Master of Arts

in

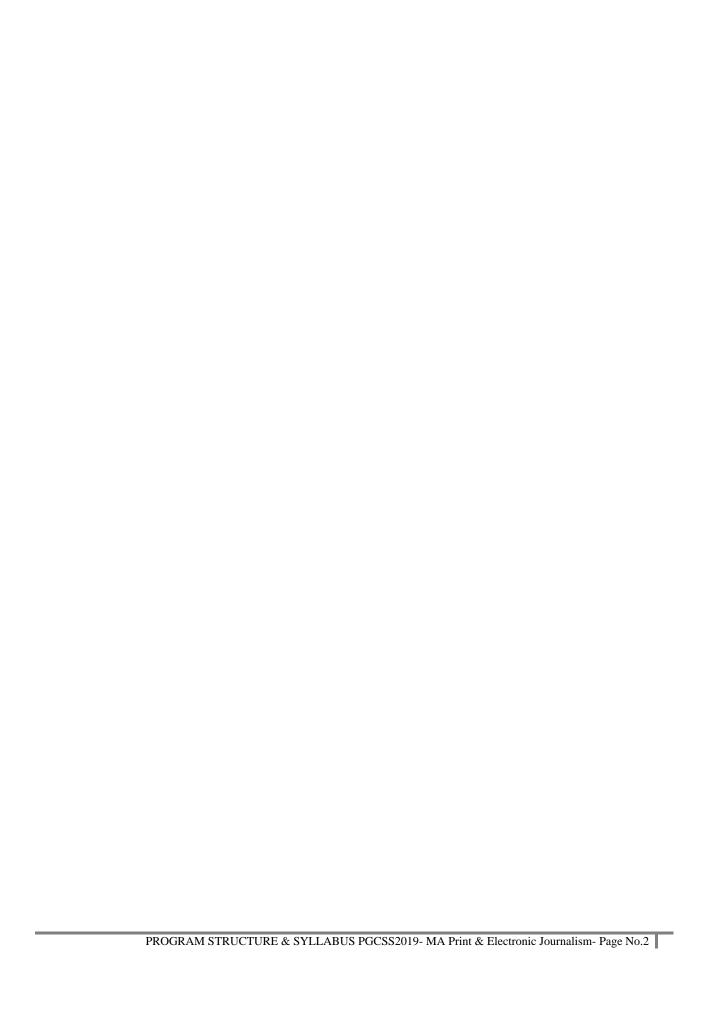**PRINT AND ELECTRONIC JOURNALISM**

PROGRAM STRUCTURE AND SYLLABUS

2019-20 ADMISSIONS ONWARDS

(UNDER MAHATMA GANDHI UNIVERSITY PGCSS REGULATIONS 2019)

THE EXPERT COMMITTEE IN MULTIMEDIA (PG)
MAHATMA GANDHI UNIVERSITY

2019

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M.A. PRINT AND ELECTRONIC JOURNALISM DEGREE PROGRAM

(Mahatma Gandhi University Regulations PGCSS2019 from 2019-20 Academic Year)

1.   Aim of the Program

With the advent of media technologies and shift happened in the media organizations and social life, Journalism has been transforming for the last two decades into a more sophisticated, dynamic discipline. This MA programme intends to explore these changes and update the students with the current global media scenario. Variety of roles played by various media forms in society is yet another area of interest in this course. Also, like other fields of life, convergence is taking place in media as well which creates serious concerns over convergent digital media and the resultant society. This course structure comprises of the major specializations in media. viz. print, broadcast and online.

So, one main objective of this course is to create skilled journalists for all streams of media who are socially responsible and committed to human welfare and rights. The syllabus of M.A. is designed to equip journalists with subject area expertise so that they may cover complicated issues in a sophisticated and nuanced manner. The ensuing graduates of this course will be equipped with the necessary knowledge and skills for a successful career in mass media as reporters, editors, producers, photographers etc.

2.   Eligibility for Admissions

1. Basic academic qualification is a graduation in any field.
2. Candidates will be finally selected after an aptitude test and an interview
3. Merit list will be drawn on the basis of the qualifying examination and the interview. (ie.50:50)

3.   Medium of Instruction and Assessment

The medium of instruction shall be **English**.

PATTERN OF QUESTIONS

a)   Questions shall be set to assess knowledge acquired, and ability to apply the acquired knowledge in various situations, critically evaluate and analyse the trends in the society and the ability to synthesize knowledge. Due weighting shall be given to each module based on content/teaching hours allotted to each module.

b)   The question setter shall ensure that questions covering all skills are set. He/she shall also submit a detailed scheme of evaluation along with the question paper.

c)   A question paper shall be a judicious mix of short answer type, short essay type /problem solving type and long essay type questions.

d)   The question shall be prepared in such a way that the answers can be awarded A+, A, B, C, D, E grades.

e)   There shall be no separate minimum grade point for internal evaluation of Theory, Practical, Project, and Comprehensive viva-voce.

f)   Weight: Different types of questions shall be given different weights to quantify their range as follows:

Sl. No.	Type of Questions	Weight	Number of questions to be answered
1.	Short Answer type questions	1	8 out of 10
2	Short essay/ problem solving type questions	2	6 out of 8
3.	Long Essay type questions	5	2 out of 4

All questions shall be set in such a way that the answers can be awarded A+, A, B, C, D, E grade.

Proper guidelines shall be prepared by the Board of Studies/Expert committees for evaluating the assignment, seminar, practical, project and comprehensive viva-voce within the framework of the regulation.

DIRECT GRADING SYSTEM

Direct Grading System based on a 7 – point scale is used to evaluate the performance (External and Internal Examination of students). For all courses (theory & practical) / semester/overall programme Letter grades and **GPA/SGPA/CGPA** are given on the following scale:

Range	Grade	Indicator
4.50 to 5.00	**A+**	**Outstanding**
4.00 to 4.49	**A**	**Excellent**
3.50 to 3.99	**B+**	**Very good**
3.00 to 3.49	**B**	**Good(Average)**
2.50 to 2.99	**C+**	**Fair**
2.00 to 2.49	**C**	**Marginal**
up to 1.99	**D**	**Deficient(Fail)**

No separate minimum is required for internal evaluation for a pass, but a minimum **C** grade is required for a pass in an external evaluation. However, a minimum **C grade** is required for pass in a course

1. Evaluation first stage - Both internal and external (to be done by the teacher)

Grade	Grade Points
A+	5
A	4
B	3
C	2
D	1
E	0

Theory-External

Maximum weight for external evaluation is **30.** Therefore Maximum Weighted Grade Point (WGP) is **150**

Weight: Different types of questions shall be given different weights to quantify their range as follows:

Sl.No.	Type of Questions	Weight	Number of questions to be answered
1.	Short Answer type questions	1	8 out of 10
2	Short essay/ problem solving type questions	2	6 out of 8
3.	Long Essay type questions	5	2 out of 4

Theory-Internal

For Theory (Internal)- Components and Weightage

	Components	Weightage
i.	Assignment	1
ii.	Seminar	2
iii.	Best Two Test papers	1 each (2)
	Total	**5**

(For test papers all questions shall be set in such a way that the answers can be awarded A+,A,B,C,D,E grade.)

Example:- <u>**Calculation – Overall grade of an answer paper of a course**</u>

Type of Question	Qn. No's	Grade Awarded	Grade point	Weightage	Weighted Grade Point
Short Answer	1	A+	5	1	5
	2	-	-	-	-
	3	A	4	1	4
	4	C	2	1	2
	5	A	4	1	4
	6	A	4	1	4
	7	B	3	1	3
	8	A	4	1	4
	9	B	3	1	3
	10	-	-	-	
Short Essay	11	B	3	2	6
	12	A+	5	2	10
	13	A	4	2	8
	14	A+	5	2	10
	15	-	-	-	-
	16	-	-	-	-
	17	A	4	2	8
	18	B	3	2	6
	20	A+	5	5	25

	21	-	-	-	-
Long Essay	22	-	-	-	-
	23	B	3	5	15
			TOTAL	**30**	**117**

<table>
<tr><td colspan="6" align="center">**Calculation :**</td></tr>
<tr><td colspan="6" align="center">**Overall Grade of the theory paper = Sum of Weighted Grade Points / sum of the weightage**</td></tr>
<tr><td colspan="6" align="center">**117/30 = 3.90 = Grade B+**</td></tr>
</table>

Example

Maximum weight for internal evaluation is **5.** Therefore Maximum Weighted Grade Point (WGP) is **25**

components	Weight (W)	Grade Awarded	Grade Point(GP)	WGP=W *GP	Overall Grade of the course
Assignment	1	A	4	4	
Seminar	2	A+	5	10	**WGP/Total weight**
Test paper 1	1	A+	5	5	**= 24/5 =4.8**
Test paper 2	1	A+	5	5	
Total	**5**			**24**	**A+**

Practical

For Practical (External)-Components and Weightage

Components	Weightage
Written / Lab test	7
Lab involvement and Record	3
Viva	5
Total	**15**

(The components and the weightage of the practical (External) can be modified by the concerned BOS/Expert Committee without changing the total weightage 15.)

Example

Maximum weight for external evaluation is **15.** Therefore Maximum Weighted Grade Point (WGP) is **75**

Components	Weight (W)	Grade Awarded	Grade Point(Gp)	Wgp=W *Gp	Overall Grade Of The Course
Written/ Lab Test	7	A	4	28	
Lab Involvement & Record	3	A+	5	15	**WGP/Total Weight**
Viva	5	B	3	15	**= 58 / 15 = 3.86**
Total	**15**			**58**	**B+**

Practical-Internal

For Practical (Internal)- Components and Weightage

Components	Weightage
Written/Lab test	2
Lab involvement and Record	1
Viva	2
Total	**5**

(The components and the weightage of the components of the practical (Internal) can be modified by the concerned BOS/Expert Committee without changing the total weightage 5.)

Example

Maximum weight for internal evaluation is **5.** Therefore Maximum Weighted Grade Point (WGP) is **25**

Components	Weight (W)	Grade Awarded	Grade Point(Gp)	Wgp=W *Gp	Overall Grade Of The Course
Written/ Lab Test	2	A	4	8	WGP/Total Weight = 17/5 = 3.40
Lab Involvement & Record	1	A+	5	5	
Viva	2	C	2	4	
Total	**5**			**17**	**B**

Project- External

For Project (External) Components and Weightage

Components	Weightage
Relevance of the topic and analysis	3
Project content and presentation	7
Project viva	5
Total	**15**

(The components and the weightage of the components of the Project (External) can be modified by the concerned BOS/Expert Committee without changing the total weightage 15.)

Example

Maximum weight for external evaluation is **15.** Therefore Maximum Weighted Grade Point (WGP) is **75**

Components	Weight (W)	Grade Awarded	Grade Point(GP)	WGP=W *GP	Overall Grade of the course
Relevance of the topic & Analysis	2	C	2	4	
Project content & presentation	8	A+	5	40	**WGP/Total weight = 59 / 15 = 3.93**
Project viva-voce	5	B	3	15	
Total	**15**			**59**	**B+**

Project- Internal

For Project (Internal)- Components and Weightage

Components	Weightage
Relevance of the topic and analysis	2
Project content and presentation	2
Project viva	1
Total	**5**

(The components and the weightage of the components of the project (Internal) can be modified by the concerned BOS/Expert Committee without changing the total weightage 5.)

Example

Maximum weight for internal evaluation is **5.** Therefore Maximum Weighted Grade Point (WGP) is **25**

Components	Weight (W)	Grade Awarded	Grade Point(Gp)	Wgp=W *Gp	Overall Grade Of The Course
Relevance Of The Topic & Analysis	2	B	3	6	**WGP/Total Weight** **= 21 / 5 = 4.2**
Project Content & Presentation	2	A+	5	10	
Project Viva-Voce	1	A+	5	5	
Total	**5**			**21**	**A**

Comprehensive viva-voce

Comprehensive viva-voce(External)-components and weightage

Components	Weightage
Course viva (all courses from first semester to fourth semester)	15
Total	**15**

(The components and the weightage of the components of the Comprehensive viva-voce can be modified by the concerned BOS/Expert Committee without changing the total weightage 15.)

Example

Maximum weight for external evaluation is **15.** Therefore, Maximum Weighted Grade Point (WGP) is **75**

Components	Weight (W)	Grade Awarded	Grade Point(GP)	WGP=W *GP	Overall Grade of the course
Course viva-voce	15	A	4	60	**WGP/Total weight** **= 60 / 15 = 4**
Total	**15**			**60**	**A**

Comprehensive viva (Internal)- Components and Weightage

Components	Weightage
Course viva (all courses from first semester to fourth semester)	5
Total	**5**

(The components and the weightage of the components of the Comprehensive viva-voce can be modified by the concerned BOS/Expert Committee without changing the total weightage 5.)

Example

Maximum weight for internal evaluation is **5.** Therefore Maximum Weighted Grade Point (WGP) is **25**

Components	Weight (W)	Grade Awarded	Grade Point(GP)	WGP=W *GP	Overal Grade of the course
Course viva-voce	5	A+	5	25	**WGP/Total weight = 25/ 5 = 5**
Total	**5**			**25**	A+

    Evaluation Second stage– Calculation of Grade Point Average **(GPA)**

        of a course (to be done by the University)

    Evaluation Third stage -Semester Grade Point Average **(SGPA)**

        (to be done by the University)

    Evaluation- Fourth stage - Cumulative Grade Point Average **(CGPA)**

        (to be done by the University)

4. **Faculty under which the Degree is Awarded**

FACULTY OF SOCIAL SCIENCES

5. Specializations offered, if any

Two groups of electives were offered to the students during the fourth semester of this PG programme. Both groups have three electives each, from which the college can select one. The electives of each group comprises of specialized papers which will be benefitted for the students when they face the challenges in their career.

ELECTIVE GROUP A

MM900401	Research in Media
MM900402	Interactive Web Designing
MM900403	Film Appreciation

ELECTIVE GROUP B

MM910401	Non-Fiction Film Production
MM910402	Music Video Making
MM910403	Design for Promotional Aids

6. Note on compliance with the UGC Minimum Standards for the conduct and award of Post Graduate Degrees

The programme is offered in compliance with the provisions of UGC Minimum Standards for the conduct and award of Post Graduate Degrees. The student has to attain 80 credits to complete the programme successfully.

7. PROGRAM STRUCTURE OF MA PRINT AND ELECTRONIC JOURNALISM

Course Code	Title of the Course	Type of the Course	Hours per week	Credits	Total Credits
	FIRST SEMESTER				
MM500101	Introduction to Visual Language	Common	5	4	19
MM500102	Introduction to Art: Theory and Criticism	Common	6	4	
MM500103	Methods of Shooting	Common	4	3	
MM060101	Reporting and Editing for Print Media	Core	5	4	
MM060102	Basic Design for Publication	Core	5	4	
	SECOND SEMESTER				
MM060201	History and Development of Journalism	Core	5	4	21
MM060202	Creative Writing and Content Production	Core	5	4	
MM060203	Radio Journalism	Core	5	5	
MM060204	Principles and Practices of Advertising and Public Relations	Core	5	4	
MM060205	Audio Visual Editing Principles	Core	5	4	
	THIRD SEMESTER				
MM060301	Television Journalism	Core	5	4	22
MM500301	Media Business and Practice	Common	5	4	
MM500302	New Media: Form and Content	Common	5	5	
MM500303	Ethics and Laws for Media	Common	5	5	
MM060302	Television Production	Core	5	4	
	FOURTH SEMESTER				
	Elective 1	Elective	4	3	18
	Elective 2	Elective	4	3	
	Elective 3	Elective	4	3	
MM060401	Internship	OJT	1 Month	2	
MM060402	Graduation Project: Specialized Reporting	Core	10	5	
MM060403	Comprehensive Viva	Core		2	
			Total Credits		80

ELECTIVE GROUP A

MM900401	Research in Media	Elective	4	3
MM900402	Interactive Web Designing	Elective	4	3
MM900403	Film Appreciation	Elective	4	3

ELECTIVE GROUP B

MM910401	Non-Fiction Film Production	Elective	4	3
MM910402	Music Video Making	Elective	4	3
MM910403	Design for Promotional Aids	Elective	4	3

SEMESTER I

Course Code	Course No	Course	Course Type	Credit
MM500101	1-1	Introduction to Visual Language	Theory	4
MM500102	1-2	Introduction to Art: Theory and Criticism	Theory	4
MM500103	1-3	Methods of Shooting	Project	3
MM060101	1-4	Reporting and Editing for Print Media	Project	4
MM060102	1-5	Basic Design for Publication	Practical	4

COURSE 1-1

INTRODUCTION TO VISUAL LANGUAGE
(THEORY)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

The academic work in the Semester aims at an understanding of the basic elements of compositions that merge to form the language of visual communication.

Unit I Visual Perception:
- 1.1 The Psychology of Visual Perception
- 1.2 Human eye and vision
- 1.3 Perceiving Objects, Colour, Depth and movement.
- 1.4 Spatial Vision
- 1.5 Colour Spectrum and Psychology of Colour

Unit II Visual Components:
- 2.1 Art and Science of Imaging: Human eye and Camera
- 2.2 Composition and Framing & Image Lay out
- 2.3 Basic features and operation of Camera
- 2.4 Image Formation – Aperture, Shutterspeed, Depth of Field and Depth of Focus.
- 2.5 Basic techniques for Composition - Principles and Rules

Unit III Elements of Visual composition:
- 3.1 Space – Line – Shape –Form
- 3.2 Horizontal and vertical compositions
- 3.3 Golden ratio-1/3 rule
- 3.4. Movement – Rhythm, Pattern etc.

Unit IV Developing Visual Grammar:
- 4.1 Imaging Techniques – Image size, Angle etc.
- 4.2 View Points – Moving shots – Camera Movement – Subject Movement – Combined Movement
- 4.3 Simple Editing Principles - Cut, fade, Dissolves etc.
- 4.4 Scenes and Sequences and visual narratives
- 4.5 Mise – en – scene

Unit V Creating a Visual Structure:
- 5.1 Narrative art forms- Types and characteristics
- 5.2 Art of Film Making – Stages in Brief
- 5.3 Elements of a Story-Plot, Character, plot structures
- 5.4. Development of a Story Board from a story
- 5.5 Analyzing the visual structure of different visual story telling aids

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Become aware of the principles and elements of visual design and an understanding of the grammar of visual narratives.
- Gain the ability to compose visuals and visual narratives
- Develop creative problem solving skills used in communicating visually as an artist.

REFERENCE

1.	Film and the Director	:	Don Livingston
2.	Film Technique and Film Acting	:	V.I. Pudovkin
3.	Technique of Film	:	Spottis Woode
4.	Film Form	:	S.Eisenstein
6.	Art of Pictorial Composition	:	Wolohomok
9.	Cinema As A Graphic Art	:	V. Nilsen
11.	Ways of seeing	:	John Berger
12.	Visual Communication	:	Paul Martin Lester

COURSE 1-2

INTRODUCTION TO ART: THEORY AND CRITICISM

(THEORY)

Total Credits: 4   **Total Hours per month: 24**

OBJECTIVE

Introduction to Art Theory & Criticism aims to shed light on some aspect of the project of defining art or to theorize about the structure of our concept of art. This course allows students to explore the various dimensions and forms of art as practiced today.

Unit I Concepts of ART:
   1.1 What is art?
   1.2 Concepts of the West & Indian view-Introduction to basic Theories of Art-Imitationalism, formalism, emotionalism
   1.3 Various Functions of Art
   1.4 Art as social phenomena and art as object of perception
   1.5 Diversity of form and design
   1.6 Analysis of various art work citing examples from Sculpture, Painting, Photography, Films, Performing art forms, Music etc.
   1.7 Aesthetic creation theories

Unit II Exploring Art Criticism:
   2.1 Description, Analysis, Interpretation and Judgment of different art forms/works
   2.2 Taking examples from various forms of art-Aesthetic qualities, literal qualities, formal qualities and expressive qualities
   2.3 Establishing personal style of art criticism citing examples from Sculpture, Painting, Photography, Films, Performing art forms, Music etc.

Unit III Art and Indian Philosophy:
   3.1 Ideas of life and art according to Indian philosophy
   3.2 Early reference to art and beauty
   3.3 Indian aesthetics and relation to philosophy
   3.4 Indian aesthetics and theory of Rasa- Alankara, Guna, Riti, Dwani, Vakrokthi, Auchithya, Rasa…
   3.5 Rasa and its application in various art forms.

Unit IV   Introduction to modern art forms:
   4.1 Films & Animations
   4.2 Modern theories of authorship
   4.3 Auteur theory
   4.4 Theory of Montage

Unit V Modern art forms:
    5.1   Time, Space and other formal elements of art
    5.2   New Media art forms
    5.3   Site Specific Works and Issue based Art
    5.4   Environmental Art and Installations
    5.5   Digital works
    5.6   AR/VR and Emerging New forms.
    Student Learning Outcomes

Upon successful completion of this course, students will be able to:
- Define, discuss and develop critical writings on art.
- Understand and elaborate on various art forms
- Will have an idea of theories related to art and will be able to develop further on it
- Demonstrate an understanding on the emerging new forms of art.

REFERENCE BOOKS

1.	The Story of Art	:	E H Gombrich
2.	Ways of Seeing	:	John Berger
3.	Theories of Modern Art	:	B Chipp
4.	The Power of Art	:	Eric Fernie (ed.)
5.	Women, Art and Power	:	Linda Nochlin
6.	The Art-Architecture Complex	:	Hal Foster
7.	History of Beauty	:	Umberto Eco
8.	The Art Instinct: Beauty, Pleasure, and Human Evolution	:	Denis Dutton
9.	Art and Visual Perception: A Psychology of the Creative Eye	:	Rudolf Arnheim
10.	A short Guide to Writing about Art	:	Sylvan Barnet
11.	Contemporary Art: World Currents	:	Terry Smith
12.	Indian Aesthetics An Introduction	:	V S Sethuraman
13.	Engaging Cinema : An Introduction to Film Studies	:	Bill Nichols
14.	How to Read A Film: Movies, Media and Beyond	:	James Monaco
15.	The Major film Theories	:	Dudley Andrew
16.	Concepts in Film Theory	:	Dudley Andrew
17.	A Practical Guide to Indian Aesthetics	:	Neerja Arun
18.	Indian Art	:	Roy C Craven
19.	Studies in Indian Aesthetics and Criticism	:	K. Krishnamoorthy
20.	Performance art	:	Roselee Goldberg
21.	Anywhere or Not at All: Philosophy of Contemporary Art	:	Peter Osborne
22.	Why painting is Like a Pizza :A guide to Understanding and enjoying Modern Art	:	Nancy G Heller
23.	History of Modern Art: Painting Sculpture Architecture Photography	:	H. Harvard Arnason
24.	Practical Augmented Reality: A Guide to the Technologies, Applications, and Human Factors for AR and VR	:	Steve Aukstakalnis
25.	Defying Reality: The Inside Story of the Virtual Reality Revolution	:	David M. Ewalt

COURSE 1-3

METHODS OF SHOOTING
(PROJECT)

Total Credits: 3   **Total Hours per month: 16**

OBJECTIVE

Methods of Shooting is a practical/project course which is meant to give inputs in the theoretical and practical aspects of handling a video camera. This course enables students to get a clear idea as to the use of video camera and gives him/her the skills to undertake the same.

Unit I   Introduction to Motion Photography: Still Photography to Moving Image: A brief history-Illusion of Movement, Persistence of Vision and Synthesis of motion.

Unit II   Video camera operation Practical-Basic setting and controls-Shooting with video camera

Unit III   Light and Shooting – Key Light – Filler Light – Background Light – Natural Light – Artificial Light- Color Temperature – Measuring Incident / Reflected Light.

Unit IV   Shooting live action-Shot Breakdown-Imaginary line and   shooting continuity etc.

Unit V   Prepare a 10 shot continuity sequence assembled to a meaningful visual making use of the imaging techniques learned from above units.

Student Learning Outcomes
Upon successful completion of this course, students will be able to:
- Handle professional still and video cameras effectively
- Gain the ability to compose a frame aesthetically.
- Conduct video shooting and do live coverages.

REFERENCE
1. Independent Film Making   :   Lenny Lipton
2. Advanced Photography   :   M.T. Lang Ford
3. Basic Motion Picture Technology :   Happe
4. Color Photography   :   Spencer
5. Video Camera Technique   :   Gerald Millers
6. Professional Lighting Hand Book :   Carlson

COURSE 1-4

REPORTING AND EDITING FOR PRINT MEDIA
(PROJECT)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

To introduce various aspects of news reporting and editing for Print media

Unit I A brief introduction to Newspapers - Magazines and other publications - Kinds of newspapers: tabloid, broadsheet, financial and different styles specific to each - Compare and contrast different newspapers.

Unit II Reporter: Principles of reporting - functions and responsibilities - qualities of a reporter - Reporting techniques - Concept of news: definition, types and news values - Sources of news and attribution - Research for news.

Unit III News writing structures: 5ws and 1H - Inverted pyramid, hour glass and chronology - Headlines, lead, body and conclusion - Background and quotes - different structures used in news writing - Headline writing, functions of headlines, principles of writing headlines, types of headlines - banner, skyline, kicker, deck, strap line, feature heads etc.

Unit IV Writing editorial, features & interviews: types of editorial - editorial structure - different kinds feature stories - characteristics and purpose of feature writing, - stages of feature writing - types of interviews, doing the research, preparing the questionnaire and conducting the interviews.

Unit V Editing and Translation: Nature and need for editing - principles of editing - editorial desk and its functions - copy editing - editing symbols, proof reading symbols and their significance - Difference between Translation and Transliteration - Problems in translation and transliteration.

Student Learning Outcomes

The subject attempts to introduce various aspects of reporting to the students. Students are enabled to write news, editorial, feature and interview for print media. They are also introduced to editing and translation.

REFERENCE

1. Writing & Reporting the News   :   Stephens Mitchell & Gerald Lanson

2. News Reporting & Writing   :   Melvin Mencher

3. Professional Journalism   :   M V Kammath

4. Basic Journalism   :   R Parthasarathy

5. The Art of Editing   :   Baskette, Sissors & Brooks

6. News Writing and Reporting   :   James M Neal and Suzane

COURSE 1-5

BASIC DESIGN FOR PUBLICATION
(PRACTICAL)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

To examine the principles of graphic design with special reference to publication design

Unit I A brief history of graphic design: Elements of design - Principles of design: Unity, balance, rhythm, proportion, movement - Language of design: white space, fonts, pictures - page layout and design process – conceptualization - stages involved - traditional and modern designs.

Unit II Text and Images: typography- styles and features, application and techniques in design - Colour in design: colour theory, colours and meanings - various image file formats and their applications.

Unit III Graphic Design Theories; Gestalt theory of perception - Information structuring and ordering - Graphic design applications - Introduction to graphic design software - Features and application of Raster and vector Graphic Design softwares.

Unit IV Typography: Measurement - type styles - types of composition - Typography and mood creation - Dummy page make-up - computer layout - principles and elements of page make –up and layout - Latest trends in lay- out - Pagination softwares – graphics and illustration - Principles of photo editing.

Unit V Desktop publishing: process, techniques, cost, advantages - Paper: Types of paper for printing, paper selection, cost - other printing materials - recent trends in printing.

Student Learning Outcomes
Students are taught the basic principles of design and page layout. They are also given opportunity to learn Raster and Vector Graphic Design softwares.

REFERENCE

1. Adobe Illustrator CS3 How-

    To's: 100 Essential Techniques   -   David Karlins, Bruce K. Hopkins.

2. Adobe Illustrator CS4 Classroom in a Book   -   Adobe Creative Team

3. An Introduction to Graphic Design   -   Peter Bridgewater

4. The Principles of Art   -   R.G Gollingwood

5. The Colour Source Book for Graphic Designers   -   Sadao Nakamira

SEMESTER II

Course Code	Course No	Course	Course Type	Credit
MM060201	2-1	History and Development of Journalism	Theory	4
MM060202	2-2	Creative Writing and Content Production	Project	4
MM060203	2-3	Radio Journalism	Project	5
MM060204	2-4	Principles and Practices of Advertising and Public Relations	Theory	4
MM060205	2-5	Audio Visual Editing Principles	Practical	4

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COURSE 2-1

HISTORY AND DEVELOPMENT OF JOURNALISM
(THEORY)

</div>

Total Credits: 4   **Total Hours per month: 20**

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OBJECTIVE

</div>

To explore the historical and sociological aspects of print and electronic Journalism

Unit I Journalism:

1.1 Concept and Meaning

1.2 Roles and Responsibilities of Journalists

1.3 Journalism as academic discipline and profession

1.4 The canons of Journalism

1.5 Some prominent figures in Indian journalism

Unit II Print Journalism:

2.1 Invention of printing press and role of printing in the evolution of modern newspapers

2.2 Pioneer publications

2.3 Journalism in India: Early Communication systems in India, development of newspapers and
            magazines

2.4 Role of newspapers in Indian freedom struggle; press after independence

2.5 Brief history of news agencies and press organization in India.

Unit III   Development of Radio:

3.1 History of Radio

3.2 AM and FM broadcasting

3.3 Radio and propaganda

3.4 Radio and community development; community Radio and new experiments

3.5 Radio in India: Emergence of AIR, Radio and social development in India, state and private
initiatives.

Unit IV   History of Television:

4.1 Origin and growth of Television

4.2 Television broadcasting in India

4.3 Different genres of TV programmes

4.4 SITE – satellite and cable television in India

4.5 Regional and local channels

4.6 Formation of Prasar Bharati.

Unit V   Journalism and Contemporary issues:

5.1 Role of journalism in society

5.2 Journalists as gatekeepers and watchdogs

5.3 Journalism and democracy

5.4 Journalism and economic system

5.5 Journalism and culture

5.6 Journalism and religion.

Student Learning Outcomes
The paper intends to introduce the students to the basic concepts, history and scope of journalism. Exploring the history and development of press, radio and television, the student gets a thorough knowledge of the broadcasting journalism. The paper also serves as a foundation course for all the subjects to be studied.

REFERENCE

1. An Introduction to Journalism   : Richard Rudin and Trevor Ibbotson

2. History of Indian Journalism   : J. Natrajan

3. Journalism in India   : Ranga Swamy Partha Sarathy

4. The Role of Press in Freedom Movement Reliance : Bhargava Motilal

5. Mass Communication in India   : Keval J Kumar

6. International Radio Journalism   : Tim Croock

7. The Media in Your Life   : Jean Folkerts and Stephen Lacy

8. Media Today   : Joseph Tu

COURSE 2-2

CREATIVE WRITING AND CONTENT PRODUCTION
(PROJECT)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

1. Familiarise the students with various types of writing and their features
2. Enable the students to write in various genres

Unit I **Building Blocks of Writing**: Basic Sentence Structures -Tense & Time - Descriptive   Writing - Idiomatic Expressions & Phrases - Gender & Style Guides.

Unit II **Writing Fiction**: Evolution & Types of Fiction – Symbols - Images and Figures of Speech in Fiction - Characterisation & Perspective in Fiction - Story Writing - Poetry Writing.

Unit III **Writing Facts**: Travelogue Writing - News Report Writing - Reporting Statistical Data - Feature Writing.

Unit IV **Stating Opinion**: Organising Ideas - Linking Words and Connectors - Use of Opinion Words and Phrases - Review Writing – Editorials

Unit V **Grabbing Attention**: Copies for Advertisements - Punch lines and captions - News Headlines – Leads – Blurbs.

Student Learning Outcomes
The students will be able to produce pieces of writing in various genres with dexterity

REFERENCE
1. The Routledge Creative Writing Course Book   : Paul Mills.
2. Creative Writing , A Beginners Manual   :Anjana Neira Dev, Anuradha Marwah, Swati Pal.
3. The Cambridge Introduction to Creative Writing   :David Morley.

COURSE 2-3

RADIO JOURNALISM

(PROJECT)

Total Credits: 5   **Total Hours per month: 20**

OBJECTIVE

To introduce the various aspects and techniques of radio production

Unit I   Radio station organization and management: Different types of radio stations - Three Modes of transmission: AM, SW and FM - Radio Studio - Control Room – Transmitter - Station Director - Programme Head - Radio jockeys - Sound engineers - Different editorial positions in newsroom and their roles and responsibilities.

Unit II   Radio News: News Format - News writing - News presentation - structure of news bulletins - News room operation.

Unit III   Introducing radio formats: radio talk – interview - radio drama - chat shows - phone in/phone-out programmes - running commentary - news bulletins – features - documentaries music program - radio jingles - advertisements- special abilities required for each format - writing for radio.

Unit IV   Stages of Radio Production: Pre-Production – Idea – research - Radio script - Production– Creative use of Sound – Listening – Recording - using archived sounds -Post-Production –Editing - Creative use of Sound Editing - Personnel in Production process - Role and Responsibilities

Unit V   Basic concepts of Audio production: Types of Audio recorders - nature and types of Microphones - Digital Studio Mixer - Portable Audio Mixers - Recording formats - Studio recording - Understanding sound recording - Perspective of sound - Sound transfer - Editing softwares - Off air / On air studios and their working.

Student Learning Outcomes
Students are taught to write radio news, documentaries and interviews. A thorough knowledge of various radio formats such as chat shows, phoning programs, running commentary, music programs, drama, news bulletin, radio jingles & radio ads, other social responsibility programs is given. They are also introduced to the basic concepts of audio production.

REFERENCE

1. Radio and TV Journalism   :   Jan R Hakemulder & P. P. Singh
2. Radio, TV and Broadcast Journalism :   R. K. Ravindran
3. Radio – TV News writing   :   K. Tim Wulfenmeye
4. Mass Communication in India   :   Keval J Kumar
5. Handbook of Journalism & Mass Communication : Vir Bala Aggarwal and VS Gupta

COURSE 2-4

PRINCIPLES AND PRACTICES OF ADVERTISING AND PUBLIC RELATIONS
(THEORY)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

To explore the concepts and practices of advertising and public relations

Unit I: Advertising:
1.1Definition; origin and development of advertising
1.2 Functions and role of advertising
1.3 Principles of advertising
1.4 Types of advertising
1.5 Advertising and society
1.6 Advertising in India

Unit II: Advertising agency:
2.1 Departments and functions
2.2 Advertisements for various media
2.3 Media selection and media mix
2.4 Key factors in budget setting
2.5 Code of advertising standards
2.6 Legal and ethical problems in advertising.

Unit III: Public relations:
3.1 Definition and history of PR
3.2 PR- functions and   characteristics
3.3 Public relations as management function
3.4 Public relations as communication
3.5 Public relations as profession
3.6 Public relations as academic discipline
3.7 The role and qualities of PRO
3.8 PR in India

Unit IV: Practice and Process of Public Relations:
4.1 PR campaign: Defining the problem; Planning and programming; Communication and implementation; Evaluation of campaign
4.2 PR and crisis management
4.3 PR and corporate social responsibility
4.4 PR and media relations
4.5 Ethics and laws in public relations.

Unit V: Writing for advertising:
5.1 Elements of ad copy

5.2 Advertising for print, radio, television and online media

5.3 Advertising design

5.4 Writing for PR: internal publications such as vision and mission statements; newsletters; house journals; bulletin; displays; suggestion boxes etc.,

5.5 Writing for various media such as press release, press brief etc.

Student Learning Outcomes

Students acquire a thorough knowledge of the field of marketing and public relations which are inevitable for the smooth and successful functioning of an organization. They are also equipped to work as marketing managers and public relations officers for various media related industries.

REFERENCE

1. Advertising & Copy Writing   :   Burton P. W.
2. Advertising Management   :   Borden & Marhall
3. Advertising in the Market Place   :   Burke J. D.
4. Advertising   :   Wright Warner
5. Public Relations Today   :   Ghosh Subir
6. Public Relations, A Value- Driven Approach : David W. Guth & Charles Marsh
7. The nature of Public Relations   :   John Marston

COURSE 2-5

AUDIO VISUAL EDITING PRINCIPLES
(PRACTICAL)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

To understand the basics of audio and video editing and develop a basic skill with the tools and techniques available in standard nonlinear video and audio editing Software.

Unit I   How sound is produced? - Characteristics of Sound waves - Frequency-Amplitude-Wavelength-Velocity - Characteristics of Sound: Pitch-Quality-Noise-Distortion-Echo - Measuring Sound – Decibel - hertz.

Unit II   Introduction to sound editing software: How to open a session - Different tools - importing audio files - Introductions to Basic Editing and mixing - Adding audio effects - Editing Practical - Exporting to different audio formats.

Unit III How videos are made? - Persistence of vision - Fragmentation of action - Image sizes: LS, MS, Close Up, Shot, Scene, and Sequence - Linear Editing - Nonlinear Editing - Selecting Good shots- stages of editing.

Unit IV   Introducing a Non Linear Editing Software: Project setting - Introducing interface - Different windows - Monitors - timeline; tools - Working with Bins - Importing footage; Drag and drop editing- Time line trimming- Rearranging clips in time line- Synchronizing and mixing Video and Audio.

Unit V   Working with effects: Adding different transitions and effects to Video - Working with Key frames – Compositing - Color Correction – Titling - Exporting to different Video formats.

Student Learning Outcomes
Students are introduced to the basic concepts audiography and videography. They are trained to be professionals in editing since they are given practical lessons in audio and video editing.

REFERENCE

1. Sound and Recording   :   Francis Rumsey and Tim McCormick

2. Modern Recording Techniques   :   David Miles Huber

3. Non linear Editing   :   Bryce Button

4. Grammar of Edit   :   Roy Thompson

5. Make the cut   :   Lori Jane Coleman & Diana Friedberg

SEMESTER III

Course Code	Course No	Course	Course Type	Credit
MM060301	3-1	Television Journalism	Project	4
MM500301	3-2	Media Business and Practice	Theory	4
MM500302	3-3	New Media: Form and Content	Theory	5
MM500303	3-4	Ethics and Laws for Media	Theory	5
MM060302	3-5	Television Production	Project	4

COURSE 3-1

TELEVISION JOURNALISM

(PROJECT)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE

To provide the opportunity to learn the basic skills and techniques of television journalism

Unit I TV Newsroom: News Editor – Producer - TV Correspondents - Techniques of TV News writing: Writing for video - reference visuals to words - marking copy in production language - Writing for television programmes: research -visualization - production script.

Unit II Television reporting: visualizing news / ENG – Research - Interview techniques - camera techniques - Piece to camera and voice over - Sequencing and editing news packages - investigative reporting - business reporting - sports reporting - human interest stories.

Unit III Television news editing: planning - production and compilation of news programmes - writing lead-in/intro to news packages - headlines writing - teasers and promos.

Unit IV TV News Production: Television anchoring - Voice broadcast skills - enunciation, flow – modulation - facing a camera - eye contact - use of teleprompter - Studio and field interviews - Moderating TV studio discussions - Anchoring chat shows and crossfire.

Unit V Outside coverage - News Magazines and Talk Shows - Ethical Problems - Field Research - Interviewing - Pre-Production- Need of Balanced Presentation and Selection of Topics.

Student Learning Outcomes
Students become proficient in various aspects of TV news production such as news writing, reporting, anchoring, editing etc. They also become familiar with different departments in a newsroom and various tasks assigned to them.
REFERENCE

1.	Global Television	:	Tony Verla
2.	Writing and Producing for Television and Film	:	John Riber
3.	Television Journalism	:	Ivor Yorke
4.	Television: A Critical Review	:	Horace Newcomb
5.	The Age of Television	:	Carl Bode

COURSE 3 -2

MEDIA BUSINESS AND PRACTICE
(THEORY)

Total Credits: 4   **Total Hours per month: 20**

OBJECTIVE
The course provides an in-depth know-how into media management, media business practices, industry standard procedures and workflows.

Unit I   Management Concepts and Processes
    1.1 Principles of Management - Managerial Communication
    1.2 Marketing Management
    1.3 Organizational Management
    1.4 Understanding the Financial Elements
    1.5 Media Research and Audience Research
.

Unit II Introduction to Media Management
    2.1 Managing Media
    2.2 Media Business Practices
    2.3 Media Convergence
    2.4 Media Planning and Media Buying
    2.5 Intellectual Property Rights - Copyrights
    2.6 Trade Marks and Patents

Unit III Film and Television Production Management
    3.1 Pre-Production - Production and Post-Production Pipeline
    3.2 Budgeting and Scheduling for Film and TV
    3.3 Line Production - Industry Standard Production Techniques
    3.4 Film Censorship - In-film Branding - Film Rights
    3.5 Distribution and Selling
Case Studies: Life after PIE – Documentary on Media Business: In Film Branding, "We'll Fix It in Post".

Unit IV Journalism Production Management
    4.1 Print, Electronic and Radio Journalism Production Management - Online Journalism.
    4.2 Industry Standard Workflows - From reporting to Screen
    4.3 Organizational Structure – Workflows
    4.4 Event Management
    4.5 Advertising and Public Relations

Unit V Animation and Digital media management
   a.   Animation - Gaming and VFX Production Management
   b.   Industry Standard Softwares and Production Methods
   c.   Role of Line Producer in the Industry
   d.   Music and Sound Production Management
   e.   Studio Management and Studio Protocol
   f.   Digital Marketing - Affiliate Marketing.

Student Learning Outcome

Upon successful completion of this course, students will be able to
   • Create a systematic and strategic approach to media industry
   • Handle any managerial task in media business scenario
   • Develop and execute media marketing strategies and techniques

REFERENCE
 1. The Complete Film Production Handbook   : Eve Light Honthaner
 2. The VES Handbook of Visual Effects   : Jeffrey A Okun & Susan Zwerman
 3. The Art of Animation Production Management   : Ranjit Singh
 4. Mass Communication Principles and Concepts   : Seema Hasan
 5. The Indian Media Business   : Vanita Kohli – Khandekar
 6. Essentials of Management   : Harold Koontz & Heinz Weihrich
 7. Research Methodology Methods and Techniques : C R Kothari & Gaurav Garg
 8. Marketing Management   : Philip Kotler & Kevin Lane Keller
 9. Event Marketing & Management   : Sanjaya Singh Gaur & Sanjay V Saggere
 10. Human Resource Management   : Gary Dessler & Biju Varkkey
 11. Strategic Management –An Integrated Approach : Charles W L Hill & Gareth R Jones
 12. Social Media Workbook   : Jason McDonald

COURSE 3 -3

NEW MEDIA: FORM AND CONTENT
(THEORY)

Total Credits: 5   **Total Hours per month: 20**

OBJECTIVE
Make the students understand and analyse the features, dimensions, impacts and the potential of New Media. Enable the students to use New Media rightly and effectively in their journalistic career

Unit I   Evolution of New Media:
1.1 Definition and scope of New Media
1.2 Technological Context
1.3 Economic Context
1.4 Political Context
1.5 Chronological Development of New Media

Unit II   Types Features of New Media:
2.1 Blogs & Vlogs
2.2 Online Newspapers
2.3 Social Media
2.4 Digital Games
2.5 Virtual Reality
2.6 Speed & Space
2.7 Multiplicity & Polycentrality
2.8 Interactivity & Participation
2.9 Global Access & Unlimited Space
2.10 Media Convergence
2.11Security & Privacy in New Media

Unit III   Impact of New Media:
3.1 Impacts of News in New Media
3.2 Job of a Journalist in the New Media era
3.3 Structure of Newsroom and News Industry in the New Media Era
3.4 Attention Economy and Business in the New Media Era
3.5 Ethical and legal aspects of New Media

Unit IV   Politics & Democracy in the New Media Era:
4.1 Social Media Uprisings in History
4.2 Role of Social Media in Political Campaigns
4.3 The Power of Data
4.4 Role of Social Media in Curbing Corruption –
4.5 The New Media and the Future of Democracy

Unit V   Developing Content for New Media:

5.1 Linear & Non-linear writing
5.2 Blogging & Micro-blogging
5.3 Developing news-content for new media
5.4 Creating edutainment content for new media
5.5 Writing promotional content for new media

Student Learning Outcome

Students will be able to understand, analyse and develop content for new media.

REFERENCE

1. Anthony Adornato. Mobile and Social Media Journalism: A Practical Guide
2. Bryan Alexander. The New Digital Storytelling: Creating Narratives with New Media
3. Roger F Fidler. Mediamorphosis: Understanding New Media Journalism
4. Natalie Fenton. New Media, Old News: Journalism & Democracy in the Digital Age
5. John V Pavlik. Journalism & New Media
6. Megan Knight, Clare Cook. Social Media for Journalists: Principles and Practice
7. Mark E Briggs. Journalism Next: A Practical Guide to Digital Reporting and Publishing
8. Robert I Berkman. Digital Dilemmas: Ethical Issues for Online Media Professionals
9. Vincent Miller, Understanding digital culture, Sage Publications, 2011

COURSE 3 -4
ETHICS AND LAWS FOR MEDIA

(THEORY)

Total Credits: 5   **Total Hours per Month: 20**

OBJECTIVE

Study media laws and learn about their legal rights and obligations. Provide students with the knowledge of the basic concepts of ethics and its practical application to the field of media.

UNIT I   Introduction to Indian Constitution

1.1 A brief introduction to Indian Constitution-Salient features,

1.2 Fundamental Rights, Freedom of Press

1.3 Concept of Freedom of Speech & Expression

1.4 Democracy & Media as Fourth estate,

1.5 Press Council of India- Its organizational structure, functions, history and rationale behind its establishment, its powers; Code of conduct for journalists

UNIT II   Media Regulations in India

2.1 History of Laws regulating the media in India:

2.2 Defamation clauses, Right to privacy, Right to Know, Laws related to Sedition, Obscenity

2.3 Contempt of Court Act 1971, Information Technology Act 2000 and the amendment Act of 2008, Right to Information Act 2005, Contempt of Parliament, Working Journalists Act, Cyber Laws etc.

2.4 Laws related to Broadcasting media, Advertising, Advertising Council of India

2.5 Copyright Act 1957, International Copyright laws, Concept of authorship

UNIT III   Moral Ethics and Media

3.1 An Introduction to the Terms and Concepts of Ethics: Definition of Ethics and its branches, stages of ethical development

3.2 Major theories in Ethics

3.3 Role of conscience in ethical decision making; code of ethics

3.4 Moral relativism and ethno centrism

3.5 Principles of Ethical journalism

3.6 Public relations and Ethics

UNIT IV   Ethics in Media

4.1 Media ethics as applied ethics; ethics in changing media environment.

4.2 Media Ethics: Why Ethics Matters in the Field of Media, Ethical perspectives of print, audio and visual media; ethical values

4.3 Ethical issues in the field of Advertisements

4.4 Advertorials, Paid News, and News as a product

4.5 Social Media and Fake news

UNIT V   Media and Society

5.1 Mass Media as the Mirror of society and Promoter of Social Change: Mass media and its impact on society

5.2 Transmission of culture and values through media; media and public opinion; media and family; social media addiction

5.3 Sex and violence in media; media and de-humanization; media and consumerism: media as the trend setter; media and imperialism: cultural erosion and mental colonization.

5.4 Media as a business enterprise with profit motives

5.5 Merger of news and entertainment

Student Learning Outcomes

Upon successful completion of this course, students will be able to:

- Articulate and defend legal rights and obligations in the field of media.

- Equipped to recognize best contemporary ethical and professional practices in the digital space, as dictated by legal standards.

- Create a profound understanding of the possibilities and challenges of media enabling them to approach media critically and creatively.

REFERENCE

1. Introduction to the Constitution of India   :   Durga Das Basu
2. Press Laws and Ethics of Journalism   :   P.K. Ravindranath
3. Introduction to Media Laws and Ethics   :   Juhi P Pathak
4. Mass Media and the Moral Imagination   :   Philip J Rossi

5.	Media Education in India	:	Jacob Srambickal
6.	Media Ethics	:	Bart Pattyn
7.	Digital Media Ethics	:	Charles Ess
8.	The Ethical Journalist	:	Gene Foreman

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COURSE 3-5
TELEVISION PRODUCTION

(PROJECT)

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Total Credits: 4   **Total Hours per Month: 20**

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OBJECTIVE

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To provide an insight into the core concepts associated with film and television production

Unit I Introduction to image - film and Video Formats - Image Size - Angles of Vision - Creative use of Lenses - Wide angle - Normal - Telephoto Lenses - Camera Movements and meanings - Basics of Composition - Framing for Film and television - Concept of Imaginary Line -Basic Lighting principles - Video Formats and Resolution: PAL-NTSC-SECAM – HD – UHD - Film Formats & Different Aspect Ratios.

Unit II TV Programmes: Different formats of TV programmes - TV News - News gathering methods - Sting Operation – Bites – Interviews - Panel Discussions - Chat shows with audience - Quiz programs - Reality Shows - Coverage of Festivals and Events- Planned Shootings : Educational Films- Propaganda Films- Promotional Videos- Creative and Sponsored Documentaries- Actualities.

Unit III Pre-production: Screenplay- Shooting Script – Storyboard - Concept of Time and Space – Continuity - Mis-en-scene and Montage - Studio Productions and Floor Charts.

Unit IV Production: Studio Productions - Role of functionaries - Planning Studio Programmes - Cue's and commands - Multi Camera Setup - Chroma Keying- Online Editing - Methods of Sound recording - Location recording - Pilot track and Direct sound- Single and multi-track recording.

Unit V Post Production: Non Linear Editing - Meaningful Use of Transitions - Cut, Dissolve – Fade – Wipe - Digital Effects and Titling - Sound Mixing - Sound Transitions.

Student Learning Outcomes

Students become capable of producing feature films, short films, ad films, documentaries, interviews and other video productions for television. They also acquire a comprehensive knowledge of the various stages of video production such as pre production, production and post production.

REFERENCE

1. T.V. Without Borders   :   Anura Goonase Kera & Paul Lee

2. TV technology   :   Fundamentals and future prospects - A. Michel Noll

3. TV Production   :   Barrows Wood Gross

4. Global Television   :   Tony Verla

5. How to Read a Film   :   James Monaco

6. Film Cultures   :   Janet Harbord

7. Key Concepts in Cinema Studies   :   Susan Hayward

SEMESTER IV

Course Code	Course No	Course	Course Type	Credit
	4-1	Elective 1		3
	4-2	Elective 2		3
	4-3	Elective 3		3
	4-4	Internship	OJT	2
	4-5	Graduation Project: Specialized Reporting	Project	5
	4-6	Comprehensive Viva		2

ELECTIVE GROUP A

Course Code	Course No	Course	Course Type	Credit
MM900401	4-1	Research in Media	Project	3
MM900402	4-2	Interactive Web Designing	Practical	3
MM900403	4-3	Film Appreciation	Project	3

ELECTIVE GROUP A

Course Code	Course No	Course	Course Type	Credit
MM910401	4-1	Non-Fiction Film Production	Project	3
MM910402	4-2	Music Video Making	Project	3
MM910403	4-3	Design for Promotional Aids	Project	3

COURSE 4 -1: ELECTIVE I
RESEARCH IN MEDIA
(PROJECT)

Total Credits: 3   **Total Hours per month:16**

OBJECTIVE

To enable a student to identify a research problem, prepare a research proposal and pursue high quality research work. Gives him an insight to various types of methodologies used in media research and in teaching media.

Unit I   **Concept of Research**: Meaning and importance of Research – Types of Research – Selection and formulation of Research Problem – Identification of a research topic-Proposal writing-Research Design.
              Research Methods: *(a)* Traditional Methods – Historical, Institutional, Legal, Philosophical, Comparative, Ethical methods etc.
              (b) Modern Methods – Survey of Literature, Sampling method, Questionnaire, Schedule etc., Filed studies, Interview method and Focus Group discussion, ObservationMethod, Case Study method, Content analysis, Delphi method, Statistical Method, Experimental method, Brainstorming Techniques etc.

Unit II   **Data Collection and Data Analysis:** *I. Types of data* **-** (a) Primary, Secondary and Tertiary Data.(b) Construction and adaptation of instruments, Administration of questions and tests, Tabulation of data. (c) Data organization in SPSS and Excel (d) Graphical representation of data.
              II. Analysis of Data - (a) Discussion and Interpretation of results.(b) Testing of Hypothesis: Logical and Statistical Techniques.

              Media research as a tool of reporting - Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses, ethical perspectives of Mass media research.

Unit III   **Report Writing**: Organization of the Research Report Preliminaries, Contents of Report, Bibliography, Appendices - Style Manuals - Criteria for the evaluation of the Research Report.

Unit IV Teaching Methodology – Lesson Planning and Teaching Notes Preparation - Preparing Question Papers - Blooms Taxonomy - Evaluation criteria - Modern technologies and Teaching Aids - Teaching Media – Methods and skills.

Unit V RESEARCH PROJECT SUBMISSION: As part of the Course each student would have to conduct and analyze research, develop a thesis, and organize his/her ideas clearly on a very transformative aspect of Media and submit a thesis as bound document.

The topics will be of candidates own choosing, but approved by the faculty guide. The research has to be conducted and document developed under the guidance of the faculty guide. The copyright of the paper will rest with the college/University.

The Literature and language of the paper should adhere to the MLA and APA Style sheets respectively for documentation purpose.

The Research paper should have the following components:

1. Abstract in 100 words, Keywords (5-7) Introduction, Discussion, Conclusion & Works Cited/References.

2. Keywords should avoid Proper names and words from the title of the article.

3. The document shall not be less than 100 pages on A4 size, Times New Roman, Font 12 with 1.5 line spacing and the title can be in font 14.

4. The entire document shall be 1.5 line-spaced and paragraphs should be indented from the left margin. Avoid justifying the pages.

5. Add the academic-research profile of the student in 50 words at the end of the paper to be included under "Note on Contributors."

Student Learning Outcomes

Upon the successful completion of this course, students will be able to
- Have a detailed idea on various methods of research
- Conduct a research and write a research paper
- Systematically conduct academic necessities of teaching media

REFERENCE:
1. Research Methodology: An Introduction   :   C.R Kothari.
2. Research Methodology:
   A Step by Step Guide for Research   :   Renjith Kumar.
3. Research Methodology   :   Paneerselvam.
4. Sampling Techniques   :   William G. Cochran
5. Scientific Method and Social Research   :   B.N. Ghosh.
6. The Indian Media Business   :   Vanita Kohli – Khandekar
7. Research Methodology: Methods and Techniques :   C R Kothari & Gaurav Garg
8. Media Education in India   :   Jacob Srambickal
9. Teaching Learning Process   :   Dr.J.S.Walia
10. Principles, Methods & Techniques of Teaching   :   J. C. Aggarwal
11. Effective Teaching Methods   :   Gary D Borich
12. Teaching in a Digital Age   :   A.W. Tony Bates
13. Educational Psychology   :   Dr.G.M Chaudhary
14. Methods in Social Research   :   Goodde and Hatte.

COURSE 4-2: ELECTIVE II

INTERACTIVE WEB DESIGNING

(PRACTICAL)

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVE

Give students expertise in the area of creating, coding and posting basic HTML and CSS files to the Internet.

Unit I	History and Basic Concepts - Structure and history of the World Wide Web – Browsers – platforms – servers – devices - and file structure - Understanding web images – videos – Audios - Typography for web - Understanding online publications. - E-publishing - Basic Functionality for Social Media - Idea about web marketing.
Unit II	Introduction to Web Technologies - HTML skeleton - HTML tags for text - links, lists - HTML tags and web standards for graphics - understanding HTML Layouts - HTML tags for layout.
Unit III	Introduction to Cascading Style Sheets Styling - Introduction to Cascading Style Sheets - Types of CSS - internal and/or external style sheets - CSS Syntax - CSS Id & Class - Styling Backgrounds – Text - Fonts - Links - Lists – Padding – Margin - Understanding positioning - CSS Floating – Align.
Unit IV	Page Structure & Layout - Styling Pages with CSS - Design and develop web pages using CSS for layout.
Unit V	Introduction to Responsive Web Design (RWD) - Basic Idea about Responsive Design & Mobile-first Principles - Media Queries & Responsive Development - Mobile first design concepts - Common device dimensions - View-port tag - Implement SEO tactics and web marketing strategies.

Student Learning Outcomes

Students are enabled to create a websites and upload it to a web server. They also become familiar with E-Publishing Technologies

REFERENCE

HTML5 & CSS3 Visual Quick Start Guide   : Elizabeth Castro & Bruce Hyslop

HTML & CSS: The Complete Reference   :   Thomas A. Powell

Learning Guides to the Internet   :   Techmedia

Internet Data Collection   :   Samuel J Best

Introduction to Computers   :   Peters Norton

Deciphering Cyberspace   :   Leonard Shyles

COURSE 4-3: ELECTIVE III

FILM APPRECIATION

(PROJECT)

Total Credits: **Total Hours per Month:**

OBJECTIVE

The course will focus on some important trends and genres in world cinema, along with key concepts in film studies. It aims to make participants familiar with some major international cinematic figures and films.

Unit I   What is a Movie - Ways of Looking - Principles of Film form - Fundamentals of Film Form - Realism and other forms - Language of Cinema -Types of Movies – Genre - Evolution and Transformation of Genre - How Films Are Made.

Unit II   Principles of Narrative Construction Classical Structure - Dialectical Form -Plot and Story - Cause and Effect – Time - Space etc. Mise-en-Scene - Master Scene- Cinematography – Colour -Tonal value.

Unit III   Acting - The nature of Screen Acting - Stanislarsky Method Acting and creativity - Aspects of Performance - Actor and Film making - Editing (Continuity, Jump Cut, Dissolve, Fade etc.) - Different editing styles - Creativity in Editing.

Unit IV   Sound and Visuals - Functions of Film Sound - Sync Sound - Sound as Counter point - Creative use of Sound.

Unit V   Film History and Film Language - Cinema aesthetics - Technological and Economic Approaches - Silent era - Talkie films - Italian Neorealism - French New Wave and other forms - Science Fiction films - Emerging New Cinemas.

Student Learning Outcomes
Students are given an introduction to the present scenario of global cinema. They are also enabled to critically analyze films and write appreciations in a journalistic manner.

REFERENCE

1. Film: A Critical Introduction   : Maria Paramaggiore
2. How to Read a Film   : James Monaco

3. FILM ART – AN INTRODUCTION : David Bordwell and Kristin Thompson

4. FILM HISTORY – An Introduction : Kristin Thompson and David Bordwell

5. The Oxford History of World Cinema : Geffrey Nowell

6. The ART of Watching FILMS   : Dennis W Petrie and Joseph M .Bogges

7. Art and Visual Perception   : Rudolf Arnheim

8. Film Criticism   : Marie Seton

9. Their Films, My Films   : Satyajit Ray

10. Cinema and I   : RitwikGhatak

COURSE 4-1: ELECTIVE I
NON-FICTION FILM PRODUCTION
(PROJECT)

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVE

The student should get a thorough grounding on the aesthetical and historical perspectives of documentary films.

Unit I   Introduction to Non Fiction Film Making - Classification of Documentaries into different genres: - Actualities – Compilation Films – Educational Films – Propaganda Films – Sponsored Documentaries – Creative Documentaries

Unit II   History and Important Milestone in Documentary Movement with relevant screening. Work of some important documentary film makers – Flaherty – Satyajith Ray etc.

Unit III   Television Documentaries – History and Important Milestone – National Geographic Channel – Discovery Channel – History Channel. Ethical issues in Documentary film making – Role in Social and Political issues

Unit IV   Writing for non-fiction films – Selecting a Topic – Methods in Content Research - Creative Elements in Documentary Script -   Documentary Script Format

Editing a non-fiction film – preparing the narration - choosing the right visuals – selection of music – techniques in visual compilation and subtitles - syncing with the topic.

Unit V   Prepare a 15 minute nonfiction program of any selected genre.

Student Learning Outcomes

- Students will get an insight in different genres of non-fiction film making.

- They will learn to practice film making in a different perspective as an aid for showcasing actualities and those beneficial for the betterment of society.

REFERENCE

1. Documentary Films   : Paul Rotha
2. Introduction to Documentary   : Bill Nichols
3. Creative Documentary
    Chapters from 'Technique of Film Editing' : Karel Reiz.
4. The Documentary Handbook   : Peter Lee Wright
5. Film Culture   : Adam Sitney

6. Hollywood Genres : T. Schatz

COURSE 4-2: ELECTIVE II

MUSIC VIDEO MAKING
(PROJECT)

Total Credits:3   **Total Hours per Month:16**

OBJECTIVE

The student should get a thorough grounding on the aesthetical and historical perspectives of documentary films.

Unit I   Introduction to Music Video - Classification of Music videos into different categories: Music Albums – Devotional – Cover songs… etc.

Unit II   Milestones in the development of Music Video Industry – Notable music video productions

Unit III   Writing for music videos – Selecting a song – identifying the rhythm – planning the story – identifying visual possibilities – selecting the imaging equipments and techniques - Creative elements in music video script - music video script format – storyboarding – casting and budgeting.

Unit IV   Editing a music video – Placing the song - choosing the right visuals – techniques in visual compilation and transitions - syncing with the mood of the song.

Unit V   Prepare a 10 minute music video program for any selected song.

Student Learning Outcomes

- Students will get an insight in different techniques of music video production.

- They will learn to practice music film making in a different perspective as an aid for showcasing creativity as well as a story telling method.

REFERENCE

1. Making Music Videos   : Lara M. Schwartz
2. Experiencing Music Video: Aesthetics and
   Cultural Context   : Carol Vernallis
3. Music/Video: Histories, Aesthetics, Media   : (Ed.) Gina Arnold,Daniel Cookney,
                                                            Kristy Fairclough, Michael N. Goddard
4. Music Editing for Film and Television:
   The Art and the Process   : Steven Saltzman
5. Sound Design: The Expressive Power of Music,
   Voice and Sound Effects in Cinema   : DavidSonnenschein

6. Audio Postproduction for Digital Video : Jay Rose
7. The Technique of Audio Post-production
   in Video and Film : Tim Amyes
8. Sound for Film and Television : Tomlinson Holman

DESIGN FOR PROMOTIONAL AIDS
(PROJECT)

Total Credits: 3   **Total Hours per Month: 16**

OBJECTIVE

The objective of this course is to understand the process to develop a brand and the different brand promotion methods, recent promotional trends through various advertising designs.

Unit I   A short brief about branding. Recent branding aspects. Different type of papers. Cool and warm paper, Quality and GSM of printing papers-. Different types of print forms and Binding .How to choose appropriate papers for different print purposes.

Unit II   The visual tool of brand is a unique logo. Different type of logos, Brain storming, mind mappings, mood board. Logo design tips. Logo design process. Essentials of Logo. Identity manual Variations and evolution of a logo corporate colours.

Unit III   Brand promotional designs. Spot colours, dominant visual colours in design, Stationary (business card, Letter head, Envelope) brochure and it's different folding methods. News advertisement, poster, Hording, Big standee. Table standee, pamphlet, flyer, etc.

Unit IV   Visualization of design, Prototype (Handmade rough designs) Importance of negative space. Dummy designs for branding. Ethics of Branding.

Unit V   Create different promotional elements for a selected Brand and submit it for assessment. Promotional aids must include Logo, stationary, Boucher, News advertisement, poster, Hording, Big standee, Table standee, pamphlet, flyer, etc.

Student Learning Outcomes

- Students will learn about different promotional aids, their role and importance in promoting a brand.

- This course will help the students to identify the aesthetical and ethical perspectives of promotional designs.

REFERENCE

1. Designing Brand Identity:
   An Essential Guide for the Whole Branding Team   :   Alina Wheeler
2. Branding: In Five and a Half Steps   :   Michael Johnson
3. The Definitive book of Branding   :   Kartikeya Kompella
4. Brands and Branding   :   John Simmons

5. Designing Brand Identity   : Alina Wheeler
6. LOGO: The reference guide to Symbols & Logotypes : Michael Evamy
7. What is Branding   : Matthew Healey

COURSE 4 -4
INTERNSHIP
(OJT)

OBJECTIVE

To acquire practical industry based experience

Internship is on the job training to assimilate professionalism in one's career. The students will have to undergo an Internship at a News Paper/ News Agency/Radio/TV /Advertising Agency/ Online Promotion Agency for a month (30 days) during the fourth semester. The students would prepare individual reports after the Internship and the same should be attested by the organization under which the student did the internship. The students' comprehensive report will be submitted to the HOD for evaluation. A faculty member will monitor the students during the internship.

COURSE 4 -5
GRADUATION PROJECT: SPECIALIZED REPORTING

Total Credits: 5   **Total Hours per Month: 40**

OBJECTIVE

Enable students to analyze news critically and specialize in news reporting

SCOPE

Students should select any one area of specialization from the below list of disciplines. They have to plan and create a comprehensive reporting file set which comprises general news, news feature, interview, profile, investigative reports etc. in the selected area.

1. Business Journalism
2. Development Journalism
3. Sports Journalism
4. Cultural Journalism
5. Political Journalism

Unit I: BUSINESS JOURNALISM

Business Reporting – Business and Industry as a Beat – Source of News on Business – Using and Analyzing financial Data – Developing Business story ideas – Writing stories from press releases – Editing business stories and Articles – Media and Business Relations – Overview of Special business Suppliments, Newspapers and Journals – Business News Channels.

Unit II: DEVELOPMENT JOURNALISM

Definitions – Nature and Scope – Evolution of Development Journalism – New Age Media and Development Journalism – Participatory Development Journalism – Differences in approach between Print and Broadcast Development Journalism – Community Radio for Local Development – Communication for Social Change – Media Advocacy – Sustainable Development

Unit III: SPORTS JOURNALISM

Tradition of Sports reporting in India – Sports Marketing and PR – Commercial Relationship between media coverage and Sports events – Future of Sports Journalism – Career Opportunities – How to report : Do's and Don'ts – Sports features – Sports writing for Print, Radio and TV – Radio Commentaries – Writing on a Sports Desk –Editing Sports Stories v- Designing Sports Pages – Sports Style Guide

Unit IV: CULTURAL JOURNALISM

What is culture - Importance of culture in a society and in an individual's life- Understanding various aspects of Indian Culture and their scope - Cultural reporting- Why Culture a specialized beat? - Current scenario of cultural reporting in English print media- Styles of writing for different forms, requirements and expectations from culture reporters/ critics- Covering culture for other media: Scope and pattern of Cultural reporting in other media- New age media and cultural reporting.- internets, blogging, tweeting, mobile usage.

Unit V: POLITICAL JOURNALISM

Definition and salient features of good political reporting- Framing and crafting a political story- Political reporter as watchdog- Budgets, boards and departments- States, agencies, laws and regulations- Civic engagement and participation- How politicians use the media to make policy- How the media shape public opinion — scandal, sensation and getting it right- Political campaigning and journalism- Reporting of Polling and Election Day- Freedom, fairness and ethics for the political reporter.

Student Learning Outcomes
Students are introduced to the different genres of Journalism. The course helps them to choose their area of interest and specialize in it by creating news, feature or documentary, interview, profile and investigative reports.

REFERENCE

1. Business Journalism - How to Report on

   Business and Economics : Keith Hayes

2. Art of Modern Journalism : Shahzad Ahmad

3. Indian Journalism in a New Era : Shakuntala Rao

4. Sports Journalism and Mass Media : Aravind Malik

5. Cultural Journalism and

   Cultural Critique in the Media : Nete Norgaard Kristensen

COURSE 4 -6

COMPREHENSIVE VIVA VOCE

OBJECTIVE

The main aim of viva voce is to test the knowledge in concepts and understanding of the subject and also test the ability of the student in verbal communication

Guidelines for Comprehensive Viva

➢ Comprehensive Viva will be a part of the programme and the external assessment will be held at the end of fourth semester.

➢ The viva shall cover all courses including electives chosen.

➢ The Internal Evaluation shall be done by the concerned faculty and shall cover courses of all semesters. The schedule of internal viva shall be announced sufficiently earlier and shall be concluded before the commencement of end semester examinations of fourth semester

➢ The grades shall be awarded based on the answers, communication skills and presentation skills.