br>Public Relations PR (1 Cr)                            | 22            | 44            |
|                      |      | IMEMC502<br>Script, Direction and Production Management (4 Cr) | IMEME502<br>Film Studies PR (1 Cr)      |                                       |  |   | IMEMP502<br>Script, Direction and Production Management PR (1 Cr) |               |               |
|                      |      | IMEMC503<br>Development Communication (4 Cr)                   | IMEME503<br>Data Journalism (3 Cr)      |                                       |  |   |   |               |               |
|                      | 4    | IMEMC551<br>New Media Law & Ethics (4 Cr)                      | IMEME551<br>Mobile Journalism (3 Cr)    | IVCPE551<br>Publication Ethics (2 Cr) | IMEMR551<br>Video Production Project-Individual (6 Cr) | IMEMP551<br>New Media Law & Ethics PR (1 Cr)                          | 22  |               |               |
|                      |      |  | IMEME552<br>Mobile Journalism PR (1 Cr) |                                       |  |   |   |               |               |
|                      |      | IMEMC552<br>Advanced Video Production (4 Cr)                   | IMEME553<br>Media Criticism (3 Cr)      |                                       |  | IMEMP552<br>Advanced Video Production PR (1 Cr)                       |   |               |               |
|                      |      |  | IMEME554<br>Media Criticism PR (1 Cr)   |                                       |  |   |   |               |               |
| Total Credits        |      | 20   | 08                                      | 02                                    | 00   | 10  | 04  | 88 (1&2 Year) |               |



## M.A./M.Sc. Electronic Media - 3<sup>rd</sup> Semester

### Teaching Scheme

|                         | Course Code | Course Name   | Credits Assigned |           |           | Teaching Scheme (Hrs./ Week) |           |
|-------------------------|-------------|---|------------------|-----------|-----------|------------------------------|-----------|
|                         |             |   | Theory           | Practical | Total     | Theory                       | Practical |
| <b>Major</b>            | IMEMC501    | Public Relations                                    | 04               | --        | <b>04</b> | 04                           | --        |
|                         | IMEMC502    | Script, Direction and Production Management         | 04               | --        | <b>04</b> | 04                           | --        |
|                         | IMEMC503    | Development Communication                           | 04               | --        | <b>04</b> | 04                           | --        |
| <b>Elective (DSE)</b>   | IMEME501    | Film Studies  | 03               | --        | <b>03</b> | 03                           | --        |
|                         | IMEME503    | Data Journalism                                     | 03               | --        | <b>03</b> | 03                           | --        |
| <b>Research Project</b> | IMEMR501    | Research Project (Video Production Project – Group) | 03               | 01        | <b>04</b> | 03                           | 02        |
| <b>DSC Practical</b>    | IMEMP501    | Public Relations                                    | --               | 01        | <b>01</b> | --                           | 02        |
|                         | IMEMP502    | Script, Direction and Production Management         | --               | 01        | <b>01</b> | --                           | 02        |
| <b>DSE Practical</b>    | IMEME502    | Film Studies  | --               | 01        | <b>01</b> | --                           | 02        |
|                         | IMEME504    | Data Journalism                                     | --               | 01        | <b>01</b> | --                           | 02        |
| <b>Total Credits</b>    |             |   | <b>18</b>        | <b>04</b> | <b>22</b> | <b>18</b>                    | <b>08</b> |



## M.A./M.Sc. Electronic Media - 3<sup>rd</sup> Semester

### Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

| Subject          | Course Code | Course Name  | Theory                     |         |                        |       | Practical |     | Total<br>Col. (6+7)<br>/<br>Col. (8+9) |
|------------------|-------------|--|----------------------------|---------|------------------------|-------|-----------|-----|--|
|                  |             |  | Continuous Assessment (CA) |         |                        | ESA   |           |     |  |
|                  |             |  | Test I                     | Test II | Avg. of<br>(T1+T2) / 2 | Total | CA        | ESA |  |
| (1)              | (2)         | (3)  | (4)                        | (5)     | (6)                    | (7)   | (8)       | (9) | (10)                                   |
| Major            | IMEMC501    | Public Relations                                       | 20                         | 20      | 20                     | 80    | --        | --  | 100                                    |
|                  | IMEMC502    | Script, Direction and Production Management            | 20                         | 20      | 20                     | 80    | --        | --  | 100                                    |
|                  | IMEMC503    | Development Communication                              | 20                         | 20      | 20                     | 80    | --        | --  | 100                                    |
| Elective (DSE)   | IMEME501    | Film Studies   | 15                         | 15      | 15                     | 60    | --        | --  | 75                                     |
|                  | IMEME503    | Data Journalism  | 15                         | 15      | 15                     | 60    | --        | --  | 75                                     |
| Research Project | IMEMR501    | Research Project<br>(Video Production Project – Group) | --                         | --      | 20 (Viva)              | 80    | --        | --  | 100                                    |
| DSC Practical    | IMEMP501    | Public Relations                                       | --                         | --      | --                     | --    | 05        | 20  | 25                                     |
|                  | IMEMP502    | Script, Direction and Production Management            | --                         | --      | --                     | --    | 05        | 20  | 25                                     |
| DSE Practical    | IMEME502    | Film Studies   | --                         | --      | --                     | --    | 05        | 20  | 25                                     |
|                  | IMEME504    | Data Journalism  | --                         | --      | --                     | --    | 05        | 20  | 25                                     |



## M.A./M.Sc. Electronic Media- 4<sup>th</sup> Semester

### Teaching Scheme

|                      | Course Code | Course Name                         | Credits Assigned |           |       | Teaching Scheme (Hrs./ Week) |           |
|----------------------|-------------|-------------------------------------|------------------|-----------|-------|------------------------------|-----------|
|                      |             |                                     | Theory           | Practical | Total | Theory                       | Practical |
| Major                | IMEMC551    | New Media Law & Ethics              | 04               | --        | 04    | 04                           | --        |
|                      | IMEMC552    | Advanced Video Production           | 04               | --        | 04    | 04                           | --        |
| Elective (DSE)       | IMEME551    | Mobile Journalism                   | 03               | --        | 03    | 03                           | --        |
|                      | IMEME553    | Media Criticism                     | 03               | --        | 03    | 03                           | --        |
| Research Methodology | IVCPE551    | Publication Ethics                  | 02               | --        | 02    | 02                           | --        |
| Research Project     | IMEMR551    | Video Production Project-Individual | 04               | 02        | 06    | 04                           | 04        |
| DSC Practical        | IMEMP551    | New Media Law & Ethics              | --               | 01        | 01    | --                           | 02        |
|                      | IMEMP552    | Advanced Video Production           | --               | 01        | 01    | --                           | 02        |
| DSE Practical        | IMEME552    | Mobile Journalism                   | --               | 01        | 01    | --                           | 02        |
|                      | IMEME554    | Media Criticism                     | --               | 01        | 01    | --                           | 02        |
| Total Credits        |             |                                     | 17               | 05        | 22    | 17                           | 10        |



## M.A./M.Sc. Electronic Media- 4<sup>th</sup> Semester

### Examination Scheme

[20% Continuous Assessment (CA) and 80% End Semester Assessment (ESA)]

| Subject              | Course Code | Course Name                         | Theory                     |         |                        |       | Practical |     | Total<br>Col. (6+7)<br>/<br>Col. (8+9) |
|----------------------|-------------|-------------------------------------|----------------------------|---------|------------------------|-------|-----------|-----|--|
|                      |             |                                     | Continuous Assessment (CA) |         |                        | ESA   |           |     |  |
|                      |             |                                     | Test I                     | Test II | Avg. of<br>(T1+T2) / 2 | Total | CA        | ESA |  |
| (1)                  | (2)         | (3)                                 | (4)                        | (5)     | (6)                    | (7)   | (8)       | (9) | (10)                                   |
| Major                | IMEMC551    | New Media Law & Ethics              | 20                         | 20      | 20                     | 80    | --        | --  | 100                                    |
|                      | IMEMC552    | Advanced Video Production           | 20                         | 20      | 20                     | 80    | --        | --  | 100                                    |
| Elective (DSE)       | IMEME551    | Mobile Journalism                   | 15                         | 15      | 15                     | 60    | --        | --  | 75                                     |
|                      | IMEME553    | Media Criticism                     | 15                         | 15      | 15                     | 60    | --        | --  | 75                                     |
| Research Methodology | IVCPE551    | Publication Ethics                  | 10                         | 10      | 10                     | 40    | --        | --  | 50                                     |
| Research Project     | IMEMR551    | Video Production Project-Individual | --                         | --      | 50 (Viva)              | 100   |           | --  | 150                                    |
| DSC Practical        | IMEMP551    | New Media Law & Ethics              | --                         | --      | --                     | --    | 05        | 20  | 25                                     |
|                      | IMEMP552    | Advanced Video Production           | --                         | --      | --                     | --    | 05        | 20  | 25                                     |
| DSE Practical        | IMEME552    | Mobile Journalism                   | --                         | --      | --                     | --    | 05        | 20  | 25                                     |
|                      | IMEME554    | Media Criticism                     | --                         | --      | --                     | --    | 05        | 20  | 25                                     |



# IMEMC501 Public Relations

## Course Objectives:

1. To strengthen the concepts of Public Relations amongst media journalists
2. To enable reporters with strategic plans of Public Relations
3. The course aims to equip professional with aspects of brand building

## Course Outcomes:

1. Media journalists will be able to define and apply efficiently public relations
2. Reporters will create methods for using tools of public relations
3. Learners will be equipped with case studies of public relation models.

| Module No. | Unit No.  | IMEMC501 Public Relations  | Hrs. Required |
|------------|---|--|---------------|
| 01.        | <b>Introduction of Public Relations</b>                     |  | 12            |
|            | 1.1   | Definition of PR, Its nature, Process and Public                   |               |
|            | 1.2   | Origin and growth of PR in the world                               |               |
|            | 1.3   | Public Relations In India  |               |
|            | 1.4   | Evolution of PR in the digital age                                 |               |
|            | 1.5   | Importance of social media in PR campaigns                         |               |
| 02.        | <b>World of PR and Strategic Communication</b>              |  | 12            |
|            | 2.1   | Propaganda & Political PR, Publicity, Persuasion and motivation    |               |
|            | 2.2   | Public Relations & Corporate Communication                         |               |
|            | 2.3   | Integrated marketing communications (IMC)                          |               |
| 03.        | <b>Digital Platforms and Tools and Media Relations</b>      |  | 12            |
|            | 3.1   | Understanding social media platforms                               |               |
|            | 3.2   | Content management systems & customer relationship management      |               |
|            | 3.3   | Analytics and measurement tools for PR campaigns                   |               |
|            | 3.4   | Traditional vs digital media relations                             |               |
|            | 3.5   | Pitching to journalists and bloggers                               |               |
| 04.        | <b>Ethical Considerations in Digital PR</b>                 |  | 12            |
|            | 4.1   | GDPR and data privacy laws   |               |
|            | 4.2   | Transparency and authenticity in digital communication             |               |
|            | 4.3   | Building and managing online reputation                            |               |
| 05.        | <b>Case Studies, Best Practices and Future Trends in PR</b> |  | 12            |
|            | 5.1   | AI and automation in PR  |               |
|            | 5.2   | Virtual reality (VR) and augmented reality (AR) applications in PR |               |
|            | 5.3   | Predictive analytics and big data in PR                            |               |
|            | 5.4   | Analysing successful PR campaigns                                  |               |
|            | 5.5   | Learning from PR failures in the digital space                     |               |

## Suggested Readings:

- Excellence in Public Relations and Communication Management Book by James E. Grunig
- The Unseen Power: Public Relations, a History Book by Scott M. Cutlip; Lawrence
- Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum
- Public Relations in Asia: An Anthology Book By Krishnamurthy Sriramesh, Thomson,
- Strategic Planning for Public Relations Book by Ronald D. Apr Smith
- Corporate Public Relations: A New Historical Perspective Book by Marvin N. Olasky
- The New Rules of Marketing & PR by David Meerman Scott
- Social Media and Public Relations: Eight New Practices for the PR Professional by Deirdre K. Breakenridge.
- प्रा. सुरेश पुरी, "जनसंपर्क संकल्पना आणि सिद्धांत", विमुक्तजन प्रकाशन, औरंगाबाद.



# IMEMC502 Script, Direction and Production Management

## Course Objectives:

1. To create professional manpower required for film industry.

## Course Outcomes:

1. Learners will be able to write stories and scripts for the films.
2. Learners can become efficient to direct a film.

| Module No. | Unit No.   | IMEMC502 Script, Direction and Production Management   | Hrs. Required |
|------------|--|--|---------------|
| 01.        | <b>Script Writing</b>  |  | 12            |
|            | 1.1  | Character Development: Advanced techniques for creating well-rounded characters. Character arcs and development over the course of a script.                                     |               |
|            | 1.2  | Plot: Three-act structure, alternative structures (e.g., nonlinear narratives).  |               |
|            | 1.3  | Plot twists and climactic moments.   |               |
|            | 1.4  | Dialogue Writing: Advanced dialogue techniques, subtext, and character voice. Writing realistic and compelling dialogue.   |               |
| 02.        | <b>Genre Specific Writing</b>                                      |  | 12            |
|            | 2.1  | Techniques for writing in specific genres (e.g., drama, comedy, thriller). Exploring genre conventions and bending them creatively.  |               |
|            | 2.2  | Flashbacks, foreshadowing, and other narrative devices. Handling multiple plotlines and complex narratives.  |               |
|            | 2.3  | Adaptation and Collaboration: Adapting existing material (e.g., books, plays) into scripts. Collaborating with producers, directors, and other writers.                          |               |
|            | 2.4  | Pitching and Selling Your Script: Crafting effective pitches and loglines. Industry and navigating script markets.   |               |
| 03.        | <b>Direction - Advanced Cinematography and Visual Storytelling</b> |  | 12            |
|            | 3.1  | Directing Styles and Approaches: Studying different directing styles (e.g., auteur theory, classical Hollywood, Bollywood, experimental). Developing a personal directing style. |               |
|            | 3.2  | Techniques for creating visual impact and conveying meaning through cinematography.  |               |
|            | 3.3  | Working with directors of photography (DPs) and camera movements.  |               |
|            | 3.4  | Working with Actors: Advanced techniques for directing actors.   |               |
|            | 3.5  | Different acting methods and how to effectively communicate with actors.   |               |
|            | 3.6  | Pre-production and Planning: Advanced script analysis and breakdown. Planning for complex scenes and sequences.  |               |
| 04.        | <b>Production Management</b>                                       |  | 12            |
|            | 4.1  | Budgeting and scheduling for larger productions. Managing a production team and collaborating with other departments.  |               |
|            | 4.2  | Post-production and Editing Process  |               |
|            | 4.3  | Advanced editing techniques and the director's role in the editing process.  |               |
|            | 4.4  | Sound design, music composition, and post-production workflows.  |               |
| 05.        | <b>Film Distribution and Ethics</b>                                |  | 12            |
|            | 5.1  | Strategies for marketing and distributing films.   |               |
|            | 5.2  | Navigating film festivals and promoting your work.   |               |
|            | 5.3  | Ethics and Responsibility in film making   |               |
|            | 5.4  | Understanding the ethical considerations in filmmaking   |               |
|            | 5.5  | Addressing cultural sensitivity and social responsibility in storytelling  |               |

**Suggested Readings:**

- Creating Characters: How to Build Story People by Dwight V. Swain
- Story: Substance, Structure, Style and the Principles of Screenwriting by Robert McKee
- Writing Dialogue for Scripts by Rib Davis
- The Anatomy of Story: 22 Steps to Becoming a Master Storyteller by John Truby
- Into the Woods: How Stories Work and Why We Tell Them by John Yorke
- Adaptation: Studying Film and Literature by John Desmond
- Selling Your Story in 60 Seconds: Guaranteed Way to Get Your Screenplay or Novel Read-Michael Hauge
- Directing: Film Techniques and Aesthetics by Michael Rabiger
- Cinematography: Theory and Practice by Blain Brown
- Directing Actors: Creating Memorable Performances for Film & Television by Judith Weston
- The Filmmaker's Handbook: A Comprehensive Guide for Digital Age-Steven Ascher & Edward Pincus
- Film Production Management by Bastian Clevé
- In the Blink of an Eye: A Perspective on Film Editing by Walter Murch
- The Independent Filmmaker's Guide to Writing a Business Plan for Investors by Gabriel Campisi

# IMEMC503 Development Communication

## Course Objectives:

1. To empower media journalists with the skills required for Development Communication

## Course Outcomes:

1. Media journalists will come to about problems and obstacles in Development Communication.
2. Societal reforms through development communication will take place.

| Module No. | Unit No.   | IMEMC503 Development Communication   | Hrs. Required |
|------------|--|--|---------------|
| 01.        | <b>Development Communication-concept and genesis</b> |  | 15            |
|            | 1.1  | Concept of development, characteristics of developing countries              |               |
|            | 1.2  | Development Communication- concept and genesis, characteristics              |               |
|            | 1.3  | Differences between communication & Development Communication                |               |
| 02.        | <b>Media and Development Communication</b>           |  | 15            |
|            | 2.1  | Traditional Media: types, characteristics, role in development communication |               |
|            | 2.2  | Communication for development reporting                                      |               |
|            | 2.3  | Roles and responsibilities of a development reporter                         |               |
|            | 2.4  | Ethics in reporting, specialized skills required                             |               |
|            | 2.5  | Issues in development reporting  |               |
| 03.        | <b>News reporting</b>                                |  | 15            |
|            | 3.1  | Definition of news, ingredients and qualities of news, news value            |               |
|            | 3.2  | Types of news reports, structure of news reports                             |               |
|            | 3.3  | Radio news, Radio and development communication                              |               |
|            | 3.4  | Television and cinema: role in development communication                     |               |
| 04.        | <b>Theories</b>                                      |  | 15            |
|            | 4.1  | Normative: Authoritarian, Libertarian, Social Responsibility, Democratic     |               |
|            | 4.2  | Participant theory; Sociological: Uses & Gratification, Agenda setting       |               |
|            | 4.3  | Two-Step Flow; Psychological; Bullet Theory                                  |               |
|            | 4.4  | Innovations and trends in Development Communication                          |               |

## Suggested Readings:

- Development Communication: Theory and Practice – Uma Narula 16Microsoft Corporation
- Communication for Development in the Third world (sage publication New Delhi)
- Everybody loves a good drought by P. Sainath (Penghlin book)
- Designing message for development communication by Bella Mody (Sage publication)
- Communication and development by S. R. Mehta (Rawat Publication 1992)
- Development journalism what next – DVR Murthy (Kanishka publishers, New Delhi)
- India's communication revolution – Arvind Singhal, Everett M. Rogers (Sage publication)
- Communication technology and human development – Avik Ghosh (Sage publication)

# IMEME501 Film Studies

## Course Objectives:

1. To introduce students to development of cinema and enable them to study and analyse films

## Course Outcomes:

1. Learners will be able to analyse films.
2. Learners can write about films– scene analysis, film analysis, research & film review.

| Module No. | Unit No.   | IMEME501 Film Studies   | Hrs. Required |
|------------|--|---|---------------|
| 01.        | <b>History of Film</b>   |   | 10            |
|            | 1.1  | Key concepts in film theory (auteur theory, genre theory, semiotics, etc.)  |               |
|            | 1.2  | Critical approaches to film analysis (structuralism, post-structuralism, psychoanalysis, feminism, etc.)                  |               |
|            | 1.3  | Study of significant film movements (e.g., German Expressionism,  |               |
|            | 1.4  | French New Wave, Italian Neorealism, New Hollywood, etc.)<br>Historical context and cultural impact of these movements    |               |
| 02.        | <b>Film Theories &amp; Study of Post-Neorealist Italian Cinema</b> |   | 10            |
|            | 2.1  | Realism (Andre Bazin & Siegfried Kracauer)  |               |
|            | 2.2  | Montage Theory (Sergei Eisenstein)  |               |
|            | 2.3  | Semiotics (Christian Metz)  |               |
|            | 2.4  | Post-Neorealist Italian Cinema  |               |
| 03.        | <b>Advanced Cinematic Techniques and Genre Studies</b>             |   | 15            |
|            | 3.1  | Analysis of advanced cinematography techniques  |               |
|            | 3.2  | Study of sound design and editing techniques  |               |
|            | 3.3  | In-depth exploration of specific film genres (film noir, horror, science fiction, comedy, etc.)                           |               |
|            | 3.4  | Evolution of genres over time and across cultures   |               |
| 04.        | <b>Film Criticism and Analysis</b>                                 |   | 10            |
|            | 4.1  | Advanced methods of film analysis and interpretation<br>Application of theoretical frameworks to specific films or scenes |               |
|            | 4.2  | Examination of ethical issues in filmmaking and representation  |               |
|            | 4.3  | Role of films in shaping & reflecting cultural, social, and political contexts  |               |
|            | 4.4  | Analysis of contemporary trends in cinema (streaming platforms, virtual reality)  |               |
|            | 4.5  | Analysis of film distribution models and their evolution  |               |

## Suggested Readings:

- A History of Narrative Film by David A. Cook
- Latin American Cinema: A Comparative History by Paul A. Schroeder Rodríguez
- How to Read a Film by James Monaco
- Sociology goes to the movie – Rajinderkumar Dudrah (Sage Publication)
- Bollyworld – Raminder Kaur, Ajay J. Sinha (Sage Publication)
- The art and science of cinema – Anwar Huda (Atlantic publishers and distributors)
- Participatory video – Shirley A. White (Sage Publication)
- Talking about films - Dasgupta, Chidananda
- Our films – Satyajit Ray
- Documentary Films and Indian Awakening – Jag Mohan (Publication Division)
- How to Read a Film by James Monaco
- Sociology goes to the movie – Rajinderkumar Dudrah (Sage Publication)

- सतीश जकातदार आणि वंदना भाले, “फ्लॅशबॅक”, रोहन प्रकाशन, पुणे, २०१५.
- डॉ. राजेंद्र गोणारकर, “गुरुदत्तचा प्यासा”, शब्ददान प्रकाशन, नांदेड, २०१५.
- सतीश जकातदार, “हक्कित सिनेमाची”, रोहन प्रकाशन, पुणे, २०१५.
- सुधीर नांदगावकर, “सिनेमासंस्कृती”, द्वितीय आवृत्ती, प्रतिक प्रकाशन, पुणे, २०१८.
- विजय पाडळकर, “सिनेमाचे जादुगार”, यक्ष प्रकाशन, नांदेड, २०१०.
- गणेश मतकरी, “फिल्ममेकर्स”, (प्रथम आवृत्ती), मजेस्टिक प्रकाशन, मुंबई, २००८.
- सतीश बहादूर, सुषमा दातार (अनु.), “चित्रपटाचे सौंदर्यशास्त्र”, लोक वांडमयगृह, मुंबई, २००८.

# IMEMC551 New Media Law & Ethics

## Course Objectives:

1. To introduce students to the legal principles and regulations governing new media platforms.
2. To assist manpower in media industry, this can apply legal and ethical frameworks to real-world scenarios in new media.

## Course Outcomes:

1. Learners will be able to analyse ethical dilemmas and decision-making processes in digital media contexts.
2. Learners can critically evaluate the impact of new media on society, culture, and democratic principles.

| Module No. | Unit No.   | IMEMC551 New Media Law & Ethics  | Hrs. Required |
|------------|--|--|---------------|
| 01.        | <b>Indian Media and the Constitution</b>             |  | 15            |
|            | 1.1  | Media Roles, Responsibilities and Privileges                                 |               |
|            | 1.2  | Fundamental Rights, Directive Principles of State Policy                     |               |
|            | 1.3  | Media Freedom, Parliamentary Privileges & Contempt of Court                  |               |
|            | 1.4  | Official Secrets Act, Sedition laws, Defamation                              |               |
|            | 1.5  | Working Journalists Act, Copyright Act, Right to Information                 |               |
|            | 1.6  | Overview of new media platforms and their impact                             |               |
|            | 1.7  | Importance of legal and ethical considerations in digital media              |               |
| 02.        | <b>Broadcasting Law, Privacy and Data Protection</b> |  | 15            |
|            | 2.1  | Press Council of India, Prasar Bharati Act                                   |               |
|            | 2.2  | Advertising code, Cable TV Network (Regulation) Act                          |               |
|            | 2.3  | Cinematography Act 1952 and Film Censorship                                  |               |
|            | 2.4  | Legal frameworks (e.g., GDPR, CCPA) and their implications for digital media |               |
|            | 2.5  | Ethics of data collection, storage, and use in new media                     |               |
|            | 2.6  | Copyright law and fair use in digital content creation                       |               |
|            | 2.7  | Challenges of digital rights management (DRM) and piracy                     |               |
| 03.        | <b>Cyber Law, Guidelines, Ethics</b>                 |  | 15            |
|            | 3.1  | IT Act of 2000, Amendment of IT Act in 2008                                  |               |
|            | 3.2  | Measures against digital piracy, Social Media and OTT self-regulation        |               |
|            | 3.3  | FTC guidelines and regulations for digital advertising                       |               |
|            | 3.4  | Ethical issues in targeted advertising and consumer protection               |               |
|            | 3.5  | Ethical considerations of AI, VR, AR, and other emerging technologies        |               |
|            | 3.6  | Legal and ethical implications of deep fakes and synthetic media             |               |
| 04.        | <b>Digital Citizenship and Media Literacy</b>        |  | 15            |
|            | 4.1  | Code of Ethics, Media Bias,  |               |
|            | 4.2  | Censorship, Privacy issues, Obscenity, Violence, Hate speech                 |               |
|            | 4.3  | Fake news and post-truth, Trial by media, Women and Children in media        |               |
|            | 4.4  | Responsibilities of digital citizens and media consumers                     |               |
|            | 4.5  | Strategies for promoting ethical behaviour and critical thinking online      |               |

## Suggested Readings:

1. Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014
2. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
3. Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004
4. Journalism Ethics: - Roger Patching and Martin Hirst, Routledge, 2013
5. Journalism Ethics and Regulation- Chris Frost, Third Edition, Longman, 2011

# IMEMC552 Advanced Video Production

## Course Objectives:

1. To build fundamental video production skills to explore advanced techniques and concepts in digital filmmaking

## Course Outcomes:

1. Students will gain hands-on experience in planning, shooting, editing, and post-production processes while focusing on creative storytelling and technical proficiency.
2. Learners will gain proficiency in video editing software and post-production workflows.
3. Learners can produce professional-quality video projects across different genres and formats.

| Module No. | Unit No.   | IMEMC552 Advanced Video Production   | Hrs. Required |
|------------|--|--|---------------|
| 01.        | <b>Editing in Final Cut Pro</b>                  |  | 12            |
|            | 1.1  | Creating a Library, Creating an Event ,Creating Projects                   |               |
|            | 1.2  | Importing Files Organizing Files Favoriting Clips Adding Clips to Timeline |               |
|            | 1.3  | Working with Effects Fixing Video Colour, Audio Enhancements               |               |
|            | 1.4  | Video with Linked Audio Timeline Editing Techniques                        |               |
|            | 1.5  | Trimming Clips Retiming Footage  |               |
| 02.        | <b>Advanced Cinematography and Video editing</b> |  | 12            |
|            | 2.1  | Techniques for composition, framing, and camera movement                   |               |
|            | 2.2  | Advanced lighting setups and techniques                                    |               |
|            | 2.3  | Adding Transitions, Titles, B-Roll, 3D Title Editing                       |               |
|            | 2.4  | 3D Title Surface and depth Editing 3D Title Movement                       |               |
| 03.        | <b>Sound Design and Recording</b>                |  | 12            |
|            | 3.1  | Principles of sound theory and its application in video production         |               |
|            | 3.2  | Techniques for capturing and editing high-quality audio                    |               |
|            | 3.3  | Developing compelling narratives and scripts                               |               |
|            | 3.4  | Storyboarding techniques for visualizing scenes and sequences              |               |
|            | 3.5  | Motion graphics software, Visual effects, storytelling through graphics    |               |
| 04.        | <b>Multi-Cam Editing</b>                         |  | 12            |
|            | 4.1  | Creating a Multi-Cam Source Sequence                                       |               |
|            | 4.2  | Synchronizing audio with Mult-Cam Source                                   |               |
|            | 4.3  | Editing Multi-Cam Refining a Multi-Cam Edit                                |               |
|            | 4.4  | Adding B-Roll to a Multi-Cam Project                                       |               |
|            | 4.5  | Chroma Keying Effect, Adjusting Chroma Keying Settings                     |               |
| 05.        | <b>Basic Animation</b>                           |  | 12            |
|            | 5.1  | Video and Audio Animation  |               |
|            | 5.2  | Using Key Frame with Effects   |               |
|            | 5.3  | How to add, copy and delete Key Frame                                      |               |
|            | 5.4  | Using Key Frames to create Animation, Sharing /Exporting Videos            |               |

## Suggested Readings:

- Apple Pro Training Series: Final Cut Pro X
- The art and science of cinema – Anwar Huda (Atlantic publishers and distributors)
- Participatory video – Shirley A. White (Sage Publication)
- Final Cut Pro HD Hands-On Training book
- Directing the documentary – Michael Rabiger (Focal press, New Delhi)



- Documentary Films and Indian Awakening – Jag Mohan (Publication Division)
- Video Production – Vasuki Belavadi (Oxford University Press)
- India On Television – Nalin Mehta (HarperCollins Publishers India, New Delhi)
- Final Cut Pro User Guide
- Katz, S. D. (2017). Film Directing Shot by Shot: Visualizing from Concept to Screen. Michael Wiese Productions.
- Rabiger, M., & Hurbis-Cherrier, M. (2013). Directing: Film Techniques and Aesthetics. Focal Press.
- पाटील, प्रशांत . (2015). चित्रपट निर्माण . ग्रामीण विकास प्रकाशन .
- श्रीवास्तव, अनुराधा . (2018). फिल्म डायरेक्टिंग . लोकभारती प्रकाशन .
- सवांत, संजय . (2016). वीडियो निर्माण : अव्यवस्थित से अव्यवस्थित तक . राजहंस प्रकाशन .

# IMEME551 Mobile Journalism

## Course Objectives:

1. To empower reporters to explore the use of mobile devices for journalistic storytelling, covering the entire production process from content creation to distribution

## Course Outcomes:

1. Students will learn how to shoot, edit, and publish news stories using smartphones and tablets, while also examining ethical considerations and best practices in mobile journalism.

| Module No. | Unit No.                                  | IMEME551 Mobile Journalism  | Hrs. Required |
|------------|---|---|---------------|
| 01.        | <b>Introduction to Mobile Journalism</b>  |   | 09            |
|            | 1.1                                       | Understanding Mobile Journalism   |               |
|            | 1.2                                       | History of MOJO , Global adoption and influence of the Mobile                           |               |
|            | 1.3                                       | MOJO's Basic Equipment, Smartphone, Scope and reach of Smartphone                       |               |
| 02.        | <b>Techniques of Mobile Journalism</b>    |   | 09            |
|            | 2.1                                       | Various Smart phones and their uses, Exposure related parameters                        |               |
|            | 2.2                                       | Framing composition, Creating Shots   |               |
|            | 2.3                                       | Video Recording apps for MOJO   |               |
|            | 2.4                                       | Fundamentals of Video Editing Applications  |               |
|            | 2.5                                       | Multi Track Video Editing, Adding Titles  |               |
| 03.        | <b>Techniques of Mobile Journalism -2</b> |   | 09            |
|            | 3.1                                       | Captions and Logos to Smartphone videos, Basics of Voice                                |               |
|            | 3.2                                       | Mobile News Packaging , MOJO Shoot - Checklist & Tips for a Perfect Shot                |               |
|            | 3.3                                       | Video Shot types and filming angles   |               |
|            | 3.4                                       | Lighting for Videos, Special effects  |               |
| 04.        | <b>Mojo and Workflow</b>                  |   | 09            |
|            | 4.1                                       | Live storytelling for Mobile Journalists  |               |
|            | 4.2                                       | Citizen Journalism through YouTube  |               |
|            | 4.3                                       | Crafting concise and engaging content for mobile consumption                            |               |
|            | 4.4                                       | Strategies for effective headline writing and mobile-friendly formats                   |               |
|            | 4.5                                       | Use of technology and understanding of laws related to Cyber Crime                      |               |
| 05.        | <b>Emerging Technologies and Trends</b>   |   | 09            |
|            | 5.1                                       | Augmented reality (AR), virtual reality (VR), and 360-degree video in mobile journalism |               |
|            | 5.2                                       | Innovations in mobile storytelling techniques   |               |
|            | 5.3                                       | Utilizing social media platforms for distribution and engagement                        |               |
|            | 5.4                                       | Strategies for building a mobile audience and community                                 |               |

## Suggested Readings:

- Bansal, S.K. 2004: Information Technology, New Delhi, APH Pub.
- Kumar, Suresh 2004: Internet Patrkari, New Delhi TaxsilaPrakashan (1st ed)
- मोबाइलपत्रकारिता : अवधारणा, संभावनायेंऔरतकनीक PRABHU JHINGRANBHARAT BHARATI PRAKASHAN, VARANASI
- Harimohan 2004: Soochna Krantiaur Vishva Bhasha Hindi, Delhi, Taxsila Prakashan
- Verma, Deepika 2015 : The Era of New Media, New Delhi, A.R. Publication.
- मोबाइल पत्रकारिता – दिनकर कुमार.
- मिश्रा, आशीष. (2019). मोबाइल जर्नलिज्म : समाचार संवाददाताओं, निर्माताओं और निर्देशकों के लिए एक हैंडबुक. वाणी प्रकाशन.

## IVCPE551 Publication Ethics

### Course Objectives:

1. To understand indexing and citation databases, open access publications, research Metrics
2. To understand the usage of plagiarism tools.

### Course Outcomes:

1. At the end of the course the student will have awareness about the publication ethics and publication misconducts

| Module No. | Unit No.   | IVCPE551 Publication Ethics   | Hrs. Required |
|------------|--|---|---------------|
| 01.        | <b>Philosophy and Ethics</b>                             |   | 05            |
|            | 1.1  | Introduction to philosophy: definition, nature and scope, concept, branches                                   |               |
|            | 1.2  | Ethics: Definition, moral philosophy, nature of moral judgements and reactions                                |               |
| 02.        | <b>Scientific Conduct</b>                                |   | 10            |
|            | 2.1  | Ethics with respect to science and research   |               |
|            | 2.2  | Intellectual honesty and research integrity   |               |
|            | 2.3  | Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP)                                       |               |
|            | 2.4  | Redundant publications, Duplicate & overlapping publications, salami slicing                                  |               |
| 03.        | <b>Publication Ethics</b>                                |   | 10            |
|            | 3.1  | Publication ethics: definition, introduction and importance   |               |
|            | 3.2  | Best practices/ Standards setting initiatives and guidelines: COPE, WAME, etc.                                |               |
|            | 3.3  | Conflicts of interest   |               |
|            | 3.4  | Publication misconduct: Definition, concept, problems that lead to unethical behaviour and vice versa, types  |               |
|            | 3.5  | Violation of publication ethics, authorship and contributor ship.   |               |
|            | 3.6  | Identification of publication misconduct, complaints and appeals  |               |
| 04.        | <b>Open Access Publishing, Databases, Software Tools</b> |   | 05            |
|            | 4.1  | Open access publications and initiatives  |               |
|            | 4.2  | SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies                           |               |
|            | 4.3  | Impact Factor as per Journal citation Report, SNIP, SJR, IPP, Cite Score                                      |               |
|            | 4.4  | Journal finder/ Journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc. |               |

### Suggested Readings:

- The Student's Guide to Research Ethics By Paul Oliver Open University Press, 2003
- Responsible Conduct of Research By Adil E. Shamoo; Oxford University Press, 2003
- Ethics in Science Education, Research and Governance Edited by Kambadur Muralidhar, Amit Ghosh Ashok Kumar Singhvi. Indian National Science Academy, 2019.
- B.H., Dursaton, and Poole M.: Thesis and assignment writing, Wiley Eastern 1997.
- Bordens K.S. and Abbott, B.b.: Research Design and Methods, Mc Graw Hill, 2008.
- Graziano, A. : Research Methods – A Process of Inquiry, Sixth Edition, Pearson, 2007.

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED**

**MA/MSc Electronic Media - (Campus)**

**Question Paper Pattern as per NEP-2020**

Time: 3:00

Effective from academic year 2023-24

Max. Marks: 80

Note: i) All questions are compulsory.

i) सर्व प्रश्न सोडवणे अनिवार्य आहेत.

**Section 'A' (Compulsory)**

विभाग 'अ' (अनिवार्य)

Q. 1 Write short notes on (Any two):

20 Marks

A)

B)

C)

D)

थोडक्यात टिपा लिहा (कोणत्याही दोन):

अ)

ब)

क)

ड)

**Section 'B' (Attempt any four)**

विभाग 'ब' (कोणतेही चार प्रश्न सोडवा)

Q. 2

15 Marks

Q. 3

15 Marks

Q. 4

15 Marks

Q. 5

15 Marks

Q. 6

15 Marks

Chairman

Board of Studies

Mass Communication & Journalism

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED**

**MA/MSc Electronic Media - (Campus)**

**Question Paper Pattern as per NEP-2020**

Time: 3:00

Effective from academic year 2023-24

Max. Marks: 60

Note: i) Attempt any four questions.

ii) All questions carry equal marks.

i) कोणतेही चार प्रश्न सोडवा.

ii) सर्व प्रश्नांना समान गुण आहेत.

Q. 1 Write short notes on (Any three):

15 Marks

A)

B)

C)

D)

थोडक्यात टिपा लिहा (कोणत्याही तीन):

अ)

ब)

क)

ड)

Q. 2

15 Marks

Q. 3

15 Marks

Q. 4

15 Marks

Q. 5

15 Marks

Chairman

Board of Studies

Mass Communication & Journalism