

**2022**



**Centurion**  
**UNIVERSITY**  
*Shaping Lives...*  
*Empowering Communities...*

# **COURSE BOOK**

**Master of Arts (Media and Communication)**

**School of Media and Communication**

**Centurion University of Technology & Management**

**MA Media Communication  
2018  
Course Structure**

Duration of Program - 2 Years

Number of Semesters - 4

Total Credits of the Program - 100

**Semester-I**

Sl. No	Code	Subject	Credits					Marks
			Workshop	Theory	Practical	Project	Total	
1.	MAMC1101	Communication Research Methods	4	0	2	2	8	100
2.	MAMC1102	Introduction to Print & Electronic Media	3	0	3	2	8	100
3.		Elective-1	0	0	4	3	7	100
		<b>Total</b>					<b>23</b>	<b>300</b>

**Semester-II**

Sl. No	Code	Subject	Credits					Marks
			Workshop	Theory	Practical	Project	Total	
1.	MAMC0501	Society, Media and Communication	0	4	0	4	8	100
2.	MAMC0903	Cultural Studies	0	4	2	2	8	100
3.		Elective-2	0	0	4	3	7	100
4.		SKILL	0	0	2	2	4	
							<b>27</b>	<b>300</b>

**Semester-III**

Sl. No	Code	Subject	Credits					Marks
			Workshop	Theory	Practical	Project	Total	
1.	MAMC1103	Advanced Digital Media	2	0	3	3	8	100
2.	MAMC1104	Digital Media Platforms	2	0	3	3	8	100
3.		Elective-3	0	0	4	3	7	100
4.		SKILL	0	0	2	2	4	
							<b>27</b>	<b>300</b>

**Semester-IV**

Sl. No	Code	Subject	Credits					Marks
			Workshop	Theory	Practical	Project	Total	
1.	MAMC1105	Film studies	3	0	3	2	8	100
2.	MAMC1106	Advertising and Public Relations	3	0	3	2	8	100
3.	MAMC0301	Thesis	0	0	4	3	7	100
							23	<b>300</b>

**Elective Courses**

Sl. No.	Course Type	Course Code	Subject	Credits					Marks
				Workshop	Theory	Practical	Project	Total	
1.	Elective	MCDE0601	Animation	0	0	4	3	7	100
2.	Elective	MCDE0602	Radio Jockeying	0	0	4	3	7	100
3.	Elective	MCDE0603	TV Anchoring	0	0	4	3	7	100
4.	Elective	MCDE0604	Fashion Photography	0	0	4	3	7	100
5.	Elective	MCDE0605	Camera Operator	0	0	4	3	7	100
6.	Elective	MCDE0606	Video Editor	0	0	4	3	7	100
7.	Elective	MCDE0607	Web Content Development	0	0	4	3	7	100
8.	Elective	MCDE0608	Sound Engineer	0	0	4	3	7	100
9.	Elective	MCDE0609	Adobe tools and Illustrations	0	0	4	3	7	100

## SEMESTER-I

**MAMC1101**

**Communication Research Methods**

**Credits: 4+0+2+2=8**

### Course Objectives

- This course will provide an understanding of the basic techniques of social science research and its applications among the students and will help them to understand the basics of communication research and its utilities in the current scenario.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Apply social research methodology and its practical applications in the field.
CO2	Demonstrate use of research for investigating truth.
CO3	Analyse data with techniques of social science, media research
CO4	

### Course Contents

#### Unit-I

Meaning, importance of Research and Historical Overview

#### Unit-II

Content Analysis, Ethnographic studies

#### Unit-III

Selection of Research Problems, Sampling Techniques, Media Research, Data Analysis Techniques, Participatory Approach and Community Media,

#### Unit-IV

Research Methods: Print Media Research: Readership, Typography, Page Makeup, and Electronic Media Research: Rating Research, Elements of Internet research

#### Unit-V

Report writing and writing project proposals

#### References:

- Asa Berger, Arthur, Media Research Techniques, Sage Publications, 1998.
- Croteau David and Hoynes Pine, William, Media/Society: Industries, Images and Audiences Forge Press.
- Kothari, C.R, Research Methodology: Methods and Techniques, New age International Ltd. Publishers.
- Wimmer and Dominick, Mass Media Research Thomson Wadsworth

**MAMC1102 Introduction to Print & Electronic Media**

**Credits: 3+0+3+2=8**

### Course Objectives

- The Course aims at providing an understanding of the electronic and print media systems, its impacts on society and the methods and techniques of the content production along with the limitations of the medium.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Demonstrate their skills in Print and Electronic Media
CO2	Competence in Print and Electronic Media and can work in Print and Electronic Media industry
CO3	Manage audio-visual production techniques
CO4	Produce programs for television.

### Course Contents

#### Unit-I

Introduction to print media, characters of print media different forms of reporting - spot news/live reporting, reporting public affairs, meetings, conferences, seminars, cultural, civic and social events. Basic components of a news story - attribution, verification; balance and fairness, brevity. Reporter - role, duties and qualities.

#### Unit-II

News sources, Gathering facts, International Media Systems. Crime, legislature, courts, business, agriculture, science and technology and sports, reporting. Investigative, Interpretative, trend, in-depth and advocacy reporting.. Writing curtain raisers, interviewing techniques, reporting fashion and lifestyle, features and reviews

#### Unit-III

**The editing process** - Symbols, handling various types of copy; Re-writing, translation, Integrating, Updating. Proof reading, Style book/sheet. Evolution of technology in editing. Headlines - functions, types, patterns of headlines. Unit count. Headline schedule. News schedule, planning of pages and editions. Editing supplements, features and special pages.

#### Unit-IV

Introduction to Radio, Radio as a medium, Radio Production and Performance: Programmes for various audiences, Different Program formats, - creating audio space, sound perspective, voice casting, types of music, use of sound effects. Production crew and their functions: Role of producer. Production planning and execution. Radio studio, acoustics, recording equipment, types and use of microphones, Use of Digital Technology in production.

#### Unit-V

Introduction to television Production, Production process: Script, Light, cinematography editing and script writing for documentaries.

### References:

- Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
- Boyd, Andrew. Broadcast Journalism, Oxford.
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981.

- Bruce D. Itule and Douglas A. Anderson, News writing and reporting for today's media, McGraw Hill Publication.
- Bull, Andy. Essential Guide to Careers in Journalism, Sage, London, 2007.
- Flemming, Carole and Hemmingway, Emma, An Introduction to journalism, Sage, London, 2005.
- Franklin, Bob, Hamer, Martin, Hanna, Mark, Kinsey, Marie, Richardson, John E.: Key Concepts in Journalism Studies, Sage, London, 2005.
- Harcup, Tony. Journalism Principles and Practice, Sage, London, 2009.
- King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009.
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
- Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education.
- Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
- Trevin, Janet, Presenting on TV and Radio, Focal Press.
- Yorke, Ivor, Television News (Fourth Edition), Focal Press

## SEMESTER-II

**MAMC0501 Society, Media and Communication**

**Credits: 0+4+0+4=8**

### Course Objectives

- The course will help students to understand how communication plays a crucial role in the society and how the society and media influence each other. They also will get idea about media business and Its functioning along with constrains and opportunities.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Manage media business, its functioning
CO2	Competence on the media business, its functioning and generate idea on inter relationship between media and society

### Course Contents

#### Unit-I

Media as a social institution, Freedom of expression, RTI and media related laws (Selected laws)

#### Unit-II

The media Organization: Objectives, Content, Structure, Function, Ownership and Economics of media Organizations, Media as an Industry Commercialization and corporatization of Media and its impacts on media programs, Media ethics, Ethical standards and different statutory organizations for Media

#### Unit-III

Media as the voice of voiceless: women, children, weaker section, Minority and Media, Rise of Social Media and its implications

**Unit-IV**

Political, Economic and Cultural Dimensions of International communication, Communication as a Human Right UNO's Universal Declaration of Human Rights and Communication,

**Unit-V**

International news agencies and syndicates, Impact of New Communication Technology on NEWS Flow, International Communication and Regulatory Organization.

**References:**

- Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi.
- Kamalipor, Yahya R and Snow Nancy, War, Media and Propaganda, Rowman and Littlefield Publication.
- Kamalipor, Yahya R. Globalization of Corporate Hegemony, New York Press.
- Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge, 2002.

**MAMC0903 Cultural Studies**

**Credits: 0+ 4+2+2=8**

**Course Objectives**

- Culture as a part of the communicative ecology plays a crucial role in the process of communication. To become a successful communication professional there is a need of understanding cultural scenario and cultural phenomena. This paper aims at developing a better understanding about cultural phenomena across different societies and their influences on the entire communication system. The paper further aims to create an understanding among students about the effective manipulation of cultural elements to make the communication process more effective and meaningful.

**Course Outcomes**

After the end of the course, the students will be able to:

CO	Statements
CO1	Manage media, culture and society interrelationship
CO2	Competence in the process of production of media culture and its influences, cultural diffusion, cultural lag and acculturation kind of procedures

**Course Contents**

**Unit-I**

Introduction to Cultural Studies, Cultural Theories, Methods of Inquiry in Cultural Studies

**Unit-II**

Global Music and Culture, Globalization and Culture, Technology and Culture, Cultural Studies

**Unit-III**

Social Objects: Exploring Material Culture, Imaginary and Practical Bodies, Culture of Stigma and Illness

**Unit-IV**

Taste, Class and Gender in Modern India, Contesting the City: Critical Approaches to Space, Place and Urbanism

**Unit-V**

Post-Colonial Studies, Postmodernism in Theory & Practice, Cyber cultures: Theory  
Food and Culture

**References**

- Choudhary, Kameswar (ed) Globalisation, Governance Reforms and Development in India, Sage, New Delhi.
- Kamalipor, Yahya R and Snow Nancy, War, Media and Propaganda, Rowman and Littlefield Publication.
- Kamalipor, Yahya R. Globalization of Corporate Hegemony, New York Press.
- Monroe, Price. Media Globalisation' Media and Sovereignty, MIT press, Cambridge, 2002.



## SEMESTER-III

MAMC1103 Advanced Digital Media

Credits: 2+0+3+3=8

### Course Objectives

- Rise of Social Media, and video sharing platforms has created new channels of communication and more opportunities to reach audiences in interactive ways that traditional media can't provide. The new media plays important role in revolutionizing corporate and business communication and changing the very nature of the media industry. The applications of new media have made every user a publisher, broadcaster and a channel owner. This course will look at how new media engages with society in all its manifestations.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Students will be able to competence skills in modern media and will be able to analyse advertising, Marketing, social networking and using social media for different purposes.
CO2	use advertising, Marketing, social networking appropriately
CO3	Use social media for different purposes.

### Course Contents

#### Unit-I

Web Journalism, Online News Portal and News on Social Media, Fake News and Its Effect, Introduction to data Journalism. Data Visualization

#### Unit-II

Introduction to Marketing, 4“P”s of Marketing, Digital Marketing Through E-Commerce Websites, Advantages of Digital Marketing, Advertising as an essential aspect of IMC, Functions and Importance of Advertising. Advertising in different websites and social media platforms, Different types of online Advertisements, Advertising and Online Communities.

#### Unit-III

Social media and its applications- Blogs, E-books, Podcasts, Web content, Sociological and Technological Dimension of Social Media, Social Media as Voice of the Margin, Social Media as Emerging Mass Media, Blogging - Goal Setting and Designing, Technical Aspects of Blogging, Writing a Blog, Digital Publishing, Publishing an E-Book, Introduction to Podcasting, Content Writing for New Media, Hosting on Digital Platform - Social Dimensions.

#### Unit –IV

Technological convergence: meaning and definition, the concept of Media Convergence, Digital Media Convergence and its effect on communication, The advantages of Media convergence technology and the mobile world.

#### Unit-V

Introduction Visual Effects, Fluid Effects, Paint Effects, Special Effect, Visual Effects Tool and Advanced Functions. Games Development: Introduction to Computer Game Design, Game Engine & Code Structure, Production Process, Game Design & Development

### References

- Bennett, W. Lance. New Media Power: The Internet and Global Activism 2003.
- Castells. Manual The Network Society: a cross-cultural perspective, Edward Elgar, MA (Chapter 1. Informationalism, networks, and the network society: a theoretical blueprint pp.3-45), 2004.
- Kahn, R and D Kellner, “New Media and Internet Activism: From The Battle of Seattle to Blogging’ New Media & Society, Vol. 6, No. 1, 2004.
- Lister Martin. New Media – A critical Introduction. Routledge, 2009.

### MAMC1104 Digital Media Platforms

Credits: 2 +0+3+3=8

### Course Objectives

- In this course students will be specialized television program production or Radio Program production according to their Choice. As a part of the study, they will submit practical projects.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Get jobs in Television program production or Radio Program production.
CO2	Handle production effectively
CO3	Follow the legal aspects

### Course Contents

Television Production

#### Unit - I

Television technology: broadcasting standards, PAL, NTSC and SECAM. TV Studio lay out, Production equipment—cameras, microphones and lights. Special effects generators, digital video effects, Character Generator, computer graphic work stations. TV production—studio and field production, TV staff and crew, their functions. Programme formats, Proposal writing, Script writing--Outline, treatment, visualization, shooting script.

#### Unit - II

TV Production process—Pre-production, set up and rehearsal, production and post-production. TV Direction-TV language and grammar, Blocking the script, storyboard, time-line and budgeting. Classification of shots, role of audio. Television news production, Scripting for TV. Editing: Linear and Non-linear, voice over, dubbing, mixing and final mastering.

#### Unit- III

A brief history of Indian cinema. Film technology. Elements of film—script, cinematography, editing, music and direction. Process of film making—shooting, editing, dubbing, mixing, married

print. Film genres, Art and commercial films, parallel cinema. Film appreciation: Critical Study of films of important art and commercial film makers. Trends in contemporary cinema. Film review and criticism, Script writing for documentaries. NFDC, FTII.

#### **Unit-IV**

Legal Aspects of Motion Pictures Contempt of Court Act, Indecent Representation of Women Prohibition Act, Censorship Act, Drugs and Magic Remedies Act, Children's Act. Law of Defamation. IPC sections-relevant to media. Official Secrets Act, Right to Know, Right to Information Act, 2005. Cyber Laws, Intellectual Property Rights and Copyright Act. Right to Privacy.

#### **Unit-V**

Media Economics: Sources of Media revenue, content as a community, editor Vs Ad Manager, FDI and Media

### **Radio Production**

#### **Unit - I:**

Introduction to broadcasting: Radio as a Medium of Mass Communication, Evolution and growth of All India Radio and Doordarshan, Prasar Bharathi –structure, objectives and role. Growth of private television channels, Emerging trends in radio broadcasting—FM, Digital, satellite and Web. Committees relating to broadcasting. Developments in broadcast regulation and policy issues. History update. Status of broadcast industry.

#### **Unit - II**

Radio production: Programmes for various audiences, Different Programme formats, Writing for Radio, Making Jingles. Production crew and their functions: Role of producer. Production planning and execution

#### **Unit-III**

Creating audio space, sound perspective, voice casting, types of music, use of sound effects. Radio studio, acoustics, recording equipment, types and use of microphones, Use of Digital Technology in production.

#### **Unit –IV**

Community Radio, FM Radio, Planning, Execution, Types of program for community radio and FM radio

#### **Unit -V**

Legal Aspect of Radio

### **References**

- Boyd, Andrew. Broadcast Journalism, Oxford.
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981.
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
- Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education.



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- Mankekar, Purnima. *Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India*, Duke University Press Books, 1999.
- Trevin, Janet, *Presenting on TV and Radio*, Focal Press.
- Yorke, Ivor, *Television News (Fourth Edition)*, Focal Press

## SEMESTER: IV

MAMC1105 Film Studies

Credits: 3+0+3+2=8

### Course Objectives

- The course aims to provide students a clear understanding of film as an art, its production process and its different dimensions

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Adopt and produce Film for societal benefits
CO2	Students will be able to develop skills in different aspects of Film and will be able to analyse film

### Course Contents

#### Unit-I

Origin and development of cinema, film language and theories: aesthetic theories, soviet formalist theories and ideological theories, film and society, film movement, new wave films

#### Unit-II

Film & technology, short history of technological development, film shooting, sound recording, set design and set lighting, camera movements: pan, roll, tilt, tracking, zoom, deep focus, soft focus, rack focus, editing: sound trace, montage, jump-cut, inter and parallel cutting, fade, dissolve, iris, wipe, script writing, Mobile camera film production

#### Unit-III

Film crew: director, producer, film star, writer, music director, choreographer, editor, cinematographer, art director, costume designer and others, selected film personalities, their works and achievements

#### Unit-IV

Film Appreciation- How to read cinema.

#### Unit-V

Odia Cinema: Origin and growth. Cinema and Odia Culture, Review of selected Odia films.

### References:

- Bose, Mihir. Bollywood: a history. Tempus. 2006.
- Griffiths, Alison "Discourses of Nationalism in Guru Dutt's Pyaasa," Deep Focus, 6.
- Manshot, Johan; Vos, Marijke de. Behind the scenes of Hindi cinema: a visual journey through the heart of Bollywood. KIT. 2005.
- Mazumdar, Ranjani "Rage on Screen" from her Bombay Cinema: An Archive of the City. Minneapolis and London: University of Minnesota Press, 2007.

Rajadhyaksha, Ashish "Indian Cinema: Origins to Independence," in Geoffrey Nowell Smith, ed. The Oxford History of World Cinema. New York & Oxford: Oxford University Press.

Ramachandran, T. M. 70 years of Indian cinema, 1913–1983. CINEMA India-International. June 1985.

**MAMC1106 Advertising and Public Relations**

**Credits-3+0+3+2=8**

**Course Objectives**

- The course will provide knowledge to students about the tools and techniques of Advertising and Public Relation and their use in a corporate organization.

**Course Outcomes**

After the end of the course, the students will be able to:

CO	Statements
CO1	Manage Public Relations
CO2	After studying this paper student will be able to employ Public Relations and Advertising industry and its functioning.

**Course Contents**

**Unit-I**

Evolution and growth of advertising – definitions of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.

**Unit-II**

Ad agency management, various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, HRD, etc.) Client related issues and the process, business development, pitching for accounts – agency-client interface,

**Unit-III**

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

**Unit-IV**

Evolution and history of public relations – definitions of PR, PR and allied disciplines, publicity, propaganda, public affairs, lobbying, etc. Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).

**Unit-V**

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) – 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 .Writing for PR: internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.).Writing for media (press release/backgrounder, press brief, rejoinders, etc)

**References:**

Egan J., Marketing Communications, Thomson, 2007.

Fill C, Marketing Communications: Interactivity, Communities and content 5th ed., FT Prentice Hall, 2009.

Kotler, Philip and Keller, Lane, Designing and Managing Integrated Marketing Communication.

Pickton D & Broderick A, Integrated marketing communications 2ND ED., Pearsons, 2009.

Ramaswami V.S and Namakumari S, Marketing Management, Planning, implementation and control, 3rd edition, Macmillan.

**MAMC0301 Thesis**

**Credits: 0+0+4+3=7**

**Course Objectives**

In this course students will learn the practical and field-based application of research and under the guidance of a faculty member they have to submit a thesis as a part of their practical understanding of research and its applications.

**Course Outcomes**

After the end of the course, the students will be able to:

<b>CO</b>	<b>Statements</b>
<b>CO1</b>	use research methodology and carry out research in real field situations.
<b>CO2</b>	Analysing Media issues and analysis of media content.

**ELECTIVES**

**MCDE0601 Animation**

**Credit-0+ 0+4+3=7**

**Course Objectives:**

The course will provide students a clear understanding of the process of Animation by imparting the skills of animation in them.

**Course Outcomes**

After the end of the course, the students will be able to:

CO	Statements
CO1	<ul style="list-style-type: none"> <li>• Work as an animator</li> </ul>
CO2	<ul style="list-style-type: none"> <li>• Ability to create quality animation performance through a creative and professional portfolio using principles of animation</li> </ul>

**Course Contents**

**Unit-I**

Introduction, History of Animation, Various Imaging Forms and Tools, Contemporary Animation and Its Future, Effective Communication Tool for Education, Medical Sciences, Engineering, etc., Basic Drawing for Animation, Factors Behind Appeals of Drawings, Perspectives, Pattern

**Unit-II**

Introduction, Zoological Anatomy (Realistic, Unrealistic, Semi-Realistic, Surrealistic, Basic Animal Groups' Anatomies, Focus on Quadrapeds, Bipedes and Birds, Unrealistic, Semi-realistic and Surrealistic Anatomies and Referral Studies, Various Art Forms' Inspired Convergence and Permuted Designs , Objects, Props, Gadgets, Wardrobes etc, Animatable Aspects and Limits of the Designed Characters, Gestures, Appeals and Actions, Transposing: Humanistic to Other Families of Characters and Vice Versa, Model Sheets and Gesture Sheet Preparations, CG Asset Creations, 2D Characters Creation, 3D Characters Creation, Texturing, Lighting , Perspective and Layout, Various Perspectives, Other Species POV Visualizations

**Unit-III**

Persistence of Vision, Archival and Reconstruction, Understanding and Observing Persistence of Vision,

Time and Space, Real Time Division with Mapping by Major Standard Broadcast Formats, Cinematic Dimensions and Limits, Storyboarding and Compositions, Storyboarding Visualization and Design Process, Film Language Narrative and Script Break-Up, Shot Division, Board Designs and Drawings Science of Motion, Basic Principles of Animation and Practice, Practicing Principles of Animation as Per the Laws of Motion and Animatic, Exaggerations on Cross Platforms from 2D, 3D to Stop-Motion, Visual Effects: Reaction of Living World Phenomena observing Motion Physics, Animation Direction, Animatics (Leica Reel) and X-Sheet Preparations, Animation Direction, Animation Direction Process, Theatrical / Exhibition Format Conversion,

**Unit-IV**



Digital Compositing, Understanding Basic Layering, Digital Compositing Basics and Understanding Various UI , Practice in Traditional UI Software vs Node-Based Software, Advanced Motion Tracking and Match moving , Editing, Practice in Editing Software, Tools and Techniques , Editing For Animation , Audio For Animation, Understanding Ambience and Voice for Animation, Narration Styles for Animation, Dialogues for Animation , Lip Chart Production, BGM for Animation, Songs and Melo-Sequence Production , Thematic or Signature Music Scoring, Background Music for Mood and Scene , Build-Up, Sound Effects for Realistic/Exaggerated Feel and Impact , Mixing and Ambiophonic Layering, Production Management, Decisive Factors for Strategic Process Planning, Optimizing the Limits in Time, Money, Resources, Implementation of Production Pipeline

### Reference

Frank Thomas, Ollie Johnston. Disney Animation: The Illusion of Life. Disney Editions; Revised, Subsequent edition. 1995.  
 Preston Blair. Cartoon Animation, Walter Foster Publishing, 1994  
 Richard Williams. The Animator's Survival Kit, Faber; 3rd edition. 2009.

**MCDE0602 Radio Jockeying**

**Credit-0+ 0+4+3=7**

### Objectives of the Paper

The paper will provide students a clear understanding of radio jockeying by skilling them in same.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Carry out the role Radio Jockey
CO2	Anchor the programmes
CO3	Skill development in aggregate capacity to develop the skills of a Radio Jockey

### Course Contents

#### Unit-I

Communication: concepts, processes, Types and functions, Language and communication, Speech Communication, Public Speaking, Video and Radio as a medium of communication, Planning and organizing the perfect presentation, Preparation and use of audio/visual aids, New Communication Technologies

#### Unit-II

Formative research: the importance of research in building up a story, visible and invisible factors that one may face in producing a wholesome and balanced programme, Conducting Interviews for radio, Anchoring Panel Discussion, Production Costing

#### Unit-III

Learning to Talk, Radio Presenting, Voice Projection, Scripting, Mic Technique, Showing how to hold an audience's attention, Teaching awareness of voice and its function, Demonstrating how to control body language, Breathing and articulation, Talk Show Host - Talk Radio & Presenting phone ins

#### Unit-IV

Understanding the importance of sound, various types of mikes, using and taking care of the tape recorder, Scripting, Recording sound in various types of location Studio Recording, Location Recording, reporting live, Radio Location Reporting, Packaging and post- production.

### Reference

- Andrew Boyd. Broadcast Journalism. Focal Press.  
 Awasthy. Broadcasting in India.  
 Campbell, Meath & Johnson. A Guide to Radio, TV Writing  
 Diary- Des Lyver. Basics of the Video Production. Focal Press.  
 H. R. Luthra. Indian Broadcasting.  
 Herbert Zittle. Television Production.  
 Indrajeet Banarjee & Kalinga Senebiratne. Public service broadcasting in the age globalization. Amic. 2006.  
 Lynne Gross. An Introduction to Radio, TV and the Developing Media.  
 P.C. Chatterji. Broadcasting in India.  
 Pane Sureyat. Broadcast News Writing.  
 Robert B. Musburger. Single Camera Video Production. Focal Press.  
 Robert McLeish. The Technique of Radio Production.  
 S. P. Jain. The art of Broadcasting.

### MCDE0603 TV Anchoring

Credit-0+ 0+4+3=7

### Course Objectives

The course will provide students a clear understanding of TV Anchoring Process by skilling them in same.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Skill development in the aggregate capacity to develop the skills of a Television Anchor
CO2	Mange news bulletins
CO3	Use modern technology effectively

### Course Contents

#### Unit-I

TV/Video as medium of Communication, Formats of Television Programme, Basics of Production, Production Personnel: Roles and Responsibilities, Technical aspects of TV/VIDEO Production. Stages of Television Programme Production: Pre-Production, Production & Post-Production, Electronic News Gathering & Electronic Filed Production Television Channel- Roles & Responsibilities, Basics of Television News, Features of News and News Values, Functioning of TV News Channel, News room and News Bureau, Functioning of News Channel and News Room, Duties and Responsibilities of News Personnel.

#### Unit-II

Characteristics & Essentials of Broadcast Language, Basics of writing for Television, Difference in writing for Electronic and other Media, News: Concepts and elements, Basics of Sentence Structuring, Methods of paraphrasing, attribution, quoting. Writing for visuals and Visual communication Writing simple News stories, Writing Intros / Opening, Headlines & Closing / Concluding

### Unit-III

Reporting Assignment- Local and Nation Issues Both, News Scripting

### Unit-IV

Basic Principles of Television News Presentation, The TV News Anchor- Qualities, roles, skills and responsibilities, professional ethics, dress sense, performance, dealing with contingencies. Studio and Camera facing techniques- overcoming fright, Grooming for camera, on camera movement, holding props, scripts, peripheral vision, cue cards and makeup etc. Tele-prompter and its functioning, Voice analysis-pitch, volume, pronunciation and vitality. Broadcast Language Mechanics—Pronunciation (English, Hindi & Urdu), articulation, diction, inflection, accentual patterns, pitch, tone, emphasis, speed, breathing, voice modulation, voice projection, improvisation and impromptu Anchoring with and without Tele-prompter, Studio and Outdoor Anchoring. Basic Difference between News and Non-News Programme, Non- news show anchoring, Anchoring different Journalistic genres- documentary, Interview-Based Shows, Interactive and Panel Discussion.

### Reference

- Adams, Sally, Gilbert, Harriett, Hicks, Wynford. Writing for Journalists, Routledge, London, 2008.
- Broughton, Iry. Art of Interviewing for Television, Radio & Film, Tab Books Inc.1981.
- Harcup, Tony. Journalism Principles and Practice, Sage, London, 2009.
- King, Graham. Collins Improve Your Writing Skills, Collins, London, 2009.
- Kumar, Keval J. Mass Communication in India, Jaico Publishing House.
- Lawrence Lorenz, Alfred & Vivian John. News Reporting and Writing, Pearson Education.
- Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999.
- Trevin, Janet, Presenting on TV and Radio, Focal Press.
- Yorke, Ivor, Television News (Fourth Edition), Focal Press

**MCDE0604 Fashion Photography**

**Credit-0+ 0+4+3=7**

### Course Objectives

This course is designed to teach students how to direct a fashion photo shoot.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Developing competency for professional fashion photography.
CO2	Manage the production
CO3	Demonstrate literacy in film and video, including shot composition and projects

## Course Contents

### Unit-I

Reflection and refraction of light, dispersion of light through a glass prism, lenses, different kinds of image formation, principal focus and focal length, size of the image, speed and power of the lens, depth of field, angle of view and perspective. Types of camera lenses: Single (meniscus), achromatic, symmetrical and unsymmetrical lenses, telephoto, zoom, macro, supplementary and fish-eye lenses.

### Unit-II

Photographic camera types: Pin-hole, box, folding, large and medium format cameras, single lens reflex (SLR) and twin lens reflex (TLR), miniature, subminiature and instant camera, choice of camera and sizes, rising, falling, cross movements and swing back devices. Principal parts of Photographic cameras: Lens , Aperture , Shutters, various types and their functions, focal plane shutter and in-between the lens shutter, shutter synchronization, self-timer.

### Unit-III

Colour Filters: Different kinds, Red, yellow, green, neutral density, half filters, filter factor, colour correction filter. Photographic Light Sources: Natural source, the Sun, nature and intensity of the sunlight at different times of the day, different weather conditions

### Unit-IV

Artificial light sources: nature, intensity of different types of light sources used in photography: Photo flood lamp, Spot light, Halogen lamp, Barn doors and snoot, lighting stands. Flash unit: Bulb flash and Electronic flash, main components, electronic flash units, studio flash, slave unit, multiple flash, computer flash, x-contact, exposure table, scope of fashion photography, Camera maintenance

## Reference

- Adrian Davies & Phill Fennessy. Digital for photographers. Focal Press.
- Agfa. An Introduction to Digital Photo Imaging Agfa, 1994
- Agfa. An Introduction to Digital Scanning Agfa, 1994
- Arnold. Applied photography
- Blaker. Applied depth of field
- Carla Rose. Teach Yourself Digital Photography in 14 Days. Techmedia. 1997.
- H. Angel. Landscape photography
- Jon Torrant. Understanding Digital Cameras. Focal Press
- Langford. Visual Aids and Photography in Education
- M. Langford. Advance Photography
- Phillip Krejcarek. Digital Photography-A hands on Introduction. Delmer Publishers
- Spencer's. Colour Photography in Practice
- W. White. Photomacrography: An introduction

MCDE0605 Camera Operator

Credit-0+ 0+4+3=7

## Course Objectives

- The course will provide students a clear understanding of the process of camera operation by imparting the skills of skill of camera operation in them.

**Course Outcomes:**

After the end of the course, the students will be able to:

CO	Statements
CO1	Developing competency for professional fashion photography.
CO2	Demonstrate the photography skills

**Course Contents**

**Unit-I**

Introduction, Role of a Camera Operator, Camera Settings

**Unit-II**

Camera Aesthetics, Introduction, Photography Compositions, Multi camera Set Up

**Unit-III**

Dynamics of Videography, Lens Management, Types of Shots, Camera Angles, Camera, Movements, Zoom Lenses

**Unit-IV**

Photography Design, Introduction, Lighting, Basic of light, Things to consider when shooting, How to “READ” LIGHT, What’s the best artificial light for your Photography? Camera filters and colours, What is colour Temperature,

**Reference**

- Adrian Davies & Phill Fennessy. Digital for photographers. Focal Press.
- Agfa. An Introduction to Digital Photo Imaging Agfa, 1994
- Arnold. Applied photography
- Blaker. Applied depth of field
- Carla Rose. Teach Yourself Digital Photography in 14 Days. Techmedia. 1997.
- H. Angel. Landscape photography
- Jon Torrant. Understanding Digital Cameras. Focal Press
- Langford. Visual Aids and Photography in Education
- M. Langford. Advance Photography
- Phillip Krejcarek. Digital Photography-A hands on Introduction. Delmer Publishers
- Spencer’s. Colour Photography in Practice
- W. White. Photomacrography: An introduction

**MCDE0606 Video Editor**

**Credit-0+ 0+4+3=7**

**Course Objectives**

This course teaches the technical skills and creative principles required for single camera ('film style') video field shooting and post production. The course will provide hands-on skills in audio, video recording technology, composition, lighting and editing. The course will provide students a clear understanding of Video Editing Process by skilling them in same.

**Course Outcomes**

After the end of the course, the students will be able to:

CO	Statements
CO1	Handle contemporary video technology and operation of cameras, audio, lighting and other television production equipment
CO2	Skills development in camera handling and planning and producing programs for television and Photography.
CO3	Demonstrate literacy in film and video, including shot composition and continuity editing
CO4	Develop digital nonlinear post-production

## Course Contents

### Unit-I

Introduction, Main States of Production, What is Video Editing, Analog and Digital Video, Categories of Editing (Linear and Non-Linear), Introduction to Video Streaming and Editing, Video Standards and Terminology, Video Standard Formats, Video Broadcast, Streaming Video Technology, The codec

### Unit-II

Starting with Adobe Premier Pro, Know the Workspace, Working with a Project, Video Capturing, Analog Media, Digital Media, Capturing Clips with Device Control, Using Offline Files, Using the Tools: Working with Tools, Working with Clips, The Trimming Modes

### Unit-III

Start the Magic (Editing): Introduction, What is Timeline? The Metadata Panel, Analysing Content, Working with Sequence, Effects and Integration, Creating a Storyboard, Working with Transitions, Working with Effects, Integration with Other Software, Working with Audio, Audio for Video, Applying Audio Effects, Superimposing and Compositing, Key Frames, Opacity and Superimposing, Chroma Key Options, RGB Difference Key Options, Using Matte Keys, Color Management and Correction, Creating Titles

### Unit-IV

Render and Exporting Video, Exporting Video, Export Formats, Working with Adobe Media Encoder

## Reference

- 21st Century Journalism in India Edited By Nalini Rajan
- Basics of the Video Production Diary- Des Lyver- Focal Press
- Broadcast Journalism- Andrew Boyd- Focal Press
- Public service broadcasting in the age globalization: Indrajeet Banarjee and Kalinga senebiratne- Amic-2006
- Radio Production- Robert Mc. Leish-- Focal Press
- Single Camera Video Production- Robert B. Musburger- Focal Press
- The Journalist's Handbook By M Kamath - Vikas Publishing House
- Video Production- Vasuki Belavadi- Oxford University Press

### Objectives of the Paper

The paper will provide students a clear understanding of web content development Process by skilling them in same.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Handle the role web content Developer
CO2	Skill development in television field and its functioning. Build the ability to develop and demonstrate strategic plans and planning methods in television content production
CO3	Demonstrate skills in website coding

### Course Contents

#### Unit-I

Introduction World Wide Web, Theory of Internet, Practice of Web Content Development

#### Unit-II

Web Copy Writing, Digital News Writing, Content Creation for different websites

#### Unit-III

E-Books, Blogs, E-Commerce Content, Website Concepts, Theme, Colour, Branding

#### Unit-IV

Website Types, Features, Characteristics, Website Coding

### Reference

Applen, JD. Writing for the Web: Composing, Coding and Constructing Websites. New York: Routledge, 2013.

Brian, Carroll. Writing and Editing for Digital Media. New York: Routledge, 2017.

Kapczynski, Adrian and Tkacz, Ewaryst. Internet - Technical Development and Applications. Heidelberg: Springer, 2009.

**MVDE0608 Sound Engineer**

**Credit-0+ 0+4+3=7**

### Course Objectives

The course will provide students a clear understanding of sound and will impart the skills of skill of Recording and editing sound.

### Course Outcomes

After the end of the course, the students will be able to:

CO	Statements
CO1	Manage sound editing and production effectively
CO2	Skill development on sound editing with different software

### Course Contents

**Unit-I**

Fundamentals of Sound, Stereophonic Recording/ Advances in Film Sound, Sound Principle, Acoustics and Soundproofing

**Unit-II**

Sound Equipment: Audio Cables, Soldeing and Crimping, Audio Mixer, Microphones, Sound Card, Loud Speaker, Digital Audio Work Station

**Unit-III**

Recording and Editing of Sound

**Unit-IV**

Audio Mixing, Adding Effects, Mixing in Nuendo Software, Export techniques

**Reference:**

My Sound Book: Vinayak J. Dabke, A Swarlab

Audio Production and Critical Listening: Jason Corey, Routledge 25 August 2016

Mixing Secrets: Mike Senior, Routledge 17 August 2018

**MCDE0609 Adobe Tools and Illustrations**

**Credit :0+0+ 4+3=7**

**Course Objectives**

This course includes the study of illustration as visual interpretation of words, concepts and ideas. Students learn basic software skills while developing drawing abilities in a digital environment. Strategies for communicating content through pictorial narrative are also explored.

**Course Outcomes**

After the end of the course, the students will be able to:

CO	Statements
CO1	Use where digital technology is part of the texture of their daily existence.
CO2	Use digital tools which support creative expression
CO3	Work on Adobe Illustrator in the beginner level, and on graphics designing

**Course Contents**

**Unit-I**

**Drawing Fundamental:**

Basic Perspective in Drawing.

Basic Element of Light, Shadow and Shading.

Working with Colour Theory.

**Unit-II**

**Adobe Photoshop:**

Introduction to Adobe Photoshop

Understanding the Interface

Document Setting

Understanding Pixels and Resolution



Getting Started with Layers  
Understanding the Tools  
Introduction to Colour Correction  
Creating and working with Brushes  
Creating Special Effects  
Saving with Different File Formats

### **Unit-III**

#### **Adobe Illustrator:**

Introduction to Adobe Illustrator  
Understanding the Interface  
Document Setting  
Understanding the Tools  
Introducing Layers  
Drawing with the Pencil Tool  
Drawing with the Pen Tool  
Using the Shape and Transform Tools  
Working with Effects and Filters  
Adding and Formatting Text  
Saving with Different File Formats

### **Unit-IV**

#### **Adobe InDesign:**

Introduction to InDesign.  
Applying paragraph and character styles.  
Building documents with master pages.  
Creating custom page sizes.  
Automatic page numbering.  
Working with text and type.  
Checking and correcting spelling.  
Working with tables.  
Formatting rows and columns.

#### **References:**

Faulkner Andrew, Chavez Conrad: Adobe Photoshop CC Classroom in a book  
David Karlins, Adobe Press, 19 November 2018  
Adobe Illustrator CC Dummies: Karlins Devid, John Wiley and Sons Inc  
Adobe Illustrator for Beginners: Steve Richard, RS Publishing House