

## M. A. (Mass Communication and Journalism)

Session 2017-2018

### Scheme

Semester - I					
Course code	Course Title	Credit Distribution			
		L	T	P	Total
MCJ501	Fundamentals of Mass Communication	3	0	0	3
MCJ502	Development of Media	4	0	0	4
MCJ503	Reporting and Editing of Print Media	4	0	0	4
MCJ504	Electronic Media	3	0	0	3
MCJ505	Advertising	4	0	0	4
MCJ506	Mass Communication Practical	0	0	2	1
MCJ507	Electronic Media Practical	0	0	2	1
	Inter Disciplinary(from other discipline)	2	0	0	2
	<b>Total</b>	20	0	4	22

Semester - II					
Course code	Course Title	Credit Distribution			
		L	T	P	Total
MCJ508	Development Communication	4	0	0	4
MCJ509	Research Methodology	4	0	0	4
MCJ510	Media Management	4	0	0	4
MCJ511	Public Relations/Corporate Communication	4	0	0	4
MCJ512	Editing and Editorial Writing	4	0	0	4
	Inter Disciplinary (from other discipline)	2	0	0	2
	<b>Total</b>	22	0	0	22

Semester - III					
Course code	Course Title	Credit Distribution			
		L	T	P	Total
MCJ601	Production Techniques of Radio and Television	4	0	0	4
MCJ602	Research Application	4	0	0	4
MCJ603	Inter-cultural Communication	4	0	0	4
MCJ604	New Media Applications	4	0	0	4
MCJ605	Seminar	0	0	0	2
MCJ600	Project Report	0	0	0	4
	<b>Total</b>	16	0	0	22

<b>Semester - IV</b>					
<b>Course code</b>	<b>Course Title</b>	<b>Credit Distribution</b>			
		<b>L</b>	<b>T</b>	<b>P</b>	<b>Total</b>
<b>MCJ606</b>	Media Law and Ethics	4	0	0	4
<b>MCJ607</b>	Photo Journalism	4	0	0	4
<b>MCJ608</b>	Film Studies and Film Production	4	0	0	4
<b>MCJ609</b>	International Communication	4	0	0	4
<b>MCJ610</b>	Attachment with Media	0	0	0	4
	<b>Total</b>	12	0	0	20

### **Semester-I**

Course Title: **Fundamentals of Mass Communication**

Paper Code: **MCJ 501**

L	T	P	Credits
3	0	0	3

Unit – I

10 hours

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Unit – II

12 hours

Models: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, Gerbner, Newcomb, convergent and gate-keeping, communication and socialization.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

Unit – III

12 hours

Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media: public opinion and democracy.

Media culture and its production. Media organizations, media content, market – driven media content – effects, skyvasion, cultural integration and cultural pollution.

Unit – IV

11 hours

Issues of media monopoly – cross-media ownership; Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE.

Course Title: **Development of Media**

Paper Code: **MCJ 502**

L	T	P	Credits
4	0	0	4

**Unit – I**

14 hours

Language and society- development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA.

Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India. Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom. Birth of the Indian language press – contribution of Raja Ram Mohun Roy; birth of the Indian news agencies.

**Unit – II**

16 hours

The Indian press and freedom movement – Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism. Journalism in Indian languages (a brief historical perspective of important newspapers to be selected by the concerned university); history of the language journalism of the region.

The press in India after Independence; social, political and economic issues and the role of the Indian press problems and prospects. Issues like backward class movement – Dalit movement – green revolution – agitation for and against reservation – nationalization – privatization – globalization – WTO – land reforms– social issues of the region – political events

**Unit – III**

16 hours

Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.

Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Television, Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India.

**Unit – IV**

14 hours

Films, Early efforts – film as a mass medium; historical development of Indian films – silent era –talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

Folk media-Traditional media in India – regional diversity – content – form – character – utility – evaluation– future. New Media- Development of new media; convergence – internet – on line.

Course Title: **Reporting and Editing of Print Media**

L	T	P	Credits
4	0	0	4

Paper Code: **MCJ 503**

Unit – I

14 hours

News: definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.  
Interviewing – kinds, purposes, technique.

Unit – II

16 hours

Interpretative reporting – purposes, techniques.  
Investigative reporting – purposes, sources, styles, techniques.  
Columns – development, criticism, reviews, feature writing, news analysis, back grounding.  
Political reporting, Legislative reporting & Diplomatic reporting.

Unit – III

14 hours

Scoops and exclusives and specialized reporting – science, sports, economic, development, commerce, gender, and allied areas reporting for magazines  
Editing: Meaning, purposes, symbols, tools, lead, body, paragraphing. Proof reading, meaning, symbols, purposes.

Unit – IV

16 hours

News desk, editorial department set-up, news flow, copy management and organization  
Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-make-up, layout, principles of photo editing– Magazine editing, layout, graphics.

Course Title: **Electronic Media**

L	T	P	Credits
3	0	0	3

Paper Code: **MCJ 504**

Unit – I

12 hours

Evolution and growth of electronic media: radio, television and internet. Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links.

Unit – II

Principles and techniques of audio-visual communication– thinking audio and pictures, grammar of sound, visuals and web production.

Unit - III

Technology and skills of linear and non-linear systems of audio- visual communication – sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure through field visits).

#### Unit - IV

Transmission of sound, images and data through microwave, satellite, cable and television technologies. Infrastructure, content and flows on internet, with specific reference to India – reach and access to personal computers and internet connectivity. Newspaper, magazine, radio, television, and on internet.

Course Title: **Advertising**

Paper Code: **MCJ 505**

L	T	P	Credits
4	0	0	4

#### Unit – I

Evolution and growth of advertising – definitions of advertising – relevance of advertising in the marketing mix

#### Unit - II

Classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.

Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.)

#### Unit - III

Client related issues and the process, business development, pitching for accounts – agency client interface: the parameters - creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit.

#### Unit - IV

Mass media laws concerning advertising – apex bodies in advertising AAAI, ASCI etc.), ASCI and its code of conduct, case studies from ASCI

## Semester-II

Course Title: **Development Communication**

Paper Code: **MCJ 508**

L	T	P	Credits
4	0	0	4

### Unit - I

Development: meaning, concept, process and models of development – theories – origin– approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

### Unit - II

Development communication: meaning – concept – definition – philosophy – process -theories – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience –development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj - planning at national, state, regional, district, block and village levels.

### Unit - III

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation– model of agricultural extension – case studies of communication support to agriculture.

Development support communication: population and family welfare – health – education and society – environment and development - problems faced in development support communication.

### Unit - IV

Developmental and rural extension agencies: governmental, semi-government, non-governmental organizations problems faced in effective communication, micro – macro –economic frame work available for actual developmental activities – case studies on development communication programs. Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television.

Course Title: **Research Methodology**

Paper Code: **MCJ 509**

L	T	P	Credits
4	0	0	4

### Unit - I

Definition – elements of research – scientific approach – research and communication theories– role – function – scope and importance of communication research – basic and applied research.

Research design components – experimental, quasi-experimental, bench mark, longitudinal studies – simulation – panel studies –correlation designs.

## Unit - II

Methods of communication research – census method, survey method, observation method, clinical studies – case studies – content analysis.

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls.

## Unit - III

Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Media research – evaluation, feedback – feed forward – media habits – public opinion surveys– pre-election studies and exit polls.

## Unit - IV

Report writing – data analysis techniques – coding and tabulation – non-statistical methods– descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate–bi variate – multi-variate – tests of significance – levels of measurement – central tendency– tests of reliability and validity – SPSS and other statistical packages.

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.

Course Title: **Media Management**

Paper Code: **MCJ 510**

L	T	P	Credits
4	0	0	4

## Unit - I

Principles of media management and their significance – media as an industry and profession. Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies)and franchisees (chains).

## Unit - II

Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organization theory, delegation, decentralization, motivation, control and co-ordination. Hierarchy, functions and organizational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect);advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.

## Unit - III

Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

#### Unit - IV

Planning and execution of program production – production terms, control practices and procedures. Administration and program management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)– reach – promotion – market survey techniques - human research development for media.

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Course Title: **Public Relations/Corporate Communication**

Paper Code: **MCJ 511**

L	T	P	Credits
4	0	0	4

#### Unit - I

Evolution and history of public relations – definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.).

#### Unit - II

Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).

#### Unit - III

Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) - publics in PR, PR tools (interpersonal, mass media and selective media)

#### Unit - IV

PR in industry (public sector, private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments.

Course Title: **Editing and Editorial Writing**

Paper Code: **MCJ 512**

L	T	P	Credits
4	0	0	4

#### Unit - I

Principles of editing; News room: organization and functioning; Functioning of electronic news room; Sub-editing : meaning, purpose; news desk, news flow, copy management, Role and responsibilities of News editor, Deputy news editor, Chief-sub-editor & sub-editor.

#### Unit - II

Editing on computers. The editorial page, columns, articles, middle and letter to the editor; the editorial: types, importance, planning and writing; Qualities and responsibilities of the editor, Deputy editor, Assistant editor and editorial staff.

### Unit - III

Feature : definition; Difference between features, articles and news; Feature writing; Types of feature : News features, Human interest features, Institutional, Narrative and Photo features, etc.; Features for magazines and newspapers; Importance of human interest in features;

### Unit - IV

Importance of features in daily newspapers and periodicals. Literary journalism, Book review. Ethics of the press; Libel, defamation etc.; Code of ethics for journalists; Role of print media in a crises situation (Internal and external); Declining status of the editor; Role of business manager. Latest trends in print media.

## SUGGESTED READINGS

- *Modern Feature Writing by Dewelt Reddick, Harper.*
- *Mass Communication and Journalism in India by D.S. Mehta, Allied Publishers.*
- *Media Ethics and Laws by Jan R. Hakeculdar.*
- *The Art & Craft of Feature Writing by William E. Blundell, Plume.*
- *Pattarkari : Hunnar Te Kala (Punjabi) by Dalbir Singh, Publication Bureau, PunjabiUniversity, Patiala.*
- *Major Principals of Media Laws by Wayne Overpeck, California State University.*
- *Mass Media Law by Don R Pember, Mc Graw Hill.*
- *The law of Public Communication by Kent r Middleton William E Boston.*
- *Media & Culture an Introduction to Mass Communication by Richard Campbell.*
- *Punjabi Sahitak Patarkari by Harjinder Walia.*
- *Patarkari te Jan Sanchar by Harjinder Walia, Parul Raizada, Madan Publication (2015).*

## Semester-III

Course Title: **Production Techniques of Radio and Television**

Paper Code: **MCJ 601**

L	T	P	Credits
4	0	0	4

### Unit - I

Radio Journalism and Production: Radio program production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources – news production. Using sound bytes and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programs - formats of radio programs – studio interviews – studio discussions – phone-in programs – O.B. production of sporting and mega events.

### Unit - II

Writing for radio: Spoken language writing – writing for programs– writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter’s copy – compiling radio news programs; writing intro to bytes – writing headlines, teasers and promos. Radio reporting: Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary. Voice training - effective use of voice –enunciation, flow, pronunciation, modulation; on-line interview techniques; moderating skills for radio discussion programs; handling interactive live transmission.

**Unit - III**

**Television Journalism and Production**

Visual communication – communicating with still pictures and video – shooting with TV camera– camera mounting. Color balance, basic shots and camera movement.

Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries.

Studio lighting – three-point lighting – high key and low key lighting; properties, studio sets and make-up. Video editing techniques – cut , mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production –role of functionaries - planning studio programs – cue’s and commands – formats of TV programs – studio interview – studio discussion - studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production– corporate video production

**Unit - IV**

Writing for television: Writing to still, writing for video, reference visuals to words.TV news writing; marking copy in production language. Writing for television programs – research, visualization and production script. Television reporting: visualizing news/ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting - human interest stories Television news editing: planning, production and compilation of news programs – writing lead-in/intro to news packages – headlines writing, teasers and promos.

Television anchoring: voice broadcast skills – enunciation , flow, modulation - facing a camera– eye contact - use of teleprompter; live studio and field interviews - moderating TV studio discussions; anchoring chat shows and cross-fire.

Course Title: **Research Application**

Paper Code: **MCJ 602**

L	T	P	Credits
4	0	0	4

### Unit - I

The Mass Concept: - The Mass Audience, Mass Media and Society, The rise of a dominant Paradigms for theory and research, Critical Paradigms, Models of Communication, Transmission Model, publicity Model, reception Model and Comparison.

### Unit - II

Marketing Research: - Definition, Scope and need Marketing Research Process, Techniques and tools of Marketing Research, Consumer Research: - Meaning, Scope and Functions, Advertising Research and Campaign Development: - Limitations of Research.

### Unit - III

Research applications in Print & Electronic Media; Types of Print Media Research--Readership Research; Methodology of Readership Research--Drawing readers profiles; Item-selection studies, Reader-Nonreader studies; Circulation Research;

### Unit - IV

Research applications in Electronic Media; Rating and Non-rating research; Interpreting ratings. Structural, Behavioral and cultural traditions of analysis, History of Media effects Research and Theory:- Four Phases all Powerful Media, Theory of Powerful Media, Powerful Media rediscovered and Negotiated Media influence.

## SUGGESTED READINGS

- Gamble and Gamble, Introduction to Mass Communication, McGraw-Hill (1989).
- Werner Joseph Severin & James W. Tankard, Communication Theories, Addison Wesley Longman(2010)
- Alfred Govd Smith, Communication and Culture, Holt Rinehart Winston (1966).
- JensenHarper & Row, Fundamentals of Communication.
- Wilbur Lang Schramm, Men, Messages and Media, Harper and Row (1973).
- Klaus Krippendroff, Content Analysis, Sage Publication (2013).
- P.V.Young, Scientific Social Surveys and Research, Prentice Hall (1949).
- Wilkinson and Bhandarkar, Methodology and Techniques of Research,Himalaya Publishing House( 2010)
- C.R. Kothari,Research Methodology, New Age International (2010).
- Arther AsaBerger, Media Analysis Techniques, Sage Publication (2013).
- Mass Communication.K. J, McGarthy
- R. Cauvery & M. Girja Sudhanayak, Research Methodology, S.Chand & Co. Ltd (2010)
- Barrie Gunter, Media Research Methods, Sage Publication (2000).

Course Title: **Inter-cultural Communication**

L	T	P	Credits
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Paper Code: **MCJ603**

4	0	0	4
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**Unit - I**

Culture – definition – process – culture as a social institution – value systems – primary –secondary – eastern and western perspectives. Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.

**Unit - II**

Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts. Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha – Vishishtadwaitha – Chinese (DaoTsu and Confucius – Shinto Buddhism) and also Sufism. Language and grammar as a medium of cultural communication – Panini/Patanjali – Prabhakara – Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter-cultural communication.

**Unit - III**

Modern mass media as vehicles of inter-cultural communication – barriers in inter-cultural communication – religious, political and economic pressures; inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institution; mass culture typologies – criticism and justification.

**Unit - IV**

Culture, communication and folk media – character, content and functions – dance and music as instruments of inter-cultural communication; UNESCO’s efforts in the promotion of intercultural communication – other organizations – code of ethics.

Course Title: **New Media Applications**

Paper Code: **MCJ 604**

L	T	P	Credits
4	0	0	4

### Unit - I

#### New Media Technology

Communication Technology (CT): concept and scope CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot -Pagers, Cellular Telephone.

Internet: LAN, MAN, WAN, E-mail, Web Ownership and administration of Internet, ISPs, WAP, types of Internet connections: Dial-up, ISDN, lease-line. Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPPWEB PAGE, Websites, and Homepages.

### Unit - II

Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, ecommerce: m-commerce, buying, selling, banking, advertising on Internet.

### Unit - III

Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website

### Unit - IV

Cyber Journalism: On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.

Seminar
Project Report

## **Semester-IV**

Course Title: **Media Law and Ethics**

L	T	P	Credits
4	0	0	4

Paper Code: **MCJ 606**

#### Unit - I

Media Law: Constitution of India: fundamental rights – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

#### Unit - II

Specified press laws: history of press laws in India – Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference of sedition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis right to information – Press and Registration of Books Act, 1867.

#### Unit - III

Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; – Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

#### Unit - IV

Ethics: Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and/or media councils and press ombudsmen in the world – Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations. Accountability and independence of media.

Course Title: **Photo Journalism**

L	T	P	Credits
4	0	0	4

Paper Code: **MCJ 607**

Unit I

Photography - elements and principles – visual language – meaning – photographer’s jargon; composition of photography – subject and light.

Photographic equipment – cameras – types – formats – lens – their types and functions – film – types and functions – accessories

#### Unit II

Shots – focus – shutter – speed – selection of subject – different types of photographs – action – photo editing – procedure – pictures for newspapers and magazines – developing photographers' manual and computerized photography.

#### Unit III

Photographing people; portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts – war – political and social photography.

#### Unit IV

News values for pictures – photo-essays – photo features; qualities essential for photo journalism; picture magazines – colour photography; impact of technology. Practicals, field assignments and their evaluation.

Course Title: **Film Studies and Film Production**

Paper Code: **MED 608**

L	T	P	Credits
4	0	0	4

#### Unit - I

Film as a medium; Commercial vs Art Cinema; Overview of world Cinema; Evolution of Indian Cinema ; New Wave Cinema; Actuality, Documentary, Docu-drama& Feature Films. Film appreciation, Film Review and Film Criticism; New Trends in Indian Cinema; Changing trends in Punjabi Cinema.

#### Unit - II

Films for Social Change, Impact of Hollywood on Indian Cinema. The basics of screen grammar; Thinking visually; Five c's of cinematography; Film vs. television/video/theatre; New methods and techniques of Film publicity, Film viewing: Traditional theatre and Multiplex Culture. Film Censorship

#### Unit - III

Thinking and Conceptualizing a film; Planning and controlling the production; Significance of research in AV production process; From Idea to shooting scripts; Framing effective shots- Field of View, Headroom, Nose room and Lead room. Rack Focus, Deep Focus. Basic Principles of

Shot Composition. Close Framing; Screen area- Object Centering, Spot focus, Non- symmetrical Division, Horizontal plane, Imaginary Line, Rule of Thirds, 30 degree and 180 degree. Story Boards, Aspect Ratio: 4:3, 16: 9 ,

Unit - IV

Make up. Visual and Sound Effects; Standard Electronic effects and Digital Video Effects; Basic Transitions — Cut Dissolve, Fade, Dissolve, Wipe, Superimposition, Chroma Key, Foley, Direction; From Script to screen; Director's roles—Director as Visualiser, Artist, Psychologist, Technical Advisor, Cameraperson and Editor, Director as Central Coordinator & Crises Manager; Single - camera direction, Multi Camera direction.

**SUGGESTED READINGS**

- Martha Mollison, Producing Videos: A Complete Guide, Allen & Unwin (2010).
- Gerald Millerson & Jim Owens, Television Production, Focal Press (2009).
- Blain Brown, Cinematography - Theory & Practice, Focal Press (2011).
- Blain Brown, Motion Pictures and Video Lighting, Focal Press (2007).
- James Monaco, How to Read a Film, Oxford University Press (2009).
- Gerald Mast, A Short History of the Movies, Longman (2005).
- Bin Nichols, Movies and Methods, University of California Press (1976).
- Eric Barnouw, History of Documentary Films, Oxford University Press (1993).
- Michael Langford, Advanced Photography, Focal Press (2011).
- Karel Reisw, The Technique of Film Editing, Focal Press (2009).
- V. Nilsen, Cinema as a Graphic Art, Hill & Wang Publisher (1972).
- Satyajit Ray, Our Films Their Films, Orient Blackswan Pvt Ltd (2012).
- Sharda Koshik, Script to Screen, Macmillan Publisher (2000).

Course Title: **International Communication**

L	T	P	Credits
4	0	0	4

Paper Code: **MCJ609**

Unit - I

Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation – international news flow – imbalance– media growth – international, regional and internal disparities.

Unit - II

Communication as a human right – UNO’s Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

**Unit - III**

Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – effects – information super highways –international telecommunication and regulatory organizations - UNESCO’s efforts in removal imbalance in news flow – debate on new international Information and Economic Order – MacBride Commission’s report – non-aligned news agencies news pool – its working, success, failure.

**Unit - IV**

Issues in international communication – democratization of information flow and media systems– professional standards; communication research – telecommunication tariffs; information prompted cultural imperialism – criticisms; violence against media persons; – effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

**Course Title: Attachment with Media**

L	T	P	Credits
0	0	0	4

**Paper Code: MCJ 610**

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations/corporate communication, or any other identified by the students and faculty jointly/individually facilities for which are easily available locally or regionally.