



॥ सा विद्या या विमुक्तये ॥

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड - ४३१ ६०६ (महाराष्ट्र राज्य) भारत

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

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

स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड

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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आंतर विद्याशाखीय अभ्यास विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण २०२० च्या अनुषंगाने शैक्षणिक वर्ष २०२३-२४ पासून संलग्न महाविद्यालये व विद्यापीठ संकुलांत पदव्युत्तर पदवी प्रथम वर्ष आणि विद्यापीठ संकुले व न्यु मॉडेल डिग्री कॉलेज मध्ये पदवी प्रथम वर्ष अभ्यासक्रम लागू करण्याबाबत.

परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, शासन निर्णय क्र. एनईपी २०२०/प. क्र. ०९/विशि-३/शिकाना-२० एप्रिल २०२३ व शासन पत्र. क्र. एनईपी २०२०/प. क्र. ०९/विशि-३, दिनांक १६ जून २०२३ अन्वयं सूचित केल्यानुसार राष्ट्रीय शैक्षणिक धोरण २०२० च्या अनुषंगाने दिलेल्या आराखड्या नुसार दिनांक १६ जून २०२३ रोजी संपन्न झालेल्या मा. विद्यापरिषदेच्या बैठकीत ऐनवेळचा विषय क्र. ०८/५६-२०२३ अन्वये मान्यता दिल्यानुसार प्रस्तुत विद्यापीठाच्या आंतरविद्याशाखीय अभ्यास विद्याशाखा अंतर्गत खालील पदव्युत्तर व पदवी अभ्यासक्रम (AICTE, PCI, BCI, CoA, NCTE) इ. सारख्या नियमक संस्थांची मान्यता आवश्यक असलेले अभ्यासक्रम वगळून) संलग्न महाविद्यालये, विद्यापीठ परिसर व उपपरिसर संकुलामध्ये आणि पदवी प्रथम वर्ष अभ्यासक्रम विद्यापीठ परिसर व उपपरिसर संकुले व विद्यापीठ संचलित न्यु मॉडेल कॉलेज, हिंगोली येथे शैक्षणिक वर्ष २०२३-२४ पासून लागू करण्यात येत आहे.

1. M.A. Education I year (Affiliated Colleges)
2. M. A. Fashion Designing I year. (Affiliated College)
3. M.A. Animation I, year (Affiliated College)
4. Master of Journalism & Media Studies I year (Affiliated Colleges)
5. M.A. (Mass Communication & Journalism. I year (Affiliated Colleges)
6. M.A./M. Sc. Electronic Media. I year (Campus)
7. M.S.W. I year (Affiliated Colleges)
8. M.S.W. I year (University Coumps, Sub-Campus Latur, Parbhani., Kinwat.,)
9. M.A. Music I year (Affiliated Colleges)
10. M.A. Music I year (University Campus)
11. M.A. Theart Arts I year (University Campus)
12. BPA, I year (University Campus School of fine Arts)
13. M. Lib. I year (Affiliated Colleges)

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

'ज्ञानतीर्थ' परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.:शै-१/एनईपी२०२०/ आ.वि.प.अ./२०२३-२४/१४०

दिनांक : १२.०७.२०२३.

प्रत माहिती व पुढील कार्यवाहीतः

- १) मा. प्राचार्य, सर्व संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, सर्व संकुले परिसर व उपपरिसर, प्रस्तुत विद्यापीठ
- ३) मा. प्राचार्य, न्यु मॉडेल डिग्री कॉलेज हिंगोली, प्रस्तुत विद्यापीठ.
- ४) मा. समन्वयक, कै. श्री उत्तमराव राठोड आदिवासी विकास व संशोधन केंद्र, किनवट.
- ५) मा. संचालक, परिक्षा व मुल्यापेक्षा मंडळ, प्रस्तुत विद्यापीठ.

प्रत माहितीस्त्व,

- १) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. कुलसचिव, प्रस्तुत विद्यापीठ.
- ३) मा. सर्व आधिष्ठाता, प्रस्तुत विद्यापीठ.
- ४) सर्व प्रशासकीय विभाग प्रमुख साहाय्यक, प्रस्तुत विद्यापीठ.
- ५) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

SWAMI RAMANAND TEERTH
MARATHWADA UNIVERSITY, NANDED - 431 606



(Structure and Syllabus of two Years Post Graduate Degree Program)

TWO YEAR MASTERS PROGRAMME IN
ARTS

M.A./M.Sc. Electronic Media
(Campus)

Under the Faculty of
Interdisciplinary Studies

Effective from Academic year 2023 – 2024
(As per NEP-2020)



Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies

M.A./M.Sc. Electronic Media (Campus)

Course Structure under National Education Policy 2020

1st Year

Year & Level	Sem.	Major Subject		RM	OJT / FP	Research Project	Practical's	Credits	Total Credits
1	2	(DSC)	(DSE)	5	6	7	8	9	10
1	1	IMEMC401 Introduction to Electronic Media (4Cr) IMEMC402 Introduction to Video Production (4Cr) IMEMC403 Reporting & writing for Electronic Media (4Cr)	IMEME401 Photo Journalism (3Cr) IMEME402 Photo Journalism PR (1Cr)	IVCRM 401 <i>Research Methodology</i> (3 Cr)	--		IMEMP401 Introduction to Electronic Media PR (1Cr) IMEMP402 Introduction to Video Production PR (1Cr) IMEMP403 Reporting & writing for Electronic Media PR (1Cr)	22	44
	2	IMEMC451 Script Writing & Direction (4 Cr) IMEMC452 Audio & Video Editing (4 Cr) IMEMC453 Advertising (4 Cr)	IMEME451 Inter Cultural Communication (3Cr) IMEME451 Inter Cultural Communication PR (1Cr)	---	IMEMOJ 451 On Job Training or Internship or Project (3 Cr)	--	IMEMP 451 Script Writing & Direction (1 Cr) IMEMP452 Audio & Video Editing (1 Cr) IMEMP 453 Advertising (1 Cr)	22	
	Exitoption: Exit Option with PG Diploma (after 2024-25)								
Total Credits		24	8	03	03	00	06	44	



M. A. (Electronic Media)First Year Semester I

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs/ week)	
			Theory	Practical	Total	Theory	Practical
Major	IMEMC401	Introduction to Electronic Media	04	--	04	04	--
	IMEMC402	Introduction to Video Production	04	--	04	04	--
	IMEMC403	Reporting & writing for Electronic Media	04	--	04	04	--
Elective (DSE)	IMEME401	Photo Journalism	03	--	03	03	--
Research Methodology	IVCRM 401	Research Methodology	03	--	03	03	
DSC Practical	IMEMP401	Introduction to Electronic Media	--	01	01	--	02
	IMEMP402	Introduction to Video Production	--	01	01	--	02
	IMEMP403	Reporting & writing for Electronic Media	--	01	01	--	02
DSE Practical	IMEME402	Photo Journalism	--	01	01	--	02
Total Credits			18	04	22	18	08



M. A. (Electronic Media)First Year Semester I

Examination Scheme

Subject (1)	Course Code (2)	Course Name (3)	Theory				Practical		Total Col (6+7) / Col (8+9) (10)
			Continuous Assessment (CA)			ESA			
			Test I (4)	Test II (5)	Avg of (T1+T2)/2 (6)	Total (7)	CA (8)	ESA (9)	
Major	IMEMC401	Introduction to Electronic Media	20	20	20	80	--	--	100
	IMEMC402	Introduction to Video Production	20	20	20	80	--	--	100
	IMEMC403	Reporting & writing for Electronic Media	20	20	20	80	--	--	100
Elective (DSE)	IMEME401	Photo Journalism	15	15	15	60	--	--	75
Research Methodology	IVCRM 401	Research Methodology	15	15	15	60	--	--	75
DSC Practical	IMEMP401	Introduction to Electronic Media	--	--	--	--	05	20	25
	IMEMP402	Introduction to Video Production	--	--	--	--	05	20	25
	IMEMP403	Reporting & writing for Electronic Media	--	--	--	--	05	20	25
DSE Practical	IMEME402	Photo Journalism	--	--	--	--	05	20	25



M. A. (Electronic Media)First Year Semester II

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs/ week)	
			Theory	Practical	Total	Theory	Practical
Major	IMEMC451	Script Writing & Direction	04	--	04	04	--
	IMEMC452	Audio & Video Editing	04	--	04	04	--
	IMEMC453	Advertising	04	--	04	04	--
Elective (DSE)	IMEME451	Inter Cultural Communication	03	--	03	03	--
On Job Training	IMEMOJ 451	On Job Training or Internship or Project	03	--	03	03	
DSC Practical	IMEMP 451	Script Writing & Direction	--	01	01	--	02
	IMEMP452	Audio & Video Editing	--	01	01	--	02
	IMEMP 453	Advertising	--	01	01	--	02
DSE Practical	IMEME452	Inter Cultural Communication	--	01	01	--	02
Total Credits			18	04	22	18	08



M. A. (Electronic Media)First Year Semester II
Examination Scheme

Subject (1)	Course Code (2)	Course Name (3)	Theory				Practical		Total Col (6+7) / Col (8+9) (10)
			Continuous Assessment (CA)			ESA			
			Test I (4)	Test II (5)	Avg of (T1+T2)/2 (6)	Total (7)	CA (8)	ESA (9)	
Major	IMEMC451	Script Writing & Direction	20	20	20	80	--	--	100
	IMEMC452	Audio & Video Editing	20	20	20	80	--	--	100
	IMEMC453	Advertising	20	20	20	80	--	--	100
Elective (DSE)	IMEME451	Inter Cultural Communication	15	15	15	60	--	--	75
On Job Training	IMEMOJ 451	On Job Training or Internship or Project	15	15	15	60	--	--	75
DSC Practical	IMEMP 451	Script Writing & Direction	--	--	--	--	05	20	25
	IMEMP452	Audio & Video Editing	--	--	--	--	05	20	25
	IMEMP 453	Advertising	--	--	--	--	05	20	25
DSE Practical	IMEME452	Inter Cultural Communication	--	--	--	--	05	20	25

IMEMC401 Introduction to Electronic Media

Course 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
-

Course outcomes: after completing this paper, the students will be able to:

CO-1 Understand the process and nature of communication & various forms of Communications

Understands the barriers to effective communication and learn to remove them.

CO-2 Study various models of communication and national international theories of communication.

CO-3 Understand various forms of electronic media.

CO-5 Get benefited with communication skills in his/her personal, public and professional life

Module No.	Unit No.	IMEMC401 Introduction to Electronic Media	Hrs. Required to cover the contents
1.0		Nature and process of human communication	15
	1.1	Intrapersonal, inter-personal, small group, public and mass communication	
	1.2	Verbal and non-verbal communication,	
	1.3	Functions of communication	
	1.4	Role of Communication in Media	
2.0		Framework of Mass Communication	15
	2.1	Nature and process of Mass Communication	
	2.2	Media in everyday life	
	2.3	Characteristics of TV	
3.0		Introduction to electronic media	15
	3.1	TV, Internet as a mass medium	
	3.2	Introduction to New Media	
	3.3	Characteristics of New Media	
	3.4	Blogging and twittering	
	3.5	Citizen journalism	
4.0		Brief history of Electronic Media	15
	4.1	Radio and Television in India	
	4.2	Public and private Radio systems	
	4.3	FM radio	
	4.4	Introduction to public and private Television networks	
		Total	60

Reference Books:

- Keval J. Kumar – Mass Communication in India, Jaico Publication , Mumbai.
- रुचिका गुप्ता – इलेक्ट्रॉनिक मिडिया, ग्रीन लीफ प्रकाशन.
- Denis McQuonil – Mass Communication Theory: An Introduction, Sage
- हेडविग लेविस - बॉडी लैंग्वेज, SAGE Publications.
- P.C. Chatterjee, Broadcasting in India Crystal, David. 1997. English as a Global Language. Cambridge.
- डॉ. परमवीरसिंह - भारतीय टेलीविजन का इतिहास, Educreation Publishing.
- Seely John. The Oxford Guide to Writing & Speaking.
- श्रीपाद जोशी - जनसंवाद आणि जनमाध्यम सैद्धांतिक संकल्पन, श्रीमंगेश प्रकाशन नागपूर
- Cambridge Advanced Learner's Dictionary.
- Oxford Learner's Word finder Dictionary.
- Evans, Harold. 1972. Newsman's English. Heinmann Publication.
- डॉ. सुनील बी गायकवाड़ – जनसंवाद, वत्सला बळीराम प्रकाशन, लातूर.
- KB Yadav-AakashwaniEkVikasMadhyam State person publication, Aurangabad.
- MenonK.S.R.. 1990. Stylebook for Journalists & Writers. Konark Publishers
- डॉ देवव्रत सिंह – भारतीय इलेक्ट्रॉनिक मीडिया, प्रभात प्रकाशन.
- Thakur, Kiran. Newspaper English. Vishwakarma Publications.
- डॉ. परमवीर सिंह- रेडियो प्रोडक्शन, कल्पना प्रकाशन.

IMEMC402 Introduction to Video Production

Course 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

Course outcomes: after completing this paper, the students will be able to

- Demonstrate skills and knowledge learned in the video production course Demonstrate
- technological proficiency in the use of digital video production
- Equipment including computers, recording devices, lights, microphones, and editing software
- Demonstrate mastery of media industry language and terminology

Module No.	Unit No.	IMEMC402 Introduction to Video Production	Hrs. Required to cover the contents
1.0		Fundamentals and history of Cinema	
	1.1	Application aspects and methods of Camera	15
	1.2	Nature of the moving image medium	
	1.3	TV, Video and beyond Film and TV Genres	
	1.4	Fiction & Non-Fiction, Advertisement, Corporate Video, Video Art	
2.0		Technology and equipment	
	2.1	Basic rules of Videography	15
	2.2	Basic Concepts of Lighting	
	2.3	Basic Concepts of Sound	
	2.4	Basic Concepts Editing & Graphics	
3.0		Idea to screen	
	3.1	Complete production process	15
	3.2	Pre-Production, Production and Post-Production-Panning	
	3.3	Organizing & Execution of Single Camera setup	
	3.4	Multiple Camera, Studio and Location, Key Persons in Technical Team	
	3.5	Production Team & Management Team.	
4.0		Screen Craft	
	4.1	Screen Grammar	15
	4.2	Shooting Rules	
	4.3	Continuity : Space, Time, Position, Movement	
	4.4	Writing continuity	
		Total	60

Reference Books:

- De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
- Ciignel, Hugh. Key Concepts in Radio studies. Sage.14
- फिरोज रंगूनवाला – भारतीय चलचित्र का इतिहास,
- Hyde, Stuart. Television and Radio Announcing. Kanishka.
- Masani, Mehra. Broadcasting and the People. National Book Trust.
- Awasthi, G. C. Broadcasting in India. Allied Publications.
- Fiske, John. Television Culture. Routledge Mehta, Nalin. India on Television.
- Harper Collins Yorke, Ivor. Basic TV Reporting. Focal Press Millerson,
- Gerald and Jim Owens. Television Production Focal Press.
- Wurtzel, Alan. Television Production McGraw-Hill.
- Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
- Pati 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.
- Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
- Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.
- Lewis, Bruce. Technique of Television Announcing. Focal Press
- G. Miller son: Basic TV Focal Press
- Miller son: TV Scenic Designers Handbook, Focal Press

IMEMC403 Reporting & writing for Electronic Media

Course 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

Course outcomes: after completing this paper, the students will be able to

CO-1 Define news and understand the elements, principles, values and structure of news.

CO-2 Gain knowledge about various news sources along with their management.

CO-3 Learn reporting with different positions & their duties and responsibilities in electronic media.

CO-4 Have the knowledge about creates & presents the content for different electronic media.

Module No.	Unit No.	IMEMC403 Reporting & writing for Electronic Media	Hrs. Required to cover the contents
1.0		Basics of Writing for electronic media	15
	1.1	Basic tools of Media Writing	
	1.2	Common Grammar Problems & Solution	
	1.3	Punctuation & spelling	
	1.4	Computer aids	
	1.5	Wordplay and writing with clarity	15
2.0		Journalistic language	
	2.1	Style and stylebook, characteristics of writing	
	2.2	Accuracy, clarity & brevity for Media	
	2.3	Journalistic convention	15
	2.4	New Waves in electronic media	
3.0		Writing in the Media Environment	
	3.1	Understanding the news culture	15
	3.2	Elements of news	
	3.3	Interviewing & observation	
	3.4	Source of information	
	3.5	Deadlines of Media	
4.0		Writing for broadcast	15
	4.1	Selection of news	
	4.2	Story structure & broadcast writing style	
	4.3	Characteristics of the web for web writing	
	4.4	Demand of the audience & forms of writing	60
		Total	

ReferenceBooks:

- Al Jazeera Media Training and Development Centre, Mobile Journalism.
- Briggs, Mark. Journalism 2.0. J Lab and Knight Citizen News Network.
- डॉ.महेन्द्र कुमार मिश्रा - समाचार फीचर लेखन और संपादन कला, K.K. Publications.
- Feldman, Tony. An Introduction to Digital Media. Routledge.
- Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
- New Media and Politics, Sage.
- गौरीशंकर रैना – संचार माध्यम लेखन, वाणीप्रकाशन
- Digital Journalism: Making News, Breaking News , Open Society Foundation
- The Routledge Handbook of Developments In Digital Journalism Studies
- डॉ माया सागरे- इलेक्ट्रॉनिक मीडिया भाषा, लेखनकला तथा तकनीकी, Vikasprakashan, Kanpur.
- The Handbook of Global Online Journalism, Wiley-Blackwell

IMEME401 Photo Journalism

Course Objectives

- Learn concepts and tools of photography
- Learn the qualities and skills to prepare as a photojournalist
- Encourage self-employment
- Encourage creative skills
- Develop interest in photography and photojournalism

Course outcomes:

- Learner would master the concepts and importance of photography
- Learner would be able to understand photo coverage and photojournalism
- Learner would be ready to join any media organization as a photojournalist or be self-employed
- Learner would develop her/his individual talent and potential for photography
- Learner would be introduced to different branches and styles of photography and photojournalism

Module No.	Unit No.	IMEME401 Photo Journalism	Hrs. Required to cover the contents
1.0		The role and importance of photojournalism in media	
	1.1	Introduction to photography	15
	1.2	History of photojournalism	
	1.3	Tools of photography	
	1.4	Exposure and exposure triangle	
2.0		Understanding photography	
	2.1	Shutter speed, Aperture, ISO, depth of field	15
	2.2	Camera lenses, focal length and starting off to shoot	
	2.3	Understanding Shooting Modes and Menu	
3.0		Digital photography	
	3.1	Colour theory and color temperature	15
	3.2	Pixilation and noise	
	3.3	Composition	
	3.4	Rules and in-camera composition	
	3.5	Role and importance of lights in photography	
	3.6	Use of flash in photography	
4.0		Practical work	
		Each lesson culminates in an assignment which is submitted to the school, every student must complete the assignment.	15
		Total	60

Reference Books:

- Learning to See Creatively: Design, Color, and Composition in Photography by Bryan Peterson (Amphoto Books, 2015)
- नवल जैस्वाल – फोटो पत्रकारिता, सामायिक प्रकाशन.
- On Photography by Susan Sontag (Penguin, 2008)
- Photojournalism: A Tool for Social Change by PoorvaTriKha (Arun, 2014)
- Photojournalism: An Ethical Approach by Paul Martin Lester (Routledge, 2015)
- विजया- फोटोग्राफी, सुबोधप्रकाशन.
- Photojournalism: The Professionals' Approach by Kenneth Kobre (Focal Press, 2004)
- Understanding Photojournalism by Jennifer Good and Paul Lowe (Routledge, 2020)

IMEME402 Photo Journalism PR (1Cr)

Each student should submit a total of
20 photographs,
(2 Photos each on different topics)
With proper caption

IVCRM 401 Research Methodology

Course 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

Course outcomes:

- Students who complete this course will be able to understand and comprehend the Basics in research methodology and applying them in research/ project work.
- This course will help them to select an appropriate research design.
- With the help of this course, students will be able to take up and implement a research Project/ study.
- The course will also enable them to collect the data, edit it properly and analyse it accordingly. Thus, it will facilitate students' prosperity in higher education.
- The Students will develop skills in qualitative and quantitative data analysis and presentation.
- Students will be able to demonstrate the ability to choose methods appropriate to research objectives.

Module No.	Unit No.	IVCRM 401 Research Methodology	Hrs. Required to cover the contents
1.0		Basics of research	15
	1.1	Characteristics of scientific research	
	1.2	Relevance and nature of media research	
	1.3	Types of research	
	1.4	Importance of review of literature	
	1.5	Hypothesis or research questions	15
2.0		Qualitative research methods	
	2.1	Nature, limitations & interpreting qualitative data	
	2.2	Field observations: participant, non-participant	
	2.3	Focus groups: procedure advantages and disadvantages	
	2.4	Case studies: utility and process	
3.0		Quantitative research methods	15
	3.1	Nature, uses, generalization of Quantitative research methods	
	3.2	Content Analysis: definition, uses and limitations	
	3.3	Understanding the Types of surveys	
	3.4	Experimental Research	
	3.5	Sampling: universe, population and sample	15
4.0		Statistics for research & report writing	
	4.1	Importance of statistical analysis	
	4.2	Research ethics	
	4.3	Research report writing	
	4.4	Bibliography; in-text citations	
		Total	60

ReferenceBooks:

- Berger, Arthur Asa. (2005). Media Analysis Techniques. (Third Edition). California: Sage.
- Hansen, Anders et al. (2004). Mass Communication Research Methods. 1998: Macmillan.
- डॉ. प्रदीप आगलावे – सामाजिक संशोधन पद्धती.
- Lindolf, Thomas R. (1995). Qualitative Communication Research Methods. California: Sage.
- Murthy, DVR. (ED.) (2008). Media Research: Themes and Applications. New Delhi: Kanishka.
- अॅड. मृणाल कुलकर्णी डॉ.सुधीर बोधनकर, प्रा.विवेक अलोनी – सामाजिक संशोधनपद्धती, श्रीसाईनाथ प्रकाशन,
- Rubin, Rebecca B. et al (Eds.) (2009). Communication Research measures: A Sourcebook. New York: Routledge.
- Sparks, Glenn B. (2006). Media Effects Research. (Third Edition) Boston: Wadsworth (International Edition).
- Wimmer, Roger D. and Joseph Dominick. (2006). Mass Media Research. New Delhi: Wadsworth (Indian Edition)

Practical - 03 Credits

IMEMP401 Introduction to Electronic Media PR (1Cr)

IMEMP402 Introduction to Video Production PR (1Cr)

IMEMP403 Reporting & writing for Electronic Media PR (1Cr)

End of First Semester

IMEMC451 Script Writing & Direction

Course objectives:

- Upon completion of the course, the student will be able to obtain a better understanding of movies and formulate their own screenplays.
- They will also develop an understanding of creating character, plot, structure, and formula.
- The students will have in-depth readings of bad and good screenplays, which is essential to creating their own work. By working together in a concentrated classroom
- students will benefit from a positive work environment where they will share and exchange ideas

Course outcomes: after completing this paper, the students will be able to:

- CO-1 Student will be able to recognize and use proper script format.
- CO-2 Student will understand the nuances of building block script writing.
- CO-3 Student will produce a professional screenplay consistent with standards.

Module No.	Unit No.	IMEMC451 Script Writing & Direction	Hrs. Required to cover the contents
1.0		Writing for the Screen	
	1.1	The Nature and Characteristics of Media Writing	15
	1.2	Understanding the written word as a blue-print for visuals	
	1.3	Visualization: 'Seeing' and 'Hearing' before writing.	
2.0		The Core of Screen Writing: Genesis of an Idea	
	2.1	Listening carefully, reading, observing & writing	15
	2.2	Event-led, character-based, reality-based, concept-led	
	2.3	Characters and their Points of Views & The Concept	
	2.4	Story board, Floor plan, Continuity sheet etc.	
3.0		Basic structure of Story	
	3.1	Chain of linear, chronological cause-effect event structure	15
	3.2	The Three Act Structure: Beginning-middle-end	
	3.3	Short Story, short film, feature film, Documentary	
	3.4	Plot Order, The Treatment Plotting Scenes & Scene Flow	
	3.5	Types of Narratives	
4.0		Format: Fiction, Non-Fiction	
	4.1	Scene, Unit, Screenplay, Dialogue	15
	4.2	Understanding and Adapting to the Medium	
	4.3	Role of the Director	
	4.4	Stages of production: Pre-Production, Production and Post-Production.	
		Total	60

Reference Books:

- Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press, (2010)
- रामशरण जोशी - समाचारसंपादन, राधाकृष्ण प्रकाशन प्रा. मर्यादित.
- Hilliard, R. L. (1976). Writing for television and radio. New York: Hastings House.
- Thomas, J. M. (2005). Script analysis for actors, directors, and designers. Boston: Focal Press
- सुमित मोहन – मीडिया लेखन, वाणी प्रकाशन.
- Wainwright, C. A. (1966). The television copywriter: How to create successful TV commercials. New York: Hastings House.
- प्रसन्नकुमार अकलुजकर - फिचर रायटिंग, श्रीविद्या प्रकाशन.
- डॉ मनोहर प्रभाकर – फीचर लेखन स्वरूप और शिल्प, राजकमल प्रकाशन प्रा., लिमिटेड.

IMEMC452 Audio & Video Editing

Course objectives:

- To acquire an understanding of the basic elements of video and audio production
- To understand the crafts and skills of directorial practice and procedures in generating and executing various types of videoproductions.
- To develop the complete understanding regarding the professional practices and techniques for the brighter professional performance

Course outcomes: after completing this paper, the students will be able to:

CO-1 Gain an understanding about the history of A/V, pre-production, production, and postproduction

CO-2. Demonstrate knowledge and appropriate use of digital and analog video systems, software applications, and communication and networking components.

CO-3. Compare, contrast, and appropriately use the various input, processing, output, and primary/secondary storage devices.

CO-4. Explore and prepare for careers in A/V

Module No.	Unit No.	IMEMC452 Audio & Video Editing	Hrs. Required to cover the contents
1.0		Basic Audio /Video Editing	15
	1.1	Voice recorder, player, Video Switcher, audio mixer	
	1.2	Editing software and consoles. Basic Editing technology	
	1.3	Criteria for editing-picture, narration and music	
	1.4	special effect generator, on line and off line editing	15
2.0		Concepts of digital editing	
	2.1	Principles of non-linear editing	
	2.2	Proper start up and shut down procedure of digital Editing	
	2.3	Logging and organizing the footage for Professional Editing	
	2.4	Digitizing from raw storage, Methods of digitization.	15
3.0		New Tools and Techniques for AV editing	
	3.1	Basic Tools for A/V Editing	
	3.2	Matching Tone, Audio & Video Transition, effects, Filters	
	3.3	Trimming, Graphic keying, Motion effects, Audio mixing.	
	3.4	SFX, VFX, CGI, Chroma Key	15
4.0		New age of AV Editing	
	4.1	Tools for Audio & Video Recording	
	4.2	Free and Paid software A/V production	
	4.3	New Trends in Audio Video Editing	
		Total	60

Reference Books:

- Nonlinear Editing: Media Mannel; Morris, Patrick, Published 1999 Focal Press
- Writing and Producing Television News: Gormly, Eric K, Ames, Iowa: Blackwell Publishing
- Editing Today: Smith, Ron F. & O'Connell, L.M, Blackwell Publishing
- G. Miller son: Basic TV Focal Press
- Miller son: TV Scenic Designers Handbook, Focal Press

IMEMC453 Advertising

Course objectives:

- To acquire an understanding of the basic elements of advertising.
- To Understand the place and contribution of marketing to the business enterprise
- To know the Role of Advertising in Marketing Mix
- To understand Role of Advertising in Society

Course outcomes:After Successful completion of this course, the students are able to;

- CO-1. Understand the field of Advertising
- CO-2. Comprehend opportunities and challenges in Advertising sector
- CO-3. Prepare a primary advertising model
- CO-4. Understand applying of related skills
- CO-5. Examine the scope for making advertising a future career

Module No.	Unit No.	IMEMC453 Advertising	Hrs. Required to cover the contents
1.0		Define Advertising	15
	1.1	Concepts of different types of Advertising	
	1.2	Print media- Advertising tools and techniques	
	1.3	Radio - Advertising tools and techniques	
	1.4	TV- Advertising tools and techniques	15
2.0		Concepts of Advertising	
	2.1	Nature, Purpose & development of Advertising	
	2.2	Advertising ethics and social responsibility	
	2.3	Advertising in different product categories: service, consumer, industrial, corporate, financial, social marketing etc.	
	2.4	Different advertising media and their comparative strengths and weaknesses.	15
3.0		New Tools and Techniques for Advertising	
	3.1	Brand positioning, Importance of market research	
	3.2	Importance of visual thinking, Appeals and promises	
	3.3	Importance of design & layout, Use of typography & graphics	
	3.4	Advertising industry in India: major ad-agencies and campaigns, International advertising scenario	15
4.0		Copywriting for Advertisements	
	4.1	Importance of copywriting for different platforms	
	4.2	Types of headlines and body copy, slogans; taglines AIDA theory	
	4.3	Writing for brochures, mailers etc.	
		Total	60

Reference Books:

- Consumer Behavior –Schickman Kanuk
- Yashoda Bhagavat : Jahirati Jag
- डॉ. वंदना खेडीकर - जाहिरातशास्त्र, स्नेहवर्धन प्रकाशन.
- Consumer market demographics in India – Edited by S.L.Rao
- Consumer Behavior –Walker
- Understanding your customer –R.Woodruff and S.F.Gardial
- Essentials of Business Communication – R.Pal and Kolahalli
- श्रीपाद जोशी - जाहिरातींचे शैलीशास्त्र, श्रीमंगेश प्रकाशन.
- Advertising Management- Batra, Myers & Aaker
- Advertising and Promotion: S.A.Chunawalla

IMEME451 Inter Cultural Communication

Course objectives:

- To define intercultural communication
- To know the significance of intercultural communication in today's world
- To understand the basic gateways to effective intercultural communication

Course outcomes: After Successful completion of this course, the students are able to;

CO-1. Understand the culture.

CO-2 Understands the significance of Culture in our life.

CO-3 able to understand the basic characteristics of culture.

CO-4 understands the different concepts of time space and memory.

Module No.	Unit No.	IMEME451 Inter Cultural Communication	Hrs. Required to cover the contents
1.0		Concept of Intercultural Communication	15
	1.1	Intercultural Communication, Globalization	
	1.2	Communicating in Culturally Diverse Workplace	
	1.3	Brief History of Intercultural Communication	
	1.4	Introduction to Culture & Communication	15
2.0		Sociology of Culture	
	2.1	Cultural Stereotypes	
	2.2	Cultural Contexts of Ethnic Differences	
	2.3	Culture Influences on Communication	
	2.4	Folk and Popular Culture	15
3.0		Cultures and Communication	
	3.1	Intercultural Relationships	
	3.2	Non-Verbal Communication	
	3.3	Communication and Conflict	
	3.4	Intercultural Conflict.	15
4.0		Barriers to Intercultural Communication	
	4.1	Cross Cultural Gender: Masculinity – Femininity	
	4.2	Cultural Misunderstandings	
	4.3	Barriers in Communication	
	4.4	Trends in Intercultural Communication	
		Total	60

Reference Books:

- Intercultural Communication: A Discourse Approach; Ronald Scollon, Suzanne B. K. Scollon, Wiley.
- Intercultural Communication, L. E. Sarbaugh, Intercultural Communication, L. E. Sarbaugh, Transaction Publication.
- Intercultural Communication: An introduction Fred Edmund Jandt, Sage Publications.
- Basic Concepts of Intercultural Communication: Selected Readings, Milton J. Bennett, A Nicholas Brealey Publishing Company.

IMEME451 Inter Cultural Communication PR(1Cr)

- Prepare one visit report based on
Intercultural communication on any village nearby

IMEMOJ 451
On Job Training or
Internship or
Project
(3 Cr)

Practical - 03 Credits

IMEMP 451 Script Writing & Direction (1 Cr)

IMEMP 452 Audio & Video Editing (1 Cr)

IMEMP 453 Advertising (1 Cr)

End of Second Semester

2nd Year

Year & Level 1 1	Sem. 2	Major Subject		RM 5	OJT / FP 6	Research Project 7	Practical's 8	Credits 9	Total Credits 10
		(DSC) 3	(DSE) 4						
2	3	IMEMC501 Public Relations (4 Cr) IMEMC502 Broadcast Journalism (4 Cr) IMEMC503 Development Communication (4 Cr)	IMEME501 Film Studies (3 Cr) IMEME502 Film Studies PR (1Cr)	--		IMEMR501 Research Project (4Cr)	IMEMP501 Public Relations PR(1Cr) IMEMP502 Broadcast Journalism PR(1 Cr)	22	44
	4	IMEMC551 New Media Law & ethics (4 Cr) IMEMC552 Advanced Video Production (4 Cr)	IMEME551 Mobile Journalism (3 Cr) IMEME552 Mobile Journalism PR (1 Cr)	IVCPE551 Publication Ethics (2 Cr)		IMEMR551 Video Production Project (6 Cr)	IMEMP551 New Media Law & ethics PR (1 Cr) IMEMP552 Advanced Video Production PR (1 Cr)	22	
Total Credits		20	08	02	00	10	04	44	88