

MA COMMUNICATION
Madras Christian College (Autonomous)
Self-Financed Stream
Department of Communication
Academic Curriculum 2009-2020

SYLLABUS DOCUMENT

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Madras Christian College (Autonomous)
Self-Financed Stream
Department of Communication
Academic Curriculum 2009-2018
Under Choice Based Credit System

SYLLABUS OVERVIEW

Semester 1.

S.No.	Type	Title of the Subject	Credits	Hours	CA	SE	Type
1	Core	Introduction to Communication	4	7	50	50	W
2	Core	Print Media	6	7	50	50	W
3	Elective	Computer Skills for Media	5	6	50	50	P/V
	Elective	Human Rights and Media	4	6	50	50	W
4	Practical	Basic Photography	5	6	50	50	P/V
5	Practical	Lab Journal	6	6	50	50	P/V
6		Internship	2				
		Total	26	30			

Semester 2.

S.No.	Code	Title of the Subject	Credits	Hours	CA	SE	Type
7	Core	Advertising Aspects & Aesthetics	4	5	50	50	W
8	Core	Media Law and Ethics	4	6	50	50	W
9	Core	Electronic Media Revolution	4	5	50	50	W
10	Elective	Travel Journalism	5	6	50	50	P/V
	Elective	Online Journalism	5	6	50	50	P/V
11	Practical	Audio Visual Production	5	6	50	50	P/V
12		Soft skills	4	2			
		Total	26	30			

Semester 3.

S.No.	Code	Title of the Subject	Credits	Hours	CA	SE	Type
13	Core	Public Relations and Corporate Communication	1	5	50	50	W
14	Core	Communication Research Methodology	4	6	50	50	W
15	Core	Critical Media Theories	4	5	50	50	W
16	Elective	AD photograph	5	6	50	50	P/V
	Elective	Event Management	5	6	50	50	P/V
17	Practical	Industrial Training	4		50	50	P/V
	Practical	AD & PR Strategy Skills	5	6	50	50	P/V
18		Soft Skills	4	2			
		Total	30	30			

Semester 4.

S.No.	Code	Title of the Subject	Credits	Hours	CA	SE	Type
19	Core	ICT & Development Communication	4	6	50	50	W
20	Core	Introduction to Film Studies	4	8	50	50	W
21	Elective	Documentary Film Making	5	6	50	50	P/V
	Elective	Media Economics and Management	5	6	50	50	W

22	Practical	Dissertation	5	10	50	50	Pr/V
		Total	100	30			
		Grand Total	100	120			

PROGRAMME OUTCOME

1. The students will be able to identify the origin and growth of Communication, the traditional art forms and its prominence in communication.
2. Students will learn the art of Reporting and editing
3. They will be exposed to various softwares, where they will know the basic graphic design
4. Students will also learn the techniques of proof reading and designing a tabloid and a magazine
5. Students will learn various theoretical subjects like media management, public relations, advertising and related courses.
6. The art of branding a selling a product through advertising is also practically done.
7. An event is exclusively thought upon, designed from the scratch and conducted solely by the students to master the art of event management.
8. The students are also trained to strategise their public relations campaign and carry it out for a time span of 3 months.
9. Students also learn the basics of camera and master the art according to their interests in the subject.
10. They are also given an option to film documentaries.
11. Students are also taught on the history of film making to the latest trends and through the regular screening sessions, they learn and grow to critically analyse films.
12. Students are also theoretically taught on how to be ethically sound journalists.
13. Research is also given a top priority in the syllabus where students are exposed to both theory and practical work of research and submit a thesis on that.
14. They will also learn about verbal and Non- Verbal communication, how to communicate in an effective manner, learn interpersonal and group skills.
15. They will learn to apply models and theories of communication in the researches that they do.

COURSE CODE & OUTCOME:

S.No	COURSE NAME	COURSE CODE	COURSE OUTCOME
1	INTRODUCTION TO COMMUNICATION CREDITS: 4 HOURS: 6	085MC1M01	CO1. Understand the basic concepts of the origin and growth of Communication CO2. Learn about traditional art forms and its prominence in communication CO3. Learn about verbal and Non- Verbal communication CO4. How to communicate in an effective manner CO5. Learn interpersonal and group skills
2	PRINT MEDIA CREDITS :4 HOURS :6	085MC1M02	CO1. Understand the hierarchy of Print Media evolution around the world CO2. Understand the roles and responsibilities of media structures in News Organization CO3. Emphasize on writing, interviewing, observing, reporting, reacting and synthesizing CO4. Learn about the procedures to write a news stories and the importance of Language skills in writing. CO5. Understand the necessity of research to add validity, emphasis and depth to writing CO6. Understand the legal, moral and ethical responsibilities inherent in a free press
3	PRACTICALS BASIC PHOTOGRAPHY CREDITS: 5 HOURS:6	085MC1M03	CO1. Expertise on the basic photography skills and techniques CO2. Get hands on working experience with DSLR camera CO3. Explore the technicalities of DSLR camera like aperture, shutter speed, ISO, white balance CO4. Explore the aesthetical framing of photography like rule of third, frame within frame and filling the frame CO5. Enrich the photography skills from different genres like landscape, architecture, black & white, wildlife, candid and silhouette CO6. Engage in photo-walks and photo groups to experiment photography and get various ideas
4	PRACTICALS LAB JOURNAL CREDITS: 6 HOURS: 6	085MC1M04	CO1. Students will learn the art of reporting and writing. CO2. The students will be able to edit news stories and put them in an inverted pyramid style. CO3. They will also learn to cover interviews, different beats, write editorials and do opinion polls CO4. They also learn basics of photojournalism, give fitting headlines. CO5. They learn designing softwares and are given the chance to design the tabloid by themselves. CO6. The effective way to communicate through news stories and photographs will be explored.
5	PRACTICALS COMPUTER SKILLS FOR MEDIA CREDITS: 5 HOURS: 6	085MC1E01	CO1. Expertise on the graphic design skills required for Media. CO2. Practically experiment the graphic design with the help of graphic design softwares. CO3. Learn the colour psychology and the role of each colour. CO4. Learn about printing techniques, typography, paper sizes and layouts. CO5. Create logo, business card, brochure, poster, magazine cover. CO6. Get hands on experience with softwares like Adobe Photoshop, Illustator and Indesign.

6	Human Rights and Media Credits: 5 Hours: 6		CO1. The students will be able to identify the credentials of human rights CO2. The students will be able to evaluate the role of media to protect human rights CO3. The students will be able to help the general public to be aware of their right CO4. The students will be able to impart media content in a way which protect human rights once they start their career CO5. The students will be able to evaluate the human right violations with media and find practical ways to solve it CO6. They can evaluate the role of a media professional as a human right activist.
7	Industrial Training Credits: 2		CO1. Learn about the career opportunities in various media organisation CO2. Apply and gaining practical experience in the field of media. CO3. Learn about the industrial expertise in various fields CO4. Understand the field work and its function in the economy CO5. Ability to integrate existing and new technical knowledge for industrial application CO6. Get hands-on experience about real world problems in a field relevant to their major of studies
8	Advertising Aspects and Aesthetics Credits: 4 Hours: 5	085MC2M01	CO1. The students will explore the ethical and regulatory issues in advertising. CO2. Learn the hierarchical flow in an advertising agency/organization. CO3. Cull out the difference between advertisement and public relations. CO4. Learn the nuances of branding, positioning and re – positioning. CO5. Learn the process of conceptualization, ideation, and creation of adverts CO6. Identify and analyse novel methods tools to propagate the advertisements.
9	Media Law and Ethics Credits: 4 Hours: 6	085MC2M02	CO1. Learn about the nature of ethics practiced in Media CO2. Understand the range of specific ethical issues and perspectives. CO3. Learn about the nature of Media Laws practiced around CO4. This course covers the ethics and the legal and policy guidelines CO5. Understand how Media is creating and practicing new ethical and practices CO6. Understand the several codes of law and ethics and the relationship between them to pertain Media practices
10	Electronic Media Revolution Credits: 4 Hours: 5	085MC2M03	CO1.The students will be able to identify the origin and growth of electronic media revolution CO2.The aspects of digital immigrants and digital natives will be reiterated to the community CO3.Field visit to a production house to explore how it functions CO4.Learn the evolution and induction of technology into human resources CO5.In-depth analysis of Radio, Television, Internet along with other electronic devices CO6.Helping students to explore career options in electronic media
11	Travel Journalism Credits: 5 Hours: 6	085MC2E01	CO1.The students will learn to travel and cover news stories. CO2.Photograph pictures and implement them in the magazine CO3.Interview people as they meet and write stories. CO4.Design all the pages of the magazine and give it a fitting name. CO5.Learn the science of writing a travel magazine and analyse the difference between other type of magazines. CO6.Learn the new trends and globalization of making a travel magazine.

12	Online Journalism Credits: 5 Hours:6	085MC2E02	CO1.Expertise on the online journalism skills and techniques CO2.Get well-versed with the writing style for online journalism CO3.Create news articles by means of webpages CO4.Get hands on experience with web design softwares CO5.Equip with online publishing mock up
13	Audio Visual Production Credits: 5 Hours:6	085MC2M04	CO1.Expertise on the audio-visual production skills and techniques CO2.Get equipped with the practical skills of media production matching to the industry standards CO3.Enhance the skills on Pre-production, production and post-production techniques CO4.Get well-versed with script writing techniques CO5.Get hands on working experience with video editing and audio editing softwares CO6.Explore the creativity in ad film shoot, psa making, music video and radio jingle
14	Soft skills Credits : 4 Hours : 2	085PC3C04	CO1.Learn about the introduction about Public Relations CO2.Enhance the knowledge about Public Relations methods and evaluation techniques CO3.Develop knowledge about strategic plans and planning methods, issues management techniques, and message development practices in a variety of settings and applications CO4.Enhance the knowledge about the importance of PR Research CO5.Create a mock proposal for Public Relations Campaign
15	Public Relations and Corporate Communication Credits: 4 Hours: 5	085MC3M01	CO1.The students learn the scope of public relations in private and public sector. CO2.They learn to comprehend each tool used for the effective communication in public relations. CO3.They learn the strategies to effectively use public relations developed by an organization or corporate CO4.They also learn the importance of research in public relations and how their strategies can work with authenticity. CO5.They learn how to effectively plan co – ordinate and implement an event. CO6.They also learn to prepare a press release, co ordinate with reporters, prepare documents and media kits.
16	Communication Research Methodology Credits: 4 Hours: 6	085MC3M02	CO1.The students will be able to explore the aspects of behavioral research CO2.They will be imparted knowledge to identify the methods of communication research CO3.The students will be able to evaluate different communication research methods CO4.The knowledge of different sampling procedure will be imparted CO5.Statistical tools for data analysis will be taught CO6.The students will be able to identify career options in research
17	Critical Media Theories Credits: 4 Hours: 5	085MC3M03	CO1.Establish the connection between the theory and the practice of mass communication and mass media. CO2.Learn about the first models of communication that were suggested in the Euro American world to the latest theorization of communication. CO3.Understand trends in de-westernizing communication and media studies with special focus on Indian approaches to communication and media. CO4.Analyze the postulations on various theories and methods to approach non- Western media.

			<p>CO5. Understand the continuously updated theories of communication in changing world.</p> <p>CO6. Understand various communication theories and its relationship with media with its transmission.</p>
18	AD photography Credits: 5 Hours: 6	095MC3E02	<p>CO1. Expertise on the skills and techniques for the advertising photography</p> <p>CO2. Learn in detail about the studio lightings and techniques</p> <p>CO3. Get well-versed with various lighting techniques like harsh light, soft light, high-key light and low-key light</p> <p>CO4. Explore with the product and model photoshoots</p> <p>CO5. Enhance the photoshoot with properties to make aesthetically better</p> <p>CO6. Learn various post production techniques to enrich the creativity</p>
19	Event Management Credits : 5 Hours : 6	085MC3E02	<p>CO1. To understand the process of managing and marketing events from conceptualization, planning, and feasibility analysis to staging the event, and post event evaluation</p> <p>CO2. Understand how to create an event that achieves specific objectives for the host/client.</p> <p>CO3. Understand the various elements of event practiced in the field</p> <p>CO4. Possess exceptional teamwork skills and the ability to motivate others</p> <p>CO5. Enhance leadership qualities in conducting and evaluating an event</p> <p>CO6. Understand and evaluate the strengths and weakness of the nature of the event</p>
20	Industrial Training	085MC307	<p>CO1. To understand the corporate / academic organization one if working for and learn about the career opportunities in various media organisation</p> <p>CO2. Exposure to work as part of a team and learn about the career opportunities in various media organisation</p> <p>CO3. To take ownership and responsibility, within the scope of an intern or trainee, apply and gain practical experience in the field,</p> <p>CO3. To be able to grasp the nuances of job entrusted and document it as a report</p> <p>CO4. To comply with both the Organizational as well as Department's guidelines, recommendations and instructions pertaining to the training / internship</p> <p>CO5. Understand the field work and its function in the economy and ability to integrate existing and new technical knowledge for industrial application</p> <p>CO6. Get hands-on experience about real world problems in a field relevant to their major of studies</p>
21	AD & PR Strategy Skills Credits: 5 Hours: 6	085MC3M04	<p>CO1. Students will learn the spirit of team work and coordinate with team leaders</p> <p>CO2. Learn to research and conduct a campaign effectively to reach the mass.</p> <p>CO3. Learn to address the public and different target audience to propagate their cause.</p> <p>CO4. Students learn to prepare media kits, press release, communicate effectively at all levels to publicize the event.</p> <p>CO5. Students learn to take product shoot and brand it.</p> <p>CO6. Students learn to publicize their product in an effective medium.</p>

22	Soft Skills	152DU2S01	CO1. To be aware of various aspects of personality CO2. To understand the different human traits and perceptions CO3. To apply these in one's personality enhancement and communication CO4. To understand and apply in relevant jobs or future assignments
23	ICT & Development Communication Credits: 4 Hours: 6	085MC4M01	CO1.The students will be able to evaluate the developmental aspects of communication CO2.They will evaluate the application of Information and Communication Technology for development CO3.They will evaluate the aspects of health, education and governance with ICT CO4.They will make an detailed analysis on the concept of rural development with ICT CO5.The students will be imparted the knowledge of application of technology for rural development CO6.The students will be able to identify and evaluate the theories of development
24	Introduction to Film Studies Credits : 4 Hours: 8	085MC4M02	CO1.Learn the history of motion pictures and characteristics of film CO2.Learn the evolution of sound and basic film techniques CO3.Learn in depth about German Expressionism, French Impressionism and Italian Neo-realism CO4.Learn more about the greatest filmmakers of World Cinema CO5.Learn more about Indian Cinema, Conventional Hindi Cinema, New Wave Cinema
25	Documentary Film Making Credits :5 Hours : 6	085MC4E03	CO1.An opportunity to make a 15-minute documentary film in English CO2.Expertise on the skills and techniques for documentary film-making CO3.Get equipped with the practical skills of documentary film-making matching to the industry standards CO4.Enhance the skills on Pre-production, production and post-production techniques for documentary film-making CO5.An opportunity to shoulder complete control of the documentary film ranging from scripting, cinematography, editing, narration and direction.
26	Media Economics and Management Credits: 5 Hours:6	085MC4E01	CO1.Learn of the introduction to key mechanisms in media economics CO2.Learn how media economy has been shaped by multiple factors, including technology, globalization, and regulation. CO3.Understand the development of social media industries and its influence on media economy CO4.Understand the types and components of media industries and organizations, as well as media economy theories CO5.Execute basic and applied research around the future of the media economy
27	Dissertation Credits: 5 Hours: 10	085MC4M05	CO1.The students will be able to identify the research problem after making rigorous reviews of related literature CO2. They will be able to identify additional options to conduct their research other than the regular classroom instructed concepts CO3.They will be imparted sound knowledge of statistical tools for analysis CO4.The students will get an idea of how to publish their research articles CO5.They will be able to pursue a career in research after the course completion CO6.The students will be supported to explore higher education possibilities in research

SYLLABUS IN DETAIL FOLLOWS....

INTRODUCTION TO COMMUNICATION

CORE

CREDITS : 4

HOURS : 6

This paper explores the idea of communication as a subject of study, its nature and relevance .The paper highlights the need for Interpersonal and Group Skills and provides basic understanding of the media and its key concepts. It is an overall understanding of Communication and Media approaches.

Unit-1

Origin and Definition of Communication, Types and Levels of Communication, Nature and Types of Verbal Communication, Non-Verbal Communication, Traditional Media and Folk Forms – Significance, Advantages and Disadvantages.

Unit-2

Interpersonal and Group Skills - Self Presentation Skills, Presentation with Aids - Advantages and Disadvantages; Innovations and Fields of Application, Group Discussions, Seminars, Symposium, Interview – Types, Steps and Procedures.

Unit-3

The Classification, Significance and Nature of Media; Basic Models of Communication – Aristotle, Laswell, Shannon & Weaver, Osgood & Schramm, David Berlo; Introduction to Media Studies – Artwork, Artist, Medium, Audience and Society.

Unit-4

Media Effects – Levels, Kinds and Processes; Short Term Effects - Stimulus Response Model, Comstock’s Behavioral Effect Model; Media and Violence, Collective Reaction Effects; Long term Effects – Diffusion, Incurring Effects; Agenda setting; Socialization; Public Opinion; Spiral of Silence Theory; Cultivation Theory.

Unit-5

Types of Audiences: From Mass Audience to Interactive Media User, Media Activity and Selectivity. Concepts of Understanding Audiences – Marshall McLuhan’s Hot and Cool Medium from Hypodermic Needle Model to Uses and Gratification approach.

References:

1. Silverstone, Roger (1999) – Why Study Media? Sage
2. Rosenberg, Karl Erik (2000) – Communication, An Introduction. Sage
3. Downing, John – Questioning the Media
4. Shiona Llewellyn – A Career Handbook for T.V. Radio, Film, Video & Interactive Media
5. International Encyclopedia of Communication (Vol 1-4) Oxford

PRINT MEDIA

CORE

CREDITS : 4

HOURS : 6

This paper is an introduction to the fundamentals of print journalism. It provides a broad scope for learning the basics of journalism – Professional Reporting, Editing and Production of Newspaper.

Unit-1

Introduction of Print Media and Organizational Structure: Brief History of Print Media, its nature and characteristics, Types of Print Media – Newspaper, Magazines, Journals etc. Press in India – English Language Press, Vernacular Press, Global Journalism.

Unit-2

Functions of a Journalist: Structure of a News Organization – The News Room, Reporters – their functions; Role of a Sub-Editor in a newspaper, Reporter Vs Sub-Editors and their role, Rights and Responsibilities of a Journalist. Challenges faced by Journalists – freedom: Myth and Reality: Ethics of Journalism.

Unit-3

Reporting: Different kinds of News – Political Reporting, Sports Reporting, Business Coverage, Parliament / Legislatures, Social (trends, happenings, gossip, Page 3 Reporting, Leisure (Fashion, Movies, Arts and Crafts), Crime & Accidents, Food, Health etc, Intimate Journalism; In-depth Stories, Developmental Stories, Investigative Journalism, court Reporting, Interviews – Skills and Ethics involved, Computer Assisted Reporting. The Foreign Correspondent (covering international news, foreign, affairs, diplomacy stories), The War Correspondent (covering war and writing defense related stories)

Unit-4

Writing and Editing: Defining and Evaluating a story / News items, News values, Basic Types of Writing: The Inverted Pyramid Styles, An Article, A Feature, Editorial Writing Editing – The need for re-writing, Language skills (Avoiding Journalese / Cliché etc) Editorial letters, and Coining Headlines.

Unit 5

Typesetting & Printing: Brief history on Printing Technology; Type setting / DTP and Offset Printing, Elements and Principles of Layout and Design. Importance of Photographs Placement, Aesthetics and Captioning

References:

1. Margarita Barns – The Indian Press, London, 1940, George Allen & Unwin.
2. Shard Karkhanis – Indian Politics and the Role of the Press, 1981, Vilas, New Delhi
3. Keeble Richards – The Newspaper Handbook

COMPUTER SKILLS FOR MEDIA

ELECTIVE

CREDITS : 4

HOURS : 6

This paper will place emphasis on visualization skills and desktop publishing using software such PageMaker, CorelDraw & Photoshop. It seeks to give the students hands on experience with computers.

Unit-1

MS Office – Word, Excel, PowerPoint

Unit-2

Designing – Selection and Sources of Design; Types of Design; Shapes – Natural Abstract and Geometric; Colors – Hue, Value and Intensity.

Unit-3

DTP for Public Design: PageMaker.

Unit-4

Editing of Image / Pictures using Photoshop, 2D Graphic – Corel Draw.

Unit-5

Designing Logos, Spokes Characters, Brochures, Posters and Greeting Cards.

Reference:

Tay Vaughan – Multimedia making it work.

Nigel Chapman and Jenny Chapman – Digital Media tools.

HUMAN RIGHTS AND MEDIA

ELECTIVE

CREDITS : 5

HOURS : 6

In the context of United Nations Decade for Human Rights Education (1995 2001) coming to a close, students of communication are given a 'Rights' perspective to their profession. The paper will be taught through classroom lectures as well as through student presentations and seminars by Human Rights activists and journalists.

Unit-1

Origin and History of Human Rights. Types of Rights, Human Rights in third world countries.

Unit-2

Genesis of Human Rights in India, Rights under the Indian Constitution.

Unit-3

Human Rights Organizations - their role and functions.

Unit-4

Media and Human Rights – Fact and its representations to the public.

Unit-5

Globalization and its effects on Human Rights.

Reference:

1. McIntyre, Peter – Putting Children in the Right – Guidelines for Journalists, International Federation of Journalists, Belgium, 2002.
2. Pal – Human Rights in India, Indian Social Institute, New Delhi.

BASIC PHOTOGRAPHY

PRACTICAL

CREDITS : 5

HOURS : 6

To help the students understand the basic principles of photography and the process of producing an image with the camera and in the darkroom.

Unit-1

Human Eye and Camera. Basics of Camera (aperture, shutter speed, focal length, f-stop, depth of field etc.) Camera operations. Types of Camera. Types of Lenses. Visual perception. Experiencing equipment – different types of cameras, lenses, filters, bellows, converters etc.

Unit-2

Understanding lighting – indoor and outdoor, Exposing and Focusing, Types of lighting, Natural and Artificial Lights, Controlling lights, Exposure Meters, Differential focus, Filters, Flashes. Designing with light.

Unit-3

Types of Film-Sensitivity, Temperature, Speed etc., Reversal Films. Manipulation of Color and Light. Black & White and Color Photography-negatives, color materials, processing and printing.

Unit-4

Basic Requirements, Equipments. Developing Process. Control Factors – Fixing, Washing. Drying. Negative (ideal, identifying faults). Printing (paper, chemicals, enlarger) etc. Special effects techniques – motion pictures etc., Manipulation of image, framing & trimming.

Unit-5

Some basic Principles and Aesthetics. Basics of photo-journalism, Photo-features, Photo-essays, Writing captions, Visual story telling. Photography for advertising – Consumer and industrial Planning a shoot-studio, location, set props and casting.

Practical:

Photography record should contain at least 10 black and white. Each exercise should include all the necessary details (color, exposure time, lens type etc.). Final practical examination will test student's knowledge on photography (either as a viva or practical work on fundamentals of photography). Following themes should be covered (minimum)

Exercise for Basic Photography

- | | | |
|---|----------------------------|---------------|
| 1. Landscape (scenic, people, birds/animals, monuments) | 2. Portraits | |
| 3. Special effects | 4. Environment exposure | 5. Silhouette |
| 6. Freezing movement | 7. Panorama | 8. Montage |
| 9. Indoor photography | 10. Industrial photography | |

References

Bruce Warrant (2002) – 2nd Edition, Photography, Delmar.
James A. Flots, Ronald P. Lovell, Fred C. Zwahlen, Jr (2002), Hand Book of Photography 5th Edition, Delmar.
Archana Nair (2004). All About Photography, Goodwill.

PRACITISING JOURNALISTIC SKILLS

PRACTICAL

CREDITS : 6

HOURS : 6

This paper will deal with the practical application of reporting and editing. Students function in small groups and will aim to perfect their journalistic skills by reporting and editing each story. They are also expected to take relevant photographs. They have to employ appropriate production process, which includes choosing DTP software, layout and design, budgeting for it and have to produce a dummy of the JOURNAL / TABLOID / BROADSHEET and print the same.

ADVERTISING ASPECTS & AESTHETICS

CORE

CREDITS : 4

HOURS : 6

Advertising is a form of communication that uses creativity with a striking balance ore logistics of marketing. The objective and emphasis of this paper is to introduce the students to the basic principles of advertising as part of marketing. Regular lectures supported with interactive sessions with industry experts and presentations & seminars by students would facilitate better understanding of the subject.

Unit-1

Definition, Nature & Scope of Advertising. Types of Advertising; Social and Economic Impact of Advertising; Ethical and Regulatory Issues in Advertising; Structure of an Ad Agency – In-house, Independent, Full-Service and Specialized, Advertising Bodies in India and their roles.

Unit-2

Concept of 4 P's of marketing mix – Advertising as a Tool of Communication Mix in Marketing; Advertising Vs. Public Relations, Advertising Vs. Direct sales / Salesmanship etc; Advertising based on Target Audience and Geographical Area; Advertising based on Media such as Print, Broadcast, New Media, Outdoor media etc., Advertising based on Purpose – Institutional, Promotional, Advocacy advertising; based on Push / Pull marketing strategy etc. Latest Trends in Advertising – Integrated Marketing Communications.

Unit-3

Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan, Brand Management – USP, Brand Personality, Positioning / Re-positioning, Brand Image, Brand endorsement, Brand Equity. Case studies.

Unit-4

Conceptualization and Ideation – Use of different appeals, Strategies based on Maslow's Need Hierarchy Theory; Copywriting – Types of headlines, Body copy, slogan, Logos & Trademarks. Aesthetics of Advertising – visualization process – Layout & Typography. Elements and Principles of Design; Script Writing, Storyboard & Production of Commercials / Announcements.

Unit-5

Media Research, Planning and Budgeting – Media Vehicles, Channels. Media Mix; Reach and Frequency, Strategies in Media Planning and Scheduling – Pulse, Rush, Bomb, Roadblock Budgeting and bidding in Advertising; Low-Budget and Alternative Media Options, Advertising Campaign – from Conception – Execution. Evaluation. Case studies.

References:

1. Jefkins, Frank Revised by Daniel Yadin. Advertising, 2000, Pearson Education Ltd.
2. Moorthi Y D R – Brand management – The Indian Context, 1999, Vikas Publishing.
3. Kumar S Ramesh – Managing Indian Brands – Marketing Concepts and Strategies. Vikas Publishing.

MEDIA, LAWS AND ETHICS

CORE

CREDITS : 4

HOURS : 6

This course aims at providing an introduction to the Constitution of India, Media laws and Cyber Laws. Ethical and moral issues related to media will also be discussed. Students are expected to present papers on the same.

Unit-1

Salient Features of Indian Constitution – Democracy and Government; Fundamental Rights and Directive principles; Functions of Executive; Judiciary and Legislature; Centre – State legislature; Parliamentary Privileges; Emergency Provisions.

Unit-2

A Brief History of Press Legislation in India; Meaning of Freedom; Freedom of Speech and Expressions; Freedom of Press; Constitutional Guarantees of Limitations; Rights and Responsibility of the Media; Defamation and Journalistic Defense; Human Rights and Constitutional Provisions.

Unit-3

Working Journalists Act; Contempt of Court, Official Secrets Act:
Copy Right Act; Information Bill Indian Penal Code, Prasar Bharati Act, Cable TV Regulations Act.

Unit-4

Ethics and its Dimensions; Ethics in Media. Influence of Culture and Social Values in Defining Ethics. Role and Responsibilities of Professional Bodies with Regard to Various Media; Press Council of India; Press Council Regulations. TRAI; International Telecommunications Union

Unit-5

The Internet and Legal issues: Cyber Laws in India – Privacy and Piracy; IT Act.

References:

1. Pylee, M.V. – Constitution of India, Vikas Publishers, New Delhi.
2. Vijayashankar N A – Cyber Laws in India: A Citizens Guide, Ujvala Consultants, Bangalore
3. Basu – Shorter Constitution of India, Prentice-Hall India.
4. Leslie – Mass Communication Ethics, 2000 – Thomson Learning.
5. Iyer, Venkat – Mass Media Laws and Regulations in India, AMIC, New Delhi.
6. Gillmor. E – Mass Communication Laws; Cases and Comments, 1998, Thomson Learning.

ELECTRONIC MEDIA REVOLUTION

CORE

CREDITS : 4

HOURS : 5

This paper will trace the history of broadcasting in India, give an insight on the broadcasting policies, and genres of radio and television, telecommunication and web medium. Students are expected to watch various television programmes, news bulletins regularly, listen to radio, and browse the web content on varied topic not only to gain skills but also to critically approach the medium.

Unit-1

Characteristics of Radio; Origin and Development of Radio – Worldwide and India; Recent Developments in Radio Broadcasting, Planning and Programming by AIR and Private Channels.

Unit-2

Characteristics of Television; Origin and Development of TV – Worldwide and India; Experiments in India – SITE, KHEDA; Broadcasting Policies: an overview, Cable and Satellite Revolution in India; Recent Trends and Implications.

Unit-3

Genres – An Introduction; News, Talk Shows, Interviews, Documentary, Soap Operas, Game Shows, Reality Shows, Radio and Video Jorkeying; Programme Production and Marketing-Parties involved; Sponsorship – Sales and Funding Methods; Recent trends such as In-film Advertising.

Unit-4

Telecommunication – Emergence and Growth – Worldwide and India; Privatization, Telecommunication Regulation Act – an overview of TRAI. Recent Trends and Implications.

Unit-5

Emergence Computers and Internet; The Internet Today, The New Global Information Market Place; Computer Networking, Convergence Concepts.

References:

1. Chatterjee, P C – Broadcasting in India, Sage Publications.
2. Chowla, N L – Listening and Viewing, Sage Publications.
3. Mehra Massani – Broadcasting and the People, National Book Trust.
4. Mass Media in India (Annual), New Delhi, Publications Division, Ministry of Information and Broadcasting, 1996.
5. Luthra, H R – India Broadcasting, New Delhi, Publications Division, 1986.
6. Kumar, Keval J – Mass Communication In India, Jai Co Publishing.
7. Unnikrishnan and Bajpai – The Impact of Television Advertising on Children, Sage Publications.

TRAVEL JOURNALISM

ELECTIVE

CREDITS : 6

HOURS : 6

Unit-1

Pioneers in Travel Writing; Great Travel Stories of Marcopolo, Huien-Tsang, Ibn Battuta, Al-Beruni, V.S. Naipaul, William Darlymple, Paul Thorove and Eric Newbell.

Unit-2

Facts Influencing Travel Writing; Types of Travel Writing – Travelogues (Travel Guides) Articles on Travel.

Unit-3

Articles on Specialized Topics; Writing Informative Articles, Writing for Travel Magazines. Travel and Trade. Various Types of Travel Writing.

Unit-4

Creative Travel Writing – Techniques to Travel Writing, Collecting Information, Style of Factual and Creative Writing.

Unit-5

Promotional Literature, Photography for Travel Magazines and Guidebooks, Tourism and Globalization; New Trends in Travel Writing. Study. Various Types of Travel Writing.

References:

1. Outlook Traveller, India Today Plus, Air Magazines (Jet Airways, Swagat)
2. Travels of Marcopolo; Works of V.S. Naipaul; Paul Throve: Eric Newbell: William Darlympic
3. Peter Holme – The Cambridge Companion To Travel Writing.
4. Kaul. H.H. – Travelers India – OUP – 1997.
5. Cason, Lionel, George Allen. Travel in the Ancient World
6. Dodel, Philip – The Art of Travel: Essays on Travel Writing (Ed) London: Fran Cars – 1984.

ONLINE JOURNALISM

ELECTIVE

CREDITS : 5

HOURS : 6

This paper allows students to understand the basics of web medium and procedures involved in producing an online journal.

Unit-1

The Internet – Concepts – An overview – Evolution of Internet – Structure and Architecture – Protocols - Browsers – Search Engines – Uniform Resource Locators and Domains. Hosting – Search Tools. Meta Search Engines – Features – Portals – Horizontal and Vertical Portals – Message Boards, Discussion Forums.

Unit-2

Content writing for the Web – Corporate Sites – Commercial Sites – Educational Sites – Social Networking Sites – Content Planning – Analysis – Objectives – Information Architecture – Planning Content Strategies – Developing Content Tactics – Defining Content Matter – Content Management System – Archiving.

Unit-3

Introduction to Web Page Design Fundamentals, HTML: Introduction – Basic Layout of HTML scripts. Head and Body sections – Head section; Title, Links, Meta tags – Body section: Text formatting and alignment, fonts, colours – Interactivity – Types of interactive features – Chat (IRC) – emails – e-groups – list-servers – message boards – discussion forum – Linkage – linking of images, sounds, video – Blogs – Wikis – Podcasting - Screencasting

Unit-4

Computer Assisted Reporting – Sources of Computer Information – Government and special interest databases – South Asian Journalists Association SAJA, The Hoot, News-search Online Magazines For Corporate, NGOs, Service Industry

Unit-5

Designing web sites with different levels of interactivity – Designing online journalism page with textual and visual, video links – Creating information paradigm for better user interface – Publishing an online journal.

References:

1. Twelow J – Newspapers and Media Convergence. 1993
2. Hutchisan, Sawyer – Using Information Technology: A Practical Introduction to Computer and Communication, 1999, Tata Mcgraw Hill.
3. Ituli B and Anderson D – News Writing and Reporting for Today's Media 1997 Taa Mcgraw Hill.
4. Heath Steven – Multimedia and Communication Technology. 1996, Focal Press
5. Strzubhaar J and La Rose R – Communication Media in the Information Society. 1996, Wadsworth.

AUDIO VIDEO PRODUCTION

PRACTICAL

CREDITS : 5

HOURS : 6

To provide the students overall creative and technical skills for producing a television production.

Unit-1

Introduction of visualization, Different approaches to visualization – TV, Films, and Ad Films, Types of telecasting, Production standards NTSC, PAL, Secam etc. Television Crew, AN overview of direction, art direction, floor management – indoor & outdoor, production management, budget preparation.

Unit-2

Principles of script writing, creative writing, and script format, Planning of Story, Story Board, Discussions, Screen play, Dialogue writing, Selection of cast, Costumes, Locations, Set & Design, Research Locations: In-door, set, on-sight sets, - Outdoor on-sight sets, Blue Matte.

Unit-3

Camera techniques & operation, Types of camera, Video formats (VHS, SVHNS, UMATIC, BETA, DIGITAL), Framing, Shots & Movements (wide, medium, close ups, shadow, zoom, pan, tilt, aerial etc.), Usage of various types of camera lenses (Normal, Tele, Zoom etc.), Usages of various filters (day, night, color, correcting filter, Diffusion filter), objectives TV lighting, various types of Lights (baby, Junior, Senior, etc.) color Temperature, Lighting for different situations (interviews, indoor, out-door). Types of lighting (Back, Front, full, semi)

Unit-4

Video recording format – Audio on line on offline Usage of various kinds of microphones (Dynamic, condenser, ribbon, Uni-directional, Bi-directional, omni-directional, Hand, Head set, quadrasonic and wireless, lapel etc) knowledge about Audio recording (mono, stereo, surround sound, eco etc)

Unit-5

Editing procedure, assembling shots, symbolic editing and editing errors. The language of editing and shooting – sound in editing – categories of sound, Post-synchronization, Voice-Over or Narration, Music and Mobbing, Video Editing – Linear, Non-linear, Types of editing modes (assemble mode, insert mode, online mode) computer editing – time code roll editing, etc. Television graphics & titling and specials effects. Audio – Dubbing, Back ground Music, synchronizing of video and audio, voice over (narration) etc. Presentation skills, recording live programmes, Practical – Audio Visual Production

Exercise

1. Students should write original scripts for different formats like – PSA (Public service announcement) and TV commercial – these should be submitted as separate Record
2. Shoot a Commercial & PSA – 15 or 20 second spots

Each student do individual projects containing the record and the program
Final practical examination will test students on their ability to prepare a complete
Script and story board on any of the above –mentioned format.

References

1. Millerson, G.H (1993) Effective W. Production Focal Press
2. Holland, P (1998). The Television Handbook. Routledge
3. Zettl, Television Production Handbook, 5th edition.
4. Gorham Kindem, Robert B. Musburger, Introduction to Media Production, 3rd Edition
5. Gross, L S (1996). A guide to commercial Radio Journalism, Focal press.
6. Hilliard (1991), Writing for TV & Radio, Wadsworth.

PUBLIC RELATIONS AND CORPORATE COMMUNICATION

CORE

CREDITS : 4

HOURS : 5

The course offers understanding of PR and Corporate Communication in different business environments. The Students will acquire a working knowledge of a wide range of tools and techniques. Apart from classroom exercise.

Unit-1

Nature and Scope of Public Relations – Definitions, Nature and Scope, PR in Public and Private Sector – Differences and Similarities.

Unit-2

Corporate Communications, Tools and vehicles Functions of Corporate Communication; Department of an Agency / Corporate / NGO, Corporate Culture and Etiquette.

Unit-3

PR / CC Campaign; Audience – Internal and External, Public Opinion, PR Planning and Management, PR Research – Survey, Interviews, Image Audits, case studies of PR/CC Campaigns, Framework for PR Campaign Evaluation.

Unit-4

PR / CC Practice; Crisis Management, Event Management – Planning, Coordinating, Implementing and Post Event Assessment.

Unit-5

Skills and Techniques; Corporate Media Relations – Organizing Press Conferences, Open House, Press Visits, PR Skills – Preparing PR Material, Presentation Skills, Preparing Documents, Writing Skills, Press Release, Media Kits, House Journals.

References:

1. Gregory, Anne (1996), Planning and Managing Public Relation Campaigns, Kogan Page Ltd.
2. Jefkins, Frank (1997), Planned Press and Public Relations, International Textbook Company.
3. Newson E (1998), Public Relations Writing: Form and Writing Styles, Thomson Learning Press.
4. Black, Sam Practical Public Relations, Universal Book Stall.

COMMUNICATION RESEARCH METHODOLOGY

CORE

CREDITS : 4

HOURS : 6

Students will be imparted the basics of social science research, in general, and communication or media research in particular. Class room exercises on sampling techniques and different methods of data collection and data analysis with additional stress on content and textual analysis in communications will be conducted to prepare the students to work on their dissertation.

Unit-1

Nature and Scope of Public Relations; Elements of Research; Criteria for Research – Reliability, Validity and Generalizability; Variables – Dependent and Independent Variables, Intervening and Extraneous Variables.

Unit-2

Quantitative Research versus Qualitative Research; Quantitative Methods – Survey and Experimental Research; Survey – Definition, Nature, Scope and Steps; Sampling Techniques – Probability and Non-Probability Sampling; Advantages and Disadvantages of Survey.

Unit-3

Experimental Research – Definition, Nature, Scope, Steps, Advantages and Disadvantages, Qualitative Methods – Participant Observation, Depth Interview, Focus Group Method, Case Study

Unit-4

Content Analysis – Definition, Nature, Scope, Steps, Advantages and Disadvantages, Textual Analysis – Semiotic Analysis, Rhetorical Analysis, Psychoanalysis, Ideological Criticism; Discourse Analysis and Narrative Analysis.

Unit-5

Statistical Tools and Techniques, Role of Statistics in Social Research, Levels of Measurement, Univariate Analysis – Measures of Central Tendency and Measures of Dispersion; Bivariate Analysis, Tests of Significance – Chi-Square Test, t-Test, ANOVA.

References:

1. Roger, Wimmer D & Domnick, Joseph R – Mass Media Research, Wadsworth Publication
2. Berger, Arrhur Asa (2000) – Media and Communication Research Methods
3. Adams, Bryan – Social Research Methods
4. May, Tim: Social Research : Issues, Methods and Process
5. Lewis-Back, Michael S (ed) (1994): Experimental Design Methods
6. International Handbook of Quantitative Applications in Social Sciences. Sage

CRITICAL MEDIA THEORIES

CORE

CREDITS : 4

HOURS : 6

This paper gives insight on the significant models and theories of communication. The paper has a multidisciplinary approach; borrowing from the fields of psychology, sociology and philosophy. It provides emphasis on the effects of media on individuals and consequently society as a whole. It also attempts to impart media analytical skills to students.

Unit-1

Normative Theories of Press Including new Perspectives; Media – Society Theories; Functionalism; Audience Theory – Goals of Audience Research; Audience Choice Model; Uses and Gratification Approach.

Unit-2

Media Analysis Techniques – Semiotic Analysis, Sociological Analysis, Psychoanalysis, Marxist Analysis, Critical Political Economy, Feminist Media Perspectives and Male Gaze Theory.

Unit-3

Culture and Communication – Frankfurt School, Critical Theory, Cultural Hegemony; Globalization of Culture; Ethnocentrism; Cultural Change; Media and Consumer Culture; Commodification of Culture.

Unit-4

Communication Media and Social Inequality; Politics Behind Portrayal; Impact of Media, Sex and Violence; Gender Issues in Mass Media

Unit-5

Nationalism, Globalization and Modernity; Convergence in Global Competition; Information Society – An Overview, Technological Determinism; Post Modernism – New Theoretical Perspectives in the Light of Information Era.

References:

1. Berger, Arthur Asa – Media Analysis Techniques, Sage Publications
2. A Compendium of Media Studies, Atlanta Publications
3. Berger, Arthur Asa – Popular Cultural Genres: Theories and Texts, Sage
4. Smith, Mark J Culture, Viva Books, Delhi
5. Albrow, M The Global Age, Polity Press, Cambridge
6. Boostein Daniel – Hidden History, Vintage Books, New York
7. Mc Quail, Dennis (2000) – Mass Communication Theory, 4th Edition, Sage
8. Berger, Asa Arthur (2000) – Essentials of Mass Communication, Sage
9. Webster, Frank (1995) – Theories of Information Society, Routledge

AD PHOTOGRAPHY

ELECTIVE

CREDITS : 5

HOURS : 6

To help the students understand the basic principles of Ad photography and the process of producing an Ad photography with the Digital camera

Unit-1 Digital Photography

Computers & Computer Technology (Hardware, Computer, Input device, Output device, Storage device), Overview of Digital Imaging, Creating Digital Images, Digital Image Structure (Low resolution camera, 35mm – based digital camera, Digital camera backs)

Unit-2 Storing Digital Images

File size, File Formats (JPEG, GIFF, TIFF, PSD, EPS, PICT, PDF). Storage Methods (Hard disk, Removable media, Memory cards), Image editing possibilities. Image editing software, Image editing tutorial (Acquiring the image, Opening the image, Saving the file, Straighten & Cropping the image, Over all color & tone correction, Overall Sharpness correction), Special effect, Combining Images.

Unit-3 Exposure & Meters

Film exposure, Camera setting & exposure (Shutter speed, Aperture, Light meters, In-Camera & Hand-held light meters, Incident & Reflected-light meters, Angle of view of light meter). Metering methods (Overall reading, Substitute reading, Close up reading Bracketing), Common Metering Error.

Unit-4 Lighting

Qualities of lighting (Intensity, Contrast, Secularity, Direction, Color), Kind of light (Nature Existing, Artificial, Continuous, Flash), Lighting Tools, Tools for Modifying Light, Light Control Techniques.

Unit-5 Shooting Techniques

Planning process for making salable photography, defining the function of the photography, Defining the concept of the photography, Designing the photography, Implementing the plan Lighting Techniques (Transparent Object, Portrait, Still Life, Illustration, Fashion, Food)

Practical – AD – Photography

Photography record should contain at least 7 Topics. Each exercise should include all the necessary details (color, exposure time, lens type etc). Final practical examination will test students knowledge on AD-Photography (either as a viva or practical work on fundamentals of photography). Following themes should be covered (minimum)

Exercises

1. Transparent Object
2. Portrait
3. Still Life
4. Illustration
5. Fashion

References:

1. Bruce Warrant (2002) – 2nd Edition, Photography, Delmer
2. James A. Flots, Ronald P. Lovell, Fred C. Zwahlen, Jr (2012), Hand Book of Photography. 5th Edition, Delmar.

EVENT MANAGEMENT

ELECTIVE

CREDITS : 5

HOURS : 6

The course aims at providing an in-depth understanding of event management. It also focuses on pricing issues and marketing them in today's business scenario. Apart from classroom sessions, the students will be given opportunities to organize events for the department.

Unit-1

Introduction to Events, Event Markets, Event Management, 5 C's of Event Management, Event Designing, Reach, Types of Interaction, Event as a Marketing Communication Tool. Key Element of Events, Infrastructure – Concept, People, Structure and Talent. Target Audience, Clients, Event Organizers, Venue, Media and Exhibits.

Unit-2

Event Marketing – Understanding Clients and Customers, Market Segmentation and Niche Marketing, Positioning and Event Property, Categories and Variations of Events, Timeframed, Concept-based, Artist-based, Client Industry-based, Other Types such as Charitable, Special Business Events, Retail Events and Reach and Interaction Matrix of Each of the Types.

Unit-3

Concept of Pricing in Events – Risk Rating, Pricing Objectives and Business Strategies – Market Study – Need for Assessment of Internal Systems and Overheads, Discounting Techniques. Concept of Promotion in Events – Radio, TV, Print Media, Internet, Outdoor, Direct Marketing, Sales Promotion, PR, Merchandising, Sponsorship and Other Means of Publicity.

Unit-4

Event Management – Pre-event, Event and Post-event Management Planning Organizing, Staff, Leading, Co-coordinating, Controlling, EM Information Systems, Strategic Alternatives for Growth and Maintenance, Development and Survival Strategies, Sustenance, Accomplishment and Ventures Strategies during Competitive Analysis.

Unit-5

Evaluation of Event Performance – Event Performance – Basic Evaluation Process Measuring Standards like Concept Research, Formative Evaluation Objective – Evaluation. Evaluation from Both the Event Organizers and Client's Point of View – Correcting Deviations and Innovations.

References:

Saggere – Event Management, Power Book House

INDUSTRIAL TRAINING / INTERNSHIP

PRACTICAL

CREDITS : 4

The students will be interning at any one Media house of their choice for a month. They will apply & be selected based on their merit & aptitude for each industry. They will submit the Internship Report & Evaluation Sheet from their Supervisor for assessment.

AD & PR STRATEGY SKILLS

PRACTICAL

CREDITS : 5`

HOURS : 6

The objective of this paper is to give a practical experience to concepts learnt in the theoretical subject.

Through Ad-Campaign, the students will attempt to market a product with special emphasis on its advertising value.

Also the students need to organize a series of events, using a wide range of PR tools & techniques, in relation to a theme of social relevance and evaluate the success of their campaign.

Ad & PR Campaign could be executed as separate projects or one as a part of the other.

ICT AND DEVELOPMENT COMMUNICATION

CORE

CREDITS : 4

HOURS : 6

The paper will give an insight into Communication Perspective on Development and the use of media for the same. The application of Information and Communication Technology in Development for Rural Development, e-governance etc and major regulatory issues and challenges are also discussed through this paper.

Unit-1

Role of Communication in Development, Development Indicators, Approaches to Development Communication, Historical and International Perspectives on Development.

Unit-2

Theories and Models of Development: Dominant Paradigm – Diffusion of Innovation; Evolutionary Model; Psychological Variable Model; Economic Growth Model; Mass Media in Modernization, Religious, Gender and Environmental Bias in the Discourse of the Dominant paradigm, Alternative Perspectives on Development.

Unit-3

Alternative Paradigm and Participatory Communication Models, Traditional Media and Development – Support Communication; Integrated Development Communication Strategies for Empowerment, Research and Ethics in Development Context, Indian – Experience in Communication in Development, Gandhian Model and Mehta Model.

Unit-4

Communication Campaign for Development – Experimental Projects, Rural Television. Application of ICT for Rural Development, Empowering Citizens through Access to Information and Knowledge, E-Governance.

Unit-5

Social, Cultural and Technology Transformation of Rural India – Case Studies Critical analysis of Major regulatory issues – Pornography, Obscenity, Security, Surveillance etc. Sustainable Development Prospects and Constraints through ICTs, Integrating new ICTs with the existing Media (Mass and Traditional)

References:

1. Rogers, Everett M (1986) – Communication Technologies, The Free Press
2. Heap, Thomas, Emon, Mason and Mackay (Ed.), Information Technology and Society.
3. Dutton (Ed). Information and Communication Technologies Vision and Reality
4. Emmott, Stephen, J (Ed.), Information Super Highway, Academic Press, London San Diego.

INTRODUCTION TO FILM STUDIES

CORE

CREDITS : 4

HOURS : 8

This course seeks to develop an understanding of the fundamentals of film studies. It aims to provide insight on film appreciation and film criticism. Lectures would be accompanied by viewing sessions & class room discussions.

Unit-1

Characteristics of Film; History of Intervention of Motion Pictures and Evolution of Sound Film; Basic Techniques – Mise-en-scene, Mise-en-shot, Deepfocus, Longtake, Continuity Editing.

Unit-2

Early Films – Lumieres, Melies, Griffith, Porter; German Expressionism; French Impressionism; Soviet Montage Cinema; Hollywood Cinema – Emergence, Golden Age, Studios and Genres, Genres Criticism and Critical Methodology.

Unit-3

Italian Neo-realism; French *Nouvelle Vague*; Japanese Cinema – Ozu, Mizoguchi, Akira Kurosawa; Political Criticism – Facism and Cinema, Latin American Third Cinema; Iranian Cinema – Mohsen Makmalbaf, Majid Majid, Abbas Kiarostambi

Unit-4

Indian Cinema – Conventional Hindi Cinema; “New Wave” Cinema – Bengali, Malayalam, Kannada, Recent Trends in Tamil Cinema, Women Cinema.

Unit-5

An Introduction to Great Directors – Eisenstein, Rossellini, Akira Kurosawa, Godard, Chaplin; Ghatak, Ray, Adoor Gopalakrishnan, G. Aravindan, Girish Kasaravalli, Auteur Theory.

References:

1. Gronemeyer, Andrea – Film, Lawrence King
2. Barnow, Erik & Krishnaswamy, S – Indian Film, New Delhi
3. Dasgupta, Chidananda – Talking about Films
4. Roberge, Gaston – A Book on Film Appreciation
5. Ray, Satyajit – Our Films, Their Films
6. Hill, John & Gibson, Pamela – The Oxford Guide To Film Studies
7. Nichols, Bill – Movies and Methods, Vol. 1, Seagull
8. Braudy, Leo and Cohen, Marshall – Film Theory and Criticism
9. Walls, Robert – Introducing Film

DOCUMENTARY FILM MAKING

ELECTIVE

CREDITS : 5

HOURS : 6

This paper will introduce the students to the concepts of documentary film making and give them the skills of making one by themselves. Students would be instructed during classroom lectures, during which the concepts would be discussed, development and reviewed.

Unit-1

History of Documentary Film Making, Types of Documentary Films; Why Documentary Films?

Unit-2

Video Camera, Formats and Camera Structure; Camera Language – Shots, Angles, Movements, DV Formats and Documentary Film Making.

Unit-3

Production Process – Pre-production, Production and Post Production, Researching for a Documentary.

Unit-4

Video Activism, Participatory Video for Development / Video as an Alternative Media.

Exercise

Students should write original scripts for the Documentary and the same should be submitted as a separate record.

Final production is considered for the End Semester Practical Examination.

References:

1. Michael Rabiger – Directing the Documentary, 1987, Focal Press, London
2. Patricia Holland – The Television Handbook, Routledge, London
3. The Video maker Handbook, 1996, Focal Press, New Delhi
4. Des Lyver – Basics for Sound, 2001, Focal Press, New Delhi
5. Bernard Geob – Television and Video Systems, 1983, McGraw Hill Co.

MEDIA ECONOMICS AND MANAGEMENT

CORE

CREDITS : 5

HOURS : 6

This paper provides an insight into the Managerial Aspects of media. This course help students to develop and understand issues involved in managing Media Organizations, ownership structures as well as issues relating to promotion, circulation and editorial Management.

Unit-1

Media as an organization – Need to manage.

Media Management – Roles and Responsibilities of Media Managers, Management Theories and Management Access Model, Management Skills – Leadership, Motivation, Teamwork

Unit-2

Economics as Concept, Types of Economics, Supply, Demand and Pricing. Markets, Understanding the Market – Market Structure, Industrial Organisation Model, Monopoly, Oligopoly, Monopolistic Competition, Perfect Competition, Cross Media Ownership – Vertical / Horizontal

Unit-3

Newspaper Organisation in Management – Editorial Management, Subscription / Sales Circulation Figures and Distribution, Advertising and Promotion, Ownership Patterns, Revenue Patterns

Unit-4

Electronics Media and Management – Organizational Structure, Economic and Financial Aspects, Demand for Advertising, Selling time, Cable TV Operator, TRP, Marketing versus Fundamental Programs, Ownership & Revenue Patterns

Unit 5

Media and Information techniques – Converging Techniques Internet / Web, CD-ROM, Digital Economy Tools and Techniques of Information Management. Rating of Blog, Internet Advertising – CPI and Click Troughs, Ownership & Revenue Patterns.

References:

1. Alan B. Albarran (June 1996) Media Economics: Understanding Markets, Industries and concepts
2. Ardyth Broadrick Sohn, (1998) Media Management
3. Picard (1989) Media Economics, Sage Publications.
4. Kothari Gulab, Newspaper Management In India.
5. Vogel, H.L. (1990) Entertainment Industry Economics: A Guide for Financial Analysis.
6. Lavine. John M and Deniel B. Wackman (1988) Managing Media Organizations.
7. Indian Media Business by Vanitha Kohli.

DISSERTATION

PRACTICAL

CREDITS : 5

HOURS : 10

Students are required to choose a relevant and suitable topic for research. With regular guidance and approval from their assigned supervisor, students will have to work towards an objective, review the literature, follow a methodology, collect data, analyze information and arrive at a meaningful conclusion. The intensive study paper requires a consistent effort. Evaluation will be based on the project report submitted under viva voce.