

Semester	Valuation			
	Theory Exam	Internal Exam	Practical Exam	Total
First Semester				
M-1 Functional English	80	20	-	100
M-2 Functional Hindi	80	20	-	100
M-3 Development of Media	80	20	-	100
M-4 Introduction to Communication	80	20	-	100
M-5 Fundamentals of Computer	50	20	30	100
Second Semester				
M-6 Communicative English	80	20	-	100
M-7 Communicative Hindi	80	20	-	100
M- 8 Principles of Journalism	80	20	-	100
M-9 Media Technology	80	20	-	100
M-10 Introduction to Video Production	50	20	30	100
Third Semester				
M-11 Electronic News Production	80	20	-	100
M-12 Media Language	50	20	30	100
M-13 Web Designing	80	20	-	100
M-14 Media Research	80	20	-	100
M-15 Structure and Functions of Media Houses	80	20	-	100
Fourth Semester				
M-16 Television production	80	20	-	100
M-17 Audiography	50	20	30	100
M-18 Multimedia production	80	20	-	100
M-19 Corporate Communication,	80	20	-	100

Advertising & Public Relations				
M-20 Media Content	80	20	-	100

Fifth Semester				
M-21 Production Process Management	80	20	-	100
M-22 Animation	50	20	30	100
M-23 Audio Production	50	20	30	100
M-24 Video Editing	50	20	30	100
M-25 Project writing on any media issue	80	20	-	100
Sixth Semester				
M-26 Media Laws and Ethics	80	20	-	100
M-27 Media Economics	80	20	-	100
M-28 Script writing	50	20	30	100
M-29 Project Work	80	20	-	100
M-30 Viva voce	80	20	-	100

M -1 Functional English

Objectives:

- To develop ability students to understand the basics of English grammar.
- To enable the students develop writing skills and learn idioms and phrases generally used in news writing.
- To provide adequate knowledge of functional grammar and sentence structure.

Unit: One - Basics of Grammar	L	T	S	W	D	V	P	T
1.1 Sentences - simple, compound, complex, assertive, interrogative, imperative, exclamatory	8		-	-	-	-	-	8
1.2 Clause - co-ordinate, sub co-ordinate, relative, adverb, comparative (adverb and adjective)	7	-	-	-	-	-	-	7
1.3 Articles - usage's of 'A', 'An', 'the'	2	-	-	-	-	-	-	2
1.4 Preposition - position of preposition, place relations, time relations and other relations	5	-	-	-	-	-	-	5

Unit-Two Functional Grammar	L	T	S	W	D	V	P	T
2.1 Tenses - simple, present, progressive perfect, present perfect, progressive along with past and indications of futurity	6	-	-	-	-	-	-	6
2.2 Reported speech:	3	-	-	4	-	-	-	7
2.3 Modals - will, shall, should, would etc.	4	-	-	3	-	-	-	7

2.4 Voice - active and passive	3	-	-	-	-	-	-	3
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Unit :Three - Comprehension	L	T	S	W	D	V	P	T
3.1 Reading aloud the paragraph	3	-	-	2	-	-	-	5
3.2 Writing a paragraph	3	-	-	2	-	-	-	5
3.3 Listening to others	4	-	-	-	-	-	-	4
3.4 Note taking and note making	5	-	-	-	-	-	-	5

Unit-Four Vocabulary	L	T	S	W	D	V	P	T
4.1 Words commonly mis-spelt	4	-	-	-	-	-	-	4
4.2 Words often confused	5	-	-	-	-	-	-	5
4.3 Word formation by prefix and suffix	4	-	-	-	-	-	-	4

Unit-Five Media English	L	T	S	W	D	V	P	T
5.1 Reading at least two English news papers	-	-	-	5	-	-	-	5
5.2 Watching English television news	-	-	-	5	-	-	-	5
5.3 Listening to English news bulletins of radio	-	-	-	3	-	-	-	3

Assignments:

- Write general rules of Articles (a, an, the) with suitable examples (at least 10 examples of each)
- Write 10 sentences on each of the following categories; simple, compound and complex. Transform these sentences into assertive and interrogative form.

- Explain with example the pattern of tenses - present, past and future.
- Write 50 idioms and use them in sentences to elucidate their correct meaning.
- Write 5 short-essays/reviews on topical issues /book reviews/sports reviews etc.
- Use the following preposition in suitable sentences to explain their appropriate use at, on, for, from, with, between, in, into, by, before, within, for, since, of, off, during, to, about, but.

References :

1. Kehha Bourke : The Grammar Lab
2. Jennifer Seidl : Grammar
3. John Eastwood and : A Basic English Grammar
4. As Thomson and A.V. : A Practical English Grammar Martinet
5. John Eastwood : Oxford Practice Grammar

एम-2 प्रयोजन मूलक हिन्दी (Functional Hindi)

उद्देश्य :

- छात्रों में मौखिक एवं लिखित भाषा का समझ विकसित करना तथा हिन्दी भाषा परिवार के संबंध में आवश्यक जानकारी देना।
- विद्यार्थियों की शब्द शक्ति में विकास करना तथा शब्दों के वास्तविक अर्थों को वाक्य रचना में प्रयोग करने की क्षमता का विस्तार करना।
- छात्रों को हिन्दी व्याकरण का सामान्य परिचय देना ताकि शब्द निर्माण, अलंकार, मुहावरे, वाक्य विन्यास आदि का यथेष्ट ज्ञात हो सके।
- छात्रों में शुद्ध लेखन की प्रवृत्ति का विकास करना।

ईकाई –1 भाषा का परिचय :	L	T	S	W	D	V	P	T
1.1 भाषा : मौखिक और लिखित स्वरूप	4	-	-	-	-	-	-	4

1.2 भाषा परिवार और भारतीय भाषाएं	5	-	-	-	-	-	-	5
1.3 हिन्दी की विकास यात्रा	7	-	-	-	-	-	-	7
1.4 हिन्दी क्षेत्र की बोलियां	5	-	-	3	-	-	-	8

ईकाई- 2 शब्द और शब्द भंडार :	L	T	S	W	D	V	P	T
2.1 शब्दों का वर्गीकरण	3	-	-	-	-	-	-	3
2.2 पर्यायवाची और विपरीतार्थक शब्द	2	-	-	-	-	-	-	2
2.3 अर्थ भेद, अनेक शब्दों के लिए एक शब्द	3	-	-	-	-	-	-	3
2.4 एकार्थी, अनेकार्थी, समरूपी और भिन्नार्थक शब्द	3	-	-	3	-	-	-	6

ईकाई-3 शब्द रचना	L	T	S	W	D	V	P	T
3.1 उपसर्ग, प्रत्यय	2	-	-	2	-	-	-	4
3.2 समास और अलंकार	4	-	-	3	-	-	-	7
3.3 मुहावरे और लोकोक्तियां	5	-	-	3	-	-	-	8

ईकाई-4 वाक्य रचना	L	T	S	W	D	V	P	T
4.1 संज्ञा, सर्वनाम, विशेषण, क्रिया एवं अव्यय की परिभाषा प्रकार एवं प्रयोग	10	-	-	-	-	-	-	10
4.2 विराम चिन्ह	2	-	-	3	-	-	-	5

ईकाई-5 वाक्य विचार	L	T	S	W	D	V	P	T
5.1 वाक्य की परिभाषा, प्रकार एवं गुण	4	-	-	-	-	-	-	4
5.2 वाक्य रचना की अशुक्तियां	3	-	-	3	-	-	-	6
5.3 पदबंध और उसके प्रयोग	4	-	-	4	-	-	-	8

अभ्यास कार्य :

- भाषा परिवार का वर्गीकरण करते हुए एक चार्ट का प्रारूप बनाएं
- प्रत्येक वर्ग के 25 शब्द लिखिए।
- एकार्थी शब्द, अनेकार्थी शब्द, पर्यायवाची शब्द, विपरीतार्थक शब्द।

- शब्दों का निर्माण प्रत्यय एवं उपसर्ग लगाकर कीजिए।
- 25 मुहावरे लिखें और वाक्य प्रयोग करें।
- विकारी एवं अविकारी शब्दों के उदाहरण लिखें।
- विकारी शब्द – संज्ञा, सर्वनाम, विशेषण, क्रिया।
- अविकारी शब्द – क्रिया, विशेषण, संबंध बोधक, समुच्च बोधक एवं विस्मय बोधक।

पुस्तकें :

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|--|---|--------------------------------|
| 1. डॉ. हरिमोहन | : | अनुवाद विज्ञान और सम्प्रेषण |
| 2. डॉ. कैलाश चंद्र भाटिया | : | अनुवाद कला सिद्धांत और प्रयोग |
| 3. विनोद कुमार प्रसाद | : | भाषा और प्रौद्योगिकी |
| 4. डॉ. माखेन्द्र पाठक | : | व्यावसायिक हिन्दी |
| 5. बदरीनाथ कपूर | : | परिष्कृत हिन्दी व्याकरण |
| 6. हरिबाबू मैमल | : | राजभाषा हिन्दी संघर्षों के बीच |
| 7. डॉ. विजय अग्रवाल | : | हिन्दी भाषा आजीत से आज तक |
| 8. प्रो. दीपचंद्र जैन,
डॉ. कैलाश तिवारी | : | हिन्दी और उसकी विविध बोलियाँ |
| 9. डॉ. भोलनाथ तिवारी | : | हिन्दी भाषा की आर्थी संरचना |
| 10. डॉ. भोलनाथ तिवारी | : | हिन्दी भाषा की ध्वनि संरचना |
| 11. सुवास कुमार | : | हिन्दी विविध व्यवहारों की भाषा |
| 12. डॉ. रामशमल पाण्डेय | : | हिन्दी शिक्षण |
| 13. चंद्र कुमार | : | संचार माध्यमों में हिन्दी |
| 14. प्रो. हरिमोहन | : | आधुनिक जनसंचार और हिन्दी |

M - 3 Development of Media

Objective :

- To educate student about role of newspaper in Indian freedom movement.
- To make students aware of trends in modern/new media.
- To acquaint student with historical growth, development and trends of different media, so that they can understand the strength,

- limitations and background of different media.
- Understand media history underlining the course of development in the process.
- Classify media in its existing forms and perform critical analysis of each (Print, TV, Radio & Modern Media)

Unit: 1 - History of Media	L	T	S	W	D	V	P	T
1.1 Historical development of media	8	-	-	-	-	-	-	8
1.2 Media as extension of human senses	3	-	-	1	-	-	-	4
1.3 Unique features of different media	4	-	-	-	-	-	-	4
1.4 Brief introduction to Indian film history	8	-	-	3	-	-	-	11

Unit: 2 - Print Media	L	T	S	W	D	V	P	T
2.1 Brief introduction to the history of Newspapers in India	12	-	3	-	-	3	-	18
2.2 Role of News papers in freedom movement	4	-	-	-	-	-	-	4
2.3 Current trends in print media	4	4	-	-	-	-	-	6

Unit-3 Radio	L	T	S	W	D	V	P	T
3.1 Growth and development of radio in India	5	-	-	-	-	1	-	6
3.2 All India Radio and national development	1	-	-	1	-	-	-	2
3.3 Private radio channels: radio mirchi, red FM etc	2	-	3	-	-	1	-	6

Unit : 4 - Television	L	T	S	W	D	V	P	T
4.1 History of television in India	5	-	-	-	-	-	-	5
4.2 Growth of private television channels in India	3	-	-	-	-	-	-	3
4.3 Debate on autonomy;	2	-	-	1	-	-	-	3
4.4 SITE Project	2	-	-	-	-	-	-	2

Unit: 5 - New Media	L	T	S	W	D	V	P	T
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5.1 Concept of New Media and its importance.	3	-	-	-	-	-	-	3
5.2 Characteristics and limitations of new media.	2	-	-	-	-	-	-	2
5.3 Future of new media	2	-	-	-	-	-	-	2

Assignment:

- Perform study of Text Books, Papers and present your findings with reference to News paper, TV, Radio & Modern Media.
- Any other exercise assigned by the faculty.

References:

- J. Natrajan, History of Indian Journalism.
- Parthsarthy Rangaaswani, Basic Journalism.
रवीन्द्र शाह, पत्रकारिता एक परिचय
- Sarkar R.C., The Press in India.
- Nadig Krishnamoorthy : Journalism in India.
P.C. Chatterjee, Broadcasting in India.
- H.R. Luthara, Indian Broadcasting.
- S.C. Bhatt, Satellite Invasion, Gyan Pub. Delhi.
Kewal J. Kumar, Mass Communication in India.
- Chetan Shrivastawa, Introduction to Information Technology.
- Vyas Thoraval - Cinemas of India.

M - 4 Introduction to Communication

Objectives:

- To acquaint student with the concept and process of communication
- To enable student to appreciate the potential and limitations of various communication process.

Unit: One - Human communication	L	T	S	W	D	V	P	T
1.1 Definition, history and background of communication	4	-	-	-	-	-	-	4
1.2 Nature, process and types of communication	5	2	3	-	-	-	-	10
1.3 Functions and objects of communication	3	-	-	-	-	-	-	3

Unit: Two - Channels of communication	L	T	S	W	D	V	P	T
2.1 Verbal and non verbal communication	3	1	3	2	-	-	-	9
2.2 Channels of mass communication	4	-	-	-	-	-	-	4
2.3 Concept of visual communication	3	-	-	3	-	-	-	6

Unit: Three - Models of Communication	L	T	S	W	D	V	P	T
3.1 Needs and importance of a model	4	-	-	-	-	-	-	4
3.2 Introduction to basic communication models	8	-	-	4	-	-	-	12
3.3 Indian concept of communication	3	2	-	-	-	-	-	5

Unit: Four - Theories of Communication	L	T	S	W	D	V	P	T
4.1 Main theories of communication - Bullet theory, Agenda setting, Uses and gratification etc.	5	-	-	5	-	-	-	10

4.2 Normative media theories - Authoritarian, libertarian Communist media, social responsibility, democratic participation,	4	-	2	-	-	-	-	6
4.3 Asian perspective media theory	3	-	3	-	-	-	-	6

Unit Five - Mass Communication	L	T	S	W	D	V	P	T
5.1 Concept of mass and mass communication	3	-	-	-	-	-	-	3
5.2 Mass media and mass culture	3	-	-	-	-	-	-	3
5.3 Media as a gatekeeper	2	-	-	3	-	-	-	5

Assignment:

- Prepare any two practical application of communication process & also present conclusion for that.
- Prepare a paper on “Mass culture”.
- Arrange a exercise of visual communication
- Any other exercise assigned by the faculty.

Reference:

- Keval J. Kumar - Mass Communication in India, Jaico, Mumbai.
- Denis McQuonil - Mass Communication Theory : An Introduction, Sage Delhi.
- डॉ. श्रीकान्त सिंह, सम्प्रेषण प्रतिरूप तथा सि(ान्त
- प्रो. जे.वी. विलानिलम एवं डॉ. एस.के. शुक्ला, भारत में संचार और जनसंचार म.प्र.।
- प्रो. जे.वी. विलानिलम एवं डॉ. एस.के. शुक्ला, जनसंचार सि(ान्त और व्यवहार मध्यप्रदेश हिन्दी ग्रन्थ अकादमी भोपाल।

M - 5 Fundamentals of Computer

Objective:

- To introduce the students with the computer, its parts and peripherals, operating system, word processing and Internet. After completion of the module, students are supposed to acquire the following skills.
- Creation and Management of files and folders.
- Word Processing.
- Introduction to Internet and its terminologies.
- Making presentations.

Unit: One - Introduction to Computer	L	T	S	W	D	V	P	T
1.1 Growth and development of computer	3	-	-	-	-	-	-	3
1.2 Basic technology of computer: binary codes	5	-	-	-	-	-	-	5
1.3 Application of computer in media	8	-	-	-	-	-	-	8

Unit: Two - Main Components	L	T	S	W	D	V	P	T
2.1 Main components of computer: input and output devices	7	-	-	-	-	-	-	7
2.2 Types of memories - RAM and ROM	5	-	-	-	-	-	-	5

2.3 Computer network - LAN and WAN	4	-	-	-	-	-	-	4
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Unit: three - Computer software	L	T	S	W	D	V	P	T
3.1 Working knowledge of operative systems - DOS, Windows	4	-	-	-	-	-	-	4
3.2 MS Word/Leap Office	5	-	-	-	-	-	-	5
3.3 Power Point	5	-	-	-	-	-	-	5

Unit Four - Computer and communication	L	T	S	W	D	V	P	T
4.1 Digital revolution in India	4	-	-	1	-	-	-	5
4.2 Computer as a medium of communication	4	-	-	-	-	-	-	4
4.3 Digital technology media and national development	5	-	-	4	-	-	-	9

Unit: Five – Internet	L	T	S	W	D	V	P	T
5.1 Brief history of Internet	2	-	-	-	-	-	-	2
5.2 Main facilities in Internet: Surfing, search engine, e- mail, bulletin board etc.	2	-	-	-	-	-	8	10
5.3 Concept of virtual society	2	-	-	-	-	-	4	6
5.4 Internet and mass communication	3	-	1	-	-	-	2	6

Assignment:

- Write about growth and development of computers and draw neat sketch of Input and Output device explaining each one of them.
- To make presentation in MS-Power Point on topic given by faculty.
- Write about Internet revolution and various operation like searching topic using search engine, e-mail, surfing etc.
- Any other exercise assigned by the faculty.

References :

- Singh & Singh, Fundamentals of Computers, Asian Web Designee Publication.

- Sanjay Saxena, A first 'course in Computer, Vikas Publishing House, New Delhi.
- Crumlish - ABC of Internet, BPB Publication.
- Ohetan Shrivastava, Introduction to Information Technology.

SEMESTER SECOND

M-6 Communicative English

Objective:

- ☐ To develop ability in students to understand the functional grammar of English language.
- ☐ To improve the vocabulary of the students by explaining the use of antonyms, homonyms, synonyms etc.
- ☐ To develop writing skills in students and ability to translate news other media scripts.

Unit-I Functional Grammar (A)	L	T	S	W	D	V	P	T
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1.1 Nouns - countable and uncountable	5	2	-	1	-	-	-	8
1.2 Pronouns - personal, relative and others	3	-	-	-	-	-	-	3
1.3 Verbs and verb structure (infinitives and gerunds)	4	-	-	2	-	-	-	6
1.4 Linking devices	4	3	3	-	-	-	-	10

Unit -2 Functional Grammar (B)	L	T	S	W	D	V	P	T
2.1 Adverbs and adverbial phrases	3	-	-	1	-	-	3	7
2.2 Modifiers and adverbs	5	-	-	-	-	-	-	5
2.3 Adjectives and adjective phrases	4	-	-	3	-	-	2	9

Unit -3 Vocabulary	L	T	S	W	D	V	P	T
3.1 Synonyms, antonyms and homonyms	3	-	-	2	-	-	2	7
3.2 Diminutives and derivatives	4	-	-	-	-	-	-	4
3.3 Jargons and slang	4	-	-	2	-	-	-	6

Unit - 4 Mechanics of writing	L	T	S	W	D	V	P	T
4.1 Precise/Paragraph writing	5	-	-	-	-	-	-	5
4.2 Preparing question for interviews	3	-	-	-	-	-	-	3
4.3 Expansion and contraction in writing	4	-	-	-	-	-	-	4

Unit - 5 Translation	L	T	S	W	D	V	P	T
5.1 What is translation?	2	-	-	-	-	-	-	2
5.2 Types of translation	3	-	-	-	-	-	-	3
5.3 Translating news and other media scripts	3	-	-	-	-	-	-	3

Assignments :

- ☐ Write a short note on nouns, pronouns, verbs and adverb explaining their use in sentences and give suitable examples.
- ☐ Prepare a list of synonyms, homonyms and antonyms explaining their correct meaning. (50 each)
- ☐ Prepare 5 key questions for each of the 5 different interviews of your choice to be conducted with a political leader, an sports personality, a women activist, a scientist, an administrator.
- ☐ Translate 3 editorials on different topic from english dailies.

- ☐ Any other exercise assigned by the faculty.

References :

1. Kehna Bouke : The Grammar Lab
2. Jennifer Seidl : Grammar
3. John Eastwood and : A Basic English Grammar Renald Mackin
4. As Thomson and A.V.: A Practical English Grammar Martinet
5. John Eastwood : Oxford Practice Grammar

M - 7 Communicative Hindi

उद्देश्य :

- ☐ हिन्दी साहित्य के इतिहास का बोध कराते हुए छात्रों में साहित्य के काल विभाजन की समझ विकसित करना।
- ☐ मीडिया लेखन की विशेषताओं से परिचय कराते हुए लेखन की शैली और तकनीक का ज्ञान कराना।

- ☐ अनुवाद की प(ति एवं प्रणाली का बोध कराना ताकि मीडिया की आवश्यकताओं के अनुरूप अनुवाद कार्य सम्पन्न किया जा सकें।
- ☐ भाषा के उच्चारण दोषों का निराकरण करना।

ईकाई – 1 हिन्दी साहित्य का इतिहास	L	T	S	W	D	V	P	T
1.1 पृष्ठभूमि एवं काल इतिहास	3	-	-	-	-	-	-	3
1.2 वीरगाथा काल	4	-	2	-	-	-	-	6
1.3 भक्ति काल	7	-	-	-	-	-	-	7
1.4 रीति काल	7	-	-	-	-	-	-	7
1.5 आधुनिक काल	4	-	3	-	-	-	-	7

ईकाई – 2 मीडिया हिन्दी	L	T	S	W	D	V	P	T
2.1 भाषा और माध्यम का सम्बंध	3	-	-	-	-	-	-	3
2.2 मीडिया-हिन्दी का विकास	3	-	-	-	-	-	-	3
2.3 मीडिया-हिन्दी : विशेषताएं एवं समकालीन प्रयोग	4	-	-	-	-	-	-	4

ईकाई –3 मीडिया-हिन्दी लेखन	L	T	S	W	D	V	P	T
3.1 संक्षिप्तिकरण और विस्तारण का अभ्यास	3	-	-	-	-	-	4	7
3.2 शीर्षक एवं मुख्य बिन्दु लेखन का अभ्यास	5	-	-	-	-	-	-	5
3.3 साक्षात्कार के लिए प्रश्न लेखन	3	-	-	3	-	-	-	6

ईकाई –4 हिन्दी अनुवाद	L	T	S	W	D	V	P	T
4.1 अनुवाद का महत्व	3	-	-	-	-	-	-	3
4.2 अनुवाद के प्रकार	4	-	-	-	-	-	-	4
4.3 अंग्रेजी से हिन्दी में अनुवाद	3	-	-	-	-	-	-	3

ईकाई –5 हिन्दी उच्चारण	L	T	S	W	D	V	P	T
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5.1 मानव का उच्चारण यंत्र	3	-	-	-	-	-	-	3
5.2 उच्चारण के दोष	3	-	-	-	-	-	-	3
5.3 शुद्ध उच्चारण की तकनीक	5	-	-	-	-	-	-	5
5.4 शुद्ध उच्चारण का अभ्यास	-	-	-	-	-	-	11	11

अभ्यास कार्य :

- ☐ हिन्दी साहित्य के विभिन्न कालखंडों की विशेषताओं पर एक सेमीनार का आयोजन जिसमें सभी छात्र अपने लघु निबंध एवं विचार प्रस्तुत करेंगे।
- ☐ मीडिया संबंध विषयों पर कम से कम 5 फीचर्स का आलेखन।
- ☐ विभिन्न विशेषज्ञों से साक्षात्कार हेतु शोध एवं 5 मुख्य प्रश्नों आलेखन। ;कम से कम 5 साक्षात्कारद्ध
- ☐ किन्हीं 5 सम्पादकीय लेखों का अंग्रेजी से हिन्दी में अनुवाद।
- ☐ माइक्रोफोन के समक्ष लैंग्वेज लैब में उच्चारण अभ्यास के 10 सत्रों का आयोजन तथा त्रुटि-निवारण अभ्यास।

पुस्तकें :

1. डॉ. हरिमोहन : अनुवाद विज्ञान और सम्प्रेषण
2. डॉ. कैलाश चंद्र भाटिया : अनुवाद कला सि(ति और प्रयोग
3. विनोद कुमार प्रसाद : भाषा और प्रौद्योगिकी
4. डॉ. माखेन्द्र पाठक : व्यावसायिक हिन्दी
5. बदरीनाथ कपूर : परिष्कृत हिन्दी व्याकरण
6. हरिबाबू मैमल : राजभाषा हिन्दी संघर्षों के बीच
7. डॉ. विजय अग्रवाल : हिन्दी भाषा आजीत से आज तक
8. प्रो. दीपचंद्र जैन, : हिन्दी और उसकी विविध बोलियों
- डॉ. कैलाश तिवारी
9. डॉ. भोलनाथ तिवारी : हिन्दी भाषा की आर्थी संरचना
10. डॉ. भोलनाथ तिवारी : हिन्दी भाषा की ध्वनि संरचना
11. सुवास कुमार : हिन्दी विविध व्यवहारों की भाषा
12. डॉ. रामशमल पाण्डेय : हिन्दी शिक्षण
13. चंद्र कुमार : संचार माध्यमों में हिन्दी
14. प्रो. हरिमोहन : आधुनिक जनसंचार और हिन्दी

M-8 Principles of Journalism

Objectives:

- ☐ To understand about news and Journalism.
- ☐ Understanding basic laws relating to journalism.
- ☐ Develop awareness and sense of responsibility towards national development through understanding of development concerns.
- ☐ Understanding investigative journalism in the interest of society at large.

Unit: 1 World of journalism	L	T	S	W	D	V	P	T
1.1 What is journalism?	7	-	-	-	-	-	-	2
1.2 Constituents of journalism	3	-	-	-	-	3	-	6
1.3 Principles of journalism,	3	-	-	-	-	-	-	3

Unit: 2 - Introduction to Present Media	L	T	S	W	D	V	P	T
2.1 Main newspapers and magazines of India	6	-	-	1	-	-	-	7
2.2 Main television news channels of India	5	-	-	-	-	-	-	5
2.3 Main radio news channels of India	5	-	-	-	-	3	-	8
2.4 Main news portals of India	3	-	-	-	-	-	-	3

Unit: 3 - Basics of news	L	T	S	W	D	V	P	T
3.1 What makes news?	3	-	-	-	-	-	5	8
3.2 Elements of news.	2	-	-	-	-	-	-	2
3.3 News values.	2	-	-	-	-	-	-	2
3.4 Source of news.	2	-	-	-	-	-	-	2

Unit -4 Issues of journalism	L	T	S	W	D	V	P	T
4.1 Objectives of Journalism	4	-	-	-	-	-	-	4
4.2 New technology and journalism	7	-	-	-	-	3	-	10

4.3 Current trends in journalism	4	-	-	-	-	-	-	4
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Unit: 5 - Specialised journalism	L	T	S	W	D	V	P	T
5.1 Investigative journalism	6	-	-	-	-	-	-	6
5.2 Development journalism	7	-	-	3	-	-	-	10
5.3 Ethical issues in journalism	5	-	3	-	-	-	-	8

Assignment:

- ☐ Writing any five news items.
- ☐ Reporting for local news items.
- ☐ Writing for Development journalism.
- ☐ Any other exercise assigned by the faculty.

Reference:

- ☐ Kewal J. Kumar, Mass Communication in India.
- ☐ Parthsarthy Rangaswami - Basic Journalism.
- ☐ Nadig Krishnamurthy - Journalism in India.
- ☐ Mass Media Laws and Regulations in India, AMIC Publication.
- ☐ प्रो. नन्दकिशोर त्रिखा—प्रेस विधि
- ☐ डॉ. श्रीकान्त सिंह : जनमाध्यम : कानून एवं उत्तरदायित्व
- ☐ सुरेन्द्र कुमार, मनोहर प्रभाकर : भारत में प्रेस विधि
- ☐ रवीन्द्र शह — पत्रकारिता एक परिचय

M - 9 Media Technology

Objective:

- ☐ To learn about technological innovation of media.
- ☐ To get the historical perspective of media.
- ☐ To understand about new media technologies.

Unit: one - Broadcasting technology	L	T	S	W	D	V	P	T
1.1 The process of radio broadcasting	3	-	3	-	-	3	-	9
1.2 Satellite and terrestrial television transmission	3	3	-	-	-	-	-	6
1.3 Different transmission channels.	4	-	5	-	-	-	-	9

Unit: two - Television technology	L	T	S	W	D	V	P	T
2.1 How does a television function?	2	-	-	-	-	5	-	7
2.2 Television standards: NTSC, PAL and SECAM	4	-	-	-	-	-	-	4
2.3 Conditional Access System, Pay per view system	4	-	-	-	-	-	-	4
2.4 Set top box, interactive television, HDTV	4	-	-	-	-	-	-	4

Unit: three - Radio technology	L	T	S	W	D	V	P	T
3.1 Radio transmission	3	4	-	-	-	-	-	7
3.2 FM and AM (MW and S W) radio	3	-	-	-	-	-	-	3
3.3 Radio bands and frequencies	3	-	-	-	-	-	-	3

3.4 Satellite and web radio	2	-	-	-	-	3	-	5
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Unit: four- Cable technology	L	T	S	W	D	V	P	T
4.1 Origin and growth of cable industry in India	4	-	-	-	-	-	-	4
4.2 Process of cablecast	4	-	-	-	-	-	-	4
4.3 Direct to Home system	2	-	-	-	-	-	-	2
4.4 Major players of cable industry	5	-	-	-	-	4	-	9

Unit : 5 - Audio for video	L	T	S	W	D	V	P	T
5.1 Types of microphone	2	-	-	-	-	-	-	2
5.2 Selection and placement of microphone	2	-	-	-	-	-	-	2
5.3 Scenary and set design	4	-	-	-	-	-	4	8

Assignment:

- ☐ Student should analyze the idea, topic, decide the target audience, research the subject matter and develop the story.
- ☐ Visualize any five stories and break the story in sequence, script for any two programmes of 10 minutes duration.
- ☐ Practice for three-point lighting in a studio.
- ☐ Examine and study the various controls and parts of a video camera.
- ☐ Setting of a Tripod and mounting of camera on tripod. Practice for different camera movements.
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Gerald Millerson, Television Production and Direction.
- ☐ Gerald Millerson, The Technique of Television Production, Focal Press, London.
- ☐ Gerald Millerson, Television Lighting Techniques. Zettl Horbert, Television Production.
- ☐ Gerald Millerson, Video production Hand book, Focal Press, London.

M-10 Introduction to Video Production

Objective:

- ☐ To develop a cognizance of the video production as a technical and creative process.
- ☐ To develop a familiarity with the video production personnel and assimilate the nature of their work.
- ☐ To develop the fundamental knowledge of lighting, sound, set scenery and other related techniques.
- ☐ To have the professional command on video equipments for indoor and outdoor shooting.

Unit: 1 - Basics of video production	L	T	S	W	D	V	P	T
1.1 What is video production	2	-	-	-	-	-	-	2
1.2 Process of video production - Pre production, production, post production	6	-	-	-	-	-	-	6
1.3 Importance of idea generation/concept and	3	-	4	-	-	-	-	7

research								
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Unit: 2 -Video camera	L	T	S	W	D	V	P	T
2.1 Introduction to video camera	5	-	-	-	-	-	-	5
2.2 Video camera: parts & their functions.	3	-	-	-	-	-	-	3
2.3 Basic shots	5	-	-	-	-	-	10	15
2.4 Camera movements	-	-	-	-	-	-	5	5

Unit: 3 - Video editing	L	T	S	W	D	V	P	T
3.1 Editing equipment	4	-	-	-	-	-	10	14
3.2 Types of video editing	4	-	-	-	-	-	-	4
3.3 Grammar of visual editing	5	-	-	-	-	-	-	5

Unit : 4 - Video lighting	L	T	S	W	D	V	P	T
4.1 Purpose of lighting	1	-	-	-	-	-	-	1
4.2 Lighting equipments	3	-	-	-	-	5	-	8
4.3 Types of light sources.	4	-	-	-	-	-	-	4

Unit : 5 - Audio for video	L	T	S	W	D	V	P	T
5.1 Types of microphone	2	-	-	-	-	-	-	2
5.2 Selection and placement of microphone	2	-	-	-	-	-	-	2
5.3 Scenary and set design	4	-	-	-	-	-	4	8

Assignment:

- ☐ Student should analyze the idea, topic, decide the target audience, research the subject matter and develop the story.
- ☐ Visualize any five stories and break the story in sequence, script for any two programmes of 10 minutes duration.
- ☐ Practice for three-point lighting in a studio.
- ☐ Examine and study the various controls and parts of a video camera.

- ☐ Setting of a Tripod and mounting of camera on tripod.
Practice for different camera movements.
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Gerald Millerson, Television Production and Direction.
- ☐ Gerald Millerson, The Technique of Television Production, Focal Press, London.
- ☐ Gerald Millerson, Television Lighting Techniques. Zettl Horbert, Television Production.
- ☐ Gerald Millerson, Video production Hand book, Focal Press, London.

SEMESTER THIRD
M-11 Electronic News Production

Objective:

- ☐ Imparting knowledge of use of audio technology in radio.
- ☐ Understanding the structure of radio newsroom and its functioning.
- ☐ To learn the art of web news production.

- ❑ To develop skill of conducting live reporting.

Unit - 1 Basics of News Production	L	T	S	W	D	V	P	T
1.1 How electronic news differs from print?	1	-	-	-	-	-	-	1
1.2 Role of audio - visual inputs	2	-	3	-	-	-	-	5
1.3 How news production differs from other production	2	-	-	-	-	-	-	2

Unit-2 Television News Production	L	T	S	W	D	V	P	T
2.1 Shooting a news story	2	-	-	-	-	-	5	7
2.2 Audio and lighting for a news report	4	-	-	3	-	-	-	7
2.3 Studio programme production	5	-	-	-	-	-	6	11

Unit-3 Radio News Production	L	T	S	W	D	V	P	T
3.1 Production of a radio bulletin	3	-	-	-	-	-	6	9
3.2 Doing live commentary and voice dispatch	-	-	-	3	-	-	4	7
3.3 Recording outdoor interview	2	-	-	3	-	-	5	10

Unit-4 Web News Production	L	T	S	W	D	V	P	T
4.1 Structure of a web newsroom	2	-	-	-	-	-	-	2
4.2 Responsibilities of content team members	2	-	-	-	-	-	-	2
4.3 Writing for web and online reporting	3	-	-	-	-	-	6	9

Unit-5 Contemporary development	L	T	S	W	D	V	P	T
5.1 Live news reporting	2	-	-	-	-	-	5	7
5.2 New trends in news packages	2	-	3	-	-	-	-	5
5.3 Contemporary changes in news production	2	-	2	-	-	-	-	4

Assignment:

- ☐ Visit of an audio-studio to get information regarding audio equipment i.e. recorders, micro-phones and mixers.
- ☐ Conduct a visit of local television center to observe duties & responsibilities of people engaged on production, develop a report and present your findings.
- ☐ Preparation of a chart of organizational structure of a web newsroom.
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Boyd Heinemann, Techniques of Radio and Tv. News.
- ☐ Peter B. Orlik, Allyn and Bacon, The Electronic Media.
- ☐ Robert I. Schihl, Newscast - process and procedure, Focal Press, London.
- ☐ Gupta am; Internet Journalism in India, Kanishka Publication.
- ☐ James C. Fourst On line Journalism - Principles and practices of News for the web.

M-12 Media Language

Objectives:

- ☐ Understanding language in its broader sense.
- ☐ To know the importance and place of a scriptwriter in media production
- ☐ To make students learn idioms and phrases generally used in both the language for journalistic expressions.
- ☐ To develop effective skill to communicate their ideas.

Unit: 1 - Reading media text	L	T	S	W	D	V	P	T
1.1 Communication as a text	3	-	-	3	-	-	-	6
1.2 Sign, codes and symbols	3	-	-	2	-	-	-	5
1.3 The process of encoding and decoding	4	-	-	-	-	-	-	4
1.4 Concept of signifier and signified and semantic barriers	5	-	4	-	-	-	-	9

Unit: 2 - Media language	L	T	S	W	D	V	P	T
2.1 <i>Hindustani</i> as media language	1	-	-	-	-	-	-	1
2.2 Parameters of common man's understanding	3	-	3	-	-	-	-	6
2.3 Local dialects and spoken language	5	-	-	-	-	-	-	5

Unit: 3 - Diction and Syntax	L	T	S	W	D	V	P	T
3.1 Identifying the origin of Hindi words - Tatsam, tadbhav, desaj, videshaj words	4	-	4	-	-	-	-	8
3.2 Frequently used idioms and phrases by media Sentence structure of news writing	5	-	-	-	-	-	5	10

Unit: 4 - Usage patterns	L	T	S	W	D	V	P	T
4.1 Specific words used in different kinds of news	3	-	-	-	-	-	-	3
4.2 Political vocabulary	2	-	-	-	-	-	-	2
4.3 Economic vocabulary	3	-	-	-	-	-	-	3
4.4 Sports vocabulary	3	-	-	-	-	-	-	3

Unit: 5 - Comparative study	L	T	S	W	D	V	P	T
5.1 Written and spoken language	2	-	3	-	-	-	-	5
5.2 Visual and verbal language	3	-	-	-	-	-	-	3
5.3 Literary and media language	3	-	4	-	-	-	-	7
5.4 New trends in Hindi language	4	-	3	-	-	-	-	7

Assignments :-

- ☐ Participate in a debate on the issues relating to language and communication.
- ☐ Exercises of scripting on different formats.
- ☐ Writing a five minutes radio talk on any current issue.
- ☐ Scripting for a 2 minutes television spot.
- ☐ Scripting for a two minutes radio social advertisement.
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ चन्द्रकुमार, संचार माध्यमों में हिन्दी
- ☐ विनोद कुमार प्रसाद, भाषा और प्रौद्योगिकी
- ☐ डॉ. श्रीकान्त सिंह, सम्प्रेषण : प्रतिरूप एवं सि(त
- ☐ Kehha Bourke, The Grammar Lab.
- ☐ Rivers, William and W, Alison, Writing for the media.

M-13 Web Designing

Objectives:

- ☐ To train students with a sound understanding of multimedia.
- ☐ To develop students as sound web professionals.
- ☐ To impart knowledge of new media system and tools.
- ☐ To impart skills of writing for web portals.

Unit-1 Introduction	L	T	S	W	D	V	P	T
1.1 Basic working of Internet	2	-	-	-	-	-	4	6
1.2 Network topologies	2	-	-	-	-	-	2	4
1.3 Types of servers	2	-	-	-	-	-	2	4
1.4 Internet Protocols	2	-	-	-	-	-	2	4

Unit-2 Web development tools	L	T	S	W	D	V	P	T
2.1 Language for creation of web page	2	-	-	-	-	-	2	4
2.2 Basic Structure of HTML script	6	-	-	-	-	-	4	10
2.3 Head & body section	2	-	-	-	-	-	2	4

Unit-3 Multimedia consideration	L	T	S	W	D	V	P	T
3.1 Image formats	2	-	-	-	-	-	1	3
3.2 Video formats	2	-	-	-	-	-	1	3
3.3 Audio formats	2	-	-	-	-	-	1	3

Unit-4 Web Programming Material	L	T	S	W	D	V	P	T
4.1 Introduction to- Microsoft front page express	2	-	-	-	-	-	3	5
4.2 Fire works, Dream weaver	2	-	-	-	-	-	2	4

	L	T	S	W	D	V	P	T
Unit- 5 Web Production								
5.1 Main tools for web publishing	2	-	-	-	-	-	4	6
5.2 MS Publishing Wizard	2	-	-	-	-	-	4	6
5.3 Writing script for web	2	-	-	-	-	-	4	6

Assignment:

- ☐ Develop web pages in HTML incorporating tables, frames etc.
- ☐ Inserting images, audio and video clips in Web pages
- ☐ Develop web pages using MS Front page
- ☐ Plan a small web news portal project
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Janathan, Higgins, Satellite News gathering.
- ☐ Fundamental of the Internet - TMH Publication.
- ☐ Stephen quinn, knowledge management in the digital Newsroom.
- ☐ Dsouza Y.K., Dictionary of Internet.
- ☐ Multimedia Magic - BPB Publication.
- ☐ Van Vaughen, Multimedia Making - TMH Publication.

B-14 Media Research

Objectives:

- ☐ To teach basics of research and its application on media.
- ☐ To develop skills of different kinds of research methodologies.
- ☐ To familiarize students with knowledge of Electronic Media researches.

Unit: one - Basics of Research	L	T	S	W	D	V	P	T
1.1 Research: meaning and nature	3	-	-	-	-	-	-	3
1.2 Areas of media research	2	-	4	-	-	-	-	6
1.3 Types of research	3	-	-	-	-	-	-	3
1.4 Planning of Research	4	-	-	-	-	-	-	4

Unit: two - Research techniques	L	T	S	W	D	V	P	T
2.1 Hypothesis and research questions	3	-	-	-	-	-	2	5
2.2 Research design	4	-	-	2	-	-	3	9

2.3 Sampling - meaning and types	4	-	-	-	-	-	3	7
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Unit: three - Tools of research	L	T	S	W	D	V	P	T
3.1 Source of data - primary and secondary	3	-	-	-	-	-	-	3
3.2 Preparing a questionnaire	4	-	-	-	-	-	5	9
3.3 Observation method	2	-	-	-	-	-	-	2
3.4 Interview method	2	-	-	-	-	-	-	2

Unit: four - Application of Statistics	L	T	S	W	D	V	P	T
4.1 Tabulation and classification of data	6	-	-	3	-	-	-	9
4.2 Data analysis and interpretation	5	-	-	4	-	-	-	9
4.3 Graphics and diagrams of data	6	-	-	6	-	-	-	12
4.4 Report writing	1	-	-	-	-	-	-	1

Unit: five - Research and media	L	T	S	W	D	V	P	T
5.1 Application of research in media	3	-	-	-	-	-	-	3
5.2 Television rating point (TRP)	1	-	-	-	-	-	-	1
5.3 Pre poll and exit poll surveys	2	-	-	-	-	-	-	2

Assignments: -

- ☐ Make a research plan for a specific topic
- ☐ Prepare a schedule for survey on relevant research issue.
- ☐ Collect data on the basis of prepared scheduled by survey
- ☐ Classify and tabulate the data collected by survey
- ☐ Analyse data and make graphic presentation with the help of computer
- ☐ Write a brief report on the above research conducted
- ☐ Paper presentation on the application of research in media
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ डॉ. रवीन्द्रनाथ मुकर्जी, सामाजिक शोध और सांख्यिकी, विवेक प्रकाशन

- ☐ डॉ. श्रीकान्त सिंह, संचार शोध प्रविधि
- ☐ डॉ. मनोज दयाल, संचार शोध
- ☐ डॉ. संजीव भानावत, संचार शोध
- ☐ M.L. Gupta and D.O. Sharma, Social Research, Sahitya Bhawan, Agra.
- ☐ John C. Reinard, Introduction to Communication Research.
- ☐ Bernard Berelson, Content Analysis in Communication Research, Harper Publishing.

M-15 Structure & Functions of Media Houses

Objectives:

- ☐ To develop understanding of structure & functions of various media laws

Unit: -1 PUBLIC BROADCAST HOUSES	L	T	S	W	D	V	P	T
1.1 Doordarshan	3	-	-	-	-	4	-	7
1.2 AIR	3	-	-	-	-	4	-	7

1.3 PIB	2	-	-	-	-	-	-	2
1.4 DAVP	2	-	-	-	-	-	-	2

Unit-2 News Agencies	L	T	S	W	D	V	P	T
2.1 Reuter	2	-	-	-	-	-	-	2
2.2 UPI	3	-	-	-	-	4	-	7
2.3 PTI	3	-	-	-	-	-	-	3
2.4 UNI	3	-	-	-	-	-	-	3
2.5 Hindustan Samachar	3	-	-	-	-	2	-	5
2.6 News Corporation	2	-	-	-	-	-	-	2

Unit- 3 International media houses	L	T	S	W	D	V	P	T
3.1 Voice of America	3	-	-	-	-	-	-	3
3.2 BBC	3	-	-	-	-	-	-	3
3.3 News Corporation	4	-	-	-	-	-	-	4
3.4 SONY	5	-	-	-	-	-	-	5

Unit-4 Indian Media Houses	L	T	S	W	D	V	P	T
4.1 Zee Group	2	-	-	-	-	2	-	4
4.2 Enadu	2	-	-	-	-	2	-	4
4.3 TV Today Network	2	-	-	-	-	-	-	2
4.4 STAR INDIA	2	-	-	-	-	-	-	2
4.5 NDTV	2	-	-	-	-	4	-	6
4.6 Sahara News	2	-	-	-	-	-	-	2

Unit-5 PRIVATE RADIO HOUSES	L	T	S	W	D	V	P	T
5.1 MY FM, Synergy Media Pvt. Ltd., Radio City, Radio	10	-	-	-	-	5	-	15

Mantra, Radio Mirchi, Indigo, Fever FM, Big FM, Radio Popcorn, Radio One, Red FM, Midday FM, Gyanvani								
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Assignments :-

- ☐ Visit any three media houses
- ☐ Prepare a paper on functioning of media houses
- ☐ Organise seminar on functioning of media house

References :-

- ☐ डॉ श्रीकांत सिंह : टेलीविजन पत्रकारिता
- ☐ डॉ देवव्रत सिंह : भारतीय इलेक्ट्रानिक मीडिया

SEMESTER FOUR

M-16 Television Production

Objectives:

- ☐ To acquaint students with the Television production process.
- ☐ To develop the ability of students to Conceptualise Various Television programmes genres.
- ☐ To familiarise with the technology of video production.
- ☐ Understand the effect of line, texture & colour on Composition.

Unit : 1 - Television Genre	L	T	S	W	D	V	P	T
1.1 Types of television production and their features	5	-	-	-	-	-	-	5
1.2 Fictional programmes: soap operas, sitcoms, series, films etc.	4	-	2	-	-	-	-	6
1.3 Non-fictional programmes: news, talk show, documentary, reality show etc	5	-	-	5	-	-	-	10

Unit: 2 - Television production as a visual art	L	T	S	W	D	V	P	T
2.1 Nature of television production	2	-	-	-	-	-	-	2
2.2 Visual communication and visual art	3	-	-	-	-	-	-	3
2.3 Visual elements in television production : Line, texture, shape, space, size, proportion and colour	5	-	-	-	-	-	-	5

Unit: 3 - Television production process	L	T	S	W	D	V	P	T
3.1 Single and multi camera shooting: comparison	3	-	-	-	-	-	6	9
3.2 Studio and outdoor shooting	2	-	-	-	-	-	6	8
3.3 Production control room	2	-	-	-	-	-	-	2
3.4 Studio language and commands	3	-	-	2	-	-	-	5

Unit: 4 - Direction in television production	L	T	S	W	D	V	P	T
4.1 What is direction?	2	-	4	-	-	-	-	6
4.2 Role and importance of director in a production	3	-	-	-	-	-	-	3
4.3 Qualities of a good director	2	-	-	-	-	-	-	2
4.4 Directing actors, animals and children	3	-	-	-	-	-	-	3

Unit: 5 - Make up for television production	L	T	S	W	D	V	P	T
5.1 Meaning and importance of make up	4	-	-	-	-	-	-	4
5.2 Types of make up	4	-	-	-	-	-	-	4
5.3 Tools of make up	5	-	-	-	-	-	8	13

Assignments:

- ☐ Practice various steps of T. V. Makeup.
- ☐ Study of drawings, paintings, sculptures and photograph of master would be essential and photographs should be collected for all the above contents.
- ☐ Prepare a paper on “Visual Communication”
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Joseph A Devito, Essentials of Human Communication, Harper Column College publisher.
- ☐ Anand Mitra, “Television and Popular Culture. James Lullted” “World Families Watch Television”
- ☐ Allan Wurtzel, Television production, McGraw Hills Book Co. New Delhi.
- ☐ Gerald Millerson, Television Production and Direction, Focal Press, London.
- ☐ Colin Hart, Television program making.
- ☐ Vincent J.R. Kehoe, Special make-up effect, Focal Press, London

M-17 Audiography

Objectives:

Students will be able to understand

- ☐ Different types of microphones and their appropriate use as per situation.
- ☐ Handling of audio equipments such as audio mixer, effect generator, DAT etc.
- ☐ Types of sound distortions and noise etc.
- ☐ Variation in sound perspective with respect to frequency.

Unit: 1 - Sound	L	T	S	W	D	V	P	T
1.1 What is sound?	1	-	-	-	-	-	-	1
1.2 Characteristics of sound	2	-	-	-	-	-	-	2
1.3 Frequency, pitch, amplitude, velocity, volume, Wavelength, harmonics and resonance	9	-	-	-	-	-	-	9

Unit: 2 - Microphones	L	T	S	W	D	V	P	T
2.1 Construction of microphone	3	-	-	-	-	-	-	3
2.2 Characteristics: uni, bi and omni directional	5	-	-	-	-	-	-	5
2.3 Types: ribbon, dynamic, electret, condensor microphones	5	-	-	-	-	-	-	5
2.4 Types of Speakers, features of a speaker: bass and	5	-	-	-	-	-	-	5

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Unit: 3 - Tape recorders	L	T	S	W	D	V	P	T
3.1 Mechanism of recording	3	-	-	-	-	-	-	3
3.2 Types of recorders: analog and digital recorders	5	-	-	-	-	-	-	5
3.3 DAT and Ultra portable recorders	5	-	-	-	-	-	-	5
3.4 PP and VU meters,	5	-	-	-	-	-	-	5
3.5 Audio control systems	5	-	-	-	-	-	-	5

Unit: 4 - Digital Audio	L	T	S	W	D	V	P	T
4.1 Digital recording concepts: sampling, quantization etc.	5	-	-	-	-	-	-	5
4.2 Introduction to Sound Forge and Cool Edit	4	-	-	-	-	-	-	4
4.3 Equalizers, filters, reverberation, delay, pitch shifting etc	7	-	-	-	-	-	3	10
4.4 Noise reduction process	5	-	-	-	-	-	-	5

Unit: 5 - Recording faults	L	T	S	W	D	V	P	T
5.1 Speed variation	4	-	-	-	-	-	-	4
5.2 Flutter and wow	4	-	-	-	-	-	-	4
5.3 Distortions: hissing noise and rumble	5	-	-	-	-	-	-	5

Assignments:

- ☐ Physical appearance of different types of microphone and other sound reproduction items.
- ☐ Observation and comparison of sound quality recorded in a Acoustic treated audio studio and a class room for same audio level.
- ☐ Practice with Audio mixer and observe in V -U meter (i) the effect of channel and master faders. (ii) effect of variation in High, Low and Mid frequency equalisers variations.
- ☐ Practice for audio recording, editing and using audio effects and stereo sound.

- ☐ Any other exercise assigned by the faculty.

References :

- ☐ Francis Rumrey, Sound & Recording: An introduction.
- ☐ John Watkinson, An introduction to Digital Audio, Focal Press, London.
- ☐ Inglis, Introduction to T.v. Technology.
- ☐ J. Keyes, The Ultimate Multimedia Handbook, McGraw Hill, New York.

M-18 Multimedia Production

Objectives:

- ☐ To train students with a sound understanding of multimedia.
- ☐ Understanding hardware and software requirements for graphics and animation.
- ☐ To train students with sound knowledge of multimedia tools.

Unit: one - Introduction to Multimedia	L	T	S	W	D	V	P	T
1.1 Definition and meaning of multimedia	2	-	-	-	-	-	3	5
1.2 Use of multimedia in electronic media	4	-	-	-	-	-	3	7
1.3 Main elements of multimedia	2	-	-	-	-	-	4	6

Unit: two - Multimedia building blocks	L	T	S	W	D	V	P	T
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2.1 Components of multimedia - Graphics, text, video and sound	3	-	-	-	-	-	3	6
2.2 Multimedia application	3	-	-	-	-	-	3	6
2.3 Multimedia tools	3	-	-	-	-	-	3	6

Unit: three - Digital Imaging	L	T	S	W	D	V	P	T
3.1 What is computer graphics?	2	-	-	-	-	-	2	4
3.2 Types of images and image applications	2	-	-	-	-	-	2	4
3.3 Major image file formats	2	-	-	-	-	-	2	4
3.4 File compression techniques	2	-	-	-	-	-	4	6

Unit: four - Digital Sound	L	T	S	W	D	V	P	T
4.1 PCM, sampling rate, bit rate,	5	-	-	-	-	-	3	8
4.2 Major audio file formats	3	-	-	-	-	-	7	10

Unit: five - Authoring tools and metaphors	L	T	S	W	D	V	P	T
5.1 Meaning, types and functions of metaphors	2	-	-	-	-	-	2	4
5.2 Selecting authoring tools	2	-	-	-	-	-	2	4
5.3 Types and features of authoring tools	2	-	-	-	-	-	4	6
5.4 Authoring stages	2	-	-	-	-	-	2	4

Assignment :-

- ☐ Design and develop graphic with Photoshop and coral draw
- ☐ Record an audio files and apply effects to it.
- ☐ Practice on Sound forge software.
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Multimedia Magic - BPB Publication.

- ☐ Van Vaughen, Multimedia making - TMH Publication.
- ☐ 3D Max Fundamentals - Techmedia
- ☐ Dsouza YK., Dictionary of internet.
- ☐ Catherine winder, Producing Animation.
- ☐ Tay Vawghan, Multimedia making it work.
- ☐ T. Keyes, Ultimate Multimedia Handbook, McGraw hill, New York.
- ☐ Magazine - Computer Today.
- ☐ Richard Taylor, Encyclopedia of animation techniques.

M-19 Corporate Communication, Advertising & Public relations

Objectives:

- ☐ To make students able to appreciate electronic media advertisement.

- ❑ To give an understanding of advertising agency and its functioning.
- ❑ To acquaint students with the concept and process of public Relations and to enable them to appreciate the potential and limitations of various P.R. tools.

Unit 1: Advertising	L	T	S	W	D	V	P	T
1.1 Evolution and growth of advertising	5	-	-	-	-	-	-	5
1.2 Definition of advertisement	3	-	-	-	-	-	-	3
1.3 Classification of advertisements	3	-	-	-	-	-	-	3
1.4 Types of ad appeals	4	-	2	-	-	-	-	6

Unit 2: Ad making	L	T	S	W	D	V	P	T
2.1 Structure of ad agency and functions.	4	-	-	-	-	-	-	4
2.2 Storyboard	3	-	-	-	-	-	6	9
2.3 Importance of creativity in ad making	2	-	-	-	-	-	-	2
2.4 Ad campaign, brand image, brand equity	3	-	-	-	-	-	-	3

Unit 3: Public relations	L	T	S	W	D	V	P	T
3.1 Meaning and definition of public relations	3	-	-	-	-	-	-	3
3.2 Tools of public relations	2	-	-	-	-	-	-	2
3.3 Writing for PR	3	-	-	-	-	-	6	8
3.4 Publics in public relations	2	-	-	-	-	-	-	2
3.5 Major public relations organisation	2	-	-	-	-	-	-	2

Unit 4: Corporate communication	L	T	S	W	D	V	P	T
4.1 Meaning of corporate communication	2	-	-	-	-	-	-	2
4.2 Tools and strategies of image projection	3	-	-	-	-	-	4	7
4.3 Establishing media relations	4	-	-	-	-	-	-	4
4.4 New trends in corporate communication	5	-	-	-	-	-	-	5

Unit 5: Case studies	L	T	S	W	D	V	P	T
5.1 Case studies of ad campaigns	4	-	-	5	-	-	-	9
5.2 Case studies of PR's crisis management	3	-	-	4	-	-	-	7
5.3 Case studies of image projection campaigns	3	-	-	-	-	-	-	3

Assignment :-

- ☐ Participate in discussion on impact of advertisements on society.
- ☐ Prepare a story board for a production of 30 seconds TV advertisement
- ☐ Script social advertisement for radio
- ☐ Present a case studies of PR's crisis management
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Keval J. Kumar - Mass Communication in India, Jaico Mumbai.
- ☐ Philip Lesley - Handbook of PR and Communication, Jaico Publishing House, Mumbai.
- ☐ Chunawala and Sethia, Advertising Principles and Practice, Himalay, New Delhi.
- ☐ प्रो. जे.वी. विलनिलम एवं डॉ. शशिकान्त शुक्ला, भारत में संचार और जनसंचार म.प्र. हिन्दी ग्रंथ अकादमी, भोपाल.
- ☐ प्रो. जे.वी. विलनिलम एवं डॉ. शशिकान्त शुक्ला, जनसंचार सि(न्त और व्यवहार, म.प्र. हिन्दी ग्रन्थ अकादमी, भोपाल.

M-20 Media Content

Objectives:

- ☐ Develop appreciation of Media content and form.
- ☐ Understand significance of media criticism.
- ☐ Understand our country's Political, Economic, Culture and Social systems.
- ☐ Perform critical observation of our country's environment and development.

Unit: 1 - Studying media text	L	T	S	W	D	V	P	T
1.1 Media content as media text	3	-	-	-	-	-	-	3
1.2 Relation between content and form	3	-	-	-	-	-	-	3
1.3 Issue of diversity in media content	4	-	-	-	-	-	-	4
1.4 Importance of Media criticism	3	-	-	-	-	-	-	3

Unit: 2 - Political system	L	T	S	W	D	V	P	T
2.1 State and its institutions: legislature, executive and judiciary	8	-	-	-	-	-	-	8
2.2 How Indian democracy functions: parliament to panchayats?	10	-	-	-	-	-	-	10
2.3 Structure of bureaucracy, Indian police, military and other forces	8	-	-	-	-	-	-	8
2.4 Understanding of current political issues	7	-	-	-	-	-	-	7

Unit 3 : Economic system	L	T	S	W	D	V	P	T
3.1 Understanding union budget	3	-	-	-	-	-	-	3

3.2 How share market functions?	3	-	-	-	-	-	-	3
3.3 present state of Indian trade and commerce	2	-	-	-	-	-	-	2
3.4 Understanding key economic issues	4	-	-	-	-	-	-	4

Unit four: Indian culture and social system	L	T	S	W	D	V	P	T
4.1 Characteristics of Indian culture	3	-	-	-	-	-	-	3
4.2 India's main social institutions	4	-	-	-	-	-	-	4
4.3 Cultural imperialism, consumerism	3	-	-	-	-	-	-	3
4.4 Understanding current socio-cultural issues	4	-	-	-	-	-	-	4

Unit five: Other contents	L	T	S	W	D	V	P	T
5.1 Basics of cricket, football, hockey, tennis and athletics	5	-	-	-	-	4	-	9
5.2 Understanding about Indian weather	2	-	-	-	-	-	-	2
5.3 Introduction about Indian legal system	3	-	-	-	-	-	-	3
5.4 Current issues about environment and development	4	-	-	-	-	-	-	4

Assignments:

- ☐ Prepare a paper on Great eminent Journalists of yester years with reference to media content and form.
- ☐ Any other exercise assigned by the faculty.

References :

- ☐ Durga Das Basu, Introduction to the constitution of India.
- ☐ J. Hamelink, The politics of world communication, Sage, London.
- ☐ James Gull- Media, Communication, Culture.
- ☐ Kamlesh Mahajan - Communication & Society.
- ☐ Samir Amin - Capitalism in age of Globalisation.
- ☐ Vandana Shiva - The violence of the green revolution.
- ☐ Raymond Aron - Democracy and Totalitarianism.

- ☐ Anantharama Rao- Vision 21 st century.
- ☐ पूरनचन्द्र जोशी, संस्कृति, विकास और संचार क्रांति।
- ☐ J .A. Schumpeter, Capitalism, Socialism and Democracy.
- ☐ Five year plan, Year Books.

SEMESTER FIVE

M-21 Production Process Management

Objectives:

- ☐ To induce an understanding of production process management.
- ☐ To make students aware with the management responsibilities.
- ☐ To develop students as team professional.

Unit: one Basics of management	L	T	S	W	D	V	P	T
1.1 Meaning of management	2	-	-	-	-	-	-	2
1.2 Principles of management	8	-	-	-	-	-	-	8
1.3 Ownership patterns	5	-	-	-	-	-	-	5

Unit - two Media Management	L	T	S	W	D	V	P	T
2.1 Structure of radio and T V Channel	8	-	-	-	-	8	-	16
2.2 Co- ordination and team work	3	-	-	-	-	-	-	3
2.3 Motivation and building work culture	2	-	-	-	-	-	-	2

Unit: three - Production management	L	T	S	W	D	V	P	T
3.1 Production planning and scheduling	5	-	-	-	-	-	-	5
3.2 Maintenance of print and video library	2	-	-	-	-	4	-	6
3.3 Quality management.	2	-	-	-	-	-	-	2

Unit: four - Resource management	L	T	S	W	D	V	P	T
4.1 Financial resources	7	-	-	-	-	-	-	7
4.2 Equipment resources	3	-	-	-	-	5	10	18
4.3 Transport services and others	4	-	-	-	-	-	-	4

Unit- five Human Resources Management	L	T	S	W	D	V	P	T
5.1 Nature and role of HR department	4	-	-	-	-	-	-	4
5.2 Dealing with creative persons	5	-	-	-	-	-	-	5
5.3 Recruitment and training of staff	3	-	-	-	-	-	-	3

Assignment :-

- ☐ Conduct an interview with a production manager of a TV studio to enlist.
 - (a) Role, responsibility and accountability of production manager.
 - (b) Process of managing technical and human resources.
 - (c) Methodology to meet deadlines.
- ☐ Visit to tape/resource library of a television production centre to observe and report functioning record keeping and retrieval system, care and maintenance of tapes/CD'S DVD'S.
- ☐ Any other exercise assigned by the faculty.

Reference:

- ☐ Chiranjeev Avinash, Electronic Media Management.
- ☐ Harold Koonz and Heinz Weihrich, Essentials of management, MacGraw Hills Publication.
- ☐ Bastian Cleve, Film Production Management. a Kohli Van ita, Indian media business.
- ☐ John J. Lee, Producers business handbook.
- ☐ Peter Jarvis, The Essential T.V. Directions Handbook.

M-22 Animation

Objectives:

- Working on multimedia graphics, Animation titles, editing of sound and movie.

Unit: 1 - Animation	L	T	S	W	D	V	P	T
1.1 What is animation?	2	-	-	-	-	-	2	4
1.2 Types of Animation	2	-	-	-	-	-	4	6
1.3 Use of animation in electronic media	4	-	-	-	-	-	4	8

Unit-2 Hardware and software requirement	L	T	S	W	D	V	P	T
2.1 Mother board, Processor	2	-	-	-	-	-	2	4
2.2 RAM, Operating System	2	-	-	-	-	-	2	4
2.3 Animation Tools - Kinetics Animator Pro, Ulead	4	-	-	-	-	-	6	10

GIF animation Pro								
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Unit-3 Elements of Graphics Art	L	T	S	W	D	V	P	T
3.1 Theory of Color, mass, space, line and point	3	-	-	-	-	-	3	6
3.2 Attributes of Intensity	3	-	-	-	-	-	3	6
3.3 Spatial effects of color	3	-	-	-	-	-	3	6

Unit-4 2D & 3D Animation	L	T	S	W	D	V	P	T
4.1 Space, axes, , Co-ordinate line	3	-	-	-	-	-	2	5
4.2 Polylines, objects, lights	3	-	-	-	-	-	2	5
4.3 Concepts of modeling	2	-	-	-	-	-	2	4
4.4 Scene composition	2	-	-	-	-	-	2	4

Unit-5 Animation Exercise	L	T	S	W	D	V	P	T
5.1 Making Word animation	3	-	-	-	-	-	3	6
5.2 Making Character animation	3	-	-	-	-	-	3	6
5.3 Exercise of morphing	2	-	-	-	-	-	2	4
5.4 Exercise of special effects	1	-	-	-	-	-	1	2

Assignment :-

- ☐ Design and develop graphic with photoshop and coral draw
- ☐ Develop a 2D animation using Animator pro.
- ☐ Develop a 3D animation using 3D Studio MAX.
- ☐ Any other exercise assigned by the faculty,

Reference:

- ☐ Richard Taylor, encyclopedia of animation techniques,
- ☐ Catherine Winder, Producing Animation.
- ☐ Singh and Singh, Coral Draw, BPB Publication.
- ☐ 3D Max Fundamentals - Techmedia.
- ☐ Multimedia Magic - BPB Publication,

- ☐ Singh and Singh, Unleashed Photoshop, Asian Web designee publication.
- ☐ Patrick Marrie, Nonlinear Editing, Focal Press.

M-23 Audio Production

Objectives:

- ☐ To acquaint students with the concept and ideology of radio medium.
- ☐ To familiarize them with the latest audio technology including digital transmission.
- ☐ To familiarize the students with the latest equipment and gadgets of audio recording.
- ☐ Developing the skill of editing news stories.

Unit: 1 Audio concepts	L	T	S	W	D	V	P	T
1.1 Perspectives of sound	2	3	-	-	-	-	-	5
1.2 Analog and digital sound	3	-	-	-	-	-	5	8
1.3 Concept of mono and stereo sound	2	4	-	-	-	-	-	6
1.4 Three dimensional sound, surround sound	3	-	-	-	-	-	-	3

Unit: 2 - Recording procedure	L	T	S	W	D	V	P	T
2.1 Audio recording equipment	2	-	-	3	-	-	-	5
2.2 Hi-Fi recording, in-door and' out-door recording	3	-	-	-	-	-	5	8
2.3 Recording for different formats of audio programmes	1	-	-	-	-	-	7	8

Unit: 3 - Audio Studio	L	T	S	W	D	V	P	T
3.1 Essentials of an audio studio	1	-	-	-	-	-	-	1
3.2 Absorption coefficients of materials	2	-	-	-	-	-	-	2
3.3 Reflection of sound and acoustics treatment	4	-	-	-	-	-	-	4
3.4 Types of studio	2	-	-	-	-	4	-	6

Unit 4 - Sound effects	L	T	S	W	D	V	P	T
4.1 Types of sound effects	3	-	-	-	-	-	-	3
4.2 Mixing techniques of sound effects	3	-	-	4	-	-	3	10
4.3 Use of sound effects in different audio programmes	-	-	-	-	-	-	4	4

Unit: 5 - Post production	L	T	S	W	D	V	P	T
5.1Familiarization with editing and mixing equipment	2	-	-	-	-	-	-	2
5.2 Linear and nonlinear audio editing	2	-	-	-	-	-	8	10
5.3 Ethics in audio editing	3	-	-	-	-	-	-	3

Assignment :-

- ☐ After going through the subject students will be able to perform.
- ☐ Audio Recording in a Audio Studio.
- ☐ Practice for audio editing and using audio effects and stereo sound.
- ☐ Physical Appearance of different types of loudspeakers and its response through hearing in audio studio.
- ☐ Practice for non linear audio editing.
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Francis Rumrey, Sound and Recording: an introduction.
- ☐ Macliesh Robert, Radio Production Techniques, Macmillan N. Y.
- ☐ Sim Harris & Paul Chantler, Local Radio, Focal Press.
- ☐ Hiard Roberth, Radio Broadcasting an introduction to Sound medium.
- ☐ Peter B. Orlik, Alyn and Becon, The Electronic Media Focal Press, Boston.

M-24 Video Editing

Objectives :

- ☐ Know & recall the elements of editing.
- ☐ Edit both through insert & Assemble modes using time code.
- ☐ Acquire the complete skill of editing.
- ☐ Learn use and creation of special video effects - non- linear editing.
- ☐ Students will be able to supervise post production work.
- ☐ He should prepare the cue sheet of rushes/footage shot by shot.

Unit : one - Basics of editing	L	T	S	W	D	V	P	T
1.1 Editing: meaning and principles	3	2	-	-	-	-	1	6
1.2 Writing, shooting and editing relationship	3	2	-	-	-	-	1	6
1.3 Introduction to editing glossary	3	2	-	-	-	-	1	6

Unit: two - Editing as an art	L	T	S	W	D	V	P	T
2.1 Editing aesthetics	2	2	-	-	-	-	2	6
2.2 Screen time and real time	2	2	-	-	-	-	2	6
2.3 Tempo, transition, continuity	2	-	-	-	-	-	1	3
2.4 Sound in editing	2	-	-	-	-	-	1	3

Unit: three - Types of editing	L	T	S	W	D	V	P	T
3.1 CTL editing, TC editing,	3	-	-	-	-	-	-	3
3.2 Cut-to-cut and AB/ABC roll editing	3	-	-	-	-	-	-	3
3.3 On line and off line editing,	3	-	-	-	-	-	3	6
3.4 Linear and non-linear editing	3	-	-	-	-	-	3	6

Unit 4 - Editing process	L	T	S	W	D	V	P	T
4.1 Shooting script	2	1	-	-	-	-	-	3

4.2 Edit decision list (EDL)	2	1	-	-	-	-	-	3
4.3 Shooting to edit	2	2	-	-	-	-	2	6
4.4 Editing news programme	2	2	-	-	-	-	2	6

Unit: 5 - Editing technology	L	T	S	W	D	V	P	T
5.1 Analogue editing set-up	2	1	-	-	-	-	-	3
5.2 Chroma key, VT clock	2	1	-	-	-	-	-	3
5.3 Types of video effects and their use	2	1	-	-	-	-	3	6
5.4 Editing to Adobe Premier software	2	1	-	-	-	-	3	6

Assignments

- ☐ Study and prepare the Chart indicating connection of the editing setup.
- ☐ Connect the player VTR, Recorder VTR, Edit controller, special effect Generator etc.
- ☐ Practice editing on Insert and Assemble mode for video and audio.
- ☐ Operate non-linear workstation.
- ☐ During Editing, use of video effect generator for cut, dissolve, fade in, fade out, wipe etc.
- ☐ Prepare the cue sheet/dope sheet of rushes/footage shot by shot using time code.
- ☐ Use and observation of time code editing.
- ☐ Practice for audio dubbing, super the titles and the video special effect as per requirements.
- ☐ Any other exercise assigned by the faculty.

References

- ☐ Gray H. Anderson, Video Editing and post production, Focal Press, London.
- ☐ Steven E. Browne, Video Editing - A post production primer, Focal Press, London.
- ☐ Sam Kauffmann, Avid Editing - A Guide for beginning and intermediate users.
- ☐ Gerald millerson, The technique of television production, Focal Press, London.
- ☐ Roy Thomson, Grammar of the Edit.

M-25 Project Writing on any media issue.

Teaching institute will assign a topic to each student in the beginning of semester on which a short research is to be conducted by the student. Topic must be related to media directly or indirectly. Although this is a small project but this should not be underestimated and has to be completed strictly following research methodology. To ensure the quality of project work each student will conduct his/her project under the supervision of a faculty member, to be considered as guide. The student will submit his/her project report in not less than 50 computerized pages to be evaluated in the last of the semester by some external expert on the basis of viva voce or multimedia presentation.

Purpose of the project writing:

- ☐ To familiarize student with the research process
- ☐ To promote research orientation in students
- ☐ To promote study of current changing scenario of media
- ☐ To develop research skills in media student

Sample topics for project writing:

- ☐ Media habits among the college students
- ☐ Content analysis of television news
- ☐ Comparative study of two newspapers about coverage of certain issues
- ☐ Impact of television advertisement on buying habits of middle class.
- ☐ Study of new media as opinion maker
- ☐ Local cable television: a case study
- ☐ A study of changing language of media

Format of project report writing

- ☐ Introduction
- ☐ Justification for the topic
- ☐ Objectives of research
- ☐ Research methodology
- ☐ Data analysis
- ☐ Conclusions/findings
- ☐ References

SEMESTER SIX

M-26 Media Laws and Ethics

Objectives:

- ☐ Understanding basic laws relating to media.
- ☐ To give an overview of recent amendments in media laws.
- ☐ To develop students as responsible media person.

- ☐
- ☐
- ☐
- ☐

Unit: 1 - Basics of Constitution	L	T	S	W	D	V	P	T
1.1 Fundamental Rights, Directive principles of State policy	10	1	-	-	-	-	-	11
1.2 Provisions for declaring emergency,	3	-	-	-	-	-	-	3
1.3 Provisions for amending the constitution	4	1	-	-	-	-	-	5
1.4 Center -State relations	3	-	-	-	-	-	-	3

Unit: 2 - Other laws	L	T	S	W	D	V	P	T
2.1 Brief history of media laws in India	7	-	-	-	-	-	-	7
2.2 Relevant provisions of Indian Penal Code With reference to sedition, obscenity and crimes against women	8	2	-	-	-	-	-	10

Unit: 3 - Media and Laws	L	T	S	W	D	V	P	T
3.1 Contempt of court	2	-	-	-	-	-	-	2
3.2 Right to information	5	1	-	-	-	-	-	6
3.3 Right to privacy	3	-	-	-	-	-	-	3
3.4 Copyright Act 1957	4	-	-	-	-	-	-	4

Unit: 4 - Electronic Media Laws	L	T	S	W	D	V	P	T
4.1 Prasar Bharti Act 1990	5	-	-	-	-	-	-	5
4.2 Cable TV Network regulation Act 1995	4	-	-	-	-	-	-	4
4.3 Cinematography Act 1952	4	-	-	-	-	-	-	4
4.4 Information Technology Act 2000	4	-	-	-	-	-	-	4

Unit : 5 - Media Codes	L	T	S	W	D	V	P	T
5.1 Doordarshan and All India Radio commercial code	3	-	-	-	-	-	-	3
5.2 Advertising Standards Council of India (ASCI) Code	4	-	-	-	-	-	-	4
5.3 Press Commissions	5	-	-	-	-	-	-	5
5.4 Contemporary ethical issues in media	7	-	-	-	-	-	-	7

Assignment:

- ☐ Organize a debate on Prasar Bharti and present scenario of AIR and DD

- ☐ Each student present a paper on one press law assigned by faculty.
- ☐ Participate in a seminar on the issue of 'Right to information'
- ☐ Debate on cyber crime.
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Miller, Philip H, Media law for producers.
- ☐ D.O. Basu, Press Laws, Prentice Hall Pub.
- ☐ Dudeja Y.D., Cyber Crime & Law Enforcement.
- ☐ डॉ. श्रीकान्त सिंह, जन माध्यम : कानून एवं उत्तरदायित्व
- ☐ प्रो. नन्दकिशोर त्रिखा, प्रेस विधि
- ☐ सुरेन्द्रनाथ शर्मा, भारत में प्रेस विधि
- ☐ P.K. Bandhopadhyay and Kuldeep S. Arora, Journalistics Ethics.
- ☐ Mass Media laws and Regulations in India, AMIC Publication.

M-27 Media Economics

Objectives:

- ☐ To impart an understanding of economic part of media.
- ☐ Understanding the Cable television industry business.
- ☐ To give an brief overview of media scenario.

Unit: 1 Indian media scenario	L	T	S	W	D	V	P	T
1.1 Major electronic media houses	5	-	-	-	-	-	-	5
1.2 Major media brands.	5	-	-	-	-	-	-	5
1.3 Major heads of income of media	4	-	-	-	-	-	-	4

Unit: 2 - Media business	L	T	S	W	D	V	P	T
2.1 Costing and budgeting of a programme	4	-	-	-	-	-	-	4
2.2 Commissioned and sponsored programmes	5	-	-	-	-	-	-	5
2.3 Advertising and media	4	-	-	-	-	-	-	4

Unit: 3 - Media marketing	L	T	S	W	D	V	P	T
3.1 Market surveys	5	-	-	-	-	-	-	5
3.2 Television rating point	3	-	-	-	-	-	-	3
3.3 Agencies and process of ratings	4	-	-	-	-	-	-	4

Unit: 4 - Management in media	L	T	S	W	D	V	P	T
4.1 Recruitment and engagement of staff	2	-	-	-	-	-	-	2
4.2 Service conditions of staff	2	-	-	-	-	-	-	2
4.3 Training of staff	3	-	-	-	-	-	-	3
4.4 Salary structure	2	-	-	-	-	-	-	2

Unit: 5 - Cable Distribution industry	L	T	S	W	D	V	P	T
5.1 Evolution and growth of cable television	6	-	-	-	-	-	-	6
5.2 Major players in cable distribution business	5	-	-	-	-	-	-	5
5.3 Process of signal distribution	3	-	-	-	-	-	-	3
5.4 Direct to Home (DTH) and cable industry.	2	-	-	-	-	-	-	2

Assignment:

- ☐ Make a detailed chart of the media houses in India and abroad
- ☐ Present a paper on the economic issues of media
- ☐ Participate in a debate on issues relating cable industry
- ☐ visit a local television channel and analyze its economic functioning
- ☐ Any other exercise assigned by the faculty.

References :

- ❑ Cable Quest, a monthly magazine published by Lt. Col. (Retd.) K.K. Sharma, Cable Quest Satcom Pvt. Ltd. New Delhi, Site: www.cable_quest.com
- ❑ Eastman, susantylen, promotion and marketing for Broadcasting cable of the web.
- ❑ Edverd Herman and Robert McChesney, The Global media- New Missionaries of Global capitalism.
- ❑ Harold Koonz and heinz Weihrich, Essentials of management, MacGraw Hills Pub.
- ❑ Leon G. Schiffman and Leslie Lazar Kanuk, consumer Behaviour, Prentice Hall of India.

M-28 Script writing

Objectives:

- ☐ Understanding language in its broader sense.
- ☐ Developing skill of scripting for different media.
- ☐ To know the importance and place of a scriptwriter in media production.

Unit: 1 - Language and Communication	L	T	S	W	D	V	P	T
1.1 Evolution of language	7	3	-	-	-	-	-	10
1.2 Concept of visual language	3	-	-	-	-	-	-	3
1.3 Language: verbal and non verbal	4	-	-	-	-	-	-	4

Unit: 2 - Fundamentals of scripting	L	T	S	W	D	V	P	T
2.1 Script: meaning and types	3	-	-	-	-	-	-	3
2.2 Role of scriptwriter in media	4	-	-	-	-	-	-	4
2.3 Process of scripting: concept formation, research, Sequencing, opening and concluding	5	-	5	-	-	-	5	15

Unit: 3 - Scripting for television	L	T	S	W	D	V	P	T
3.1 Writing for visuals	3	-	-	-	-	-	-	3
3.2 Different layouts of television scripts: Full page and split page scripts, Shooting and editing scripts	5	-	-	-	-	-	-	5

Unit: 4 - Scripting for radio	L	T	S	W	D	V	P	T
4.1 Writing to sound	4	-	-	-	-	-	-	4
4.2 Concept of spoken language	3	-	-	-	-	-	-	3
4.3 Writing for different radio programmes: Talk, news, newsreel, documentary, drama etc.	7	-	-	5	-	-	3	15

Unit: 5 - Scripting for web	L	T	S	W	D	V	P	T
5.1 Features of web writing	1	-	-	-	-	-	-	1
5.2 Experimentation with language in Internet	3	-	-	-	-	-	-	3
5.3 Writing for different web formats: News, article, feature, advertisement etc.	10	-	-	-	-	-	7	17

Assignments :-

- ☐ Participate in a debate on 'the issues relating to language and communication
- ☐ Exercises of scripting on different formats
- ☐ Writing a five minutes radio talk on any current issue
- ☐ Scripting for a 10 minutes television documentary
- ☐ Scripting for a two minutes radio social advertisement
- ☐ Scripting exercise for web portal feature
- ☐ Any other exercise assigned by the faculty.

References:

- ☐ Om Gupta, Basic aspects of media writing.
- ☐ Surya Prasad Dixit, Media writing process.
- ☐ Nortran, William Van, Media, writers guide.
- ☐ Blum, Richard A., Television & Screen media.
- ☐ Johnson, Maryc, New Script writers journal.
- ☐ Evgene vale, Screen and Television Writing.
- ☐ Bliss Patterson, writing news for Broadcast, Columbia University Press.
- ☐ Elbow peter, writing with power, Techniques for mastering the writing process.

M-29 Project Work

<http://www.mcu.ac.in/>

M-30 Viva Voce

<http://www.mcu.ac.in/>