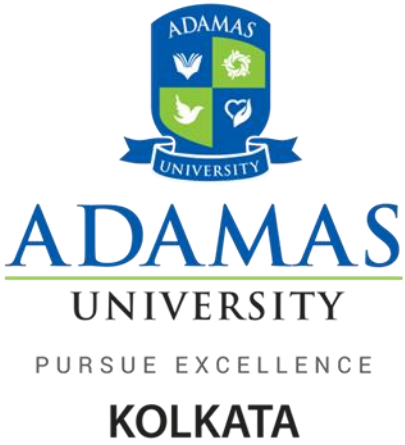


ADAMAS UNIVERSITY

B.A. (Hons) Media and Communication

(2022-23)

ADAMAS UNIVERSITY (AU), KOLKATA

ADAMAS UNIVERSITY

B.A. (Hons) Media and Communication

Course Structure and Syllabus

(2022-23)

Course Structure for B.A. (Hons) Media and Communication
2022-23

SEMESTER I								
Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
1	AECC	ENG11027	English Communication	1	1	0	2	2
2	CC	HJM11001	Journalism Basics	3	1	0	4	4
3	CC	HJM13004	Introduction to Imagery	1	1	4	6	4
4	GE	HJM11006	Print Media Journalism/Elective	5	1	0	6	6
5	OE	HJM11005	Media Literacy	3	1	0	4	4
6	AECC	DGS11001	Design Thinking	2	0	0	2	2
			Total					**22**

SEMESTER II								
Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
1	AECC	EVS11113	Environmental Studies	1	1	0	2	2
2	CC	HJM11077	Media Laws & Ethics	3	1	0	4	4
3	CC	HJM11007	Communication Theories	3	1	0	4	4
4	CC	ETM12214	Advanced Videography	0	0	8	4	4
5	GE	HJM10012	Introduction to Communication/Elective	5	1	0	6	6
6	AECC	EIC11001	Venture Ideation	2	0	0	2	2
			Total					**22**

SEMESTER III								
Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
1	DSC	HJM11014	Film Studies	3	1	0	4	4
2	SEC	HJM13015	Print Lab Production	0	1	6	7	4
3	GE	HJM11019	3D Animation	1	1	4	6	4
4	CC	HJM11020	News Writing Skills	3	1	0	4	4
5	GE	HJM11021	Basics of Photography/Elective	5	1	0	6	6
6	AECC	IDP14001	Inter-Departmental Project	3	0	0	3	3
7	Project	SOC14100	Community Service	1	0	0	1	1
			Total					**26**

SEMESTER IV								
Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
1	DSC	ETM11083	Non-Fiction Films	3	1	0	4	4
2	SEC	ETM12082	Film Project I: Non-Fiction Project	0	0	8	4	4
3	GE	HJM11032	Development Communication	3	1	0	4	4
4	GE	HJM11028	Writing for Media	3	1	0	4	4
5	GE	HJM11029	Brand Management/Elective	5	1	0	6	6
6	AECC	PSG11021	Human Values and Professional Ethics	2	0	0	2	2
			Total					**24**

SEMESTER V								
Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
1	DSC	HJM11031	Public Relations	3	1	0	4	4
2	DSC	HJM11025	Communication Research	3	1	0	4	4
3	DSC	HJM11033	Media Management	3	1	0	4	4
3	DSE	HJM13034/ HJM13035	DISCIPLINE SPECIFIC ELECTIVE I: Specialized Reporting/ Radio Programming & Production	3	1	4	6	6
4	DSE	HJM13036/ HJM13037	DISCIPLINE SPECIFIC ELECTIVE II: Advertising and Management / Television Production	3	1	4	6	6
5			Internship (credits will be added in 6th semester)					(4)
			Total					**24**

SEMESTER VI								
Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
1	DSC	HJM11038	Mojo and Convergence News	3	1	0	4	4
2	DSC	HJM11039	Corporate Communication	3	1	0	4	4
3	DSE	HJM12040/ HJM12041	DISCIPLINE SPECIFIC ELECTIVE III: Photojournalism & Info-graphics/ Live Show Production	3	1	0	4	4
4	DSE	HJM12042/ HJM11043	DISCIPLINE SPECIFIC ELECTIVE IV: Folk Media/ Media Marketing	3	1	0	4	4
5	GDS	HJM15038	DISSERTATION/PROJECT					4
			Internship (internship will be done in Semester 5 and credits will be added in semester 6)					4
			Total					**24**

TOTAL CREDITS = 144

Total Credits Distribution Semester Wise:

Semester	**I**	**II**	**III**	**IV**	**V**	**VI**	**Total Credits**
Credits	**22**	**22**	**26**	**24**	**26**	**20**	**140**

ADAMAS UNIVERSITY
B.A.(Honours) in Media and Communication
SEMESTER – I

	English Communication	L	T	P	C
		1	1	0	2
Pre-requisites/Exposure	Basic knowledge of English				
Co-requisites	-				

Course Objectives

1. To introduce the concept of communication and imaginative thinking.

2. To acquaint the students with the newest techniques and formats of different types of communication.

3. To enhance the potential of the students.

4. To enable the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of communication practices.
CO2. **Outline** the various technicalities of communicating in English.
CO3. **Apply** the knowledge concerning the mock interviews.
CO4. **Classify** the intricacies of English grammar
CO5. **Assess** how to write in English.
CO6. **Evaluate** the various aspects of communication.

Catalog Description

English Communication course aims at empowering students with the power of Language by helping them develop the skills of presentation and performance. At the same time an average student gains access to the basics of Grammar and the dynamics of language and message conveyance. Students are encouraged to think with imagination, write or speak with their own linguistic abilities and engage in further reading and conversational styles. They become better acquainted to deal with interviews and screening processes.

Course Content

Unit I **5 Lecture Hours**

Introduction, relevance of English language, different theories of Communication.

Unit II **5 Lecture Hours**

Communication verbal and nonverbal, Explanation of elements of written communication

Unit III **5 Lecture Hours**

Concepts of communication, intra and inter personal, kinesics, vocalics, paralanguage.

Unit IV **5 Lecture Hours**

Barriers of communication, linguistic, attitudinal and environmental.

Unit V **5 Lecture Hours**

Speaking skills, reading and understanding.

Unit VI **5 Lecture Hours**

Presentational skills and mock interviews and demonstrative skills.

Recommended Readings

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English,* Pearson, 2008.
3. Strunk Jr, William and White, E.B; *The Elements of Style*; 4th Edition; Longman; 1999
4. *Language, Literature and Creativity*, Orient Blackswan, 2013
5. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas
6. Wren, P.C. and H. Martin. *High School Grammar and Composition*. New Delhi: S Chand, 2017

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of communication practices.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Outline** the various technicalities of communicating in English.	**PO1,PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the mock interviews.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of English grammar.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to write in English.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** the various aspects of communication.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	English Communication	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

HJM11001	Journalism Basics	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic knowledge of Journalism				
Co-Requisites	-				

Course Objectives

1. To administer platform-agnostic multimedia journalistic skills in various positions within the broader media and communication industry.
2. To practice informed decision-making in personal and professional journalistic endeavours.
3. To apply meticulous strategic methods to optimize time and cost in journalistic practices.
4. To plan stories in advance and allocate resources accordingly based on the platform the story is being covered for.
5. To understand the media laws and ethical considerations, effective news coverage requirements and its strategic aspects in the broader media and communication industry.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of the news media.
CO2. **Outline** the various technicalities of journalistic reporting.
CO3. **Apply** the knowledge concerning the various technicalities of news editing.
CO4. **Classify** the intricacies of headline writing and intro writing.
CO5. **Assess** how to write news stories for media.
CO6. **Evaluate** platform-agnostic multimedia content.

Catalog Description

Journalism Basics is the entire process involved with the creation of platform-agnostic multimedia content. This essentially concerns the collection of news, the processing of news and the conversion of raw news pieces into final published news stories. In the process, a lot of activities happen – news collection, news editing, news designing and news publication. The course will be delivered through a healthy mix of classroom lectures, practical sessions and on-the-field exercises. In the process, the learners will be exposed to PowerPoint Presentations, printed stories and news case studies. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of journalism. Workshops will be conducted where the learners will learn the intricacies of journalism by doing. A solid backgrounding in Journalism is a sine-qua-non for any aspiring journalist even if he/ she is going for a career in television, radio or new media journalism.

Course Content

Unit I: **5 Lecture Hours**

What is Journalism? What are the Traditional and Contemporary Definitions of Journalism? What are the Roles and Responsibilities of a Journalist? – A Short History of Journalism – Development of the Press in Europe, America and India – Role of the Press during the Indian Freedom Struggle.

Unit II: **5 Lecture Hours**

What Is News? What Are the Various Definitions and Elements of News? What Is the Relevance of News in the Contemporary Socio-Cultural Milieu? – News Values, News Structure & News Ethics – Sources of News – The Different Types of News Sources – The Pre-Eminence and Cultivation of News Sources – What is Reporting? Who Is a Reporter? What Are the Fundamental Functions and Traits of a Reporter?

Unit III: **5 Lecture Hours**

A Basic Introduction to the Various Types of News – Crime, Civic, Political, Business, Accident &Disaster, Legal, Conflict &War, International, Sports, Entertainment, Development and Weather – Understanding the Differences between News and Views – The Blurring Lines between News and Views in Contemporary India – Interpretative and Investigative Reporting – Purposes and Relevance – Role of Interpretative Reporting in Contemporary India.

Unit IV: **5 Lecture Hours**

Interviewing – Types, Purposes and Relevance – Hierarchical Structures in Different News Organization – Work-flow in News Organizations – Characteristics of Print News, Television News, Radio News, Cyber News, Multimedia News and Mobile News.

Unit V: **5 Lecture Hours**

Content Development – Web Content Development – Purpose and Contemporary Relevance – Who Is a Content Designer? What Are the Basic Guidelines to be Followed for Content Designing?

Unit VI: **5 Lecture Hours**

What is Instructional Design? History of Instructional Design – Career Options for an Instructional Designer.

PRACTICAL: **(30Practical Hours)**

1. Practical on Writing News.
2. Practical on News Identification.
3. Practical on Newspaper News Analysis.
4. Practical on Magazine News Analysis.
5. Practical on Television News Analysis.
6. Practical on Cyber News Analysis.
7. Practical on Mobile News Analysis.
8. Practical on Developing Content.

Reference Books

1. Bill Kovach: *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*.
2. Hiller Krieghbaum: *Facts in Perspective: The Editorial page and News Interpretation*.
3. Robert M. Knight: *Journalistic Writing: Building the Skills, Honing the Craft*.
4. George L. Bird and F.E. Merwin: *The Press and Society*.
5. René J. Cappon: *Associated Press Guide to News Writing: The Resource for Professional Journalists*.

6. Curtis D. Macdougall: *Interpretative Reporting*.
7. Tony Harcup: *A Dictionary of Journalism (Oxford Quick Reference)*.
8. Olin Minkle and John Henry: *How to Write Columns*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of the news media.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Outline** the various technicalities of journalistic reporting.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various technicalities of news editing.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of headline writing and intro writing.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to write news stories for different media platforms.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** content for multi - media.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Journalism Basics	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

DGS11001	**Design Thinking**	L	T	P	C
Version 1.0		2	0	0	2
Pre-Requisites/Exposure	Basic knowledge of design thinking				
Co-Requisites	-				

Course Objectives

1. To enable students to acquire knowledge, imagination and be more assertive on opinions on problems in society.
2. To enable students to learn basics of research, data collection, analysis, brainstorming to find solutions to issues.
3. To make them understand Design Thinking methodologies to problems in field of study and other areas as well.
4. To help students to understand future Engineering positions with scope of understanding dynamics of working between inter departments of a typical OEM.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Examine** design thinking concepts and principles
CO2. **Practice** the methods, processes, and tools of design thinking
CO3. **Apply** the Design Thinking approach and model to real world scenarios
CO4. **Analyze** the role of primary and secondary research in the discovery stage of design thinking.
CO5. **Define** different design ideas.
CO6. **Outline** tools of design thinking.

Catalog Description

Design thinking course is a completely online course offered to the first year UG programs across all streams. This course is designed to help understand the steps followed in the process of designing a solution to a problem.

Course Content

UNIT I: WHAT IS DESIGN THINKING **2 hours**

Designers seek to transform problems into opportunities. Through collaboration, teamwork, and creativity, they investigate user needs and desires on the way to developing human-centered products and/or services. This approach is at the very heart of design thinking.

UNIT II: THE DESIGN THINKING MODEL **2 hours**

A tool that helps guide you along a design thinking path. The model does this by providing a series of activities that that will help you effectively design a product, service or solution to a user's need. The model presents the approach as a process, allowing us to look at each step – or phase – along the journey to the development of a final design.

UNIT III: PHASE 1: DISCOVER **4 hours**

Begin the design thinking process with the Discover phase, where you will identify the specific problem your design is intended to solve, as well as important usability aspects from those who will use your design. Discovery can be performed through a variety of different research methods which you will learn in this module.

UNIT IV: PHASE 2: DEFINE **4 hours**

In the Define phase, you come to understand the problem. We often refer to this as framing the problem. You can do this by using a variety of tools, including storytelling, storyboarding, customer journey maps, personas, scenarios, and more.

UNIT V: PHASE 3: DEVELOP **4 hours**

Turn your attention to solving the problem. In this phase you brainstorm custom creative solutions to the problems previously identified and framed. To do this, you conceptualize in any way that helps, putting ideas on paper, on a computer, or anywhere whereby they can be considered and Explained.

UNIT VI: PHASE 4: DELIVER **4 hours**

This phase is all about testing and building concepts. Here you take all of the ideas that have been Explained to this point and bring them a little closer to reality by building a concept; something that makes it easier for a user to experience a design. This concept is referred to as a prototype.

UNIT VII: PHASE 5: ITERATE **4 hours**

You will test the prototype of your design solution, collecting and acting on feedback received. These actions may mean minor or major revisions to your design, and are repeated as often as necessary until a solution is reached. Tools such as focus groups and questionnaires are used to help you collect feedback that can help with your final design.

UNIT VIII: BEYOND DESIGN THINKING **2 hours**

The Design Thinking Model is a tool that helps guide you along a design thinking path. The model does this by providing a series of activities that that will help you effectively design a product, service or solution to a user's need. The model presents the approach as a process, allowing us to look at each step – or phase – along the journey to the development of a final design.

References

1. Brown, Tim. "What We Can Learn from Barn Raisers." Design Thinking: Thoughts by Tim Brown. Design Thinking, 16 January 2015. Web. 9 July 2015.
2. Knapp, Jake. "The 8 Steps to Creating a Great Storyboard." Co.Design. Fast Company & Inc., 21 Dec. 2013. Web. 9 July 2015.
3. van der Lelie, Corrie. "The Value of Storyboards in the Product Design Process." Journal of Personal and Ubiquitous Computing 10.203 (2006): 159–162. Web. 9 July 2015. [PDF].
4. Millenson, Alisson. "Design Research 101: Prototyping Your Service with a Storyboard." Peer Insight. Peer Insight, 31 May 2013. Web. 9 July 2015.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	**20**	**10**	**30**	**40**

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Examine** design thinking concepts and principles	**PO1, PO5, PO6, PO9, PO10, PO12**

CO2	**Practice** the methods, processes, and tools of design thinking	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the Design Thinking approach and model to real world scenarios	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	A**nalyz**e the role of primary and secondary research in the discovery stage of design thinking	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Define** different design ideas.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO	**Outline** tools of design thinking.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Design Thinking	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

HJM13003	**GRAPHICS AND SOCIAL MEDIA**	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	Basic knowledge of Graphics				
Co-requisites	-				

Course Objectives

1. To develop and understanding about various steps of graphic designing.
2. To describe the scope and characteristics of graphic designing.
3. To operate a graphic software and creating design.
4. To develop and understanding brand portfolio.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Define** the dynamics of graphic designing.
CO2. **Explain** the basic rules of graphic designing.
CO3. **Apply** the techniques of using software to create new designs.
CO4. **Examine** the sense of color while designing graphics.
CO5. **Determine** the elements of graphic designing.
CO6. **Evaluate** ethics and copyright issues while working with designs.

Catalogue Description

Graphic Design is one of the most versatile fields in the arts sector. Graphic design is a craft where professionals Evaluate visual content to communicate messages. etc. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers Evaluate and combine symbols, images and text to form visual representations of ideas and messages. Graphic designing is an ever-blooming field with numerous job opportunities as well as business opportunities. Various media agencies and news agencies hire designer to post on their news channels, newspapers, magazines and websites.

Course Content

Unit I: **8 Hours**

Fundamentals of Graphics: Introduction to Graphics; Understanding of Graphics; Language of Graphics; The History of Graphic Design; The Future & Scope of Graphic Designer; The Concept about Modern Graphics; Modern Equipment for Graphics

Task: Study the history of art and understand the similarities and dissimilarities among the significant artefacts.

Unit II: **8 Hours**

Basics of Design: Elements of Graphic– Line, Shape, Color, Texture & Typography; Principles of Design – Balance, Value, Space, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion; Repetition/Pattern, Unity, Variety and Hierarchy.

Task: Draw five designs with line and five designs with shape.

Unit III: **8 Hours**

Color Strategy : Sense of Color; Use of Color in Graphic Design; Color Mixing Theory; Color Using Formula; Color Board Making; RGB and CMYK Color Model.

Task: Adopting color from nature, doing color matching and applying color formula

Unit IV: **8 Hours**

Learning CorelDraw: Usage of Different Tools in CorelDraw; Working with Lines, Shapes, Brushes in CorelDraw; Understanding the Color Palette; Applying Design Theory; Preparing Designing Layout in CorelDraw.

Task: Creating Emojis, flowers, visiting cards and Logos.

Unit V: **8 Hours**

Adobe Illustrator: Usage of Different Tools in Adobe Illustrator, Working with Typography; The Science of Fonts; Working with Typographic Guidelines; Learning to Evaluate Branding for Business Including a Commercial and Magazine Advertisements.

Task: 3D font making,

Unit VI: **8 Hours**

Creating Images for Print &Web: Working with Image (Ethics; Copyright Laws.); Working with Bitmaps; Raster vs Vector; Export & Print Making.

Task: Making product boxes and calendars and designing book covers.

Practical Lessons **24 Practical Hours**

Portfolio Making (Final Project) Evaluate your own design portfolio – Select a brand name and make its logo, letterhead, bill book, visiting card, poster, advertisement, leaflet, banner for social media,T-shirt design, cap design and bag cover.

Reference Books

1. Fundamentals of Computer Graphics by Steve Marschner and Peter Shirley.
2. 100 Free Tools to Evaluate Visuals for Social Media & Web by Anita Nipane.
3. Non-Designer's Design Book – Williams, 3rd edition Graphics: A Century of Poster and Advertising Design (New Horizons) – Alain Weill, Thames & Hudson Ltd Publisher, 2004.
4. Design: A Very Short Introduction (Very Short Introductions) – John Heskett, OUP, 2005.
5. Design as Art (Penguin Modern Classics) – Bruno Munari, Penguin UK, 2009.
6. The Elements of Graphic Design (Second Edition) – Alex W. Whit, Allworth Press, 2nd revised edition, 2011.
7. Typography: The Ultimate Beginner's Course to Eye-Catching Type for Print, Graphics, Web Designers, Developers and Students (Improve Handwriting, Penmanship, Handwriting Analysis, Typography) – Rolland Martuso, EvaluateSpace Independent Publishing Platform, 2016

Important Links:

- https://www.vandelaydesign.com/free-coreldraw-tutorials/
- http://www.coreldrawtips.com/?q=videos-begginers
- https://www.webanddesigners.com/41-cartoon-character-design-tutorials/
- https://www.entheosweb.com/tutorials/coreldraw/

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the dynamics of graphic designing.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Explain** the basic rules of graphic designing.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the techniques of using software to create new designs.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Examine**the sense of color while designing graphics.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Determine** the elements of graphic designing.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** ethics and copyright issues while working with designs.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PS O1	PS O2
	Graphics and Social Media	3	2	2	1	1	1	1	2	3	3	1	3	3	2

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Graphics and Social Media

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Illustrate**the skillsof a good graphic designer.	**U**	**CO1**
2.	**Explain** Vector Graphics.	**U**	**CO2**
3.	**What** are the different types of Graphic elements?	**R**	**CO4**
4.	**Show**the bit map in Corel Draw?	**U**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain**typography.**How is this helpful** in a good design?	**U**	**CO2**
6.	a) **What** are the RGA and CMYK color theory? b) Show the **application** the color wheel.	**R** **Ap**	**CO4** **CO2** **CO3**
7.	a) **Explain**basic color mixing theory**.**	**U**	**CO2**
SECTION C is Compulsory			
8.	a) **What** istexture? b) **How** the texture helps to make a good design? **Explain with a Case Study.**	**R** **U**	**CO5**

HJM13004	**Introduction to Imagery**	L	T	P	C
Version 1.0	Introduction to Imagery	1	1	4	4
Pre-requisites/Exposure	Basic knowledge of photography				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in photography.
2. To describe the scope and characteristics of photography.
3. To operate a fully manual camera demonstrating how light and time affect photographs.
4. To critique and Explain photographic images (experts and others). Students will study the work of numerous recognized photographers as well as images produced by class members.

Course Outcomes

On completion of this course, the students will be able to:

CO1. **Define** the dynamics of photography.
CO2. **Explain** the basic rules of imagery.
CO3. **Apply** the knowledge of digital SLR cameras, lighting, postproduction, and printing.
CO4. **Examine** the basics of moving image and cinematography.
CO5. **Determine** the ways of managing a successful photography business.
CO6. **Evaluate** research techniques for documentary subjects or news stories visualized through still and moving images.

Catalogue Description

Introduction to Imagery is one of the most versatile fields in the arts sector. The application of photography is in different fields such as fashion, journalism, entertainment, science etc. Skilled photographers are required in different firms including news agencies, electronic media, modelling agencies, wildlife photography, etc. Photography courses enable the candidates to understand the utility of different camera parts, working out the lights while clicking pictures and the art of taking candid shots. Other aspects that the candidates can learn from the programme are studio lighting, portrait photography and designing portfolios. Photography is an ever-blooming field with numerous job opportunities as well as business opportunities. Candidates can also start their own private photo studios to offer portrait clicking and creating portfolios of potential clients.

Course Content

Unit I: **2.5 Lecture Hours**

Prism and Light Spectrum – VIBGYOR – Speed of Light – Reflection – Refraction – Human Eye and Camera Lens – Comparisons and Differences –Work of Muybridge and Edison – Eastman –Bioscope.

Unit II: **2.5 Lecture Hours**

Forced Perspective – Hyper Focal Distance – Fore Shortening – Lens Aberrations – Spherical, Optical, Astigmatism – Inner Reflection – Chromatic Aberrations – Corrections – Lens Elements and Lens Barrel.

Unit III: **2.5 Lecture Hours**

Pinhole Camera – Camera Obscura – SLR – TLR – Parallax Error – Celluloid Camera, Electronic Camera Lens – Normal Lens – Wide Angle Lens – Telephoto Lens – Fixed Focus Lenses – Image Formation –Analog to Digital – Block Lenses and Focus Points – Depth of Field and Depth of Focus – Deep Focus Lenses – Variable Focus Lens – Merits and Demerits – Lens and Perspectives – 3D Lenses.

Unit IV: **2.5 Lecture Hours**

Angle and Lenses – Eye Level, High Angle, Low Angle, Bird's Eye View and Worm's Eye View – Image Dynamization– Use of Camera Movements – Trolley Dolly, Crane, Boom Steady Cam, Jib etc. – Remote Operation – Lightweight Digital Cameras – Lens and Movements – Optical Movements- Standardisation of Aspect Ratio – Academy Ratio – Normal, Screen – Wide – Cinemascope – 70mm etc.

Unit V: **2.5 Lecture Hours**

Camera and Still Pictures – Illusion of Movement – Persistence of Image and Synthesis of Motion – Framing Space – Centrifugal and Centripetal Influences – Painters Frames – Vertical, Horizontal, Conical, Circular etc. – Binary Vision – Vanishing Point – Golden Point – Celluloid Camera as Recording Machines - Standardisation of Frames Per Second – Silent16 Frames Per Second – Talkie 24 Frames Per Second.

Unit VI: **2.5 Lecture Hours**

Basic tool of Photoshop, Basic Photo editing, color correction, resizing, working with pixel, cut out making.

Practical Lessons **30 Practical Hours**

1. Practical on Depth of Field and Depth of Focus – Variable Focus Lens (Zoom Lens) – Image Quality of Zoom Lenses – Filters, Gels and Corrections.
2. Practical on Lens and Image Perception – Different Types of Lenses – Normal, Wide and Tele Lenses – Fixed Focus Lenses and Creation of Images – Lens and Focus – Image Qualities of Various Block Lenses – Fore – Shortening and Forced Perspective.
3. Single Frame Photography, Slow Motion, Fast Motion etc.

4. Practical Lessons Based on Composition, Movement, Lensing, Movement etc. – Object and Camera Movements with Block and Zoom Lenses – Vertigo Effect – Analysis of Images at Aesthetical Level
5. Operational Practical Lessons on Digital Movie Camera – Practical Lessons Based on the Concept of Imaginary Line (180-Degree Rule) – Continuity Concepts – Image Sizes – Lighting for Large Screens – Continuity and Image Quality of Various Resolution Cameras.
6. Shooting – A 90-Second Continuous Shot with Artists &Camera Move to be Submitted for Assessment.
7. Shoot the breakdown of a continuous shot into various shots. Submit for Assessment. (Each student must have separate situations executed on the above. No story is required. Only the visual effect through a single shot and the breakdown of shots are required.)

Reference Books

1. Feeling and Form: Susanne K. Langer
2. Necessity of Art: Ernest Fisher
3. Social History of Art: Arnold Hauser
4. Lighting for Portraits: Walter Nurnberg
5. Photographic Optics: Arthur Cox
6. Ways of Seeing: John Berger
7. Elements of Film: Lee R Bobker
8. Film as Art: Ernest Lindgren
9. How to Read AFilm: James Monaco
10. Lessons with Eisenstein: Vladimir Nizhny
11. Cinema as a Graphic Art: Vladimir Nilsen
12. The Art of Pictorial Composition: Wolchonok
13. Practical Photography: John Freeman
14. 35 mm Hand Book: Michel Freeman
15. Techniques of The Film: Spottiswoode
16. Notes of a Film Director: Sergei Eisenstein

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the dynamics of photography.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Explain** the basic rules of imagery.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge of digital SLR cameras, lighting, postproduction, and printing.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**

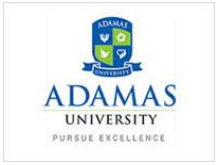
CO4	**Examine**the basics of moving image and cinematography.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Determine** the ways of managing a successful photography business.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** research techniques for documentary subjects or news stories visualized through still and moving images.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1= weakly mapped
2= moderately mapped
3=strongly mapped

		Media Technology Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The media, communication with technology interface and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Competitive Examination Preparation	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PS O1	PS O2
	Introduction to Imagery	3	2	2	1	1	1	1	2	3	3	1	3	3	2

Model Question Paper

Name: **Enrolment No:**	

Course: Introduction to Imagery

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

	Section A (Attempt any Three) (3 x 4 = 12)		
1.	**Explain** the role of digital SLR cameras in photography.	**U**	**CO1**
2.	**Compare** Analogue and Digital camera with respect to its business.	**U**	**CO2**
3.	**What** are the different types of camera handling equipment?	**R**	**CO4**
4.	**What** is the Image Dynamization in remote operation?	**R**	**CO3**
	Section B (Attempt any Two) (2 x 10 = 20)		
5.	**Explain** Electronic Camera Lens. How is this helpful in planning, monitoring and controlling the program of photography projects?	**U**	**CO2**
6.	a) **What** are the factors affecting Framing Space? b) **Outline** the basic tools of Photoshop.	**R** **U**	**CO4** **CO2** **CO3**
7.	a) **Explain** how the weather impacts on people and the environment. It has provided a source of inspiration for many filmmakers and photographers. **Construct appropriate images and make your own response.**	**U** **Ap**	**CO2**
	SECTION C is Compulsory		
8.	a) **What** is focal length? b) **How** the lighting for portrait photography gets done? **Explain with a Case Study**	**R** **U**	**CO5**

HJM11006	Print Media Journalism	L	T	P	C
Version 1.0		5	1	0	6
Pre-Requisites/ Exposure	Basic knowledge of Journalism				
Co-Requisites	-				

Course Objectives

1. To administer platform-agnostic multimedia journalistic skills in various positions within the broader media and communication industry.
2. To practice informed decision-making in personal and professional journalistic endeavours.
3. To apply meticulous strategic methods to optimize time and cost in journalistic practices.
4. To plan stories in advance and allocate resources accordingly based on the platform the story is being covered for.
5. To understand the media laws and ethical considerations, effective news coverage requirements and its strategic aspects in the broader media and communication industry.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of the print news media.
CO2. **Outline** the various technicalities of print media reporting.
CO3. **Apply** the knowledge concerning the various technicalities of print news editing.
CO4. **Classify** the intricacies of headline writing and intro writing.
CO5. **Assess** how to write news stories for newspapers and news magazines.
CO6. **Evaluate** a newspaper and a news magazine.

Catalog Description

Print Media Journalism is the entire process involved with the creation of a newspaper or a news magazine. This essentially concerns the collection of news, the processing of news and the conversion of raw news pieces into final published news stories. In the process, a lot of activities happen – news collection, news editing, news designing and news publication. Print Media Journalism is one of the most important areas in the study of journalism. The course will be delivered through a healthy mix of classroom lectures, practical sessions and on-the-field exercises. In the process, the learners will be exposed to PowerPoint Presentations, printed stories and news case studies. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of journalism. Workshops will be conducted where the learners will learn the intricacies of journalism by doing. A solid backgrounding in Print Media Journalism is a sine-qua-non for any aspiring journalist even if he/ she is going for a career in television, radio or new media journalism.

Course Content

Unit I: **5 Lecture Hours**

The Dynamics of News: What is News? – What Are the Various Definitions and Elements of News? – What is the Relevance of News in the Contemporary Socio-Cultural Milieu? – The Significance of News in a Country like India – The Debate between News as a Commodity and News as a Social Product – Difference between Fact and Truth in the Context of News – How Journalism Is Primarily about Facts – News Values, News Structure and News Ethics – The Inverted Pyramid Structure of Writing News – Understanding the Drift of the Indian English Media – Comprehending the Essential Differences between News Published by English Media and Vernacular Media.

Unit II: **5 Lecture Hours**

Print Media Reporting: What Is Print Media Reporting? – Who Is a Reporter? – What Are the Fundamental Functions and Traits of a Reporter? – A Reporter as against a Writer – The Differences between Reporting News and Writing a Piece of Literature – Political Neutrality and Objectivity to be Exercised by a Reporter.

Unit III: **5 Lecture Hours**

Various Types of News: A Basic Introduction to the Various Types of News – Crime, Civic, Political, Business, Accident and Disaster, Legal, Conflict and War, International, Health, Culture, Sports, Entertainment, Development and Weather – Different Approaches to Handle Different Types of Stories.

Unit IV: **5 Lecture Hours**

News Writing and News Editing: Differences between Writing and Editing – Expression and Communication – Connection between Writing and Reading – Connection between Writing and Reading – Respecting the Reader – Listening – Basics of Editing and Proofreading – Editing as the Most Important Process in Making News – The Various Processes Involved in News Editing – The Process of Proofreading – The Significance of Proofreading.

Unit V: **5 Lecture Hours**

The Dynamics of News Editing: Do We Still Have a Sub-Editor in the Truest Sense of the Term? – The Changing Role of the Sub-Editor inside the Newspaper and the News Magazine Office – How Is Editing Done? – The Subtle Differences between Editing, Rewriting and 'Manufacturing'.

Unit VI: **5 Lecture Hours**

Headlines and Agencies: Headlines – Importance of Headlines – Types of Headlines – Functions of Headlines – Writing Headlines for Newspapers and News Magazines – The Ideal Headline – The Dos and Don'ts to be Followed While Writing Headlines for a News Story – Elements of Editing Types of Copy (Reports and Feature) – Grammar and Punctuations – Usage and Meaning – Testing and Slotting – Agency Copy – News Selection – Gate Keeping.

Practical Lessons: **30 Practical Hours**

1. Lessons on Field Reporting.
2. Lessons on News Selection.
1. Lessons on Headline and Intro Writing.
2. Lessons on Editing.
3. Lessons on Writing News Stories.
4. Lessons on Writing Feature Stories.

Reference Books

1. Bill Kovach: *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*.
2. Hiller Krieghbaum: *Facts in Perspective: The Editorial page and News Interpretation*.
3. Robert M. Knight: *Journalistic Writing: Building the Skills, Honing the Craft*.
4. George L. Bird and F.E. Merwin: *The Press and Society*.
5. René J. Cappon: *Associated Press Guide to News Writing: The Resource for Professional Journalists*.
6. Curtis D. Macdougall: *Interpretative Reporting*.
7. Tony Harcup: *A Dictionary of Journalism (Oxford Quick Reference)*.
8. Olin Minkle and John Henry: *How to Write Columns*.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of the print news media.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Outline** the various technicalities of print media reporting.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various technicalities of print news editing.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of headline writing and intro writing.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to write news stories for newspapers and news magazines.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** a newspaper and a news magazine.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Print Media Journalism	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Print Media Journalism

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**List** the different elements of news.	**U**	
2.	**Compare** Crime Reporting and Political Reporting.	**U**	
3.	**What** exactly is the Inverted Pyramid Structure?	**R**	
4.	A rape case happens in your locality and no reporter has yet covered it. **What exactly would be the method** that you would apply to cover it?	**Ap**	
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of news editing in detail.**How does it help** in the overall presentation of news?	**U** **R**	
6.	**What** are the different types of headlines? How do headlines complement a story	**R**	
7.	**Explain** the process of designing a newspaper or a news magazine with all the necessary elements	**U**	
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while covering a political story? List out all the factors	**R**	**CO2**

HJM11005	Media Literacy	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/ Exposure	Basic knowledge about the media				
Co-Requisites	-				

Course Objectives

1. To administer linkage between the process and elements of interpersonal and mass communication.
2. To analyse the various aspects of basic media laws
3. To develop the knowledge of the visual message and the truth behind the image – visual literacy.
4. To plan the trends in advertising media in terms of its representation of gender and ethnicity.
5. To understand the evolution of print media and broadcast media
6. To assess the contemporary new media and multimedia

Course Outcomes

At the end of the course, the learner will be able to:

CO1. **Label** the process and elements of interpersonal and mass communication.
CO2. **Outline** the various aspects of basic media laws.
CO3. **Classify** and understand the visual message and the truth behind the image – visual literacy.
CO4. **Apply** the understanding of the advertising media in terms of its representation of gender and ethnicity.
CO5. **Assess** print media and broadcast media.
CO6. **Evaluate** new media and multimedia

Catalogue Description

What is media literacy, and why is it important? To make students develop certain essential skill set in competitive world.

1. Learn to think critically.

Become a smart consumer of products and information.

2. Recognize point of view.
3. Evaluate media responsibly.
4. Identify the role of media in our culture.
5. Understand the author's goal.

Course Content

UNIT – I **10 Lecture Hours**

Define the Different Elements of Communication – The Communication Loop: Sender/ Encoder, Message, Medium, Receiver/ Decoder, Feedback, Context, Noise – Identify Different Forms of Communication – Verbal, Non-Verbal and Visual Communication, Paralanguage.

UNIT – II

(10 Hours)
Constitutional Provisions for Press Freedom – Right to Freedom of Speech and Expression as the Basis for Press Freedom – Reasonable Restrictions on the Freedom of Speech and Expression – Right to Information – Defamation, Libel and Slander, Contempt of Court, Sedition – The Copyright Act 1957 – Trial by Media – Cyber Laws – Cyber Bullying- Cyber Security- Ethical Issues in Social Media- Media Ownership- Media Policies

UNIT – III **10 Lecture Hours**
Advertising: Meaning, Definition, Types, Functions, Advertising Appeals, The Association Principle, Media Research and Advertising: How Media Researchers Determine What We See and Hear, Merchants of Cool (Video), Advertising Culture, Media Research on Advertising, Focus Groups on Advertising, Jamming Negative Land.

UNIT – IV **10 Lecture Hours**
Understanding Print Media – News and Journalism – Contemporary Issues in Journalism – Paid and Fake News – The Decreasing Relevance of Print Media – The Irreplaceable Nature of Print Media – The Usage of Print Media for Other Purposes Except News.

UNIT – V **10 Lecture Hours**
Understanding Broadcast Media – Radio and Its Characteristics – Television and Its Characteristics – The Usage of Broadcast Media for Various Purposes – Broadcast Media and News – Understanding Cinema and Its Various Formats – Appreciating Cinema and Understanding the Various Elements of Cinema.

UNIT – VI **10 Lecture Hours**
Understanding New Media and Multimedia – Convergence as the Most Important Contemporary Concept in Media – The Platform Neutral Nature of Modern Media and Communication Content – New Media and News.

Text Books:
1. W. James Potter: *Media Literacy*.
2. Art Silverblatt, Donald Miller, Julie Smith and Nikole Brown: *Media Literacy: Keys to Interpreting Media Messages*.

Reference Books:
1. Deidre Pike: *Media Literacy*.
2. Art Silverblatt: *Media Literacy: An Instructor's Manual*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between Cos and Pos		
	Course Outcomes (Cos)	Mapped Program Outcomes
CO1	**Label** the process and elements of interpersonal and mass communication.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Outline** the various aspects of basic media laws.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Classify** and understand the visual message and the truth behind the image – visual literacy.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the understanding of the advertising media in terms of its representation of gender and ethnicity.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** print media and broadcast media.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** new media and multimedia	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Media Literacy	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: HJM31111 – Media Literacy

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Semester: Odd 2020-21 **Max. Marks: 40**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Summarize** the different elements of communication.	**U**	**CO1**
2.	**Explain**cyber bullying in Indian context.	**U**	**CO2**
3.	**What is** Media Research on Advertising?	**R**	**CO3**
4.	**Explain** the recent surge in Fake News in India.	**U**	**CO4**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Outline**the Right to Freedom of Speech and Expression as the Basis for Press Freedom with a proper case study.	**U**	**CO2**
6.	**Why** is Convergence the Most Important Contemporary Concept in Media.	**R**	**CO6**
7.	**What are** the Various Elements of Cinema.	**R**	**CO5**
Section C is Compulsory (8)			
8.	**Explain** about the Radio and its characteristics	**U**	**CO5**

ADAMAS UNIVERSITY
B.A.(Honours) in Media and Communication
SEMESTER – II

EVS11006	**Environmental Studies**	L	T	P	C
Version 1.0		1	1	0	2
Pre-Requisites/ Exposure	A basic knowledge of the environment				
Co-Requisites	-				

Course Objectives

1. To understand more about environmental studies.
2. To understand sustainable development.
3. To understand the different types of ecosystems.
4. To understand concepts like gender issues.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of the environment.
CO2. **Outline** the various technicalities of renewable sources of energy.
CO3. **Apply** the knowledge concerning the various ecosystems.
CO4. **Classify** the intricacies of renewable fuels.
CO5. **Assess** how to understand the concept of biodiversity.
CO6. **Evaluate** a better environment.

Catalog Description

Environmental science incorporates the study of the physical, chemical and biological processes that take place on the Earth, as well as the social, political and cultural processes which impact the planet. Workshops will be conducted where the learners will learn the intricacies of journalism by doing. A solid backgrounding in environmental studies is a required by every person.

Course Content

Unit I: **5 Lecture Hours**

Multidisciplinary nature of environmental studies; scope and importance; need for public awareness; concept of sustainability and sustainable development.

Unit II: **5 Lecture Hours**

Renewable and non-renewable resources; Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people, Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems, Mineral resources: Use and

exploitation, environmental effects of extracting and using mineral resources, case studies, Land resources: Land as a resource, land degradation, soil erosion and desertification, Energy Resources: renewable and nonrenewable energy resources, fossil fuel types and their environmental impact, solar, wind, hydropower, biomass energy and geothermal energy.

Unit III: **5 Lecture Hours**

Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Food chains, food webs and ecological pyramids, Energy Flow. Levels of Biodiversity: genetic, species and ecosystem diversity, Values of biodiversity, India as a mega-diversity nation, Biodiversity hotspots, Threats to Biodiversity, In-situ and Ex-situ conservation of Biodiversity.

Unit IV: **5 Lecture Hours**

Environmental pollution: types, causes, effects and controls; Air, water and noise pollution, Pollution case studies.

Unit V: **5 Lecture Hours**

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents. Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).

Unit VI: **5 Lecture Hours**

Human population growth: Impacts on environment, human health and welfare. Environmental movements: Chipko, Silent valley, Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Sustainable development, Water conservation, rain water harvesting, watershed management; its problems and concerns. Environmental communication and public awareness, case studies; Swachh Bharat Mission.

Reference Books

1. Bharucha, Erach (2005) Textbook of Environmental Studies for Undergraduate Courses, Hyderabad: Universities Press.

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

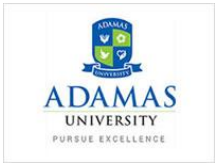
Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of the environment.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Outline** the various technicalities of renewable sources of energy.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various ecosystems.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of renewable fuels.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to understand the concept of biodiversity.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** a better environment.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Environmental Studies	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Environmental Studies

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different elements of nature.	**U**	**CO2**
2.	**Compare** renewable and non-renewable sources of energy.	**U**	**CO1**
3.	**What** exactly is the Inverted Pyramid Structure?	**R**	**CO5**
4.	**Why exactly** is the ozone layer getting depleted?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process conversion of species in details?	**U**	**CO6**
6.	**What** are the different layers of the atmosphere?	**R**	**CO4**
7.	**Explain** the process of energy conservation in details.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while interacting with the environment around you?	**Ap**	**CO2**

HJM11077	Media Laws & Ethics	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Media Literacy				
Co-Requisites	-				

Course Objectives

1. To administer the legal dynamics of becoming media professionals.
2. To understand the various technicalities to become legal media advisors.
3. To analyse the knowledge concerning the various aspects of media laws and ethics
4. To Assessthe legal anomalies in large and reputed media projects.
5. To understand the media laws and ethical considerations, effective news coverage requirements and its strategic aspects in the broader media and communication industry required to become successful media professionals.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the legal dynamics of being practicing media professionals
CO2.**Outline** the various technicalities to become legal media advisors.
CO3.**Apply** the knowledge concerning the various aspects of media laws and ethics.
CO4.**Classify** the intricacies of advanced subject for further study.
CO5.**Assess** the legal anomalies in huge media projects.
CO6.**Evaluate** media constitutional expertise.

Catalogue Description

The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyze techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyze the general nature of ethical, legal and moral discourse pertaining to professional communication.

Course Content

UNIT – I (Indian Constitution)
(5 Hours)

Fundamental Rights, Freedom of Speech and Expression and Restrictions – Article 19 of Universal Declaration of Human Rights, Article 19 (1)(a) and Article 19 (2) of the Indian Constitution, Freedom of Press (Case Study of the State of Uttar Pradeshvs Raj NarainCase, 1975), Right of Reply Provisions, Press Commissions, Press Council of India

UNIT – I (Indian Constitution)
(5 Hours)

Fundamental Rights, Freedom of Speech and Expression and Restrictions – Article 19 of Universal Declaration of Human Rights, Article 19 (1)(a) and Article 19 (2) of the Indian Constitution, Freedom of Press (Case Study of the State of Uttar Pradesh vs Raj NarainCase, 1975), Right of Reply Provisions, Press Commissions, Press Council of India
Basic Features of Indian Constitution, Right to Privacy

UNIT – II (Press Laws – I)
(5 Hours)

Defamation, Libel and Slander, Contempt of Court, Sedition –Incitement to Violence, Hate Speech, Official Secrets Act

UNIT – III(Press Laws –II)
(5 Hours)

The Press and Registration of Books Act 1867, The Copyright Act 1957, The Working Journalist and other Newspaper Employees Act 1955, Parliamentary Proceedings Act

UNIT – IV(Media Technology and Ethical Parameters)
(5 Hours)

RTI (Case Study of Rajasthan Villagers Using RTI to End Woes, Caste Study of Karnataka Villagers Insisting on Right to Food through RTI), Live Reporting and Ethics, Legality and Ethicality of Sting Operations, Phone Tapping etc. (Case Study of Tehelka, Cash for Votes Sting Operation in 2008), Code of Ethics in Journalism

UNIT – V (Media and Social Responsibility)
(5 Hours)

Ethics and Chequebook Journalism – New Roles for Journalism and Public Opinion, Trial by Media (Case Study), Economic Pressures, Media Reportage of Marginalized Sections –Children, Dalits, Tribal, Women, Regulation of the Media- State Regulation or Self-Regulation?Public Interest Litigation

UNIT – VI(Internet and Cyber Laws)
(5 Hours)

Free Speech on the Web, Cyber Laws, Ethical Issues in Social Media (IT Act 2000, Sec 66A and the Verdict of the Supreme Court), Ethics in the Digital Age

Recommended Books:

1. *Constitution of India* – By V.N. Shukla, 2017.
2. Media Law and Ethics– By M Neelamalar, 2009.
3. *Media Law: Its Ethics and Ethos* – By Devesh Kishor and Ganga Sagar Singh, 2016.
4. *Introduction to Media Laws and Ethics* – By Juhi P Pathak, 2014.
5. *Press Laws and Ethics of Journalism* – By P.K. Ravindranath, 2004.
6. *Digital Media Law* – By Ashley Packard, 2012.
7. *Media Law, Ethics, and Policy in the Digital Age* – By Nhamo A. Mhiripiri and Tendai Chari, 2017.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

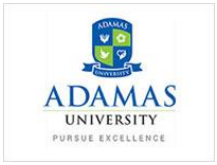
Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the legal dynamics of being practicing media professionals	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Outline** the various technicalities to become legal media advisors.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various aspects ofmedia laws and ethics.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of advanced subject for further study.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the legal anomalies in huge media projects.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** media constitutional expertise.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4

	Media Laws & Ethics	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Media Laws & Ethics
Program: B.A. (Honours) in Media and Communication Time: 03 Hrs.
Semester: Even 2020-21 Max. Marks: 40

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)

1.	**Explain** Right to Freedom of Speech and Expression as the Basis for Press Freedom with a case study.	**U**	**CO1**
2.	**Compare** Libel and Slander with proper case study	**U**	**CO2**
3.	**What** exactly is Right to Information (RTI) Act, 2005 with a case study?	**R**	**CO3**
4.	**Explain** Right to Privacy in Indian Context through the case of Aadhar Card?	**U**	**CO4**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Outline**the Necessity of Code of Ethics in Indian Cyber Media with a case study?	**U**	**CO5**
6.	**What** do mean by Menace of Paid News? Give proper case studies to explain.	**R**	**CO6**
7.	**Analyze**censorship in the press through proper case studies relevant to the issue	**An**	**CO4**
Section C is Compulsory (8)			

8.	**What** is the Impact of India's Colonial Past on the Existing Media Laws. List out all the factors.	**R**	**CO2**

HJM11007	**Communication Theories**	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic knowledge of communication				
Co-Requisites	-				

Course Objectives

1. To develop the knowledge of basic elements of communication.
2. To inculcate the knowledge of communication models.
3. To understand the theories of Communication.
4. To explore the probable dimensions of research in the field of journalism and mass communication.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of communication.
CO2. **Describe** the types and functions of communication.
CO3. **Outline** various communication theories and models.
CO4. **Apply** the knowledge of communication theories and models with case studies.
CO5. **Assess** the scope of communication process.
CO6. **Predict** the outcomes of different communication process.

Catalog Description

Communication theories considers various theoretical perspectives on communication processes. This essentially concerns the learning of the different concepts of communication, the elements and types of communication, meaning and scope of communication. This course explores basic elements in the communication process as they occur in the context of interpersonal relationships, groups and organizations, public speaking, media, and various cultural contexts.. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of communication. Workshops will be conducted where the learners will learn the intricacies of communication.

Course Content

Unit I: **5 Lecture Hours**

Communication Concept Elements and Process – Defining Meaning and Scope of Communication – Types of Communication – Barriers to Communication – Function of Communication.

Unit II: **5 Lecture Hours**

Models of Mass Communication – Aristotle's Model – Lasswell'sModel – Shannon and Weaver Model – Osgood's Model.

Unit III: **5 Lecture Hours**

Theories of Communication – Dependency Theory – Cultivation Theory – Hypodermic Needle Theory – Limited Effects Theory.

Unit IV: **5 Lecture Hours**

Agenda Setting Theory – Uses and Gratification Theory – Cognitive Dissonance – Agenda Setting – Knowledge-Gap Hypothesis.

Unit V: **5 Lecture Hours**

Media Theories – Four Theories of the Press – Interactive Theory: One-Step Flow – Two-Step Flow (Opinion Leaders) – Multi-Step Flow – Relevance of Communication Theories to Practice – Persuasion – Perception – Diffusion of Innovations – Social Learning – Participatory Communication.

Unit VI: **5 Lecture Hours**

Introducing Media Research – Meaning and Concept – Methods of Acquiring Knowledge – Types of Research: Basic-Applied-Descriptive-Analytical-Clinical-CaseStudy-Historical.

Reference Books

1. Baran, Stanley J. & Davis, Dennis K (2006) Mass Communication Theory: Foundations, Ferment, and Future, US: Thomson Wadsworth
2. Cobley, Paul, (1996) The Communication Theory Reader, London: Routledge
3. DeFleur, Melvin L. & Ball-Rokeach, Sandra J. (1982) Theories of Mass Communication. New York: Longman
4. Fiske, J. (1997) Introduction to Mass Communication, New York: Routledge
5. McLuhan, M. (1980) Understanding Media. London: Mentor

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the process of communication.	**PO1, PO5, PO6, PO9, PO10, PO12**

CO2	**Describe** the types and functions of communication.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** various communication theories and models.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of communication theories and models with case studies.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of communication process.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the outcomes of different communication process.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modem Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Communication Theories	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Communication Theories

Program: B.A. (HONOURS) IN MEDIA AND COMMUNICATION **Semester: Even 2021**

Max. Marks: 40 **Time: 03 Hrs.**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different elements of communication.	**U**	**CO2**
2.	**Compare** Lasswell model and Berlo Model of communication	**U**	**CO1**
3.	**What** is the one-step flow theory?	**R**	**CO5**
4.	A politician has given a speech in public gathering organized in your locality. **What exactly would be the outcome** of the speech if Aristotle model is applied?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the application of Agenda-setting theory.	**U**	**CO6**
6.	**What** is media research? How do Analytical and Descriptive research differ	**R**	**CO4**
7.	**Explain** the process of adoption of an innovation with respect to Diffusion of Innovation theory	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles	**R**	**CO2**

	while carrying out research?		

HJM11012	**Introduction to Communication**	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Media Literacy (HJM31109)				
Co-Requisites	-				

Course Objectives

1. To develop the knowledge of basic elements of communication.
2. To inculcate the knowledge of communication models.
3. To understand the theories of Communication.
4. To explore the probable dimensions of research in the field of journalism and mass communication.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of communication.
CO2. **Describe** the types and functions of communication.
CO3. **Outline** various communication theories and models.
CO4. **Apply** the knowledge of communication theories and models with case studies.
CO5. **Assess** the scope of communication process.
CO6. **Predict** the outcomes of different communication process.

Catalog Description

Introduction to Communication considers various theoretical perspectives on communication processes. This essentially concerns the learning of the different concepts of communication, the elements and types of communication, meaning and scope of communication. This course explores basic elements in the communication process as they occur in the context of interpersonal relationships, groups and organizations, public speaking, media, and various cultural contexts.. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of communication. Workshops will be conducted where the learners will learn the intricacies of communication.

Course Content

Unit I: **5 Lecture Hours**

Origin and Development of Communication, Concept and definitions of communication, Elements and process of Communication, Functions of communication

Unit II: **5 Lecture Hours**

Types of communication, Barriers to communication, 7 Cs of communication, Role of communication in socialization.

Unit II **10 Lecture Hours**

Models of Mass Communication – Aristotle's Model – Lasswell's Model – Shannon and Weaver Model – Osgood's Model, Westley-McLean's Mass Communication model; David Berlo's Linear model

Unit III: **5 Lecture Hours**

Normative theories: Social Responsibility and Democratic Participant media theories, Hypodermic Needle Theory. Meaning in communication; Basics of signs, symbols and codes, Normative theories: Authoritarian, Libertarian, Berlo Model, Lasswell Model.

Unit III: **10 Lecture Hours**

Theories of Communication – Dependency Theory – Cultivation; Roman Jakobson's communication model; Basic concepts of Semiology: Sign, Code, Text

Unit IV: **5 Lecture Hours**

Normative theories: Social Responsibility and Democratic Participant media theories, Hypodermic Needle Theory.

Unit IV: **10 Lecture Hours**

Agenda Setting Theory – Uses and Gratification Theory – Cognitive Dissonance – Agenda Setting – Knowledge-Gap Hypothesis. Phases of media society relations: Mass Society, Functionalism, Critical Political Economy, Technological Determinism, Information Society Priming-Framing-Gatekeeping-Agenda Setting); Spiral of Silence, Propaganda model. McQuail's Four Theory of Communication and Four Models of Communication.

Unit V: **5 Lecture Hours**

Normative theories Personal influence Theory, Osgood and Schramm Model.

Unit V: **10 Lecture Hours**

Normative theories - Interactive Theory: One-Step Flow – Two-Step Flow (Opinion Leaders) – Multi-Step Flow – Relevance of Communication Theories to Practice – Persuasion – Perception – Diffusion of Innovations – Social Learning – Participatory Communication.

Unit V: **5 Lecture Hours**

Normative theories Personal influence Theory, Osgood and Schramm Model - Agenda Setting Theory – Uses and Gratification Theory

Unit VI: **5 Lecture Hours**

Shannon and Weaver's Mathematical Theory of Communication, Redundancy and Entropy, Noise.

Reference Books

6. Baran, Stanley J. & Davis, Dennis K (2006) Mass Communication Theory: Foundations, Ferment, and Future, US: Thomson Wadsworth
7. Cobley, Paul, (1996) The Communication Theory Reader, London: Routledge
8. DeFleur, Melvin L. & Ball-Rokeach, Sandra J. (1982) Theories of Mass Communication. New York: Longman
9. Fiske, J. (1997) Introduction to Mass Communication, New York: Routledge
10. McLuhan, M. (1980) Understanding Media. London: Mentor

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the process of communication.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the types and functions of communication.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** various communication theories and models.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of communication theories and models with case studies.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of communication process.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the outcomes of different communication process.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Communication Theories	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	ADAMAS UNIVERSITY PURSUE EXCELLENCE

HJM13008	Introduction to Photography	L	T	P	C

Course: Communication Theories

Program: B.A. (HONOURS) IN MEDIA AND COMMUNICATION **Semester: Even 2021**

Max. Marks: 40 **Time: 03 Hrs.**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different elements of communication.	**U**	**CO2**
2.	**Compare** Lasswell model and Berlo Model of communication.	**U**	**CO1**
3.	**What** is the one-step flow theory?	**R**	**CO5**
4.	A politician has given a speech in public gathering organized in your locality. **What exactly would be the outcome** of the speech if Aristotle model is applied?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the application of Agenda-setting theory.	**U**	**CO6**
6.	**What** is media research? How do Analytical and Descriptive research differ?	**R**	**CO4**
7.	**Explain** the process of adoption of an innovation with respect to Diffusion of Innovation theory.	**R**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while carrying out research?	**R**	**CO2**

Version 1.0		1	1	4	4
Pre-requisites/Exposure	Basic knowledge of Photography				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in Basics.
2. To describe the scope and characteristics of photography.
3. To operate a fully manual camera demonstrating how light and time affect photographs.
4. To critique and Explain photographic images (experts and others). Students will study the work of numerous recognized photographers as well as images produced by class members.

Course Outcomes

On completion of this course, the students will be able to:

CO1. **Define** the dynamics of photography.
CO2. **Explain** the basic rules of imagery.
CO3. **Apply** the knowledge of digital SLR cameras, lighting, postproduction, and printing.
CO4. **Examine** the basics of moving image and cinematography.
CO5. **Determine** the ways of managing a successful photography business.
CO6. **Evaluate** research techniques for documentary subjects or news stories visualized through still and moving images.

Catalogue Description

Photography is one of the most versatile fields in the arts sector. The application of photography is in different fields such as fashion, journalism, entertainment, science etc. Skilled photographers are required in different firms including news agencies, electronic media, modelling agencies, wildlife photography, etc. Photography courses enable the candidates to understand the utility of different camera parts, working out the lights while clicking pictures and the art of taking candid shots. Other aspects that the candidates can learn from the programme are studio lighting, portrait photography and designing portfolios. Photography is an ever-blooming field with numerous job opportunities as well as business opportunities. Candidates can also start their own private photo studios to offer portrait clicking and creating portfolios of potential clients.

Course Content

Unit I: **2.5 Lecture Hours**

A Brief History of Photography, Anatomy of Digital Camera &Its Types, What Is Photojournalism? Beginnings; Necessity and Significance.

Unit II: **2.5 Lecture Hours**

DSLR Lens, Shutter, Diaphragm, Depth of Field, Factors Affecting DOF, Lighting, Focus, Auto-Focus, Manual Focus.

Unit III: **2.5 Lecture Hours**

Meaning and Definitions of Art – Meaning of Composition – Elementary Rules of Composition – Rule of Thirds, Figures and Lines.

Unit IV: **2.5 Lecture Hours**

Composing Different Types of Subjects Such as Portraits, Landscapes, Action, Macro Photography – Pictures for Newspapers and Magazines.

Unit V: **2.5 Lecture Hours**

(2.5 Hours)

Photographing People; Portrait and Still, Wildlife; Environment; Sports; Landscape; Industrial Disasters; Photography for Advertising; Conflicts – War – Political and Social Photography.

Unit VI: **2.5 Lecture Hours**

News Values for Pictures – Photo Essays – Photo Features; Qualities Essential for Photo Journalism; Picture Magazines.

Practical Lessons **60 Practical Hours**

1Basic camera operation such as holding the camera firmly, setting exposures manually, focusing correctly and composing a picture, releasing the shutter gently etc.
2. To learn the effects of different exposure setting in the same light condition and to learn effects of different shutter speeds and apertures.
3. To shoot a landscape, candid shots, outdoor modelling with frontal lighting and back lighting, use, macro photography.
3. To learn to use close-up lenses, shooting action shots with panning, freezing etc.
4. To learn to use Depth of Field preview.
5. To learn to shoot long exposure photography, bird photography, street photography, documentary photography, cityscape photography, nature photography, creative photography.
6. Make photo essay/ feature, portfolio photography, table-top photography and submit assignment.
7. Apply various categories of photography and submit assignment.
8. Apply the concept of photoshop and submit assignment.

Reference Books

1. Feeling and Form: Susanne K. Langer
2. Necessity of Art: Ernest Fisher
3. Social History of Art: Arnold Hauser
4. Lighting for Portraits: Walter Nurnberg
5. Photographic Optics: Arthur Cox

6. Ways of Seeing: John Berger
7. Elements of Film: Lee R Bobker
8. Film as Art: Ernest Lindgren
9. How to Read AFilm: James Monaco
10. Lessons with Eisenstein: Vladimir Nizhny
11. Cinema as a Graphic Art: Vladimir Nilsen
12. The Art of Pictorial Composition: Wolchonok
13. Practical Photography: John Freeman
14. 35 mm Hand Book: Michel Freeman
15. Techniques of The Film: Spottiswoode
16. Notes of a Film Director: Sergei Eisenstein

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency
CO1	**Define** the d														
CO2	**Explain** the														
CO3	**Apply** the k and printing.														
CO4	**Examine**the														
CO5	**Determine** the ways of managing a successful photography business.										**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**				
CO6	**Evaluate** research techniques for documentary subjects or news stories visualized through still and moving images.										**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**				

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO2
	Photography	3	2	2	1	1	1	1	2	3	3	1	3	3	2

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1= weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	ADAMAS UNIVERSITY PURSUE EXCELLENCE

Course: Photography
Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)

1.	**Explain** the role of digital SLR cameras in photography. (U)	**U**	**CO1**
2.	**Compare** Analogue and Digital camera with respect to its business. (U)	**U**	**CO2**
3.	**What** are the different types of camera	**R**	**CO4**

	handling equipment? (R)		
4.	**What** is the Image Dynamization in remote operation? (R)	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** Electronic Camera Lens. (U)**How is this helpful** in planning, monitoring and controlling the program of photography projects? (R)	**U** **R**	**CO2**
6.	a) **What** are the factors affecting Framing Space? (R) b) **What are** the basic tools of Photoshop. (R)	**R** **R**	**CO4** **CO2** **CO3**
7.	a) **Explain** how the weather impacts on people and the environment. It has provided a source of inspiration for many filmmakers and photographers. They have observed a range of weather conditions and the effect that the weather can have on individuals and the environment. Consider appropriate images and make your own response. (U)	**U**	**CO2**
SECTION C is Compulsory			
8.	a) **What** is focal length? (R) b) Howthe lighting for portrait photography gets done? **Explain with a Case Study** (U)	**U**	**CO5**

~~**HJM11009**~~ **HJM11029**	Brand Communication	L	T	P	C
Version 1.0		1	1	0	2
Pre-Requisites/Exposure	Basic knowledge of brand communication				
Co-Requisites	-				

Course Objectives

1. To introduce the concept of marketing communication and management.
2. To educate about the importance of marketing in today's world.
3. To help understand the various tools needed for marketing management.
4. To learn about the marketing plan and market research.
5. To help get insight into consumer consumption behaviour.
6. To understand IMC and its importance.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of brand communication.
CO2. **Describe** the types and functions of brand communication.
CO3. **Outline**various tools needed for marketing management.
CO4. **Apply** the knowledge of marketing plan and market research.
CO5. **Assess** the scope of IMC and its importance.
CO6. **Predict** the outcomes of consumer consumption behaviour.

Catalog Description

This course starts with the basic concepts of Fundamental Marketing and Brand Management. Also Explained are topics like Brand Positioning, Brand Strategies, Brand Equity, IMC Planning Process, Creative Strategy, and Media Strategy... Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of brand communication. Workshops will be conducted where the learners will learn the intricacies of brand communication.

Course Content

Unit I: **5 Lecture Hours**

Definitions and Functions of Marketing – Fundamental Marketing Concepts and Tools – Consumer Frameworks: Customer Orientation – Buyer Behaviour Frameworks – Analyzing Customer Markets.

Unit I (10 hour Lecture Hours)

Basic Understanding of Branding: What a Brand Is – What Functions Brands Serve and When a Brand Strategy Is Relevant for Customers and the Firm –Establishing the Key Foundations of a Strong Brand: Value Proposition, Brand Personality, Brand Positioning and Brand Relationships—and the Distinction between Brand Image and Identity.

Unit II: **5 Lecture Hours**

Planning Inventories – Research and Forecasting – Using Marketing Metrics to Analyze New Markets – New Product Development and Setting Product Strategies – Case Study: Launching Apple's iPhone – Marketing Functions: Product and Physical Distribution–Diffusion and Product Research – Channels of Distribution – Vendor Management – Wholesaling – Retailing and Logistics.

Unit III: **5 Lecture Hours**

Definitions – Brands and Brand Management – Brand Positioning – Types of Brand Strategies – Naming Brands – Brand Extensions – Brands across Geographies.

Unit III(10 hour Lecture Hours)

Definitions – Brands and Brand Management – Brand Positioning – Types of Brand Strategies – Naming Brands – Brand Extensions – Brands across Geographies-Storytelling in Branding

Unit IV: **5 Lecture Hours**

Definitions – Applications – Customer-Based Equity, Integrated Marketing Communications and Brand Equity, Measuring Brand Equity, Brand Equity Measures – Sources of Brand Equity –Different Valuation Techniques.

Unit V: **5 Lecture Hours**

Introduction & Familiarization – Definition of Promotion –Promotion Mix – Tools of Promotion Mix – IMC Planning Process – Creative Strategy – Media Strategy.

Unit VI: **5 Lecture Hours**

Marketing Strategy – Direct Market Strategy for Interactive Marketing –Global Strategy – Understanding Segmentation.

Unit V(10 hour Lecture Hours)

The Formulation of the Brand Asset – Designing the Brand Is Specifying the Unique and Relevant Meaning the Brand Is to Capture – Range of Brand Elements: Brand Name, Logo, Slogan, Jingle, Package Design, Retail Space, Online Space and Overarching Experience, Digital Branding

Reference Books

1. Marketing Management by Philip Kotler & Kevin L. Keller, 12th Edition, Prentice Hall of India pvt. ltd.
2. Strategic Marketing Management, David Aker
3. Managing Brand Equity, David Aaker
4. Kellogg's Marketing Faculty Branding Guide
5. Brand Gap, Martin Neumeier
6. Best Practice Cases in Branding, 3rd Edition, Kevin Keller

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes **(COs) and Program Outcomes (POs)**

Mapping between COs and Pos

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	**Define** the process of brand communication.	**CO4**
CO2	Describe the types and functions of brand communication**.**	**CO4**
CO3	**Outline**various tools needed for marketing management.	**CO4**
CO4	**Apply** the knowledge of marketing plan and market research.	**CO4**
CO5	**Assess** the scope of IMC and its importance.	**CO4**
CO6	**Predict** the outcomes of consumer consumption behaviour.	**CO4**

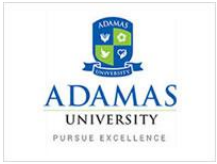
		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Brand Communication	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped

2= moderately mapped

3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: HJM31106 – Brand Communication
Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Semester: Even 2021 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**What** are the different elements of communication.	**R**	**CO2**
2.	**Compare** Lasswell model and Berlo Model of communication.	**U**	**CO1**
3.	**What** is the one-step flow theory?	**R**	**CO5**
4.	A politician has given a speech in public gathering organized in your locality. **What exactly would be the outcome** of the speech if Aristotle model is applied?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the application of Agenda-setting theory.	**U**	**CO6**
6.	**What** is media research? How do Analytical and Descriptive research differ?	**R**	**CO4**
7.	**Explain** the process of adoption of an innovation with respect to Diffusion of Innovation theory.	**U**	**CO6**

Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while carrying out research?	**R**	**CO2**

HJM11014	Film Studies	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Media Literacy				
Co-Requisites	-				

ADAMAS UNIVERSITY
B.A.(Honours) in Media and Communication
SEMESTER – III

Course Objectives

1. To become cinema reviewers for various media organizations.
2. To understand nuances of cinema.
3. To develop a career in cinema academics.
4. To Assess the field of cinema in the foreseeable future.
5. To encourage the growth of good cinema in the country and elsewhere.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of film making.
CO2. **Describe** the types and functions of cinema.

CO3. **Outline** various types of cinema.
CO4. **Apply** the knowledge of existing theories of film making.
CO5. **Assess** the scope of cinema as a process.
CO6. **Predict** the outcomes of different film semiotics.

Catalog Description

This module introduces students to a brief history of cinema (Global and Indian Perspectives), the development of cinema as a distinct art form and what influence the other art forms have on cinema. The module Explains the language of cinema and fundamental cinematic terminologies. Also the students get to know how cinema is a tool for social change. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of films. Workshops will be conducted where the learners will learn the intricacies of cinema.

Course Content

Unit I: **5 Lecture Hours**

A Brief History of Cinema (Global and Indian Perspectives) – Development of Cinema as a Distinct Art Form – Influence of Other Art Forms on Cinema – The Language of Cinema and Fundamental Cinematic Terminologies – Cinema as a Tool for Effecting Social Change – Understanding the Governing Dynamics of Cinema – Theme, Treatment, Story, Script and Screenplay – The Tools of Cinema – Cinematography and Editing – Concept of Cinematic Time and Space – Narrative, Shot, Scene and Sequence.

Unit II: **5 Lecture Hours**

Feature Films and Short Films: History, Traits and Characteristics – Technological Advancements that Influenced the Development of Feature Films and Short Films – Feature Films and Short Films in the Indian Context – Documentary Films: History, Traits and Characteristics – Global and Indian Documentary Films: Pioneers and Critical Exponents – Contribution of the Films Division – Writing Detailed Concept Notes for Documentaries: Various Tricks and Trades.

Unit III: **5 Lecture Hours**

Reading Cinema – An Introduction to Film Theories – Film Theory as Opposed to Film History and Film Criticism – Cinema and the Concept of Gaze – Cinema and Feminism – Fundamentals of Genre Studies – Philosophy of Language Film Analysis – Film Semiotics – An Introduction to the Turning Points in Global Cinema – Major Cinema Movements across the World – Indian Cinema Movements in Global Contexts.

Unit IV: **5 Lecture Hours**

An Introduction to Arthouse Cinema and Commercial Cinema – The Intricate Relationship between Cinema and Society – An Introduction to the Turning Points in Indian Cinema: Realism, Parallel Cinema, New Indian Cinema, Middle Cinema and Other Major Trends – The World of Bollywood

and Commercial Indian Cinema – Relevance of Commercial Cinema in India – Regional Cinema in India: Introductions to Bengali Cinema, Marathi Cinema, Malayalam Cinema, Tamil Cinema, Telugu Cinema, Kannada Cinema, Assamese Cinema and Gujarati Cinema – Relevance of Regional Cinema in Furthering Cultural Diversity.

Unit V: **5 Lecture Hours**

Cinema and Gender Representation – Gender Stereotypes Evaluated by Cinema – Surrealism and Postmodernism in Cinema – Surrealist Cinema as a Cinematic Aberration – David Lynch and Surrealism – Global Cinema – Part I: American Cinema and Hollywood, British Cinema, French Cinema, German Cinema, Soviet Cinema – Primacy of Hollywood in the Global Cinematic Culture.

Unit VI: **5 Lecture Hours**

The Role of Audience in Filmmaking – What Drives Audiences to a Film – The Business of Cinema – Impact of Newer Technologies and Media on Cinema as an Art Form – The Advent of Social Media and the Transformation of the Art of Filmmaking – Global Cinema – Part II: Japanese Cinema, Iranian Cinema, Korean Cinema, Chinese Cinema, Latin American Cinema – The Uniqueness of Iranian Cinema.

Reference Books

1. Renu Saran: History of Indian Cinema
2. Geoffrey Nowell-Smith: The Oxford History of World Cinema
3. Bill Nichols: Engaging Cinema: An Introduction to Film Studies
4. Alain Badiou: Cinema
5. Mark Cousins: The Story of Film
6. Satyajit Ray: Deep Focus: Reflections on Cinema
7. Ian Haydn Smith: 1001 Movies You Must See Before You Die
8. Isolde Standish: A New History of Japanese Cinema: A Century of Narrative Film
9. Anthony Leong: Korean Cinema: The New Hong Kong
10. Paul A. Schroeder Rodríguez: Latin American Cinema: A Comparative History
11. Catherine Fowler: European Cinema Reader
12. Peter Kenez: Cinema and Soviet Society: From the Revolution to the Death of Stalin (KINO - The Russian Cinema)
13. Selvaraj Velayutham and Sharmistha Gooptu: Bengali Cinema: 'An Other Nation' (Routledge Contemporary South Asia Series)
14. Tamil Cinema: The Cultural Politics of India's other Film Industry (Media, Culture and Social Change in Asia Series)
15. Syd Field: Screenplay: The Foundations of Screenwriting
16. Neo Monefa: SCREENPLAY: The Ultimate Step by Step Tutorial for Screenwriting Made Easy (Screenplay Guide- How to Write a Screenplay- Screenplay Format- The Foundations of Screenwriting)
17. Neelam Sidhar Wright: Bollywood and Postmodernism: Popular Indian Cinema in the 21st Century
18. David Hopkins: Dada and Surrealism: A Very Short Introduction (Very Short Introductions)
19. Michael Richardson: Surrealism and Cinema
20. Cristina Degli-Esposti: Postmodernism in the Cinema

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the process of film making.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the types and functions of cinema.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** various types of cinema.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of existing theories of film making.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of cinema as a process.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the outcomes of different film semiotics.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Film Studies	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	ADAMAS UNIVERSITY PURSUE EXCELLENCE

Course: Film Studies

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)

1.	**Explain** the different types of cinema.	**U**	**CO2**

HJM13015	Print Lab Production	L	T	P	C
Version 1.0		0	1	6	4

2.	**Compare** between these movies of Andre Bazin and Sergei Eisenstein.	**U**	**CO1**
3.	**What** exactly is the 180 degree rule?	**R**	**CO5**
4.	A road accident case happens in your locality. **What exactly would be the method** that you would apply to make a short film on it ?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of pre-production in detail. **How does it help** in the overall presentation of cinema?	**U**	**CO6**
6.	**What** are the different types of shots? How do shots build up a scene?	**R**	**CO4**
7.	**Explain** the process of application of a cutaway shots and montage editing to build up an idea on the screen.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**Outline**the evolution of cinema and the ethics involved in the process of producing content for the camera.	**U**	**CO2**

Pre-requisites/Exposure	Design Thinking
Co-requisites	-

Course Objectives

1. To develop and understanding about various printing processes.
2. To develop an understanding about newspaper designing, news positioning, story treatment and layout types.
3. To operate a page designing software and creating design.
4. To develop and understanding about various layout and info-graphics.

Course Outcomes

CO1. **Define** the printing process and the page design.
CO2. **Describe** the page designing tools.
CO3. **Outline** various techniques of page designing software.
CO4. **Apply** the knowledge ofmultimedia design.
CO5. **Assess** the scope of printing as a process.
CO6. **Predict** the the elements and basic rules of multimedia design and info-graphics.

Catalogue Description

Page technology and design is one of the most versatile fields in the arts sector. By creating a good layout a designer can easily communicate with mass. This is a part of graphic design. The field is considered a subset of visual communication and communication design, but sometimes the term "page design" is used synonymously. Page designers Evaluate and combine Typography, Image, symbol and shape to form visual representations of ideas and messages.

This course enables the candidates to understand fundamentals of page design and the printing technology. Other aspect of this course is candidates can learn the use of different page designing software.

Printing Technology and Page Designing is an ever-blooming field with numerous job opportunities as well as business opportunities. Various media agencies and news agencies hire designer to Evaluate news papers, magazines, journals, e-magazines, e-books or web portals. Apart from that, there is a constant demand for aesthetic designer who can Evaluate unique design and illustration about trendy theme other such themes. Following are some of the popular jobs that candidates can look into after pursuing graphic designing courses:

- Layout Artist
- Page Designer
- Digital content designer
- Typography Artist
- Freelancers
- Stock designer

Course Content

Unit I: **6 Lecture Hours**

Basics of Print Media: Introduction to Print Media; Introduction to Various Printing Processes; Various Types of Newspaper and News Print; Various Types of Papers and the Usage of Papers in Different Publications; Types of News; Understanding of News Value.

Unit II: **6Lecture Hours**

Basics of Design: Introduction of Layout, Basic Principles of Layout; Layout Types; Elements of Layout, Lines of Newspaper (Headline, Dateline, Deadline, By-Line, Folio Line, Skyline etc.); Basic Terminologies- Slugs, Highlights, Banners, Info-graphics etc.; Types of Advertisements; News Selection, News Positioning and Layout Designing

Unit III: **6 Practical Hours**

Learning QuarkXPress: Introduction to QuarkXPress; Tools of QuarkXPress; Layout Making; Creation of Masthead; Creating Text Box and Importing Text on a Page; Creating Image Box and Inserting Image; Typography and Graphic Art.

Unit IV: **6 Practical Hours**

Visual Communication and Colors: Use of Color; Color Model – RGB, CMYK; Color Board Making; Use of Advance Color and Texture; Creation of Slugs, Blurbs, Info-graphics; How to Evaluate Highlight.

Unit V: **6 Practical Hours**

Typography: Introduction to Photography; Photo Selection and Editing; Placement of Photos and Placement of Caption; Cut-out Making and Promo/ Ear Panel Creation; Introduction to Magazine Layout.

Unit VI: **6 Practical Hours**

Creating Images for Print &Web: Advertisement Placing; Working with Layers, Library; Final Export and PDF Making; Modern Newspaper Layout in the Age of Globalization; E-Paper Designing

Practical Project **24 Practical Hours**

Portfolio Making –Evaluate your own Design portfolio – Design four-page Thematic Newsletter –Select a subject and make a Magazine (minimum 8 pages without front and back cover page

Reference Books

1. Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi, 1997

3. Aruna Zachariah., Print Media, Communication and Management: Elements, Dimensions and Images, Kanishka Publishers, Delhi, 2007
4. Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi, 2007
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6. Suhas Chakravarty., News Reporting & Editing: An Overview, Kanishka Publishers,Delhi, 2006
7. Basic Journalism: Rangaswami Parthasarathi, Macmillan India Ltd.
8. Editing Design and Book Production: Foster Charles, London

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Mapping between COs and Pos		
	Course Outcomes **(COs)**	**Mapped Program Outcomes**
CO1	**fine** the printing process and the page design.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the page designing tools.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** various techniques of page designing software.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of multimedia design.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of printing as a process.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the the elements and basic rules of multimedia design and info-graphics.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency
Course Code	Course Title	PO 1	PO 2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO 11	PO1 2	PS O1	PS O2
	PRINTING LAB PRODUCTION	3	2	2	1	1	1	1	2	3	3	1	3	3	2

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: PRINTING LAB PRODUCTION

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Semester: Odd 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the Skills of a good page designer.	**U**	**CO1**
2.	**Compare** page design and page makeup.	**U**	**CO2**
3.	**What** are the different types of newspaper?	**R**	**CO4**
4.	**What** is the typography?	**R**	**CO3**
	Section B (Attempt any Two) (2 x 10 = 20)		
5.	**Explain** dummy layout. **How is this helpful** to make a good design?	**R**	**CO2**
6.	a) **What** are the RGA and CMYK color theory? b) **Outline** the color palate.	R	**CO4** **CO2** **CO3**
7.	a) **Explain** basic color mixing and applying theory**.**	**U**	**CO2**
SECTION C is Compulsory			
8.	a) **What** is info-graphics? b) How it helps to make a good layout? **Explain with a Case Study.**	**R** **An**	**CO5**

HJM13016	Broadcast Technologies	L	T	P	C
Version 1.0		1	1	4	4
Pre-requisites/Exposure	Basic knowledge of broadcast media				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in broadcast technologies.
2. To describe the scope and characteristics of post-production.
3. To operate a fully manual Satellite and Cable Broadcasting.
4. To critique and Explain Digital Broadcast Technology.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Define** the process of broadcast technology.
CO2. **Describe** the video editing and live television production.
CO3. **Outline** various techniques of broadcast technology software.
CO4. **Apply** the knowledge of audio and visual materials in the overall broadcast paradigm.
CO5. **Assess** the scope of broadcasting as a process.
CO6. **Predict** the essentials of post-production.

Catalogue Description

Online editing is the processing of video or graphic editing which is done as the final step of video making, and **Live** video **editing** is where there are various cameras at various angles and position, capturing single or multiple subjects and the footage is routed through a vision mixing device and edited and transmitted in **real-time. Live television** is a **television** production broadcast in real-time, as events happen, in the present.

Briefly discus various kind of production - live show etc. Understanding about Video and Audio Console. Setup multi Camera for live show, and camera position with angle. to know about different type of cable and their function, Talkback System, PSA, function of ear phone, Different type of microphone, to familiar with MCR and PCR, setup with function, Studio setup, Lighting set up and editing Software.

Video editing careers can be very lucrative for the right people. There has been increased popularity and demand for video editor in various Channels as well as Production Houses and Television Studio Editor, and program Designer, Film Editor, Senior Video Editor, Live programming editor, Production Manager, program Coordinator, Camera Person.

Course Content

Unit I: 2.5 Lecture Hours

Television as a Medium of Communication – Its Strengths and Weaknesses; Roles and Functions of Television in the Society; Media Richness and the Power of Moving Images; Global Television and Cultural Imperialism; Early Experiments with TV in India; TV for

Sociocultural Development; Satellite Instruction Television Experiment; Public Service Broadcasting and Doordarshan.

Unit II: **2.5 Lecture Hours**

What Is an Image? – Electronic Image, Television Image, Digital Image – What Is a Visual? (Still to Moving), Visual Culture, Characteristics of Television as a Medium – Concepts of Sound: Scope, Sound Culture, Types of Sound: Sync, Non-Sync, Natural Sound, Ambience Sound, Introductions to Microphones, Characteristics of Radio as a Medium.

Unit III: **2.5 Lecture Hours**

Online Editing, MCR, PCR, Hosting, Sound Mixing, CG, Cloud Stemming, Third-Party Stemming: Up Stemming, Down Stemming, Bit Rate Ratio.

Unit IV: **2.5 Lecture Hours**

Audio: XLR, PHONO, RC Connector, Joiner, Cable. Video: BNC, HDMI, VGA, RC Connector, Joiner, Cable – Concept on Male Female Connector, Fibre Optics, Concept of Satellite, Earth Station.

Unit V: **2.5 Lecture Hours**

Basics of a Camera (Lens & Accessories), Electronic News Gathering (ENG) & Electronic Field Production (EFP) (Concept), Visual Grammar: Camera movement, Types of Shots, Visual –Elements of a Radio News Story: Gathering, Writing/ Reporting; Elements of a Radio News Bulletin.

Unit VI: **2.5 Lecture Hours**

Elements of a Television News Story: Gathering, Writing/ Reporting; Elements of a Television News Bulletin, Working in a Radio News Room.

Practical Lessons **60 Practical Hours**

1. News Capsule
2. Live production

Reference Books

• Zettl Herbert. Television Production Handbook.
• Robert C Allen and Annette Hill (Eds.) (2004). The Television Reader, Routledge.
• P.C. Chatterjee (1987). Broadcasting in India, New Delhi: Sage 1987.
• Carrol Fleming (2002). The Radio Handbook, London & New York: Routledge.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**fine** the process of broadcast technology.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the video editing and live television production.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**

CO3	**Outline** various techniques of broadcast technology software.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of audio and visual materials in the overall broadcast paradigm.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of broadcasting as a process.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the essentials of post-production.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO10	PO 11	PO1 2	PS O1	PS O2
	BROADCAST TECHNOLGIE S	3	2	2	1	1	1	1	2	3	3	1	3	3	2

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: BROADCAST TECHNOLOGIES

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Semester: Odd 2020-21 **Max. Marks: 40**

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** role of Public Service Broadcasting.	**U**	**CO1**
2.	**Compare** Electronic Image and Digital Image with respect to its business.	**U**	**CO2**
3.	**What** are the different types of camera handling equipment?	**R**	**CO4**
4.	**What** is a Visual?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** Up Stemming. **How is this helpful** in planning, monitoring and controlling the program of Up Stemming?	**U**	**CO2**
6.	a) **What** is Electronic News Gathering? b) **Outline** the Reporting of **TV Production**.	**R** **U**	**CO4** **CO2** **CO3**
7.	a) **Explain** Working in a Radio News Room.	**U**	**CO2**
SECTION C is Compulsory			
8.	a) **What** is News Capsule? b) **How** the lighting for Live production?	**R** **U**	**CO5**

HJM11018	New Media Studies	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Media Literacy				
Co-Requisites	-				

Course Objectives

1. To comprehend the basics of digitization and digital media.
2. To know about the digital society.
3. To understand digital activism.
4. To assess the technologies associated with digital media.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the meaning and concept of new media.
CO2. **Describe** the theories of new media.
CO3. **Outline** various new media theories and models.
CO4. **Apply** the knowledge of new media in understanding the digital society and pot-humanism.
CO5. **Assess** the scope of Information and Communication Technology.
CO6. **Predict** the outcomes of digital politics and social resistance.

Catalog Description

New media studies is a course of study designed to engage students from all fields in an exploration of new and emergent media, preparing them for achievement and scholarship in multifarious new media environments. The program fosters learning to manage change in media, creating effective expressions (communications, creative works, applicationsin digital environments, and exploring the interrelationship of new media with other fields of study to understand the relationships between technology and culture. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of communication. Workshops will be conducted where the learners will learn the intricacies of the new media.

Course Content

Unit I:

5 Lecture Hours

Introduction to Digital Media: Meaning and Concept – Digital Media Technology – Digital Media Features – Digital Media and Communication Process.

Unit – II

5 Lecture Hours

New Media Theory: Theory of Information Society – Digital Media and Representation – Digital Media and Identity – Digital Media Literacy.

Unit– III

5 Lecture Hours

New Media and Society: Social Construction of Technology – Digital Media and Nationalism – Digital Media and Public Sphere – IPR, Copyrights Law – Tele-Democracy.

Unit– IV

2.5 Lecture Hours

New Media and Social Movements: Post Feminism – Ethics, Tactical Media, Ubiquity of Code – Digital Culture, Postmodern Identities – Digital Universe and Digital Divide.

UNIT– V

5 Lecture Hours

Digital Media and Technology: Information and Communication Technology (ICT) – Cyber Crime, Slacking – Ethical Hacking – Polyvalence of Media.

UNIT– VI

5 Lecture Hours

Digital Politics: New Media and Politics – Digital Media and Political Economy – New Media and Social Resistance – Post-Humanism.

Reference Books

1. Aitchison, J. (2003). New Media Language. London: Routledge.
2. Andrew Dewdney and Peter Ride, The New Media Hand Book. Routledge: London.
3. Christian Fuchs and Marisol Sandoval (Eds.,) (2006). Critique, Social Media and the Information Society. London: Routledge.
4. Dovey, J. (2009). New Media: A Critical Introduction. London: Routledge
5. Glen Creeber and Royston Martin (Eds.,) (2009). Digital Cultures: Understanding New Media. UK: Open University Press.
6. Hansen, Mark B. N. (2004. New Philosophy for New Media, Massachusetts: MIT Press.
7. Harries, Dan (Ed.,) (2002). The New Media Book. UK: Palgrave MacMillan.
8. Lievrouw, Leah A. & Livingstone, S. (2006). Handbook of New Media. London: Sage
9. Martin Lister, Jon D., Seth Giddings, Iain Grant, Kieran K. (2009). New Media: A Critical Introduction. London: Routledge.
10. Papachirisi, Z. (Ed.,) (2011). A Networked Self: Identity, Community and Culture in social Networking Sites. London: Routledge.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

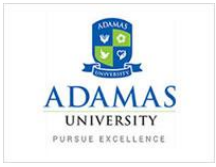
Relationship between the Course Outcomes **(COs) and Program Outcomes (POs)**

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the meaning and concept of new media.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the theories of new media.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** various new media theories and models.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of new media in understanding the digital society and pot-humanism.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of Information and Communication Technology.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the outcomes of digital politics and social resistance.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	New Media Studies	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: New Media Studies

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Semester: Odd 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different features of digital media.	**U**	**CO2**
2.	**Compare** Slacking and Ethical Hacking.	**U**	**CO1**
3.	**What** is the Theory of Information Society?	**R**	**CO5**
4.	**What** exactly would be the outcome of Post-Humanism?	**R**	**CO3**
	Section B (Attempt any Two) (2 x 10 = 20)		
5.	**Explain** the application of Social Construction of Technology.	**U**	**CO6**
6.	**What** is New Media? How do Digital Universe and Digital Divide differ	**R**	**CO4**
7.	**Explain** the process of **Social Movements in** digital era.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the basic ethical principles while being present in the digital world?	**R**	**CO2**

HJM11019	Animation and Gaming	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basics of animation and gaming				
Co-Requisites	-				

Course Objectives

1. To understand what animation is all about.
2. To practice animation using both 2D and 3D software.
3. To carry out post production for animation.
4. To make the script for games.
5. To practice gaming in 2D.
6. To develop the ability of making games in 3D.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of self-analysis.
CO2. **Describe** the growth of animation and gaming.
CO3. **Outline** a personal branding strategy.
CO4. **Apply** the knowledge of fundamentals of gaming.
CO5. **Assess** the scope of the gaming industry.
CO6. **Evaluate** a game script and game programming.

Catalog Description

The course of Animation and Gaming aims to train students as per contemporary advancement through a very robust curriculum in 2D and 3D animation. The course focuses on creative, innovative animation making and professional practice, structurally designed to raise one's creativity up to the industry. It offers great opportunity for creative students to develop creative, innovative and necessary technical skills and the ability to locate individual design approaches within the appropriate professional context. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of gaming and amination. Workshops will be conducted where the learners will learn the intricacies of animation.

Course Content

Unit I:

5 Lecture Hours

Introduction to the User Animation Industry – History& Storytelling for Animation – Introduction to 2D Image Editing Software for Texture Creation & Matte Painting.

Unit – II

5 Lecture Hours

Self-Knowledge: Personal and Professional Self-Analysis

Elements for Self-Analysis: Knowledge, Skills, Abilities and Values – The Strengths and Weaknesses for Self-Analysis: e.g. Personal – SWOT – Personal Branding Strategy.

Unit– III

5 Lecture Hours

Introduction to Rigging & Animation & Introduction to Post Production Software – Advanced Character Modelling (Low Poly & High Poly) – Advanced Texturing & Lighting.

Unit– IV

5 Lecture Hours

Gaming Fundamentals – Introduction to Gaming & Gaming Industry – Introduction to Game Scripting & Programming.

UNIT– V

5 Lecture Hours

Introduction to Game Art & Elements of Level Designing – Fundamentals of 2D Gaming – Game Maker – Introduction to 3D Gaming – Asset Creation for Game Engine.

UNIT– VI

5 Lecture Hours

3D Game Design Techniques & Prototyping – Business of Digital Game Production.

Practicals: **30 Practical Hours**

1. Lessons on 2D Animation.
2. Lessons on 3D Animation.
3. Lessons on Animation Post Production.
4. Lessons on Game Scripting.
5. Lessons on 2D Gaming.
6. Lessons on the Business of Animation and Gaming.

Reference Books:

1. Richard Williams: The Animator's Survival Kit: A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators.
2. Roger King:3D Animation for the Raw Beginner Using Maya.
3. John Edgar Park: Understanding 3D Animation Using Maya.
4. Jesse Schell: The Art of Game Design.

5. Lee Sheldon: Character Development and Storytelling for Games.
6. Brandy Manda: The Art of Gaming and Cloning.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

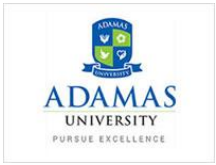
Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the process of self-analysis.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the growth of animation and gaming.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** a personal branding strategy.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of fundamentals of gaming.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of the gaming industry.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** a game script and game programming.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Animation and Gaming	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Animation and Gaming

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Semester: Odd 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** storytelling in the world of Animation.	**U**	**CO2**
2.	**Compare** 2D and 3D Animation techniques.	**U**	**CO1**
3.	**What** are Texture Creation & Matte Painting?	**R**	**CO5**
4.	**Develop**a script for a 3 minute animation ?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the application of Basic Modelling (Props & Assets).	**U**	**CO6**
6.	**What** is advanced character modelling? How do High Poly and Low Poly differ?	**R**	**CO4**
7.	**Explain** the fundamentals of 2D Gaming.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles in the business of digital game production?	**R**	**CO2**

HJM11020	News Writing Skills	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Journalism Basics				
Co-Requisites	-				

Course Objectives

1. To understand the process of news writing.
2. To understand the process of business news writing.
3. To develop a nose for business news.
4. To plan stories in advance and allocate resources accordingly based on the platform the story is being covered for.
5. To understand the media laws and ethical considerations, effective news coverage requirements and its strategic aspects in the broader media and communication industry.
6. To report on specific issues concerning business, economy and markets.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of the news writing and reporting.
CO2. **Determine** the styles of writing news for different genres.
CO3. **Apply** the knowledge concerning the various technicalities of news
CO4. **Classify** the intricacies of data journalism.
CO5. **Assess** how to write news stories for media.
CO6. **Evaluate** platform-agnostic multimedia content.

Catalog Description

News Writing Skills is the entire process involved with the creation of platform-agnostic multimedia news. This essentially concerns the collection of news, the processing of news and the conversion of raw news pieces into final published news stories. In the process, a lot of activities happen – news collection, news editing, news designing and news publication. The course will be delivered through a healthy mix of classroom lectures, practical sessions and on-the-field exercises. In the process, the learners will be exposed to PowerPoint Presentations, printed stories and news case studies. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of journalism. Workshops will be conducted where the learners will learn the intricacies of journalism by doing. A solid backgrounding in Journalism is a sine-qua-non for any aspiring journalist even if he/ she is going for a career in television, radio or new media journalism.

Course Content

Unit I: **5 Lecture Hours**

News Writing and Reporting – Fundamental Rules and Practices of Reporting – Developing and Writing a News Story – Reporting from Press Releases, Press Handouts, Press Conferences and Public Meetings – Exclusive News Stories – Practical Ways to Cultivate Sources.

Unit II: **5 Lecture Hours**

An Introduction to Business Journalism – Evolution of Business Journalism over the Ages – Understanding Basic Business, Economic and Financial Terms – Watershed Events in Global and Indian Economy.

Unit III: **5 Lecture Hours**

Understanding the Corporate Structure – Reporting for the Stock Markets – Economy and Governmental Reporting.

Unit IV: **5 Lecture Hours**

Economic Policy Reportage – Being Good with Numbers – Data Journalism – Gathering News: Formal and Informal Sources – Ethics in Business Journalism.

Unit V: **5 Lecture Hours**

Presenting Business News – Understanding the Jargon – Understanding the Audience – Mantras for Business Journalists – Style Issues in Business Journalism – Legal Implications of Wrong Reportage – What Makes Business News? – How Does One Separate a Business News from a Business Non-News.

Unit VI: **5 Lecture Hours**

Understanding Business Newspapers in India and Abroad – Business Magazines – Online Business Portals – Business News Channels – Speculative Economic and Business Reportage – Understanding the Drift of Business News.

Practical:

1. Practical on News Writing for the Indian Economy.
2. Practical on News Writing for the Global Economy.
3. Practical on News Writing for the Stock Markets.
4. Practical on News Writing on Policy Issues.
5. Practical on News Writing for the Corporate Sector.
6. Practical on News Writing on Quarterly and Annual Reports of Companies.
7. Practical on Data Journalism.
8. Practical on Business Research.

Reference Books

1. Keith Hayes: Business Journalism: How to Report on Business and Economics
2. Ibrahim Seaga Shaw: Business Journalism: A Critical Political Economy Approach
3. John Pilger: Tell Me No Lies: Investigative Journalism and its Triumphs
4. Rao N.M.R: Feature Writing
5. Oliver Boyd-Barrett: International News Agencies (Communication and Society)
6. James C. Foust: Online Journalism: Principles and Practices of News for the Web
7. Mark Briggs: Journalism Next: A Practical Guide to Digital Reporting and Publishing
8. Jai Narain Sharma & K. C. Sharma: Journalism in India: History Growth Development

9. Parthasarathy: Journalism in India
10. NaliniRajan: 21st Century Journalism in India

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of the news writing and reporting.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Determine** the styles of writing news for different genres.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various technicalities of news	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of data journalism.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to write news stories for media.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** platform-agnostic multimedia content.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	News Writing Skills	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: News Writing Skills

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Semester: Odd 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different elements of news.	**U**	**CO2**
2.	**Compare** Crime Reporting and Political Reporting.	**U**	**CO1**
3.	**What** exactly is the Inverted Pyramid Structure?	**R**	**CO5**
4.	A rape case happens in your locality and no reporter has yet covered it. **What exactly would be the method** that you would apply to cover it?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of news editing in detail. **How does it help** in the overall presentation of news?	**U**	**CO6**
6.	**What** are the different types of headlines? How do headlines complement a story?	**R**	**CO4**
7.	**Explain** the process of designing a newspaper or a news magazine with all the necessary elements.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while covering a political story? List out all the factors.	**R**	**CO2**

HJM11021	**BASICS OF PHOTOGRAPHY**	L	T	P	C
Version 1.0		5	1	0	6
Pre-requisites/Exposure	Basic knowledge of photography				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in photography.
2. To describe the scope and characteristics of photography.
3. To operate a fully manual camera demonstrating how light and time affect photographs.
4. To critique and Explain photographic images (experts and others). Students will study the work of numerous recognized photographers as well as images produced by class members.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Define** the dynamics of photography.
CO2. **Explain** the basic rules of imagery.
CO3. **Apply** the knowledge of digital SLR cameras, lighting, postproduction, and printing.
CO4. **Examine** the basics of moving image and cinematography.
CO5. **Determine** the ways of managing a successful photography business.
CO6. **Evaluate** research techniques for documentary subjects or news stories visualized through still and moving images.

Catalogue Description

Photography is one of the most versatile fields in the arts sector. The application of photography is in different fields such as fashion, journalism, entertainment, science etc. Skilled photographers are required in different firms including news agencies, electronic media, modelling agencies, wildlife photography, etc.

Photography courses enable the candidates to understand the utility of different camera parts, working out the lights while clicking pictures and the art of taking candid shots. Other aspects that the candidates can learn from the programme are studio lighting, portrait photography and designing portfolios.

Photography is an ever-blooming field with numerous job opportunities as well as business opportunities. Various media agencies and news agencies hire photographers to post on their news channels, newspapers, magazines and websites. Apart from that, there is a constant demand for aesthetic photographers who can click pictures of landscapes, wildlife and other such themes.

Candidates can also start their own private photo studios to offer portrait clicking and creating portfolios of potential clients.

Course Content

Unit I: **2.5 Lecture Hours**
Brief history of photography, Anatomy of Digital Camera & its types.

Unit II: **2.5 Lecture Hours**
DSLR structure and its function, Lens – Types of lens, shutter, shutter speed, diaphragm**.**

Unit III: **2.5 Lecture Hours**
Depth of Field, Light – Types, Characteristics, Focus, auto-focus, manual focus.

Unit IV: **2.5 Lecture Hours**
Meaning of composition. Elementary rules of composition – Rule of thirds, figures and lines.

Unit V: **2.5 Lecture Hours**
Photographing people; portrait and still, wildlife; environment; sports; landscape

Unit VI: **2.5 Lecture Hours**
What is photojournalism? Scope and importance.

Reference Books **60 Practical Hours**

1. George Haines, 'Learning photography', Hamilyn publishing Group.
2. Tethstein, 'Advanced Photography'.
3. Micheal Longford, ' The Story of Photography', Focal press.
4. Warham, 'Handbook of Scientific Photography'.
5. Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016
6. Michael Langford: Basic Photography, Focal Press.
7. Michael Langford: Advanced Photography, Focal Press.
8. Mitchell Bearley & John Hedgeese: New Introductory Photography Course, Read consumer Book Ltd.
9. 35 mm Photographer Hand book, Pan Books.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes

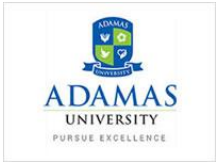
CO1	**fine** the dynamics of photography.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Explain** the basic rules of imagery.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge of digital SLR cameras, lighting, postproduction, and printing.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Examine** the basics of moving image and cinematography.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Determine** the ways of managing a successful photography business.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** research techniques for documentary subjects or news stories visualized through still and moving images.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1=weakly mapped
2= moderately mapped
3=strongly mapped

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency
Course Code	Course Title	PO 1	PO 2	PO 3	PO4	P O 5	PO 6	PO 7	PO 8	PO 9	PO10	PO 11	PO 12	PS O1	PS O2
	Basics of Photography	3	2	2	1	1	1	1	2	3	3	1	3	3	2

Model Question Paper

Name: **Enrolment No:**	

Course: BASICS OF PHOTOGRAPHY

Program: B.A. (Honours) in Media and Communication Time: 03 Hrs.
Semester: Odd 2020-21 Max. Marks: 40

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the role of digital SLR cameras in photography	**U**	**CO1**
2.	**Compare** Analogue and Digital camera with respect to its business	**U**	**CO2**
3.	**What** are the different types of camera handling equipment?	**R**	**CO4**
4.	**What** is the Image Dynamization in remote operation?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** Electronic Camera Lens. How is this helpful in planning, monitoring and controlling the program of photography projects?	**U**	**CO2**
6.	a) **What** are the factors affecting Framing Space? b) **Outline** the basic tools of Photoshop.	**R** **U**	**CO4** **CO2** **CO3**
7.	a) **Explain** how the weather impacts on people and the environment. It has provided a source of inspiration for many filmmakers and photographers. They have observed a range of weather conditions and the effect that the weather can have on individuals and the environment. **Construct appropriate images and make your own response.**	**U**	**CO2**
SECTION C is Compulsory			
8.	a) **What** is focal length? b) **How** the lighting for portrait photography gets done? **Explain with a Case Study.**	**R** **U**	**CO5**

ADAMAS UNIVERSITY
B.A.(Honours) in Media and Communication
SEMESTER – IV

HJM11022	Documentary & Filmmaking	L	T	P	C
Version 1.0		1	1	4	4
Pre-Requisites/Exposure	Film Studies				
Co-Requisites	Videography				

Course Objectives

1. To know the history of documentary films.
2. To know the history of corporate films.
3. To know how to make documentary films.
4. To know how to make corporate films.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of documentary and filmmaking.
CO2. **Describe** the types of documentary.
CO3. **Outline** the process of pre-production and production.
CO4. **Apply** the knowledge of communication theories and models with case studies.
CO5. **Assess** the concept and process of making ad films..
CO6. **Predict** the outcomes of different documentaries.

Catalog Description

The course documentary and film making focusses at fostering understanding of the history of the genre by the students and they will also make a short documentary film. The aims of the course are to foster an understanding of documentary as a diverse form, with a range of styles and genres, to root this diversity in its various historical and social contexts, and to introduce you to some analytical tools appropriate for study of your own and other filmmakers' works. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of documentary and filmmaking. Workshops will be conducted where the learners will learn the intricacies of documentary and filmmaking.

Course Content

Unit I: **5 Lecture Hours**

Difference between Actuality and Documentary, Documentary and Feature Film, Evolution, Growth and Present Scenario of Documentary Films.

Unit II: **5 Lecture Hours**

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, Location, Life Stories, Ethnography; Writing a Concept: Telling a Story; Treatment; Writing a Proposal and Budgeting.

Unit III: **5 Lecture Hours**

Creative Treatment of Actuality: Role of Choosing the Right Subject, Importance of Research and References.

Unit IV: **5 Lecture Hours**

Concept and Principles of Ad Films – Role of a Copywriter, Process of Ideation and Visualization, Presentation to Client, Shot Selection and Shot Duration.

Unit V: **5 Lecture Hours**

Business Presentation Including Strategy, Gathering an Idea, New Policies, Creating a Tagline, Aesthetics of the Movie, Packing and Production of the Film.

Unit VI: **5 Lecture Hours**

The Language of Corporate Cinema, Practical Learning of Software.

Practical: **30 Lecture Hours**

1. Documentary.
2. Corporate Film.

Reference Books

1. Harrison, Tony (ed), (1989), A handbook of Advertising Techniques, Kogan Page
2. London. Kirkpatrick, C.A., (1959), Mass Communication in Marketing, Houghton Mifflin, Boston.
3. Jefkins, Frank, (1977), Copywriting& Its Presentation, International Textbook Co., London.
4. David Ogilvy, (1988), Ogilvy of Advertising, London Pan Books, London, Sidgwick

Modes of Evaluation: Quiz/ Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

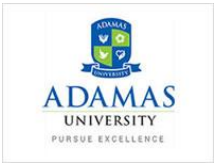
Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Program Outcomes

CO1	**Define** the process of documentary and filmmaking.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the types of documentary.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** the process of pre-production and production.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of communication theories and models with case studies.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the concept and process of making ad films..	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the outcomes of different documentaries.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

1=weakly mapped
2= moderately mapped
3=strongly mapped

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO 5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PS O1	PS O2
	Documentary and Filmmaking	3	2	2	1	1	1	1	2	3	3	1	3	3	2

Model Question Paper

Name: **Enrolment No:**	

Course: Documentary and Filmmaking

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Even 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different types of documentary.	**U**	**CO2**
2.	**Compare** between Actuality and documentary.	**U**	**CO1**
3.	**What** exactly is the 180 degree rule?	**R**	**CO5**
4.	A political rally happens in your locality. **What exactly would be the method** that you would apply to make a documentary on it ?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of pre-production in detail. **How does it help** in the overall presentation of documentary?	**U**	**CO6**
6.	**What** are the different types of shots? How do shots build up a scene?	**R**	**CO4**
7.	**Explain** the process of application of a cutaway shots and montage editing to build up an idea on the screen.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**Explain** the evolution of cinema and the ethics involved in the process of producing content for the camera.	**U**	**CO2**

HJM11024	Indian Political & Economic System	L	T	P	C
Version 1.0		1	1	0	2
Pre-Requisites/Exposure	Basic knowledge of political system				
Co-Requisites	-				

Course Objectives

1. To understand the Indian political system.
2. To understand the Indian economic system.
3. To know the history of Indian political system.
4. To know the history of Indian economic system.
5. To analyse the socio-political background of contemporary India.
6. To get a general idea of how the Indian state functions.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the Indian political system.
CO2. **Describe the Indian economic system.**
CO3. **Outline** idea of how the Indian state functions.
CO4. **Apply** the knowledge of influence the media exerts on the economy.
CO5. **Assess** the socio-political background of contemporary India.
CO6. **Predict** the role of NGOs in ensuring economic equity in India.

Catalog Description

Indian Political & Economic System as a course introduces the students to political economy and the socialist economic reforms in India. Explaining economic liberalization in India, the module makes them able to critically analyses the concepts like liberalization, privatization and globalization and development communication. This course focuses on imparting practical skills through workshops and lectures. The workshops will impart the students with the required skills in communication tools and techniques facilitating development.

Course Content

Unit I:

8 Lecture Hours

Understanding Political Economy – Introduction to Classical Liberalism – Welfare Economics – Marxist View – Advent of Neo-Liberalism – Socialism – Gandhian Model of Economy – India's Economic Structure during the British Rule – The Impact of Independence on India's Economy – Nehruvian Socialism – Planning Commission and its Contributions.

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Unit II: **8 Lecture Hours**

The Socialist Economic Reforms in India – The Nationalization of Banks – The Advent of Permit Raj – Efforts at Industrialization.

Unit III:

8 Lecture Hours

Economic Liberalization in India – Opening up of the Indian Economy – Gradual Transition from Socialism to Capitalism – The Eternal National Debate Concerning Liberalization, Privatization and Globalization.

Unit IV: **8 Lecture Hours**

Migration as a Perennial Issue in India –The Impact of the Increasing Influence of Media on the Economy – The Dot-Com Boom – Supposed Cultural Imperialism Due to the Increasing Popularity of Foreign Media – Economic Repercussions of Cultural Imperialism.

Unit V: **8 Lecture Hours**

Environmental Activism in India – Opposition to the Construction of Big Dams – Resistance to Industrial Development at the Expense of Agriculture and the Traditional Lives of Various Tribes.

Unit VI: **8 Lecture Hours**

India's Role in International Organizations – Debate Concerning the World Trade Organization – Global Arms Race and India's Role – NGOs and Their Role in Ensuring Economic Equity in India.

Reference Books

1. Pranab Bardhan: The Political Economy of Development in India.
2. Francine R. Frankel: India's Political Economy 1947-2004: The Gradual Revolution.
3. Ramesh Singh: Indian Economy.
4. Himanshu Roy and M P. Singh: Indian Political System.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the Indian political system.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the Indian economic system.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**

CO3	**Outline** idea of how the Indian state functions.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of influence the media exerts on the economy.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the socio-political background of contemporary India.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the role of NGOs in ensuring economic equity in India.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Indian Political and Economic System	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Indian Political and Economic System

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different types of communication.	**U**	**CO2**
2.	**Compare** behavior and attitude	**U**	**CO1**
3.	**What** exactly is Development communication?	**R**	**CO5**
4.	**What exactly would be the method** that you would apply to development communication?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of social facilitation in detail. **How does it help** in the overall economic communication process	**U**	**CO6**
6.	**What** are the different types of economy	**R**	**CO4**
7.	**Explain** the socialist economic reforms in India.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while using communication as a catalyst for creation of an attitude needed for change. List out different factors required while working for agricultural reforms.	**R**	**CO2**

HJM11025	Communication Research	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Communication theories				
Co-Requisites	-				

Course Objectives

1. To understand what is research.
2. To understand the importance of research in media and communication.
3. To know the different qualitative research approaches.
4. To know the different quantitative research approaches.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of communication research.
CO2. **Describe** the creation of research design.
CO3. **Outline** a research plan for the dissertation.
CO4. **Apply** the knowledge of fundamentals of research.
CO5. **Assess** the scope of communication research.
CO6. **Evaluate** a dissertation.

Catalog Description

The primary goals of this course are to help you become a knowledgeable consumer and a limited producer of communication research as you develop skills in gathering, organizing, interpreting and presenting research information using competent and ethically defensible methods. The course introduces students to quantitative and qualitative communication research methods to enable them to become competent evaluators, designers, and authors of research. Also, it teaches the fundamental principles of communication research, providing learners with the knowledge base and experience to answer questions in the practice of professional communication. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of communication research. Workshops will be conducted where the learners will learn the intricacies of research.

Course Content

Unit I:

5 Lecture Hours

Introduction to Research: Meaning and Concept – Methods of Acquiring Knowledge – Types of Research: Basic-Applied- Descriptive-Analytical-Clinical-Case Study-Historical.

Unit – II

5 Lecture Hours

Elements of Research: Reliability, Validity, Variable, Hypothesis, Scaling, Sampling – Inductive, Deductive – Empiricism, Qualitative, Quantitative – Ethical Dimensions.

Unit– III

5 Lecture Hours

Research Design – Types and Needs-Structure-Component – Experimental and Classic Research Design, Solomon Four Group – Post Test Only Control Group – Quasi Experimental Design – One Shot Case Study.

Unit– IV

5 Lecture Hours

Qualitative Approaches: Audience Ethnography – Talk, Text, Action – Participant Observation, Focus Group – Viewing and Interpreting Image.

UNIT– V

5 Lecture Hours

Quantitative Approaches: Survey Research – Questionnaire Construction – Longitudinal Research-Panel-Trend Study – Content Analysis.

UNIT– VI

5 Lecture Hours

Data Processing and Application: Coding and Tabulation, Analysis and Interpretation, Levels of Measurement – Hypothesis Testing, Frequency Distribution, Standard Deviation, Normal Curve – What to Research and How to Research – Writing a Research Proposal. .

Practicals: **30 Practical Hours**

1. Mini Dissertation

Reference Books:

1. Berger, A (2000) Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, London: Sage.
2. Brooker, W and D. Jermyn. (eds.) (2003) The Audience Studies Reader, London and New York: Routledge
3. Bryman, A. (1994) Analyzing Qualitative Data, London and New York: Routledge.
4. Creswell, J. (2009) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, California: Sage.
5. David Nachmias and Chava Nachmias, (1999) Research Methods in Social Sciences. St. Martin Press: New York.
6. Hanson, J., & Maxcy, D. J., (Eds.), (1999) Sources: Notable Selections in Mass Media, 2nd edition. Guilford, CT: McGraw-Hill/Dushkin
7. Jensen Klaus B and Jankowski, N., (1991) A Handbook of Qualitative Methodologies for Mass Communication Research, London and New York: Routledge.
8. Machin, D., (2002) Ethnographic Research for Media Studies, London: Arnold.
9. Marie M. Davies and Nick Mosdel, (2006) Practical Research Methods for Media and Cultural Studies. Edinburgh: Edinburgh University Press

10. Roger D. Wimmer and Joseph R. Dominick, (2011) Mass Media Research: An Introduction. Boston: Wadsworth

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

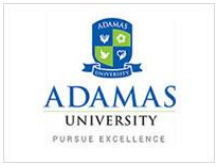
Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the process of communication research.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the creation of research design.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** a research plan for the dissertation.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of fundamentals of research.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of communication research.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** a dissertation.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Communication Research	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Communication Research

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different types of research.	**U**	**CO2**
2.	**Compare** between descriptive and analytical research.	**U**	**CO1**
3.	**What** exactly is Data tabulation?	**R**	**CO5**
4.	**What exactly would be the research method** that you would apply to development communication?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of capturing data for qualitative research. **How does it help** in carrying out the research?	**U** **R**	**CO6**
6.	**What** are the different steps in the process of research?	**R**	**CO4**
7.	**Explain** the process of making a questionnaire	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while carrying out research. Explain plagiarism.	**R**	**CO2**

HJM11028	**Writing for Media**	L	T	P	C
Version 1.0		2	1	2	4
Pre-Requisites/Exposure	Basic knowledge of writing, Journalism Basics				
Co-Requisites	-				

Course Objectives

1. To understand the process of creative writing from a critical perspective.
2. To produce quality written content and appreciate quality written content.
3. To produce creative writing pieces in multiple genres.
4. To take up creative writing professionally.
5. To take up creative writing as a subject for higher studies.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of creative writing.
CO2. **Determine** the styles of writing news for different genres.
CO3. **Apply** the knowledge concerning the various technicalities of news
CO4. **Classify** the intricacies of copyrighting.
CO5. **Assess** how to write screenplay for the camera.
CO6. **Evaluate** platform-agnostic multimedia content.

Catalog Description

Writing for Media is the entire process involved with the creation of platform-agnostic multimedia news.designed for students to Evaluate original forms of descriptive writing, poetry, drama and fiction. Vocabulary development, creative writing techniques, and skills are explored. Students submit their work to local and national magazines. In the process, the learners will be exposed to PowerPoint Presentations, printed stories and news case studies. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of creative writing. Workshops will be conducted where the learners will learn the intricacies of writing for media by doing. A solid backgrounding in writing is a sine-qua-non for any aspiring communicator even if he/ she is going for a career in television, radio or new media.

Course Content

Unit I: **5 Lecture Hours**

Creative Writing as an Art Form – How Creative Writing Differs from General Writing – Various Types of Creative Writing.

Unit II: **5 Lecture Hours**

Writing Fiction – The Fundamental Traits of Fiction – Understanding the Various Types of Fictions: Novels, Novellas, Flash Fictions, Short Stories and Epics – Writing Autobiographies/ Memoirs/ Biographies: Understanding the Essential Differences between Autobiographies, Memoirs and Biographies.

Unit III: **5 Lecture Hours**

What is Poetry – Why is Poetry Primordial in All Literary Discourses – Why to Write Poetry – Is There a Set Pattern to Write Poetry? – An Introduction to Creative Non-Fiction – The Uniqueness of Creative Non-Fiction – Creative Non-Fiction as against Journalistic Stories, Academic and Technical Writings.

Unit IV: **5 Lecture Hours**

An Introduction to the Concept of Playwriting – Dramatic and Theater Criticism – What Is a Screenplay? – Telling an Audio-Visual Story through a Screenplay – The Screenplay Writer as the Navigator of the Ship If the Audio-Visual Production Constituted a Ship – The Genesis of an Idea for Writing a Good Screenplay – Screenplay Writing as a Distinct Art Form.

Unit V: **5 Lecture Hours**

What is Copywriting – Getting Started as a Copywriter – Copywriting as an Art Form that Is Not Just Dependent on Words – Copywriting Styles and Techniques – Writing about Briefs and Features – The Brief for Copywriting – Editing, Re-writing and Checking Your Copy.

Unit VI: **5 Lecture Hours**

An Introduction to Streams of Consciousness – The Various Psychological Factors Affecting the Streams of Consciousness – Streams of Consciousness as a Distinct Form of Literature – Streams of Consciousness as a Chronicle of the Human Mind.

Practical:

1. Practical on Writing Fiction.
2. Practical on Writing Creative Nonfiction.
3. Practical on Play Writing.
4. Practical on Screenplay Writing.
5. Practical on Copywriting.
6. Practical on Literary Criticism.
7. Practical on Poetry Writing.
8. Practical on Writing Streams of Consciousness.

Reference Books

1. Judith F. Olson: Writing Skills: Success in 20 Minutes a Day
2. Morley: The Cambridge Companion to Creative Writing
3. William Zinsser: On Writing Well: The Classic Guide to Writing Nonfiction (On Writing Well)
4. Maggie Hamand: Creative Writing Exercises for Dummies

5. English Composition and Creative Writing
6. Deepa Agarwal: Write Right: A Complete Guide to Creative Writing
7. L.J. Watson: Creative Writing: Over 200 Prompts and Exercises to Inspire Your Muse
8. Ernst Jones: Writing: 25 Writing Tips & Writing Skills for Writing Fiction & Content Writing - Get 300% Faster, Today! (Writing Faster, Writing Skills, Content Writing, ... a Novel, Writing a Book, Creative Writing

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

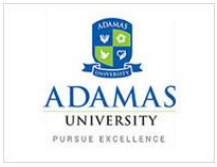
Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of creative writing.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Determine** the styles of writing news for different genres.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various technicalities of news	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of copyrighting.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to write screenplay for the camera.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** platform-agnostic multimedia content.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Writing for Media	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Writing for Media

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Even 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different types of fiction.	**U**	**CO1**
2.	**Outline** Freelancing as a Concept for Writers with proper examples.	**U**	**CO2**
3.	**Tell** a Distinct Case Study to Exemplify the contemporary Trend in Blogging.	**R**	**CO3**
4.	**Write** a Marketing Content on Social Media.	**Ap**	**CO5**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Develop** a Strategy and Tactics to Write a Good Copy.	**Ap**	**CO6**
6.	**Write** a 3 – minute screenplay for an audio-visual story.	**Ap**	**CO4**
7.	**Explain** the difference between writing for fiction and non-fiction.	**U**	**CO5**
Section C is Compulsory (8)			
8.	**Compare** the Advantages of Corporate Communication on Social Media to Traditional Media.	**U**	**CO6**

HJM11029	Brand Management	L	T	P	C
Version 1.0		5	1	0	6
Pre-Requisites/Exposure	Media Literacy				
Co-Requisites	-				

Course Objectives

1. To build skill as well as perspective building for junior and middle level executives in the domain of Advertising Management.
2. To deliver skills for managing advertising businesses, by combining theoretical learning in the field of communication with the right blend of management education.

Course Outcomes

On completion of this course, the students will be able to:

CO1. **Define** the relationship between advertising and strategic brand management.
CO2. **Describe** how advertising works and various advertising strategies..
CO3. **Outline**plan and execute the different advertising campaigns.
CO4. **Apply** the knowledge of audio and visual materials in the overall broadcast paradigm.
CO5. **Assess** the various brand building strategies.
CO6. **Predict** the various strategies of Advertising Management.

Catalogue Description

Brand Management is trains the students and are trained to understand the advertisement industry and how to apply techniques in the market to benefit the company or the industry. Since the market is becoming very competitive, the demand for advertising manager has increased. Every company is employees to boost up their skills with advertising management. Besides this, there are some sectors which run only on the basis of advertising always aims for some good marketing strategies to rank ahead of other companies. Candidates who are creative and are good in creating advertisements may apply for this program.

The Brand Management course will provide knowledge about the theoretical concepts of the advertising.

Some of the popular jobs that students can look into after pursuing this course:

- Brand & Marketing
- Public Works
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Tourism Industry

- Business Consultancies
- Personal Business

Course Content

Unit I (10 hour Lecture Hours)

Basic Understanding of Branding: What a Brand Is – What Functions Brands Serve and When a Brand Strategy Is Relevant for Customers and the Firm –Establishing the Key Foundations of a Strong Brand: Value Proposition, Brand Personality, Brand Positioning and Brand Relationships—and the Distinction between Brand Image and Identity.

Unit II (10 hour Lecture Hours)

Brand's Meaning and Its Sources of Strength, a Critical Step Is Measurement – Traditional and Non-Traditional Tools for Measuring Brand Strength— Both Qualitative and Quantitative Methods (e.g., Interviews, Focus Groups, Ethnography, Surveys and Brand Valuation Methods) .

Unit III(10 hour Lecture Hours)

Definitions – Brands and Brand Management – Brand Positioning – Types of Brand Strategies – Naming Brands – Brand Extensions – Brands across Geographies.

Unit IV (15 hour Lecture Hours)

Definitions – Applications –Integrated Marketing Communications and Brand Equity, Brand Equity Measures – Sources of Brand Equity.

Unit V(10 hour Lecture Hours)

The Formulation of the Brand Asset – Designing the Brand Is Specifying the Unique and Relevant Meaning the Brand Is to Capture – Range of Brand Elements: Brand Name, Logo, Slogan, Jingle, Package Design, Retail Space, Online Space and Overarching Experience.

Unit VI (10 hour Lecture Hours)

The Challenges that Confront Brands as They Seek Growth and Relevance over Time– The Growth of Brand Equity through Extensions, Strategic Alliances between Brands, Re-Positioning and Global Expansion.

Text Books:

1. Strategic Brand Management by Kevin L. Keller

Reference Books:

1. Managing Brand Equity, David Aaker
2. Kellogg's Marketing Faculty Branding Guide
3. Brand Gap, Martin Neumeier
4. Best Practice Cases in Branding, 3rd Edition, Kevin Keller

Special Note - Case Study : Brand Orange in India
Special Note - Case Study: Brand Harry Potter
Special Note - Case Study: L'Oreal In India
Special Note - Case Study : Raymond
Special Note - Case Study: Mentos in India

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

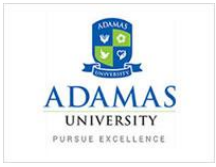
Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the relationship between advertising and strategic brand management.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe**how advertising works and various advertising strategies..	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline**plan and execute the different advertising campaigns.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of audio and visual materials in the overall broadcast paradigm.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the various brand building strategies.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the various strategies of Advertising Management.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Brand Management	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Brand Management

Program: BA Honours in Media and Communication **Time: 03 Hrs.**
Semester: Even 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Apply** your understanding to craft strategies to persuade the product sales by effective implementation of advertising.	**Ap**	**CO2**
2.	**Compare** Native Ad& Corporate Ad of a medium sized IT company post COVID 19.	**U**	**CO1**
3.	**What** are the pillars of success for a AD campaign program?	**R**	**CO1**
4.	**How** can you develop your personal brand?	**An**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of making media a partner for your organization in detail. **How does this approach help?**	**R**	**CO4**
6.	**What** are the different steps to make a lasting organizational and brand image?	**R**	**CO3**
7.	**Explain** the process of conceiving and implementing corporate advertising programmes for a non-governmental organization? (NGO)	**U**	**CO4**
Section C is Compulsory (8)			
8.	**How** do you follow the basic ethical principles while designing a PSA campaign? List out all the factors.	**R**	**CO2**

ADAMAS UNIVERSITY

B.A.(Honours) in Media and Communication

SEMESTER – V

HJM11032	Development Communication	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic knowledge of communication				
Co-Requisites	-				

Course Objectives

1. To know the history of Indian politics and Indian economy.
2. To understand Indian political economy as a distinct field of study.
3. To understand the meaning of development.
4. To comprehend the significance of development communication as a distinct field under the broader domain of communication.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the field of development communication.
CO2. **Describe** the Indian economic system.
CO3. **Outline** idea of how the Indian state functions.
CO4. **Apply** the knowledge of influence the media exerts on the economy.
CO5. **Assess** the socio-political background of contemporary India.
CO6. **Predict** the role of NGOs in ensuring economic equity in India.

Catalog Description

Development Communication as a course introduces the students to political economy and the socialist economic reforms in India. Explaining economic liberalization in India, the module makes them able to critically analyses the concepts like liberalization, privatization and globalization and development communication. This course focuses on imparting practical skills through workshops and lectures. The workshops will impart the students with the required skills in communication tools and techniques facilitating development.

Course Content

Unit I:

8 Lecture Hours

Understanding Political Economy – Introduction to Classical Liberalism –Welfare Economics – Marxist View – Advent of Neo-Liberalism – Socialism –Gandhian Model of Economy – Directive Principles of State Policy–India's Economic Structure during the British Rule – The Impact of Independence on India's Economy – Nehruvian Socialism – Planning Commission andIts Contributions.

Unit I: **5 Lecture Hours**

Development: Concept, concerns, paradigms; Concept of development, Measurement of development, Development versus growth, Human development, Development as freedom, Models of development, Development communication: Concept and approaches, Paradigms of development: Dominant paradigm, dependency, alternative paradigm.

Unit II: **8 Lecture Hours**

The Socialist Economic Reforms in India – The Nationalization of Banks –The Advent of Permit Raj – Effort at Industrialization – The Dominance of Trade Unions – Unemployment Scenario during the Early Years of Independence – The Proclamation of Emergency in India and Its Aftermath – Economic Repercussions of the Emergency – Population Control Efforts – The Controversy Concerning Forced Male Sterilization.

Unit II **5 Lecture Hours**

Development Dichotomies – Gap between Developed Societies and Developing Societies – Third World Countries – Growth v/s Development, UN Millennial Development goals and Sustainable Development Goals.

Unit III: **8 Lecture Hours 10 Lecture Hours**

Economic Liberalization in India – Declared Departure from the Much-Maligned Hindu Rate of Growth – Opening up of the Indian Economy – Gradual Transition from Socialism to Capitalism – The Eternal National Debate Concerning Liberalization, Privatization and Globalization – Official Efforts to Privatize Key Public Sectors – Emphasis on FDIs and FIIs.

Unit III:

8 Lecture Hours

The Eternal National Debate Concerning Liberalization, Privatization and Globalization – Official Efforts to Privatize Key Public Sectors – Emphasis on FDIs and FIIs.

Unit IV: **8 Lecture Hours**

Meaning and Concept of Development – Process of Development – Origin and Approaches to Development – Differences between Growth and Development – Theories of Development.

Unit IV **10 Lecture Hours**

Models of Development Communication – Diffusion of Innovation, Empathy, Magic Multiplier, Alternative Dev Comm. Approaches: Participatory Development, Inclusive Development, Gender and development, Development Support Communication; Communication for Social Change

Unit V: **8 Lecture Hours**

Models of Development – Western Model, Welfare Model, Socialist/ Marxist Model, Democratic-Socialist Model, Gandhian Model, Sustainable Development Model – Sustainable Development Goals (SDGs) – Developmental Backlog.

Unit V: **10 Lecture Hours**

Models of Development – Western Model, Welfare Model, Gandhian Model, Tagore's Model of Rural Development, Communication for Social Change,

Unit VI: **8 Lecture Hours**

Development Dichotomies – Gap between Developed Societies and Developing Societies – Third World Countries – The Experiences with Development with Reference to India – Meaning and Concept of Development Communication – Society and the Role of Development Communication.

Media and Development Communication- SITE. KHEDA, Community Radio; NGO and Development Communication- Case Study of PARI

Reference Books

1. B. RaneshBahu: *From Varna to Jati: Political Economy of Caste in Indian Social Formation*
2. Dr. Anwar Imam: *The Political Economy of the Indian State*
3. Dr.Ajoy Kumar Singh: *Society in India: Structure and Change*
4. BardhanPranab: *The Political Economy of Development in India: Expanded Edition*
5. AmitBhaduri: *Essays in the Reconstruction of Political Economy*
6. Mandel, E.: *An Introduction to Marxist Economic Theory*
7. Kersbergen, K.V. and Manow, P.*: Religion, Class Coalition and Welfare State*
8. Andersen, J. G.: *The Impact of Public Policies.*
9. Ghosh, B.N.:*Gandhian Political Economy: Principles, Practice and Policy*
10. Gilpin, R.: *Global Political Economy: Understanding the International Economic Order*
11. Srinivas Raj Melkote: *Communication for Development: Theory and Practice for Empowerment and Social Justice*
12. Uma Narula: *Development Communication: Theory and Practice*
13. D. Sinha: *Development Communication: Contexts for the Twenty-First Century*
14. Thomas L. McPhail: *Development Communication: Reframing the Role of the Media*
15. June Lennie& Jo Tacchi: *Evaluating Communication for Development: A Framework for Social Change*
16. Jan Servaes: *Communication for Development and Social Change*
17. K Sadanandan Nair & Shirley A White: *Perspectives on Development Communication*
18. T.T. Sreekumar: *ICTs and Development in India: Perspectives on the Rural Network Society (India and Asia in the Global Economy)*
19. P.C. Joshi: *Communication and National Development*
20. R. Graff: *Communications for National Development*

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos

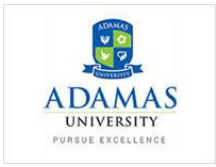
	Course Outcomes (COs)	Mapped Program Outcomes
CO1	**Define** the field of development communication.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the Indian economic system.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** idea of how the Indian state functions.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of influence the media exerts on the economy.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the socio-political background of contemporary India.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the role of NGOs in ensuring economic equity in India.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

1=weakly mapped

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency
Course Code	Course Title	PO 1	PO 2	PO 3	PO4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO 11	PO 12	PSO 1	PSO 2
	Development Communication	3	2	2	1	1	1	1	2	3	3	1	3	3	2

2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Development Communication
Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different types of communication.	**U**	**CO2**
2.	**Compare** behavior and attitude.	**U**	**CO1**
3.	**What** exactly is Social Psychology?	**R**	**CO5**
4.	**What exactly would be the method** that you would apply to Social Communication?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of social facilitation in detail. **How does it help** in the overall social communication process?	**Ap**	**CO6**
6.	**What** are the different types of persuasion?	**R**	**CO4**
7.	**Explain** the different aspects of	**U**	**CO6**

HJM13034	Specialized Reporting	L	T	P	C
Version 1.0		5	1	0	6
Pre-Requisites/Exposure	Journalism Basics				
Co-Requisites	-				

	Indian society.		
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while using communication as a catalyst for creation of an attitude needed for change. List out different factors required while working for NGOs.	**R**	**CO2**

Course Objectives

1. To administer platform-agnostic multimedia journalistic skills in various positions within the broader media and communication industry.
2. To practice informed decision-making in personal and professional journalistic endeavours.
3. To understand what beat reporting is all about.
4. To become specialized reporters for all different kinds of news organizations.
5. To become art reviewers for different news organizations.
6. To become news researchers for various news organizations.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of the news media.
CO2. **Outline** the various technicalities of journalistic reporting.
CO3. **Apply** the knowledge concerning the various technicalities of news editing.
CO4. **Classify** the intricacies of headline writing and intro writing.
CO5. **Assess** how to write news stories for media.
CO6. **Evaluate** platform-agnostic multimedia content.

Catalog Description

Specialized reporting is the entire process involved with the creation of platform-agnostic multimedia content. This essentially concerns the collection of news, the processing of news and the conversion of raw news pieces into final published news stories. In the process, a lot of activities happen – news collection, news editing, news designing and news publication. This course provides the students with skills required for specialized reporting on different beats like agricultural, cultural, development, defense, environment, entertainment and many others. This course also aims to teach the students how to write specialized features, editorials and columns.

The course will be delivered through a healthy mix of classroom lectures, practical sessions and on-the-field exercises. In the process, the learners will be exposed to PowerPoint Presentations, printed stories and news case studies. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of journalism. Workshops will be conducted where the learners will learn the intricacies of journalism by doing. A solid backgrounding in Journalism is a sine-qua-non for any aspiring journalist even if he/ she is going for a career in television, radio or new media journalism.

Course Content

Unit I: **5 Lecture Hours**

Reporting Civic Affairs – Understanding Civic Issues – Sources for Civic Reportage – The Dos and Don'ts of Civic Reportage – Reporting Defence and Military Affairs – The Structure and Organization of Indian Armed Forces – What to Report and Why: Parades, Investitures, Ceremonial Occasions, Raisings, Inductions, Promotions, Deployments, Exercises – What Not to Report and Why – Operations, Command and Control Locations of Formations – Case Studies of Defence Reporting – Defence Deals, Major Operations, Deployments Including UN Support etc. – Role of Defence PROs – How to Utilize Their Resources – Cultivating Sources – Reporting Court Martial Proceedings.

Unit II: **5 Lecture Hours**

War and Conflict Reporting – Sources for Information – How to Obtain Information, Speed and Accuracy – How Technology Helps – The Hazards Involved – The Question of Judgment – Case Studies – Crime Reporting: Types and Definitions – Police Investigation Techniques: From Conventional to Modern – Cognizable and Non-Cognizable Offences – Basic Principles of Crime Reporting – Dos and Don'ts – News Values: New, Unusual, Interesting, Significant and about People – Developing Sources – Verifying Facts – Reporting Agitations and Riots – Possible Risks and Precautions – Covering Courts: Structure of Judicial System in India – Hierarchy, Functions and Jurisdictions of Each Court – Granting of Bail to Accused – Types of Cases Heard in Courts – Tribunals, Consumer and Family Courts – PILs, Appeals etc.

Unit III: **5 Lecture Hours**

Covering Health: Health Communication, Public Health Policies, General Hospital Patient Care, New Diseases like Swine Flu, Bird Flu, SARS, HIV/ AIDS, etc. – Epidemics and Response of the Civil Society – WHO Guidelines – New Research Institutes Like NARI, NCCS, NIV etc. – Covering Development: Definitions, Nature and Scope – Merits and Demerits – Evolution of Development

Journalism – Agriculture Extension – World War II and Development Communication – Information Dissemination – Education – Behaviour Change – Social Marketing – Social Mobilization – Communication for Social Change, Mass Effects, Media Advocacy – New Age Media and Development Journalism – Developing a Strong News – Recognizing a Good Story – Participatory Development Journalism – Investigative Reporting: Why Publications Do It – Questions Asked before a Story Is Commissioned – Cultivating Sources for Investigative Reporting – Public Records – How to Use the Provisions of Right to Information Act, 2005 – What Is a Scoop? – Exposes – In-depth Investigations – Case Studies.

Unit IV: **5 Lecture Hours**

Reporting Sports: A Different Dimension Altogether – Need to be Analytical – Interpretative Reporting – Latest Trends in Sports Reporting – What to Report – The Role of Experts and Columnists – Reporting Sports: Differences and Similarities with Other Reporting – How to Report Results: Dos and Don'ts – Deadline Pressure – Covering Late Night Events – Developing Sources – Advances – Match Reports – Reviews and Follow Ups – Sports Features – Post-Match Interviews – Special Interviews – Sports Writing for Print, Online and Multimedia – News Alerts for Mobiles – Fanzines – Match-day Magazines – Sports Books – Sports Blogs – Writing from Press Releases – Importance of Knowing and Understanding a Game – Research and Background Information – Importance of Statistics – Official Records and History.

Unit V: **5 Lecture Hours**

Photojournalism: Clicking Photographs from a Journalistic Perspective – Impact of a Photograph on a Journalistic Story – The Role of Photo Editor – Cultural Reporting: Why a Specialized Beat? – Current Scenario of Cultural Reporting – Difference between Reporting and Criticism – Styles of Writing for Different Forms – Requirements and Expectations from Culture Reporters/ Critics – Qualities of an Ideal Critic – Reporting Entertainment – Page 3 Reporting – Various Elements of Entertainment Reporting.

Unit VI: **5 Lecture Hours**

Writing Reviews on Films and Books – Ethical Considerations in Writing on Films and Books – Reporting Diplomacy – International Reporting – The Concept of Foreign Correspondents – Specialized Feature Writing – Writing Editorials and Columns – Dos and Don'ts to be Followed While Writing Columns.

PRACTICAL: **30 Practical Hours**

1. Practical on Conflict Reporting.
2. Practical on Development Reporting.
3. Practical on Sports Reporting.
4. Practical on Cultural Reporting.
5. Practical on Crime Reporting.
6. Practical on Photojournalism.
7. Practical on Art Reviews.

Reference Books

1. Bill Kovach: *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*.
2. Hiller Krieghbaum: *Facts in Perspective: The Editorial page and News Interpretation*.
3. Robert M. Knight: *Journalistic Writing: Building the Skills, Honing the Craft*.
4. George L. Bird and F.E. Merwin: *The Press and Society*.
5. René J. Cappon: *Associated Press Guide to News Writing: The Resource for Professional Journalists*.

6. Curtis D. Macdougall: *Interpretative Reporting*.
7. Tony Harcup: *A Dictionary of Journalism (Oxford Quick Reference)*.
8. Olin Minkle and John Henry: *How to Write Columns*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of the news media.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Outline** the various technicalities of journalistic reporting.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various technicalities of news editing.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of headline writing and intro writing.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to write news stories for different media platforms.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** content for multi - media.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Specialized Reporting	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	ADAMAS UNIVERSITY PURSUE EXCELLENCE

Course: Specialized Reporting
Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)

HJM13035	Radio Programming and Production	L	T	P	C
Version 1.0		2	1	6	6
Pre-Requisites/Exposure	Broadcast Technologies				
Co-Requisites	-				

1.	**Explain** the different elements of news.	**U**	**CO2**
2.	**Compare** Crime Reporting and Political Reporting.	**U**	**CO1**
3.	**What** exactly is the Inverted Pyramid Structure?	**R**	**CO5**
4.	A rape case happens in your locality and no reporter has yet covered it. **What exactly would be the method** that you would apply to cover it?	**U**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of news editing in detail. **How does it help** in the overall presentation of news?	**U**	**CO6**
6.	**What** are the different types of headlines? How do headlines complement a story?	**R**	**CO4**
7.	**Explain** the process of designing a newspaper or a news magazine with all the necessary elements.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while covering a political story? List out all the factors.	**R**	**CO2**

Course Objectives

1. To know about the history and gradual evolution of radio.
2. To write effectively for radio.
3. To produce programmes for radio.
4. To use the different software used for radio programming.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the meaning and concept of radio programming.
CO2. **Describe** the process of radio production.

CO3. **Outline** various radio programmes.
CO4. **Apply** the knowledge of radio communication in development.
CO5. **Assess** the scope of radio technology.
CO6. **Predict** the outcomes of Audio Compression and MIDI.

Catalog Description

This course introduces the students to different radio programs and their production. The students learn computer-based editing of programs, audio editing software, anchoring, and presentation of radio programs, news reading and voice casting. This course will impart knowledge of making of radio news bulletin, radio spot, writing scripts of radio programs like talks, feature, drama, and computer-based editing of programs. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of radio production. Workshops will be conducted where the learners will learn the intricacies of the radio programming.

Course Content

Unit I:

5 Lecture Hours

History of the Development of Radio Journalism and in AIR revolution, PrasarBharati and Broadcast Regulations, News Policy of AIR, Emergence of All India Radio, Role of Radio as a Communication Medium for Broadcast Media – Types of Radio, Entertainment Radio, Community Radio, Internet Radio, Satellite Radio.

Unit – II

5 Lecture Hours

Evolution of News Radio in India, Radio as an Instrument of Government Propaganda, Sources of News, News Packaging/ News Balancing & Headlines, News Language, Radio News Reel**,**Documentaries and Radio Features, AM transmission, FM Radio: State and Private Initiatives, Internet Radio.

Unit– III

5 Lecture Hours

Writing for Visuals: News writing: Marking Copy in Production Language, Classification of News, Analytical and Investigative News, Interview, Business Reporting, Sports Reporting and Human-Interest Stories – Type of Scripts: News Script, Entertainment Programme Script, Radio Spot Script.

Unit– IV

2.5 Lecture Hours

Pre-Production: An Idea is Born, Plan of Action, the Script, Paper Work, Voice and Diction (Basic Speech) –Production: Recording, Proper Studios, Microphones, Instrument and Recording Software – Post-Production: Sound Editing Software, Human Voice or Spoken Word, Music, Sound Effects.

UNIT– V

5 Lecture Hours

Audio Compression and MIDI –Signal Processing –Amplitude Normalization &Compression; Filtering; EQ, Monophony, Stereophony, &Surround Sound.

UNIT– VI

5 Lecture Hours

Radio Production Techniques & Tools, Use of Microphones, Console Handling, Radio Audience Measurements Systems, Timing of Advertisements, Promos, Jingles.Production of Musical Programmes, Drama/ Skits.

Practical **30 Contact Hours**

1. Radio News Bulletin
2. Radio Feature
3. Radio Documentary
4. Radio Spot

Exercises/Assignments:

1. Scripting
2. Writing scripts of radio programmes like talks, feature, drama etc.
3. Recording
4. Computer-based recording of programmes
5. Editing
6. Computer-based editing of programmes
7. Learning of audio editing software
8. Anchoring
9. Presentation of radio programmes
10. News reading and voice casting
11. Production
12. Production of news-based programmes
13. Production of programmes like drama, feature.

Reference Books

1. Parthasarathy, Rangaswamy. Here is the New. New Delhi: Sterling Publishers Pvt. Ltd., 1994.
2. Chatterji, P.C., Broadcasting in India. New Delhi: Sage Publications, 1987.
3. Srivastava, K.M., Radio and TV Journalism.
4. Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
5. U.L. Baruah: This is All India Radio;Publications Division; Ministry of I&B, 2017.
6. Carrol Fleming: The Radio Handbook; Routledge
7. Rabindran, R.K., Handbook of Broadcast Journalism.
8. Hilliard, Robert. Radio Broadcasting. New York: Longman.
9. Hansman, Carl, Philip Benoit & Lewis B. O'Donnell. Production Programming & Performance. Belmont: Wadsworth / Thomson Learning, 2000
10. VinodPavarala&Kanchan K. Malik: Other Voices; the Struggle for Community Radio in India, Sage.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes **(COs) and Program Outcomes (POs)**

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the meaning and concept of radio programming.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the process of radio production.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** various radio programmes.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of radio communication in development.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of radio technology.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the outcomes of Audio Compression and MIDI.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Radio Programming and	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

	Production																

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Radio Programming and Production
Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)

HJM13036	Advertising and Management	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Personal Branding, Brand Management				
Co-Requisites	-				

1.	**Explain** the evolution of radio.	**U**	**CO2**
2.	**Compare** radio drama and radio talk show.	**U**	**CO1**
3.	**What** exactly is the Internet Radio	**R**	**CO5**
4.	A rape case happens in your locality and no reporter has yet covered it. **What exactly would be the method** that you would apply to cover it on radio?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of radio news editing in detail. **How does it help** in the overall presentation of news?	**Ap**	**CO6**
6.	**What** are Audio Compression and MIDI?	**R**	**CO4**
7.	**Explain** the process making content for radio news with all the necessary elements.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**How** do you follow the follow the basic ethical principles while making content for community radio? List out all the factors.	**R**	**CO2**

Course Objectives

1. To skill as well as perspective building for junior and middle level executives in the domain of Advertising Management.
2. To deliver skills for managing advertising businesses, by combining theoretical learning in the field of communication with the right blend of management education.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the relationship between advertising and strategic brand management.
CO2. **Describe** how advertising works and various advertising strategies.
CO3. **Outline** brand building concept and various attributes associated with it.
CO4. **Apply** and execute the different advertising campaigns.
CO5. **Assess** various brand building strategies.
CO6. **Evaluate** the various strategies of Advertising Management.

Catalogue Description

Advertising Management trains the students and are trained to understand the advertisement industry and how to apply techniques in the market to benefit the company or the industry. Since the market is becoming very competitive, the demand for advertising manager has increased. Every company is employees to boost up their skills with advertising management. Besides this, there are some sectors which run only on the basis of advertising always aims for some good marketing strategies to rank ahead of other companies. Candidates who are creative and are good in creating advertisements may apply for this program.
The Advertising Management course will provide knowledge about the theoretical concepts of the advertising.

Some of the popular jobs that students can look into after pursuing this course:

- Brand & Marketing
- Public Works
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Tourism Industry
- Business Consultancies
- Personal Business

Course Content

Unit I (10 hour Lecture Hours)

Advertising Fundamentals: Advertising Ideas- Tools and Frameworks Print Campaign Strategies- Tools in Print Campaigns- Ideas and Fundamentals- Tagline and Its Importance TV and Interactive Strategies- Television Media and its Properties- Ambient Advertising - The Interactive Domain.

Unit II (10 hour Lecture Hours)

Radio & TV Advertising- Jingle & Spot Making process- Radio & TV Announcements- RJ& VJ announcements Campaign Execution- Integration, Execution of Campaign and Inventories- Making Good Pitches.

Unit III(10 hour Lecture Hours)

Introduction to Brand Management & Branding Strategies: Definitions – Brands and Brand Management – Brand Positioning- Types of Brand Strategies – Naming Brands – Brand Extensions- Brands across Geographies.

Unit IV (15 hour Lecture Hours)

Brand Equity: Definitions – applications – customer-based equity, Integrated Marketing Communications and Brand Equity, Measuring Brand Equity, Brand Equity Measures – Sources of Brand Equity –Different Valuation Techniques.

Unit V(10 hour Lecture Hours)

Management and Advertising & Campaign Execution: Unique characteristics of Advertising Agencies- Law and Ethics- Intellectual Property- Integration- Execution of Campaign and Inventories-Making Good Pitches.
(10 hours)

Unit VI (10 hour Lecture Hours)

Media and Interactive Strategies: Print- Television- Radio- New Media and its Properties- Ambient Advertising- The Interactive Domain.

Text Books:

1. Strategic Brand Management by Kevin L. Keller

Reference Books:

5. Managing Brand Equity, David Aaker
6. Kellogg's Marketing Faculty Branding Guide
7. Brand Gap, Martin Neumeier
8. Best Practice Cases in Branding, 3rd Edition, Kevin Keller

Special Note - Case Study : Brand Orange in India
Special Note - Case Study: Brand Harry Potter
Special Note - Case Study: L'Oreal In India
Special Note - Case Study : Raymond
Special Note - Case Study: Mentos in India

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the relationship between advertising and strategic brand management.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** how advertising works and various advertising strategies.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** brand building concept and various attributes associated with it.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** and execute the different advertising campaigns.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** various brand building strategies.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** the various strategies of Advertising Management.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4

	Advertising& Management	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	ADAMAS UNIVERSITY PURSUE EXCELLENCE

HJM13037	**Television Production**	L	T	P	C

Course: Advertising and Management

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Semester: Odd 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Apply** your understanding to craft strategies to persuade the product sales by effective implementation of advertising.	**Ap**	**CO2**
2.	**Compare** Native Ad& Corporate Ad of a medium sized IT company post COVID 19	**U**	**CO1**
3.	**What** are the pillars of success for a AD camapign program?	**R**	**CO1**
4.	**How** can you make your personal brand?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of making media a partner for your organization in detail. **How does this approach help?**(R)	**R**	**CO4**
6.	**What** are the different steps to make a lasting organizational and brand image?	**R**	**CO3**
7.	**Explain** the process of conceiving and implementing corporate advertising programmes for a non-governmental organization? (NGO)	**U**	**CO4**
Section C is Compulsory (8)			
8.	**How** do you follow the basic ethical principles while designing a PSA campaign? List out all the factors.	**R**	**CO2**

Version 1.0		2	1	6	6
Pre-Requisites/Exposure	Broadcast Technologies				
Co-Requisites	-				

Course Objectives

1. To understand the basics of television programming.
2. To analyse the basics of television production.
3. To administer the various technicalities that go behind the production of audio-visual content.
4. To Assess editing as a basic art for the production of audio-visual content.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of Television production.
CO2. **Determine** the styles of writing for different genres of television programmes.
CO3. **Apply** the knowledge concerning the various technicalities of news programs.
CO4. **Classify** the intricacies of television script.
CO5. **Assess** how to write screenplay for the camera.
CO6. **Evaluate** content for television programmes.

Catalog Description

This course introduces the students to the basics of visual reporting skills and editing, graphics and special effects and other concepts like camera positioning, TV News techniques: finding the story, packaging: use of clippings, PTC, VO, AVO, VOXPOP; viewership rating: TAM, TRP, etc. In the process, the learners will be exposed to PowerPoint Presentations, television stories and news case studies. Experts from the field from television will be called for delivering expert lectures on various aspects. Workshops will be conducted where the learners will learn the intricacies of writing for television by doing. A solid backgrounding in writing is a sine-qua-non for any aspiring communicator if he/ she is going for a career in television.

Course Content

Unit I: **5 Lecture Hours**

History of TV in India, TV as a Mass Medium, Its Importance &Role in Society and Nation Building – Working & Objectives of Doordarshan and Satellite TV Channels.

Unit II: **5 Lecture Hours**

Basics of Visual Reporting Skills and Editing – Graphics and Special Effects –Camera Positioning – TV News Techniques: Finding the Story, Packaging: Use of Clippings, PTC, VO, AVO, VOXPOP; Viewership Rating: TAM, TRP.

Unit III: **5 Lecture Hours**

Executive Producer, Producer, Director etc. – Crew, Camera Operator/Cinematographer/Director of Photography – Post-Production: Editor, Music/Composer, Opening Titles Designer/ Motion Graphics Designer. PRE-TAPED.

Unit IV: **5 Lecture Hours**

Handling of Audio and Video Equipment, Outdoor Shooting/Indoor Shooting, Voice

Unit V: **5 Lecture Hours**

Voiceover Editing, Online and Offline Editing, Sound Effects, Background Music, Mixing,

Unit VI: **5 Lecture Hours**

Anchoring, TP Handling, Run Order Making, Panel Explainion, Makeover.

Practical:

1. News Package.
2. Entertainment Programme.

Reference Books

1. History of Photography, Ceryshen G.R
2. Photo Journalism, Rothstelime
3. Technique of Photojournalism, Milten Feinberg
4. News Photography, Jack Price

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

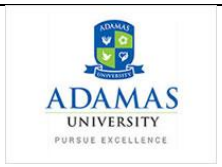
Mapping between COs and Pos

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	**Label** the dynamics of Television production.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Determine** the styles of writing for different genres of television programmes.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various technicalities of news programs.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of television script.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to write screenplay for the camera.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** content for television programmes.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual and Team Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Television Production	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**			

Course: TELEVISION PRODUCTION

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** role of Public Service Broadcasting.	**U**	**CO1**
2.	**Compare** Electronic Image and Digital Image with respect to its business.	**U**	**CO2**
3.	**What** are the different types of camera handling equipment?	**R**	**CO4**
4.	What is a Visual?		**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** Up Stemming. **How is this helpful** in planning, monitoring and controlling the program of Up Stemming.	**U**	**CO2**
6.	a) **What** is Electronic News Gathering? b) **Outline**the Reporting of **TV Production**.	R U	**CO4** **CO2** **CO3**
7.	a) **Explain**Working in a Radio News Room	**U**	**CO2**
SECTION C is Compulsory			
8.	a) **What** is News Capsule? b) How the lighting for Live production? **Explain with a Case Study**	**U** **R** **U**	**CO5**

HJM11031	**Public Relations**	L	T	P	C
Version 1.0		3	1	1	4
Pre-Requisites/Exposure	Basic knowledge of public relations				
Co-Requisites	-				

Course Objectives

1. To develop thorough understanding of designing, planning and execution of public relations and corporate communication strategies with measurable communication objectives.
2. To implement internal and external communication programmes by selecting a mix of strategies, tactics, tools and resources to achieve desired organisational goals.
3. To protect organizational reputation during a crisis by effective implementation of crisis communication.
4. To leverage corporate identity programs and initiatives for effective brand management.
5. To practice and leverage informed and data-based decision-making in personal and professional arenas.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the intricacies of Public Relations (PR) and Corporate Communication.
CO2. **Label** the different types of public.
CO3. Describe effectively partnering media organizations.
CO4. **Apply** strategies to execute Public Relations (PR) and Corporate Communication (CC) campaigns and initiatives.
CO5. **Assess**Corporate Communication (CC) in corporate brand management and creating lasting organizational and brand image.
CO6. **Evaluate** and implement corporate communication programmes.

Catalog Description

Public Relations (PR) is crucial irrespective of the size of an organization, small, medium or large. Public Relations and more specifically Reputation Management ensure that the stakeholders view the organization more positively.

One of the ways to engage stakeholders is to converse in a way that they understand, appreciate and treasure. Corporate Communication by continuously scanning the internal and external environments of an organization helps the organization and the brand find a niche amidst ever-changing social, political and economic dynamics.

Corporate Communication guides an organization to Evaluate a unique positioning in the psychographics of the target audience by implementing various strategies and tactics. Hence, understanding the media environment, ethical standards, tools and technology are indeed extremely crucial for its practitioners.

PR and Corporate Communication students can start their own agencies or join an organization. Some of the popular jobs that students can look into after pursuing this course:

- Copywriter
- Business Communicator
- Investor Relations Executive
- Fundraiser
- Public Relations Executive
- Public Information Officer
- Marketing Coordinator
- Direct marketing executive
- Account executive
- Employee relations executive
- Events coordinator
- Researcher
- Counsellor
- Media relations executive
- Marketing communication specialists
- Freelance writer
- Strategic planner
- Public affairs

Course Content

Unit I: 10 Lecture Hours

Nature and scope of public relations: PR concepts, relevance of public relations in modern societies, principles of public relations, major roles of public relations in corporate organizations, public relations propaganda, advertising and publicity.

Unit II: 10 Lecture Hours

Process of Public Relations: PR process, fact finding, planning, communication and evaluation. Organizational structure of PR department and its functions, in-house department and PR counseling firms, advantages and limitations.

Unit III: 10 Lecture Hours

Tools of public relations: Institutional publications, brochure's, booklets, newsletters, annual reports, house journals, house advertisements, public service advertising, corporate advertising, speakers bureau, photographs, films, videos, CD-Roms, displays, exhibits, staged events

Unit IV: 10 Lecture Hours

New media and new communication technologies, news releases, (print, audio-video)nd press conferences (media kits, background information's, fact sheet) media tours, public service announcements, special events.

Unit V:10 Lecture Hours

Types of PR publics: Internal publics and external publics, employees relations, stockholder relations, customers relations, community relations, supplier relations, distributor and dealers relations.

Unit VI: 10 Lecture Hours

Corporate Identity and Corporate Brand Management: 1. Defining corporate identity 2. Integrating corporate identity into communication process 3. Making of house styles- the wherewithal 4. Case studies in corporate identity 5. Definition and role of corporate image 6. Corporate brand management Case Studies: The teachers and students must refer to important and relevant case studies at appropriate places while dealing with major issues and topics.

Reference Books

1. Richard R Dolphin: *The Fundamentals of Corporate Communication,* Butterworth Heinmann
2. Donald R G: *Corporate Reputation.* London: Kogan page
3. Tom Means: *Business communication*. Thomson
4. Pitman Jackson: *Corporate Communication for Managers.* Pitman Publishing
5. Paul Argentli Paul: *The Power of Corporate Communication.* NY: McGraw Hill
6. Clow E Kenneth. *Integrated Advertising, Promotion and Marketing Communication.* New Jersy, Prentice Hall
7. Jaishri N Jethwaney: *Public Relations.* ND: Sterling
8. Kutlip Centre & Broom. *Effective Public Relations.* Prentice Hall, New Delhi
9. SukulLomash&P.K.Mishra: *Business Policy and Strategic Management.* Vidya Vikash Publishing house, New Delhi
10. H.R. Machiraju: *Indian Financial System.* Vidya Vikash Publishing house, Delhi
11. NeeruVashishth& Namita Rajput: *Business Organisation and Management*. Kitab Mahal, Allahabad, 2005
12. Charu Arora. *Indian Economy and Reforms.* Authors Press, New Delhi, 2008

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

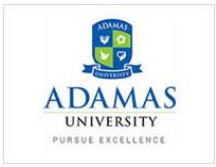
Mapping between COs and POs		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the intricacies of Public Relations (PR) and Corporate Communication.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Label** the different types of public.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**

CO3	**Describe** effectively partnering media organizations.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply**strategies to execute Public Relations (PR) and Corporate Communication.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess**Corporate Communication (CC) in corporate brand management and creating lasting organizational and brand image.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** and implement corporate communication programmes.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Public Relations	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Public Relations

Program: B.A Honours in Media and Communication **Time: 03 Hrs.**
Semester: Even 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Apply** your understanding to craft strategies to persuade organizations for large scale adoption of electric cycles on rent for official travel.	**Ap**	**CO2**
2.	**Compare** PR & Corporate Communication of a medium sized IT company post COVID 19	**U**	**CO1**
3.	**What** are the pillars of success for a PR program	**R**	**CO1**
4.	**How** can you develop your personal brand?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of making media a partner for your organization in detail. **How does this approach help?**	**R**	**CO4**
6.	**What** are the different steps to make a lasting organizational and brand image?	**R**	**CO3**
7.	**Explain** the process of conceiving and implementing corporate communication programmes for a non-governmental organization? (NGO)	**U**	**CO4**
Section C is Compulsory (8)			
8.	**How** do you follow the basic ethical principles while designing a PR/CC campaign? List out all the factors	**R**	**CO2**

HJM11033	**MEDIA MANAGEMENT**	L	T	P	C
Version 1.0		1	1	0	2
Pre-requisites/Exposure	Basic knowledge of media management				
Co-requisites	-				

Course Objectives

1. To understand the daily running of a news organization.
2. To determine the management dynamics of a news organization.
3. To Assess the hierarchy and business of a news organization.
4. To apply the finances involved in running a news organization.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Label** the dynamics of news media management.
CO2. **Determine** the different policies of management.
CO3. **Apply** the knowledge concerning the management dynamics of a news organization.
CO4. **Classify** the intricacies of finances involved in running a news organization.
CO5. **Assess** how to run a news organization.
CO6. **Evaluate** the process of news media management.

Catalogue Description

This course introduces the students to the principles of media management and their significance, ownership patterns of mass media in India and many other concepts related to it. In the process, the learners will be exposed to PowerPoint Presentations, television stories and news case studies. Experts from the field from media will be called for delivering expert lectures on various aspects. Workshops will be conducted where the learners will learn the intricacies of media management. A solid backgrounding in writing is a sine-qua-non for any aspiring communicator if he/ she is going for a career in management of media.

Course Content

Unit I: **2.5 Lecture Hours**

Principles of Media Management and Their Significance – 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) – Print Publishing Overview: Newspapers, Magazines, Explainions on Media Business Models and Trends – Broadcast Media Overview: Radio and Television, Models and Trends of Business – Online and Multimedia Media Overview.

Unit II: **2.5 Lecture Hours**

Policy Formulation: Planning and Control, Problems, Process and Prospects of Launching Media Ventures – Organizational Theory – Delegation – Decentralization – Motivation – Control – Co-ordination.

Unit III: **2.5 Lecture Hours**

Hierarchy, Functions and Organizational Structures of Different Departments – General Management, Finance, Circulation, 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 – Economics of Print and Electronic Media – Management, Business, Legal and Financial Aspects of Media Management.

Unit IV: **2.5 Lecture Hours**

Budgeting and Finance – Capital Costs – Production Costs – Commercial Policy – 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 – Planning and Execution of Programme Production – Production Terms, Control Practices and Procedures – Administration and Programme 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.

Unit V: **2.5 Lecture Hours**

Foreign Equity in Indian Media and Press Commissions on Indian Newspaper Management Structure –Starting an Independent Print Journalistic Venture: Newspaper, News Magazine, News Agency – Legal Framework for Initiating an Organization Dealing in Print Journalism – Freelancing for Print Journalism Organizations and Its Financial Viability.

Unit VI: **2.5 Lecture Hours**

Starting an Independent Online Journalistic Venture: News Portal, Opinion Portal, Analyses Portal – Legal Framework for Initiating an Organization Dealing in Online Journalism – Starting a Mobile Application-Based Journalistic Venture – Legal Framework for Initiating a Mobile Application-Based Journalistic Venture – Freelancing for Online and Mobile Application-Based Journalistic Ventures and Its Financial Viability – Starting a News Photography Agency – Legal Framework for Initiating a News Photography Agency – Freelance Journalistic Photography and Its Financial Viability.

PRACTICAL:

1. Practical on Running a Print News Organization.
2. Practical on Running a Broadcast News Organization.
3. Practical on Running a Multimedia News Organization.
4. Practical on Starting a New News Venture.
5. Practical on the Hierarchy of News Organizations.
6. Practical on the Budgeting Involved in News Organizations.
7. Practical on the Legal Aspects of Running a News Organization.
8. Practical on the Economics of News Freelancing.

References:

1. Media Management: A Casebook Approach by C. Ann Hollifield, Jan LeBlanc Wicks, George Sylvie and Wilson Lowrey
2. The Media Economy by Alan B. Albarran
3. Media Management in the Age of Giants: Business Dynamics of Journalism by Dennis F. Herrick
4. Management of Electronic and Digital Media Alan B. Albarran

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

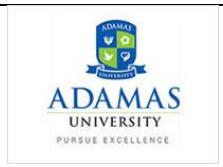
Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of news media management.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Determine** the different policies of management.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the management dynamics of a news organization.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of finances involved in running a news organization.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to run a news organization.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** the process of news media management.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Media Management	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Name: **Enrolment No:**	

Course: MEDIA MANAGEMENT

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** role of Public Service Broadcasting. (U)	**U**	**CO1**
2.	**Compare** Radio and Newspaper management techniques with respect to its business. (U)	**U**	**CO2**
3.	**What** are the different policies of media management? (R)	**R**	**CO4**
4.	**What** is a the organizational structure of a media house? (R)	**R**	**CO3**
	Section B (Attempt any Two) (2 x 10 = 20)		
5.	**Explain** the concept of foreign equity with respect to Indian Media? (U)	**U**	**CO2**
6.	**What** do you mean by the concept of freelancing in Electronic News Gathering? (R)	R	**CO4** **CO2** **CO3**
7.	a) **Explain** Working in a Radio News Room. (U)	**U**	**CO2**
	SECTION C is Compulsory		
8.	**What** is the process of starting a News venture. (R) **Explain with a Case Study** (U)	**R** **U**	**CO5**

ADAMAS UNIVERSITY
B.A.(Honours) in Media and Communication
SEMESTER – VI

	MoJo & Convergence News	**L**	**T**	**P**	**C**
Version 1.0		2	1	2	4
Pre-requisites/Exposure	Basic Knowledge of News				
Co-requisites	--				

Course Objectives

1. To administer Mobile Journalism or MoJo as a distinct news practice.
2. To understand the uniqueness of the mobile news platform.
3. To analyse the processes involved in gathering and producing news for the mobile platform.
4. To assess mobile news as a perfect embodiment of convergence news.
5. To understand the economic aspects of MoJo in the news gathering and news production process.

Course Outcomes

On completion of this course, the student will be able to

CO1. **Label** Mobile Journalism or MoJo as a distinct news practice.
CO2. **Outline** the uniqueness of the mobile news platform.
CO3. **Apply** the processes involved in gathering and producing news for the mobile platform.
CO4. **Classify** mobile news as a perfect embodiment of convergence news.
CO5. **Assess** the content for mobile news.
CO6. **Choose** the economic aspects of MoJo in the news gathering and news production process.

Course Description

Convergence is the new buzz word in journalism. It is becoming the norm for journalists to write copy, record footage and audio and do live link ups. The internet is providing the platform for all forms of media to come together. The digital age has brought about a fracturing of news audiences and pressure on print and broadcast news to do more with less. The digital era has coincided with the increasing profit mongering of news. Is it better journalism or is it even as good as journalism of decades past? The argument is that MoJos are too busy with getting a right camera angle or looking at the levels to actually report the story properly. They are becoming "a mere pipeline for a public relations feed rather than a critical analyst with the time to pause, reflect and add layers of context to the story". There are more questions. This course provides the students with the critical overview of the art form that is MoJo.

Course Content

Unit 1: 5 Lecture Hours
The Evolution of Mobile Journalism (MoJo) – The Concept of Mobile Journalists – TheTransitory Nature of Content Type in Mobile Journalism.

Unit 1: 5 Lecture Hours

The Evolution of Mobile Journalism (MoJo) – The Concept of Mobile Journalists, Purpose of Mobile Journalism, ~~– The Transitory Nature of Content Type in Mobile Journalism.~~ Story Telling Through Mobile Journalism; Trends of Mobile Journalism in India.

Unit 2: **5 Lecture Hours**

Mobile Journalism and the Seamless Blending of Content from Multiple Media Sources: Text,Images, Videos, Audios, Graphics, Animation and the Likes.

Unit 2: **5 Lecture Hours**

Mobile Journalism and the Seamless Blending of Content from Multiple Media Sources: Text, Images, Videos, Audios, Graphics, Animation ~~and the Likes.~~ MOJO's Basic Equipment; MOJO & Smartphone, Scope and Reach of Smartphone, Overcoming the Limitations of Smartphone; Mobile Journalism Kit; Challenges faced by Mobile Journalists, Challenges of Mobile Journalism.

Unit 3: **5 Lecture Hours**

Mobile Journalism as the Ultimate Cross between Print Media, Electronic Media, Web Media and Social Media.

Unit 3: **5 Lecture Hours**

~~Mobile Journalism as the Ultimate Cross between Print Media, Electronic Media, Web Media and Social Media~~, Framing and composing Video Shots- Collection of visuals for video News- Organising visual elements into a video story- Production of videos from Photo and script. Editing on Mobile- Use of KineMaster and InShots for video editing.

Unit 4: **5 Lecture Hours**

Mobile Journalism, Scanty Resources and Third World Approaches – Voices from the DistantLand.

Unit 4: **5 Lecture Hours**

~~Mobile Journalism, Scanty Resources and Third World Approaches – Voices from the DistantLand.~~

Story Telling through Mobile Journalism, Live storytelling for Mobile Journalists; Citizen Journalism through YouTube; Correlation Between MOJO & Streaming Platforms, Developing a news package on mobile phone.

Unit 5: **5 Lecture Hours**

Mobile Journalism as a Fundamental Adversary to the Concepts of Economic Imperialism and Neo-Fascism.

Unit 5: **5 Lecture Hours**

Mobile Journalism as a Fundamental Adversary to the Concepts of Economic Imperialism and Neo-Fascism, Theoretical Approaches in Mobile Journalism- Technological Determinism, Uses and Gratification Theory.

Unit 6: **5 Lecture Hours**

Mobile Journalism as an Effective Way to Fight Information Mismatch.

Practical: **60 Lecture Hours**

1. Gathering and Producing News for the Mobile Platform.
2. Doing Mobile News Photography.
3. Learning Technologies Associated with Mobile News Gathering and Production.
4. Understanding the Concept of Responsive News Websites.

Unit 6: ~~**5 Lecture Hours**~~ **15 Lecture Hours**

~~Mobile Journalism as an Effective Way to Fight Information Mismatch.~~

Practical:

1. Gathering and Producing News for the Mobile Platform.
2. Doing Mobile News Photography.

3. Learning Technologies Associated with Mobile News Gathering and Production.
4. Understanding the Concept of Responsive News Websites.

Reference Books

1. Jesper Koppel: *Journalism – Practical Journalism Methods: Use Your Mobile Phone as a Camera*.
2. Ivo Burum and Stephen Quinn: *MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** Mobile Journalism or MoJo as a distinct news practice.	**PO1, PO3, PO4, PO8, PO10, PSO1**
CO2	**Outline** the uniqueness of the mobile news platform.	**PO1, PO3, PO4, PO5, PSO2, PSO3, PSO4**
CO3	**Apply** the processes involved in gathering and producing news for the mobile platform.	**PO3, PO4, PO5, PO11, PSO2, PSO3**
CO4	**Classify** mobile news as a perfect embodiment of convergence news.	**PO1, PO2, PO3, PO4, PO5, PO11, PSO3, PSO4**
CO5	**Assess** the content for mobile news.	**PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PSO2, PSO4**
CO6	**Choose** the economic aspects of MoJo in the news gathering and news production process.	**PO1, PO2, PO3, PO4, PO5, PO8, PO10, PO11, PO12**

		Journalism Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Journalist and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	MoJo & Convergence News	3	2	2	3	3	3	2	3	1	2	1	1	2	3	3	3

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	ADAMAS UNIVERSITY PURSUE EXCELLENCE

	Corporate Communication	L	T	P	C
Version 1.0		3	1	0	4

Course: MoJo & Convergence News
Program: M.A. (JOURNALISM) **Time: 03 Hrs.**
Semester: ODD 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C** is Compulsory (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1	**Recall** the evolution of Mobile Journalism.	**R**	**CO1**
2	**Explain t**he concept of Blended Mix.	**U**	**CO2**
3	**What** is the importance of Social Media in the digital era? (R)	**R**	**CO3**
4	**Explain** the future of Mojo in India.	**U**	**CO4**
Section B (Attempt any Two) (2 x 10 = 20)			
5	**Evaluate** the Third World approaches of Mojo.	**E**	**CO4**
6	**Analyse** Mobile Journalism as a fundamental adversary to the concept of Neo-Fascism with a case study.	**An**	**CO5**
7	**Assess** the changing of mediascape across the World.	**10**	**CO1**
Section C is Compulsory (8)			
8	**Build** a blog article within 500 words on ‘Infodemic during Pandemic’.	**Ap**	**CO6**

Pre-Requisites/Exposure	Public Relations
Co-Requisites	-

Course Objectives

1. To introduce the concept of corporate communication and management.
2. To educate about the importance of marketing in today's world.
3. To help understand the various tools needed for corporate communication.
4. To explain the role and scope of corporate communication in corporate brand management and image factors
5. To understand the concepts and evolution of corporate communication in the context of organisations
6. To give hands-on skills in conceiving and implementing corporate communication programmes

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of corporate communication.
CO2. **Describe** the types and functions of corporate communication.
CO3. **Outline**various tools needed for corporate communication.
CO4. **Apply** the knowledge of marketing plan and market research.
CO5. **Assess** the scope of corporate communication and its importance.
CO6. **Predict** the outcomes of consumer consumption behaviour.

Catalog Description

Corporate communication is the practice of developing, cultivating and maintaining a corporate identity or brand image. A solid corporate communications team provides initiatives to mold company image, communicate with internal and external audiences, and sustain a long-term positive reputation. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of corporate communication. Workshops will be conducted where the learners will learn the intricacies of corporate communication.

Course Content

Unit I: **5 Lecture Hours**

Definitions, concept and genesis of CC 2 - Difference and similarities between PR and CC - CC and public affairs, CC and corporate affairs - Publics in CC - Financial publics, media, opinion makers, government, elected representatives.

Unit II: **5 Lecture Hours**

Present state of CC - Organising corporate communication activities - Areas of strategic thinking in corporate communication - Ethics and laws in corporate communication.

Unit III: **5 Lecture Hours**

Lobbying - Sponsorship - Financial communication - Corporate reputation - Corporate identity -- Media mileage.

Unit IV: **5 Lecture Hours**

Defining corporate identity- Integrating corporate identity into communication process - Making of house styles- the wherewithal - Case studies in corporate identity - Definition and role of corporate image

Unit V: **5 Lecture Hours**

Defining corporate identity- Integrating corporate identity into communication process - Making of house styles- the wherewithal - Case studies in corporate identity - Definition and role of corporate image.

Unit VI: **5 Lecture Hours**

Theory and practice of PR, definition, role and functions - PR in changing social and political environment - Tools of PRGovernment relations, investors relations, media relations, educational institutions relations and non-voluntary organizations, role of public relations in government (state and central).

Reference Books

1. Richard R Dolphin The Fundamentals of Corporate Communication, Butterworth Heinann
2. Donald R G Corporate Reputation, London:Kogan page
3. Pitman Jackson Corporate Communication for Managers, Pitman Publishing
4. Paul Argentli Paul The Power of Corporate Communication, NY: McGraw Hill

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

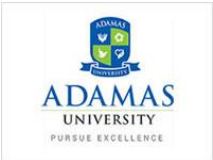
Mapping between COs and Pos

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	**Define** the process of corporate communication.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the types and functions of corporate communication.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline**various tools needed for corporate communication.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of marketing plan and market research.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** the scope of corporate communication and its importance.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Predict** the outcomes of consumer consumption behavior.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

"		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Corporate Communication	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Corporate Communication

Program: B.A Honours in Media and Communication **Time: 03 Hrs.**
Semester: Even 2020-21 **Max. Marks: 40**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Apply** your understanding to craft strategies to persuade organizations for large scale adoption of electric cycles on rent for official travel.	**Ap**	**CO2**
2.	**Compare** PR & Corporate Communication of a medium sized IT company post COVID 19.	**U**	**CO1**
3.	**What** are the pillars of success for a PR program?	**R**	**CO1**
4.	**How** can you develop your personal brand?	**R**	**CO3**
	Section B (Attempt any Two) (2 x 10 = 20)		
5.	**Explain** the process of making media a partner for your organization in detail. **How does this approach help?**	**U**	**CO4**
6.	**What** are the different steps to make a lasting organizational and brand image?	**R**	**CO3**
7.	**Explain** the process of conceiving and implementing corporate communication programmes for a non-governmental organization? (NGO)	**U**	**CO4**
	Section C is Compulsory (8)		
8.	**How** do you follow the basic ethical principles while designing a PR/CC campaign? List out all the	**R**	**CO2**

	factors.		

	Photo Journalism & Info-graphics	L	T	P	C
Version 1.0		2 1	1 0	2 3	4 8
Pre-requisites/Exposure	Basics of photography				
Co-requisites	-				

Course Objectives

1. To be able to apply photojournalism techniques.
2. To edit and tell a story with photography.
3. To understand, design and useinfo-graphics.
4. To be able to produce a series of info-graphics that are easily understood, accurate, and creative.
5. To apply an understanding of the principles of abstraction, visual hierarchies, and iconography in their works.

Course Outcomes

On completion of this course, the students will be able to:

CO1. **Define** the dynamics of photography.
CO2. **Explain** the basic rules of imagery.
CO3. **Apply** the knowledge of digital SLR cameras, lighting, postproduction, and printing.
CO4. **Examine**the basics of moving image and cinematography.
CO5. **Determine** the ways of managing a successful photography business.
CO6. **Evaluate**research techniques for documentary subjects or news stories visualized through still and moving images.

Catalogue Description

Photojournalism and infographics is one of both are the most versatile fields in the arts sector. The application of photography is in different fields such as fashion, journalism, entertainment, science etc. Skilled photographers are required in different firms including news agencies, electronic media, modelling agencies, wildlife photography, etc. Candidates can also start their own private photo studios to offer portrait clicking and creating portfolios of potential clients. Following are some of the popular jobs that candidates can look into after pursuing photography courses:

Course Content

Unit I: **2.5 Lecture Hours**

Introduction to Photojournalism; History of Photojournalism; Duty of a Photojournalist; Composition – Content, Framing, Backgrounds; Understanding your Lens for News Photography; Captions – How These Short Sentences Can Help Tell Your Story; Techniques of Photojournalism for Newspapers, Magazines, Corporate Communications, New Media and Public Relations; Hard News Photography, Being Ready and Reactive.

Unit I: **2.5 Lecture Hours** **10 Hours**

Introduction to Photojournalism; History of Photojournalism; Duty of a Photojournalist; Composition – Content, Framing, Backgrounds; Understanding your Lens for News Photography; Captions – How These Short Sentences Can Help Tell Your Story; Techniques of Photojournalism for Newspapers, Magazines, Corporate Communications, New Media and Public Relations; Hard News Photography, Being Ready and Reactive, Caption writing.

Project – Photo Story exhibition and Field Photography

Unit II: **2.5 Lecture Hours**

Improve Your Photography Techniques; Mirrorless Photography; Mobile Photography; Photo Analysis and Interpretation – The Rules; Photo Selection forDifferentTypes of Publications.

Task: Make a photo motion story.

Unit II: **2.5 Lecture Hours** **10 Hours**

Improve Your Photography Techniques; Mirrorless Photography; Mobile Photography; Photo Analysis and Interpretation – The Rules; Photo Selection for Different Types of Publications.

Project – Fashion Photo Shoot and Nature Photography Exhibition

Task: Make a photo motion story.

Unit III: **2.5 Lecture Hours**

Basic Infographics: Introduction to Info-graphics; What Makes a Successful Info-graphic?; Six Valuable Steps for Planning an Effective Info-graphic; Why Info-graphics Are Effective in the Modern Era? ; How Info-graphics Work Best as Marketing Tools; The Info-graphics as an Integrated Element of Your Company's Digital Marketing Strategy; The Core Message of Your Info-graphic; Your Audience: Who Wants to Know?

Task: 1) plan an Info-graphic and 2) sketch a layout of your Info-graphic.

Unit III: **2.5 Lecture** **10 Hours**

Basic Infographics: Introduction to Info-graphics; What Makes a Successful Info-graphic? Six Valuable Steps for Planning an Effective Info-graphic; Why Info-graphics Are Effective in the Modern Era? How Info-graphics Work Best as Marketing Tools; The Info-graphics as an Integrated Element of Your Company's Digital Marketing Strategy.

The Core Message of Your Info-graphic; Your Audience: Who Wants to Know

Task: 1) plan an Info-graphic and 2) sketch a layout of your Info-graphic.

Unit IV: **2.5 Lecture Hours**

Tools for Making Various Kinds of Info-graphics; Learning Graphics Software; Introduction to Adobe Illustrator; Basic Tool of Adobe Illustrator; Working with Photographs.

Task: Make a basic info-graphic by using photographs.

Unit IV: **2.5 Lecture 10 Hours**

Tools for Making Various Kinds of Info-graphics; Learning Graphics Software; Introduction to Adobe Illustrator; Basic Tool of Adobe Illustrator; Working with Photographs.

Project – Ad Campaign and Social Media Campaign through Graphics design

Task: Make a basic info-graphic by using photographs.

Unit V: **2.5 Lecture Hours**

Common Info-graphic Styles; Diagram Info-graphics; Process Info-graphics; Chart Info-graphics; Timeline Info-graphics; Best Practice for Data Presentation.

Task: Evaluate info-graphics for newspaper.

Unit V: **2.5 Lecture 10 Hours**

Common Info-graphic Styles; Diagram Info-graphics; Process Info-graphics; Chart Info-graphics; Timeline Info-graphics; Best Practice for Data Presentation.

Project – Create a Social Media Campaign/ exhibition for any social message

Task: Evaluate info-graphics for newspaper.

Unit VI: **2.5 Lecture Hours**

Getting Good Ideas; Researching Topics for Different Info-graphic Styles; How to Work with a Team; Finding the Best Data; Info-graphic Content as Journalism; Introduction to Google Fusion; Making Interactive Maps.

Task: Students need to present storyboards for Project II in small groups.

Unit VI: **2.5 Lecture Hours**

Getting Good Ideas; Researching Topics for Different Info-graphic Styles; How to Work with a Team; Finding the Best Data; Info-graphic Content as Journalism; Introduction to Google Fusion; Making Interactive Maps

Project – Pan University Photography exhibition – Photo Story including graphical representation.

Task: Students need to present storyboards for Project II in small groups.

(1) Make Photo essays by using info-graphics (for Print media).
(2) Select a subject and make a graphics package (for audio-visual media).

~~**Practical Lessons** **60 Practical Hours**~~

~~(3) Make Photo essays by using info-graphics (for Print media).~~
~~(4) Select a subject and make a graphics package (for audio-visual media).~~

Reference Books

1. Feeling and Form: Susanne K. Langer
2. Necessity of Art: Ernest Fisher
3. Social History of Art: Arnold Hauser
4. Lighting for Portraits: Walter Nurnberg
5. Photographic Optics: Arthur Cox
6. Ways of Seeing: John Berger
7. Elements of Film: Lee R Bobker
8. Film as Art: Ernest Lindgren
9. How to Read AFilm: James Monaco
10. Lessons with Eisenstein: Vladimir Nizhny
11. Cinema as a Graphic Art: Vladimir Nilsen
12. The Art of Pictorial Composition: Wolchonok
13. Practical Photography: John Freeman
14. 35 mm Hand Book: Michel Freeman
15. Techniques of The Film: Spottiswoode
16. Notes of a Film Director: Sergei Eisenstein

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Define** the dynamics of photography.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Explain** the basic rules of imagery.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge of digital SLR cameras, lighting, postproduction, and printing.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Examine** the basics of moving image and cinematography.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Determine** the ways of managing a successful photography business.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** research techniques for documentary subjects or news stories visualized through still and moving images	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency
Course Code	Course Title	PO 1	PO 2	PO 3	PO4	P O 5	PO 6	PO 7	PO 8	PO 9	PO10	PO 11	PO 12	PS O1	PS O2
	Photojournalism and Infographics	3	2	2	1	1	1	1	2	3	3	1	3	3	2

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

1= weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: PHOTOJOURNALISM AND INFOGRAPHICS

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**
Max. Marks: 40 **Semester: Even 2020-21**

Instructions:
Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the role of digital SLR cameras in photography.	**U**	**CO1**
2.	**Compare** Analogue and Digital camera with respect to its business.	**U**	**CO2**
3.	**What** are the different types of camera handling equipment?	**R**	**CO4**
4.	**What** is the Image Dynamization in remote operation?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** Electronic Camera Lens. How is this helpful in planning, monitoring and controlling the program of photography projects?	**U**	**CO2**
6.	a) **What** are the factors affecting Framing Space? b) **Outline** the basic tools of Photoshop.	**R** **U**	**CO4** **CO2** **CO3**
7.	a) **Explain** how the weather impacts on people and the environment. It has provided a source of inspiration for many filmmakers and	**U** **Ap**	**CO2**

	photographers. They have observed a range of weather conditions and the effect that the weather can have on individuals and the environment. **Construct appropriate images and make your own response.**		
SECTION C is Compulsory			
8.	a) **What** is focal length? b) **How** the lighting for portrait photography gets done? **Explain with a Case Study.**	**R** **U**	**CO5**

	Live show Production	L	T	P	C
Version 1.0		2	1	2	4
Pre-Requisites/Exposure	Film Studies, Documentary Film making				
Co-Requisites	-				

Course Objectives

1. To understand live show production as a distinct business.
2. To understand the roles and responsibilities of a live show producer.
3. To know how to prepare the proposal for a live show.
4. To evaluate the different logistical considerations for producing a live show.
5. To Assessthe perfect ambience for a live show.
6. To be able to learn artist and crowd management for successfully completing a live show.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Label** the dynamics of live show production.
CO2. **Determine**the styles of writing for different genres of live programmes.
CO3. **Apply** the knowledge concerning the various technicalities of live news programs.
CO4. **Classify** the intricacies of live programme script.
CO5. **Assess** how to write screenplay for the camera.
CO6. **Evaluate** content for live show programmes.

Catalog Description

This course introduces the students to the basics of visual reporting skills and editing, graphics and special effects and other concepts like camera positioning, TV News techniques: finding the story, packaging: use of clippings, PTC, VO, AVO, VOXPOP; viewership rating: TAM, TRP, etc. In the process, the learners will be exposed to PowerPoint Presentations, television stories and news case studies. Experts from the field from television will be called for delivering expert lectures on various aspects. Workshops will be conducted where the learners will learn the intricacies of writing for television by doing. A solid backgrounding in writing is a sine-qua-non for any aspiring communicator if he/ she is going for a career in live show production.

Course Content

Unit I: **5 Lecture Hours**

What Is a Live Show? Different Types of Live Shows – Live Show Producers – The Different Kinds of Producers – Live Show Production Techniques.

Unit II: **5 Lecture Hours**

Details – Finding the Right Venue – Contracting Talent – Contract Riders.

Unit III: **5 Lecture Hours**

Personal and Resource Management – Live Sound Reinforcement – Setting up the Lighting Scheme – Sound Checking – Checking Logistics.

Unit IV: **5 Lecture Hours**

Creating and Managing the Budget for a Live Show – Arranging Sponsorships – Arranging Ticketing and Security and Doing Crowd Management.

Unit V: **5 Lecture Hours**

Musical and Artistic Directions While Staging a Live Show – Regulatory and Legal Considerations – Roles of a Producer in Managing a Live Show.

Unit VI: **5 Lecture Hours**

Live Shows and Branding – Branding of Live Shows through the Usage of Social Media – Live Show Crisis Management.

Practical:

1. Lessons on Producing Musical Live Shows.
2. Lessons on Producing Sports Live Shows.
3. Lessons on Producing Plays.
4. Lessons on Producing Lifestyle Live Shows.
5. Lessons on Producing Local Live Shows.

Reference Books

1. DavinGaddy:*Media Design and Technology for Live Entertainment: Essential Tools for Video Presentation*.
2. John Huntington:*Control Systems for Live Entertainment*.
3. Joe Goldblatt:*Special Events: Creating and Sustaining a New World for Celebration*.
4. Natalie Johnson:*Event Planning Tips: The Straight Scoop on How to Run a Successful Event*.

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Label** the dynamics of live show production.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Determine** the styles of writing for different genres of live programmes.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Apply** the knowledge concerning the various technicalities of live news programs.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Classify** the intricacies of live programme script.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Assess** how to write screenplay for the camera.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** content for live show programmes.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Live Show Production	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Live Show Production

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Odd 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different types of live shows.	**U**	**CO2**
2.	**Compare** between the live news programs and entertainment programs.	**U**	**CO1**
3.	**What** exactly is the 180 degree rule?	**R**	**CO5**
4.	**What exactly would be the method** that you would apply to make a reality show ?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of pre-production in detail. **How does it help** in the overall presentation of cinema?	**U**	**CO6**
6.	**What** are the different types of shots? How do shots build up a scene?	**R**	**CO4**
7.	**Explain** the process of application of a cutaway shots and montage editing to build up an idea on the screen.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**Explain** the popularity of live shows and the ethics involved in the process of producing content for the	**U**	**CO2**

	Dissertation	L	T	P	C
Version 1.0		0	4	0	4
Pre-Requisites/Exposure	Communication Research				
Co-Requisites	-				

	camera.		

Rules (Common for All Courses with Dissertation as Part of the Curriculum)

In the First Two weeks of the semester, the teacher concerned will revise the Elements of Research and major research methodologies.

Next Two Weeks, learners will be guided to undertake an extensive review of literature to decide on their research topics in accordance with their research interests. In the next Three Weeks, learners will be trained to focus on the topic on the basis of the review of literature and to identify the research gaps. The research gaps will be used to frame the research problem. Once the research problem has been identified, they have to go back to library for another round of exploration of relevant thesis through available e-resources to look for a valid research methodology preferably.

Then, they will be trained to apply appropriate sample size or appropriate qualitative methodologies depending on the topic for next Two Weeks.

Following One Week will be used for pre-test or applying chosen research method on the sample to explore the effectiveness of the research method.

Thereafter, the learners will be asked to complete data collection, tabulation and thesis writing

	Feature Film Production	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Film Studies, Documentary Film Production				
Co-Requisites	Live Show Production				

Course Objectives

1. To become cinema reviewers for various media organizations.
2. To Assess research on cinema.
3. To be able to adopt a career in cinema academics.
4. To encourage the growth of good cinema in the country and elsewhere.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of film making.
CO2. **Describe** the types and functions of cinema.
CO3. **Outline** various types of cinema.
CO4. **Apply** the knowledge of existing theories of film making.
CO5. **Assess** the scope of cinema as a process.
CO6. **Predict** the outcomes of different film semiotics.

Catalog Description

This module introduces students to a brief history of cinema (Global and Indian Perspectives), the development of cinema as a distinct art form and what influence the other art forms have on cinema. The module Explaines the language of cinema and fundamental cinematic terminologies. Also the students get to know how cinema is a tool for social change. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of films. Workshops will be conducted where the learners will learn the intricacies of cinema.

Course Content

Unit I: **5 Lecture Hours**

Cinematography: Visual Storytelling – Fundamental Techniques of Exposure, Subject Modelling and Set Lighting – The Basic Methods of Moving the Camera – Role of the Director of Photography as Regards Feature Films.

Unit II: **5 Lecture Hours**

Direction 1: Roles and Responsibilities of a Director in Script Development, Pre-Production, Production and Post-Production.

Unit III: **5 Lecture Hours**

Direction 2: Directing Techniques and Collaboration – Actor's Approach, Character Analysis, Advanced Blocking, Image Systems and Rehearsal Styles.

Unit IV: **5 Lecture Hours**

Post Production: Picture Editing, Sound Editing, Sound Mixing, Music and Color Correction – Procedures and Techniques for Picture and Audio Editing Using Non-Linear Editing Software – The Basics of Visual Effects Editing, Color Correction and Titling.

Unit V: **5 Lecture Hours**

Producing: Developing a Concept and Then Selecting Material and Negotiating for the Rights to That Content – The Importance of Networking and Pitching – The Marketing, Distribution and Packaging of a Film.

Unit VI: **5 Lecture Hours**

Production Design: Creating and Pitching a Design – Effective Set Decoration Decisions for Zero-Budget Productions – The Basic Principles to Develop a Visual Concept, Design the Set, Evaluate the Budget and Work Together in a Team to Build the Finished Set.

Practical

1. Hands-on Lessons on Doing the Cinematography for a Feature Film.
2. Hands-on Lessons on Developing a Script for a Feature Film.
3. Hands-on Lessons on Directing a Feature Film.
4. Hands-on Lessons on Producing a Feature Film.
5. Hands-on Lessons on Doing the Production Design for a Feature Film.
6. Hands-on Lessons on the Financial Aspects of Producing a Feature Film.

Reference Books

1. Renu Saran: History of Indian Cinema
2. Geoffrey Nowell-Smith: The Oxford History of World Cinema
3. Bill Nichols: Engaging Cinema: An Introduction to Film Studies
4. Alain Badiou: Cinema
5. Mark Cousins: The Story of Film

6. Satyajit Ray: Deep Focus: Reflections on Cinema
7. Ian Haydn Smith: 1001 Movies You Must See Before You Die
8. Isolde Standish: A New History of Japanese Cinema: A Century of Narrative Film
9. Anthony Leong: Korean Cinema: The New Hong Kong
10. Paul A. Schroeder Rodríguez: Latin American Cinema: A Comparative History
11. Catherine Fowler: European Cinema Reader
12. Peter Kenez: Cinema and Soviet Society: From the Revolution to the Death of Stalin (KINO - The Russian Cinema)
13. SelvarajVelayutham and SharmisthaGooptu: Bengali Cinema: 'AnOther Nation' (Routledge Contemporary South Asia Series)
14. Tamil Cinema: The Cultural Politics of India's other Film Industry (Media, Culture and Social Change in Asia Series)
15. Syd Field: Screenplay: The Foundations of Screenwriting
16. Neo Monefa: SCREENPLAY: The Ultimate Step by Step Tutorial for Screenwriting Made Easy (Screenplay Guide- How to Write a Screenplay- Screenplay Format- The Foundations of Screenwriting)
17. NeelamSidhar Wright: Bollywood and Postmodernism: Popular Indian Cinema in the 21st Century
18. David Hopkins: Dada and Surrealism: A Very Short Introduction (Very Short Introductions)
19. Michael Richardson: Surrealism and Cinema
20. Cristina Degli-Esposti: Postmodernism in the Cinema

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	Define the process of film making.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	Describe the types and functions of cinema.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Outline** various types of cinema.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Apply** the knowledge of existing theories of film making.	**PO1, PO2, PO3, PO9, PSO2**

CO5	Assess the scope of cinema as a process.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	Predict the outcomes of different film semiotics.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex problems	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
HJM33218	Feature film production	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Feature Film Production

Program: B.A. (Honours) in Media and Communication **Time: 03 Hrs.**

Max. Marks: 40 **Semester: Even 2020-21**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Explain** the different types of cinema.	**U**	**CO2**
2.	**Compare** between these movies of Andre Bazin and Sergei Eisenstein .	**U**	**CO1**
3.	**What** exactly is the 180 degree rule?	**R**	**CO5**
4.	A road accident case happens in your locality. **What exactly would be the method** that you would apply to make a short film on it ?	**Ap**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of pre-production in detail. **How does it help** in the overall presentation of cinema?	**U**	**CO6**
6.	**What** are the different types of shots? How do shots build up a scene?	**R**	**CO4**
7.	**Explain** the process of application of a cutaway shots and montage editing to build up an idea on the screen.	**U**	**CO6**
Section C is Compulsory (8)			
8.	**Explain** the evolution of cinema and the ethics involved in the process of producing content for the camera	**U**	**CO2**

HJM12042- Folk Media

Objective:

To apprise students with historical role and relevance of different forms of folk media.

To help students understand how folk media reflects societal concerns and was used for communication.

To enable students to know the roots and type of folk-art form.

Unit I: Folk Media – Definition, Meaning Use and Structure of Folk Tales: Narratology Theory of Vladimir Propp Forms of Folk Music – Western (United States and Europe) Indian (Bengal, Maharashtra) Traditional Folk Media and its Classification - Jatra, Pala, Leela, Yakshagana, Tamasha, Nautanki, Street Play, Puppetry, Palla Therkuttu, Chhou. Traditional Folk Media and Communication Traditional Folk Media in Promoting – Health, Education, Tourism, Women's Issues

Unit II: Culture and Tradition-Meaning of Culture, Tradition, Oral tradition; Dominant Culture versus Subaltern Culture. New Folk Media New Media and Democratization of Communication Eisenstein and his work on New Folk Media YouTube, P2P and the question of Intellectual Property Law Suggested Project: Doing a video documentation of a folk media form.

Unit III: Mythological Theory, Historical – Geographical Theory, Functional Theory, Psychoanalytical Theory. Structural Theory, Oral Forulaic Theory, Genre Theory, Contextual Theory, Performance Theory, Theory of Nativism. Important Folk forms of Bengal: Gambhira, Kabigaan, Chhou, Raibneshe, Alkap, Kabigaan, Yatra, Leto, Baul

Unit IV: India- Contribution by Western scholars, Contribution of early Indian scholars, Folklore Research in various states of India, Recent trends in Folklore studies.
Other Country- Folklore Research by American scholars, Folklore Research by European scholars, Folklore, Research by Russian scholars. Major Scholars of world- Max Muller, V. J. Propp, Stith Thompson, Levi Strauss, Alan Dundes, Devendra Satyarthi

Unit V: Definition and Characteristics of Myth, Origin and Classification of Myth, Functions and Study of Myth. Definition and Characteristics of Legend, Origin and Classification of Legend, Functions and Study of Legend, Definition and Characteristics of Tale, Origin and Classification of Tale, Functions and Study of Tale.

Unit VI: Definition and Characteristics of Folk Theatre, Origin of Folk Theatre, Classification of Theatrical Arts. Functions of Folk – Theatre, Study of Folk Theatre, Role of Literature in Theatrical Forms, Problems faced by Indian Folk Theatre in Modern era, Folk Artists and Art Forms, Units of Ministry of I and B : Song and Drama Division, DAVP, DFP, PIB, FTII, NFAI

Readings: (1) ShyamParmar: Traditional Folk Media in India,Routledge,1994. (2) Wakil Ahmed: BanglarLokSanskriti, GatidharaPrakashoni, Bangladesh. (3) Wakil Ahmed: Lok Kala Tatwo O Matabad, Boipatro, Bangladesh. (4) Ashutosh Bhattacharya: LokSahityerItihash, (5) Folk and Tribal Cultural Centre(ed): BongiyoShilpoParichay.

	Media Marketing	L	T	P	C
Version 1.0		3	1	0	4
Pre-Requisites/Exposure	Basic knowledge of media marketing, Brand Communication				
Co-Requisites	-				

Course Objectives

1. To understand the scope of media in today's communication environment.
2. To Assess the role media sales play in the overall media businesses.
3. To evaluate the development of sales process that supports professional media sales.
4. To determine the concept of audience as it relates to a medium's target and identify media sales jobs in a marketplace.

Course Objectives

1. To understand marketing and its determinants
2. To understand the perspective of consumers
3. To understand the essentials of marketing research
4. To understand the scope of media in today's communication environment.
5. To Assess the role media sales play in the overall media businesses.
6. ~~To evaluate the development of sales process that supports professional media sales.~~
7. To determine the concept of audience as it relates to a medium's target and identify media sales jobs in a marketplace.

Course Outcomes

On completion of this course, the students will be able to

CO1**Define** the process of media budgeting.

CO2 **Describe** the components of media budgeting.

CO3 **Analyze** cash flow.

CO4**Assess** conceptual skills in this area as well as their application in the corporate world.

CO5 **Apply** corporate level Policy & Strategy formulations.

CO6 **Evaluate** corporate strategy and synergy in the perspective of budget.

Course Outcomes

Upon completion of this course, the students will be able to

~~CO1 **Define** the process of media budgeting.~~

CO1 Analyze the market tendency and fluctuation

~~CO2 **Describe** the components of media budgeting.~~

CO2 Evaluate consumers and their requirements

~~CO3 **Analyze** cash flow.~~

CO3 Prepare full-proof marketing and media plans

CO4 Assess conceptual skills in this area as well as their application in the corporate world.

CO5 Apply corporate level Policy & Strategy formulations.

CO6 Evaluate corporate strategy and synergy from the perspective of budget.

Catalogue Description

The budget is directly dependent on what factors are influencing these areas.

- People: Questions that can arise include, "Do you need a larger team? Do you need specific skill sets within your team in order to achieve what you feel is the right way to approach it? Do you need to adopt a new process of piece of technology to improve your results?"
- Technology: Technology, particularly in larger teams, really helps to improve efficiency. How you achieve efficiencies is by examining existing and new tools to make sure that the teams are linking in with each other correctly, that they're sharing data and insight correctly and accurately. So, it's important to recognize at what point you need to invest in these should you find reasons to address possible inefficiencies.
- Training: Training must not be overlooked! You should be asking "how much training does your team require? How much do you need to upscale your team?" It's important to recognize this early because it's often something that falls by the wayside. If you find inadequacies, then you should try to remedy this as soon as possible.
- Process: So, what volume and detail are required in your ad buying strategy? If you have a high investment in media, in advertising, in paid ads, what you're going to find is that it's going to require more tools and more people to actually manage that advertising. As you start to increase your efforts into your media buying, content partners or network partners or working with other sites that use display advertising, what you're going to find is that you're going to need more resources to actually manage this. Moreover, you will discover, not just the level of manpower and amount of resources required, but also how much time it will take to monitor and control your digital strategy.

Some of the popular jobs that students can look into after pursuing this course:

- Investor
- Advertising
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Tourism Industry
- Business Consultancies
- Personal Business
- Digital Marketing

Course Content

Unit I (10 hour Lecture Hours)

Nature and Importance of Sales Promotion –Its Role in Marketing – Forms of Sales Promotion: Consumer-Oriented Sales Promotion; Trade-Oriented Sales Promotion and Sales Force-Oriented Sales Promotion.

Unit I (10 Lecture Hours)
Management: Definition, nature, process, functions & skills.
Evolution of management thoughts: F.W. Taylor – Henri Fayol – Max Weber – Elton Mayo
Management Approach: System approach – Contingency approach
Business Organization: Types of ownership

Unit II (10 hour Lecture Hours)

Selling Situations – Types of Sales Person – Buyer Seller Dyad – Diversity of Personal Selling – AIDA Theory in Selling – Peddlers – Professional Sales Person – Peddler vs Professional Sales Person – Industrial Sales Person.

Unit II (10 Lecture Hours)
Organization: Concept and purpose of the organization – Types of organization, Line, Line & Staff, Matrix, Virtual Organization structures. Basis of Departmentation,
Concept of Authority: Functional Authority, Delegation of Authority, Centralization and Decentralization of Authority.
Coordination and Staffing.

Unit III(10 hour Lecture Hours)

Samples –Point of Purchase –Displays and Demonstration – Exhibition and Fashion Shows- Sales Contest and Game of Chance and Skills –Lotteries –Gifts-Offers –Premium and Free Goods – Prince Packs –Rebates –Patronage –Rewards etc. – Conventions –Conference and Trade Shows –Specialities and Novelties –Developing a Sales Promotion Programme –Pre-TestingImplementing, Evaluating the Results and Making Necessary Modification.

Unit III (10 Lecture Hours)
Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions – Market segmentation and positioning – Buyer behavior – consumer versus organizational buyers – Consumer decision-making process – Marketing mix

Unit IV (15 hour Lecture Hours)

Consumer and Industrial Markets – Characteristics and Implications for Selling Function – Difference between Organisation and Consumer Behaviour – Organisation Buyer Behaviour – FactorsAffectingOrganization Buyer Behaviour.

Unit IV (10 Lecture Hours)
Marketing Research: Introduction – Management uses of marketing research – Problem Formulation & steps in decision Making Process.
Research Design: Introduction, Exploratory Research, Descriptive research, Causal/ Experimental Research Design – Relationship between different types of designs.

Unit V(10 hour Lecture Hours)

Concept, Nature, Functions & Importance; Selling vs. Marketing; Marketing Environment: Nature, Types & Strategies to Deal with Internal & External (Micro & Macro) Marketing Environment; Ethical & Social Responsibilities of Marketing.

Unit V (10 Lecture Hours)
Consumer Behavior: Identifying & understanding consumer – Consumer demographics & lifestyles – Consumer needs & desires – Consumer shopping attitude – Consumer decision process
Determinants of Consumer Behavior: Individual Determinants – Group Determinants – Environmental Influences

Unit VI (10 hour Lecture Hours)

Concept, Importance and Basis, Target Market Selection; Market Positioning: Concept & Importance, Market Repositioning; Product Differentiation vs. Market Segmentation; Contemporary Issues in Marketing.

Unit VI (10 Lecture Hours)
Media Planning: Establishing Media objectives – Media Strategies – Media mix – Reach Vs. Frequency – Creative aspects – Budget considerations – Evaluation of Broadcast media – Print media, Support media – Internet and interactive media, etc. – Media campaign planning.

~~**Assignments:**~~

~~Prepare an event budget sheet~~

~~Prepare a balance sheet for an event for any media.~~

Text Books:

1. Stoner, Freeman , Gilbert Jr. : Management (Pearson education)
2. Ogilvy David, Ogilvy on Advertising, London, Longman
3. Marketing Research- Text and Cases Harper W. Boyd Jr. , Ralph Westfall

Reference Books

4. Kootz,O'Donnell , Weighrich : Essentials of Management
5. Aaker, David A. etc., Advertising Management, 4th edition , PHI, 1985
6. Belch, George E. and Belch, Michael A.; Advertising and promotion, Tata McGraw Hill,

New Delhi

7. Research for Marketing Decisions Paul E. Green, Donald S. Tull
8. Event Marketing : How To Successfully Promote Events, Festivals, Conventions And Expositions by C. A. Preston, Wiley, 2012, ISBN: 0470891076, 9780470891070
9. Sustainable Event Management: A Practical Guide by Jones Meegan, Routledge, 2017, ISBN: 1315439700, 9781315439709

~~**List of Books:**~~

~~1. Fundamentals of Financial Management by J. Van Horne, John M Wachowicz, Pearson Education Limited, 2010, ISBN: 0273738011, 9780273738015~~
~~2. Event Planning: Management & Marketing For Successful Events by Alex Genadinik, EvaluateSpace Independent Publishing Platform, 2015, ISBN: 1519178204, 9781519178206~~
~~3. Financial Management: Core Concepts, by Raymond Brooks, Prentice Hall, 2009, ISBN: 0321155173, 9780321155177~~

List of Books:

4. Fundamentals of Financial Management by J. Van Horne, John M Wachowicz, Pearson Education Limited, 2010, ISBN: 0273738011, 9780273738015

5. Event Marketing : How To Successfully Promote Events, Festivals, Conventions And Expositions by C. A. Preston, Wiley, 2012, ISBN: 0470891076, 9780470891070

6. Event Planning: Management & Marketing For Successful Events by Alex Genadinik, EvaluateSpace Independent Publishing Platform, 2015, ISBN: 1519178204, 9781519178206

7. Financial Management: Core Concepts, by Raymond Brooks, Prentice Hall, 2009, ISBN: 0321155173, 9780321155177

8. Sustainable Event Management: A Practical Guide by Jones Meegan, Routledge, 2017, ISBN: 1315439700, 9781315439709

Modes of Evaluation: Quiz/Assignment/ Presentation/ Extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

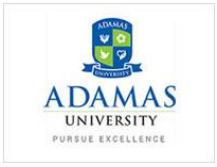
Mapping between COs and Pos

	Course Outcomes (COs)	Mapped Program Outcomes
CO1	**Define** the process of media budgeting.	**PO1, PO5, PO6, PO9, PO10, PO12**
CO2	**Describe** the components of media budgeting.	**PO1, PO2, , PO8, PO9, PO10, PO12, PSO1, PSO4**
CO3	**Analyze** cash flow.	**PO1, PO2, PO3, PO5, PO7, PO8, PO9, PO10, PO11, PSO1, PSO3**
CO4	**Assess** conceptual skills in this area as well as their application in the corporate world.	**PO1, PO2, PO3, PO9, PSO2**
CO5	**Apply** corporate level Policy & Strategy formulations.	**PO1, PO3,PO4, PO8, PO12, PSO1, PSO4**
CO6	**Evaluate** corporate strategy and synergy in the perspective of budget.	**PO1, PO6, PO8, PO10, PO12, PSO1, PSO2, PSO4**

		Media Knowledge	Problem Analysis	Design/ Development of Solutions	Conduct investigations of complex	Modern Tool Usage	The Media and Society	Social Environment	Ethics	Individual andTeam Work	Communication	Project Management	Life-Long Learning	Employability	Technical Competency	Social Competency	Latest Trends
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	Media Marketing	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

1=weakly mapped
2= moderately mapped
3=strongly mapped

Model Question Paper

Name: **Enrolment No:**	

Course: Media Marketing

Program: BA Honours in Media and Communication **Time: 03 Hrs.**

Semester: Even 2020-21 **Max. Marks: 40**

Instructions:

Attempt any three questions from **Section A** (each carrying 4 marks); any **Two Questions** from **Section B** (each carrying 10 marks)**. Section C is Compulsory (8)** (carrying 8 marks)**.**

Section A (Attempt any Three) (3 x 4 = 12)			
1.	**Apply** your understanding to craft strategies to develop the ad budget for a new start up.	**Ap**	**CO2**
2.	**Compare**media planning&media budgeting with suitable examples.	**U**	**CO1**
3.	**What**are the pillars of success for successful media budget?	**R**	**CO1**
4.	**How** can you plan your budget for own digital marketing start up?	**R**	**CO3**
Section B (Attempt any Two) (2 x 10 = 20)			
5.	**Explain** the process of making media planning and buying for your organization in detail. **How does this approach help**	**U**	**CO4**
6.	**What** are the different steps to make a lasting organizational and budget approach?	**R**	**CO3**
7.	**Explain** the process of conceiving and implementing the synergy of corporate planning?	**U**	**CO4**
Section C is Compulsory (8)			
8.	**How** do you follow the basic ethical principles while designing a digital marketing budget? List out all the factors.	**R**	**CO2**

Semester IV

	Non-Fiction Films	L	T	P	C
Version 1.0		4	0	2	6
Pre-requisites/Exposure	Basic Knowledge of Film Studies				
Co-requisites	-				

Course Objectives

5. To know the history of documentary films.
6. To know the history of corporate films.
7. To know how to make documentary films.
8. To know how to make corporate films.

Course Outcomes

On completion of this course, the students will be able to

CO7. **Define** the process of documentary and filmmaking.
CO8. **Describe** the types of documentary.
CO9. **Outline**the process of pre-production and production.
CO10. **Apply**the knowledge of communication theories and models with case studies.
CO11. **Assess**the concept and process of making ad films..
CO12. **Predict** the outcomes of different documentaries.

Catalog Description

The course documentary and film making focusses at fostering understanding of the history of thegenre by the students and they will also make a short documentary film. The aims of the course are tofoster an understanding of documentary as a diverse form, with a range of styles and genres,to root this diversity in its various historical and social contexts, and to introduce you to someanalytical tools appropriate for study of your own and other filmmakers' works. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of documentary and filmmaking. Workshops will be conducted where the learners will learn the intricacies of documentary and filmmaking.

Unit 1 (15 hours)
Non-fiction film and its historical formulation – Difference between Non-Fiction and Documentary films, First Non-Fiction films of Lumiere Brothers, Soviet Montage non-fictions of Vertov

Unit 2 (15 hours)
Anthropological Documentary Films of Flaherty, British School of Documentary Films, French New Wave Documentary Films, Night and Fog
Unit 3 (15 hours)
Five types of Documentary films, Documentary Film Movements - Cinema Verite and Direct Cinema, Experimental Documentary
Unit 4 (15 hours)
Documentary Films of Ray and Ghatak, Contemporary Documentary Films, Indian Documentary Films, Political Documentaries, Collective Documentary filmmaking

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. Harrison, Tony (ed), (1989), A handbook of Advertising Techniques, KoganPage
2. London. Kirkpatrick, C.A., (1959), Mass Communication in Marketing, Houghton Mifflin, Boston.
3. Jefkins, Frank, (1977), Copywriting& Its Presentation, International Textbook Co., London.
4. David Ogilvy, (1988), Ogilvy of Advertising, London Pan Books, London, Sidgwick

	Non Fiction Film Project	L	T	P	C
Version 1.0		0	0	6	4
Pre-requisites/Exposure	Basic Knowledge of Filmmaking				
Co-requisites	-				

Course Objectives

9. To know the history of documentary films.
10. To know the history of corporate films.
11. To know how to make documentary films.
12. To know how to make corporate films.

Course Outcomes

On completion of this course, the students will be able to

CO13. **Define** the process of documentary and filmmaking.
CO14. **Describe** the types of documentary.
CO15. **Outline**the process of pre-production and production.
CO16. **Apply**the knowledge of communication theories and models with case studies.
CO17. **Assess**the concept and process of making ad films..
CO18. **Predict** the outcomes of different documentaries.

Catalog Description

The course documentary and film making focusses at fostering understanding of the history of thegenre by the students and they will also make a short documentary film. The aims of the course are tofoster an understanding of documentary as a diverse form, with a range of styles and genres,to root this diversity in its various historical and social contexts, and to introduce you to someanalytical tools appropriate for study of your own and other filmmakers' works. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of documentary and filmmaking. Workshops will be conducted where the learners will learn the intricacies of documentary and filmmaking.

Unit 1 (20 hours)
Preparation of Pre Production Steps – Research, Drafting of Script, Recce, Budget, Treatment
Unit 2 (20 hours)
Shooting of A non-Fiction film on chosen subject
Unit 3 (20 hours)
Making a ten minute documentary with proper production and post-production

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Semester II

	Advanced Videography	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Videography				
Co-requisites	-				

Course Objectives

1. Discuss about various camera technique.
2. To describe the process of Lighting technology and their setup.
3. To operate different video, film format cameras and uses of modern light, Hard & Soft Light, Fill light.
4. To develop how to Revealing a scene, Character motivated shot, 30 and 180 degree rule, POV etc, and color.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** an in-depth knowledge of Cinematography.
CO2. **Develop** an understanding, Videography and LED lighting uses.
CO3. **Demonstrate** the uses of different Camera movement, Camera placement, Shot composition and framing,
CO4. **Apply** the requirement based proper lighting.

Catalogue Description

Cinematography is one of the most effective topic in this course. Lighting play a very essential role in Cinematography. A Cinematographer play a vital role in Television and Film production including audio, video, images, information, interactive media, virtual reality environments. Skilled persons are required in different firms including news agencies, electronic media, film industry, productions houses etc. On the other hand lighting technique create a dramatic situation in a film or a television show.

Cinematography and lighting is an engineering science. As in all engineering science, in Cinematography one of the biggest challenges is to create cost-effective solutions to practical problem by applying scientific knowledge to building things in the service of mankind. Today Cinematography are build via electronic and computer systems but as the definition said it's a medium that's why working in Cinematography can make you learn a lot about other discipline. This course enables the candidates to understand the utility of different tools, working with different technology and use of different film cameras.

Cinematography is an ever-blooming field with numerous job opportunities. Various media agencies, Television channel, film production houses recruit Cinematographer. Following are some of the popular jobs that candidates can look into after pursuing Cinematography courses:

- Cinematographer
- Director of Photography
- Gruffer
- Cameraperson
- Lighting Crew

Unit I
Introduction to lighting technology including Color Scheme, Uses of Camera technique.
Unit II
Introduction to various composition of shot, uses of different tools like shutter, F-stop and ISO. Study about different filters,
Unit III
Introduction LED, HMI, Fluorescent, tungsten light, use of light meter. Camera movement, Different formats of video camera and its uses.
Unit IV
Experience with film camera and Digital film camera in different situation both studio and outdoor, A-roll, B- Roll shot, 30 and 180 degree rule,
Unit V
Key Light, Fill light, Low and high key light, fill light, Back light, Uses of indoor and outdoor lighting, and color temperature.
Unit VI
Special effect using in camera techniques with different film format.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books
1 In The Blink of an Eye- Walter Murch
2.Cinematography theory and practice, Blain Brown
3.Masters of Light, Dennis Schaefer and Larry Salvato4.Lighting for Cinematography – David Landau.
5.On Directing Film- David Mamet

ADAMAS UNIVERSITY

DEPARTMENT OF JOURNALISM

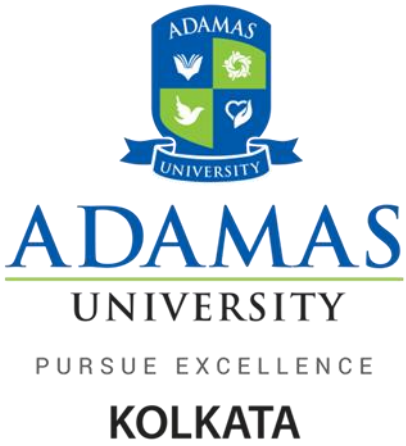
CO – PO & PSO MAPPING

Name of the Programme: B.A. (Honours)
Specialization: Media and Communication

Course Title	**PO1**	**PO 2**	**PO 3**	**PO 4**	**PO 5**	**PO 6**	**PO 7**	**PO 8**	**PO 9**	**PO1 0**	**PO1 1**	**PO1 2**	**PSO 1**	**PSO 2**	**PSO 3**	**PSO 4**
Journalism Basics	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	3
Behavioral Sciences for HRM	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Graphics & Social Media	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Introduction to Imagery	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Print Media Journalism	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Design Thinking	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2

Course Title	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1	PO1 2	PSO 1	PSO 2	PSO 3	P S O 4
Media Literacy	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	3
Media Laws & Ethics	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Communicatio n theories	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Brand Communicatio n	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Photography	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Introduction to Communicatio n	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Film Studies	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Print Lab Production	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Broadcast Technologies	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
New Media Studies	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Animation and Gaming	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
News Writing Skills	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Basics of Photography	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Documentary & Filmmaking	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Indian Political and Economic System	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Communicatio	3	2	2	1	1	1	1	2	3	3	1	3	3	2		

n Research															1	2
Writing for Media	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Brand Management	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Development Communication	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Specialized Reporting	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Radio Programming & Production	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Advertising & Management	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Television Production	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Public Relations	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Media Management	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Short Fiction Production	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Corporate Communication	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Photojournalism& Info-graphics	3	3	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Live Show Production	3	2	2	2	1	1	1	2	3	3	1	3	3	2	1	2
Feature Film Production	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2
Media Marketing	3	2	2	1	1	1	1	2	3	3	1	3	3	2	1	2



ADAMAS UNIVERSITY

B.Sc. (Hons) Media Technology

(2022-23)

B.Sc. (Hons) Media Technology

2022-23

Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/ Week	Credits
SEMESTER I								
1	T	ETM11111	Introduction to Media	4	0	0	4	4
2	T&P	ETM13002	Photography and Photo Editing	0	0	2	2	2
3	T&P	ETM13112	Videography	1	1	2	4	4
4	T&P	HJM13002	Introduction to Imagery	5	0	1	6	6
5	T&P	ETM13113	Sound	1	1	4	6	4
6	T	HJM11005	Media Literacy	3	1	0	4	4
7	T	DGS11001	Design Thinking	2	0	0	2	2
Students have to choose any two papers as OPTIONAL								
8	T	HJM 11006	Print Media Journalism	4	2	0	6	6
9	T	ENG11028	Introduction to Language, Literature and Culture	4	2	0	6	6
			Total	**24**	**5**	**9**	**34**	**32**

Sl. No.	Course Type	Course Code	Title of the Course	L	T	P	Contact Hours/ Week	Credits
SEMESTER II								
1	T	ETM11211	Film Studies: Early and Classical Cinema	4	0	0	4	4
2	T	HJM11077	Media Laws & Ethics	3	1	0	4	4
3	T	ETM13112	Introduction to Television	3	1	0	4	4
4	P	ETM11212	Television Journalism	2	0	2	4	4
5	P	ETM11213	Advanced Photography	0	0	4	4	4
6	P	ETM12214	Advanced Videography	0	0	4	4	4
7	P	EIC11001	Venture Ideation	**0**	**0**	**2**	**2**	**2**

			Total	**13**	**5**	**16**	**26**	**26**

Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
SEMESTER III								
1	T	ETM11311	Film Studies: European Cinema	4	0	0	4	4
2	P	ETM12312	Graphic and Web Designing	2	0	2	4	4
3	P	HJM32203	Print Lab Production	2	0	2	4	2
4	T&P	HJM32205	Broadcast Technologies	0	0	4	4	2
5	T&P	HEM33228	Scriptwriting and Storyboarding	1	1	2	4	4
6	T&P	HEM32213	Video Editing	1	1	2	4	4
7	P	IDP14001	Inter-Disciplinary Project	1	0	2	2	3
	Int	ETM16001	**Internship**	0	0	4	4	4
			Total	**12**	**6**	**16**	**24**	**27**

Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
SEMESTER IV								
1	T&P	ETM13411	Non-Fiction Films	4	0	0	4	4
2	T&P	ETM13412	Film Direction	2	0	2	4	4
3	T&P	HEM33231	3D Animation and Gaming	0	0	4	4	4
4	P	HEM32214	Advanced Video Editing	0	0	4	4	4
5	P	ETM12413	Film Project I: Non-Fiction Project	2	2	4	8	6
6	I	ETM16002	Internship	0	0	2	2	2
			Total					**24**

Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
SEMESTER V								
1	T	ETM11511	Film Studies: Indian Cinema	4	2	0	6	4
2	T&P	ETM13512	Theater Studies	3	1	0	4	4
3	T	ETM11513	Advertisement: Introduction	2	2	0	4	4
4	P	ETM12514	Advertisement Filmmaking	1	1	4	6	4
*CHOOSE **ANY TWO** ELECTIVES FOR THIS SEMESTER*								
5	T&P	ETM13515	Production Management	2	1	6	9	6
6	T&P	HJM33209	Radio Programming & Production	2	1	6	9	6

7	T&P	HEM33225	Online Editing & Live Telecast	2	1	6	9	6
8	P	ETM12516	Corporate Filmmaking	2	1	6	9	6
			Total	**16**	**9**	**28**	**38**	**28**

Sl. No.	**Course Type**	**Course Code**	**Title of the Course**	**L**	**T**	**P**	**Contact Hours/ Week**	**Credits**
SEMESTER VI								
1	P	ETM12611	Film Project: Short Fiction	2	1	6	9	6
2	T	ETM11612	OTT	3	1	0	4	4
3	P	ETM12613	Showreel and Pitch Deck	1	1	2	4	4
4	I	ETM16003	Internship	0	0	2	2	2
*CHOOSE **ANY TWO** ELECTIVES FOR THIS SEMESTER*								
5	P	ETM12613	OTT Production (mini Series)	2	1	6	9	6
6	T&P	ETM13614	Music Video	2	1	6	9	6
7	T&P	ETM13615	Experimental and Guerrilla Filmmaking	2	1	6	9	6
8	P	ETM12616	Media Campaign	2	1	6	9	6
			Total	**10**	**5**	**22**	**37**	**28**

Semester	I	II	III	IV	V	VI	Total
Credits	32	26	27	24	28	28	165

Semester I

	Introduction to Media	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of English Language				
Co-requisites	-				

Course Objectives:

1. To develop the concept of communication and imaginative thinking.
2. Acquainting the students with the newest techniques and formats of different types of communication.
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills
CO2 **Explain** different theories of communication
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

English Communication course aims at empowering students with the power of Language by helping them develop the skills of presentation and performance. At the same time an average student gains access to the basics of Grammar and the dynamics of language and message conveyance. Students are encouraged to think with imagination, write or speak with their own linguistic abilities and engage in further reading and conversational styles. They become better acquainted to deal with interviews and screening processes.

Unit1 (10 hours)
Media and its definition. History of Media – first forms of communication – History and

development of communication.
Unit 2 (20 hours)
Media and storytelling process: Fiction vs Non-Fiction, Visual vs Aural, Time and Space in various forms of storytelling: Reel Time, Real Time, Ellipsis, Linear Narrative, Circular Narrative, Spiral Narrative, Absolute / Calendar Time, Relative Time
Space: Real Space, Filmic Space / Diegetic Space, Non-diegetic Space, Psychological Space, Space and Continuity
Unit 3 (10 hours)
Painting, Music, Literature and their influence in forms of media.
Various forms of media: Print, Radio, Cinema, Television, New Media
Unit 4 (20 hours)
Question of Representation – from two dimensional to three-dimensional image construction from Renaissance, Depth of Field, Early forms of image creation, Hot media cold media
Media Theories: Marxist Media Theory, Gender and Media, Nation and Media, Aristotle's model, Cultural Imperialism and Media

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Understanding** the various elements of communicative skills	**PO6, PO10, PSO1, PO12, PO9**
CO2	**Explain** different theories of communication	**PO2, PO6, PO8, PO10, PSO1, PO12**
CO3	**Understanding** the role of the society in the development of language	**PO2, PO3, PO4, PO6, PO10, PSO1**
CO4	**Evaluating** spaces of communication to understand the nuances of speech and writing	**PO2, PO6, PO8, PO10, PSO1**
CO5	**Improve** imaginative thinking to express ideas.	**PO2, PO6, PO8, PO8, PSO1, PO12**

		Media Technology Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The media, communication with technology interface and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Competitive Examination Preparation	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	Introduction to Media	-	3	-	-	1	3	-	2	1	3	-	2	3	-

1=weakly mapped
2= moderately mapped
3=strongly mapped

Reference Books

1. New Media Technology: Cultural and Commercial Perspectives-Book by John V. Pavlik
2. Media Technologies: Essays on Communication, Materiality, and Society-Tarleton Gillespie, Pablo J. Boczkowski, Kirsten A. Foot
3. Educational Media and Technology Yearbook-Michael Orey, Stephanie A. Jones, Robert Maribe Branch
4.The New Media: Communication, Research, and Technology-Ronald E. Rice
5. Media, Modernity, Technology-David Morley

	Photography and Photo Editing	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives:

1. To develop the concept of communication and imaginative thinking.
2. Acquainting the students with the newest techniques and formats of different types of communication.
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills
CO2 **Explain** different theories of communication
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

English Communication course aims at empowering students with the power of Language by helping them develop the skills of presentation and performance. At the same time an average student gains access to the basics of Grammar and the dynamics of language and message conveyance. Students are encouraged to think with imagination, write or speak with their own linguistic abilities and engage in further reading and conversational styles. They become better acquainted to deal with interviews and screening processes.

Unit I:	**5 Lecture Hours**
Introduction to Photography- History and art of Photography, Understanding of good photography and bad photography	
Unit II:	**5 Lecture Hours**
What is Camera – Technology of camera- history of camera- Types of camera- Camera Obscura – SLR – TLR – Parallax Error – Celluloid Camera, Electronic Camera Lens – Normal Lens – Wide Angle Lens – Telephoto Lens – Fixed Focus Lenses – Image Formation –Analogto Digital – Block Lenses and Focus Points – Depth of Field and Depth of Focus – Deep Focus Lenses – Variable Focus Lens – Merits and Demerits – Lens and Perspectives – 3D Lenses.	
Unit III:	**5 Lecture Hours**
Angle and Lenses – Eye Level, High Angle, Low Angle, Bird's Eye View and Worm's Eye View – Image Dynamization– Use of Camera Movements – Trolley Dolly, Crane, Boom Steady Cam, Jib etc. – Remote Operation – Lightweight Digital Cameras – Lens and Movements – Optical Movements- Standardisation of Aspect Ratio – Academy Ratio – Normal, Screen – Wide – Cinemascope – 70mm etc.	
Unit IV:	**5 Lecture Hours**
Camera and Still Pictures – Illusion of Movement – Persistence of Image and Synthesis of Motion – Framing Space – Centrifugal and Centripetal Influences – Painters Frames – Vertical, Horizontal, Conical, Circular etc. – Binary Vision – Vanishing Point – Golden Point – Celluloid Camera as Recording Machines - Standardisation of Frames Per Second – Silent16 Frames Per Second – Talkie 24 Frames Per Second.	
Unit V:	**20Practical Hours**
Basic tool of Photoshop, Basic Photo editing, colour correction, resizing, working with pixel	
Unit VI:	**20Practical Hours**
Working with layer, background removing, layer masking, colour changing, effects	

Reference Books

1. New Media Technology: Cultural and Commercial Perspectives-Book by John V. Pavlik

2. Media Technologies: Essays on Communication, Materiality, and Society-Tarleton Gillespie, Pablo J. Boczkowski, Kirsten A. Foot

3. Educational Media and Technology Yearbook-Michael Orey, Stephanie A. Jones, Robert Maribe Branch

4.The New Media: Communication, Research, and Technology-Ronald E. Rice

5. Media, Modernity, Technology-David Morley

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and POs		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Understanding** the various elements of communicative skills	**PO6, PO10, PSO1, PO12, PO9**
CO2	**Explain** different theories of communication	**PO2, PO6, PO8, PO10, PSO1, PO12**
CO3	**Understanding** the role of the society in the development of language	**PO2, PO3, PO4, PO6, PO10, PSO1**
CO4	**Evaluating** spaces of communication to understand the nuances of speech and writing	**PO2, PO6, PO8, PO10, PSO1**
CO5	**Improve** imaginative thinking to express ideas.	**PO2, PO6, PO8, PO8, PSO1, PO12**

		Media Technology Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The media, communication with technology interface and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Competitive Examination Preparation	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	English Communication	-	3	-	-	1	3	-	2	1	3	-	2	3	-

1=weakly mapped
2= moderately mapped
3=strongly mapped

	Videography	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various tools of cinematography.
2. To describe the process of lighting technology.
3. To operate different video and film format cameras.
4. To develop an understanding about various steps from basics of photography to cinematography.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** an in-depth knowledge of Cinematography.
CO2. **Develop** an understanding of basics technology of photography, videography and lighting uses.
CO3. **Demonstrate** the uses of different medium including video, film.
CO4. **Illustrate** the basics of different studio set up.

Catalogue Description

Cinematography is one of the most effective topic in this course. Cinematography is any hardware tools that is used to create, produce, deliver and manage Television and Film production including audio, video, images, information, interactive media, and virtual reality environments. Skilled persons are required in different firms including news agencies, electronic media, film industry, productions houses etc.

Cinematography is an engineering science. As in all engineering science, in Cinematography one of the biggest challenges is to create cost-effective solutions to practical problem by applying scientific knowledge to building things in the service of mankind. Today Cinematography are built via electronic and computer systems but as the definition said it's a medium that's why working in Cinematography can make you learn a lot about other discipline. This course enables the candidates to understand the utility of different tools, working with different technology and use of different film cameras.

Cinematography is an ever-blooming field with numerous job opportunities. Various media agencies, Television channel, film production houses recruit Cinematographer. Following are some of the popular jobs that candidates can look into after pursuing Cinematography courses:

- Cinematographer

- Director of Photography
- Gruffer
- Cameraperson
- Camera Operator
- Chief Assistant Cameraman

Unit I: (10 hours)
Basic Introduction to lighting technology including Color Scheme, basics of Camera.
Unit II: (15 hours)
Introduction to operational methods of camera, uses of different tools like shutter, F-stop and ISO. Study about different filters.
Unit III: (15 hours)
Introduction to Videography. Different formats of video camera and its uses.
Unit IV: (10 hours)
Introduction to Cinematography. Experience with film camera and Digital film camera in different situation both studio and outdoor.
Unit V: (5 hours)
Lighting technology and its attributes. Uses of indoor and outdoor lighting, exposure metering.
Unit VI: (5 hours)
Special effect using in camera techniques with different film format.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Build** an in-depth knowledge of Cinematography.	**PO1, PO2, PO5, PO6, PO12, PO11, PO12, PSO1, PSO2**
CO2	**Develop** an understanding of basics technology of photography, Videography and lighting uses.	**PO1, PO2, PO3, PO5, PO6, PSO1, PSO2**
CO3	**Demonstrate** the uses of different medium including video, film.	**PO1, PO2, PO3, PO4, PO5, PO12, PSO1, PSO2**

		Media Technology Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The media, communication with technology interface and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Competitive Examination Preparation	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
	English Communication	-	3	-	-	1	3	-	2	1	3	-	2	3	-

1=weakly mapped
2= moderately mapped
3=strongly

	Introduction to Imagery	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives:

1. To develop the concept of communication and imaginative thinking.
2. Acquainting the students with the newest techniques and formats of different types of communication.
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills
CO2 **Explain** different theories of communication
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

This course aims at empowering students with the power of Language by helping them develop the skills of presentation and performance. At the same time an average student gains access to the basics of Grammar and the dynamics of language and message conveyance. Students are encouraged to think with imagination, write or speak with their own linguistic abilities and engage in further reading and conversational styles. They become better acquainted to deal with interviews and screening processes.

Unit I: (10 hours)
Prism and Light Spectrum – VIBGYOR – Speed of Light – Reflection – Refraction – Human Eye and Camera Lens – Comparisons and Differences –Work of Muybridge and Edison – Eastman –Bioscope.
Unit II: (10 hours)
Forced Perspective – Hyper Focal Distance – Fore Shortening – Lens Aberrations – Spherical, Optical, Astigmatism – Inner Reflection – Chromatic Aberrations – Corrections – Lens Elements and Lens Barrel.
Unit III: (10 hours)
Pinhole Camera – Camera Obscura – SLR – TLR – Parallax Error – Celluloid Camera, Electronic Camera Lens – Normal Lens – Wide Angle Lens – Telephoto Lens – Fixed Focus Lenses – Image Formation –Analogto Digital – Block Lenses and Focus Points – Depth of Field and Depth of Focus – Deep Focus Lenses – Variable Focus Lens – Merits and Demerits – Lens and Perspectives – 3D Lenses.
Unit IV: (10 hours)
Angle and Lenses – Eye Level, High Angle, Low Angle, Bird's Eye View and Worm's Eye View – Image Dynamization– Use of Camera Movements – Trolley Dolly, Crane, Boom Steady Cam, Jib etc. – Remote Operation – Lightweight Digital Cameras – Lens and Movements – Optical Movements- Standardisation of Aspect Ratio – Academy Ratio – Normal, Screen – Wide – Cinemascope – 70mm etc.
Unit V: (10 hours)
Camera and Still Pictures – Illusion of Movement – Persistence of Image and Synthesis of Motion – Framing Space – Centrifugal and Centripetal Influences – Painters Frames – Vertical, Horizontal, Conical, Circular etc. – Binary Vision – Vanishing Point – Golden Point – Celluloid Camera as Recording Machines - Standardisation of Frames Per Second – Silent16 Frames Per Second – Talkie 24 Frames Per Second.
Unit VI: (10 hours)
Basic tool of Photoshop, Basic Photo editing, color correction, resizing, working with pixel, cut out making.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Understanding** the various elements of communicative skills	**PO6, PO10, PSO1, PO12, PO9**
CO2	**Explain** different theories of communication	**PO2, PO6, PO8, PO10, PSO1, PO12**
CO3	**Understanding** the role of the society in the development of language	**PO2, PO3, PO4, PO6, PO10, PSO1**

CO4	**Evaluating** spaces of communication to understand the nuances of speech and writing	**PO2, PO6, PO8, PO10, PSO1**
CO5	**Improve** imaginative thinking to express ideas.	**PO2, PO6, PO8, PO8, PSO1, PO12**

		Media Technology Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The media, communication with technology interface and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Competitive Examination Preparation	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
		-	3	-	-	1	3	-	2	1	3	-	2	3	-

1=weakly mapped
2= moderately mapped
3=strongly mapped

Reference Books

1. Feeling and Form: Susanne K. Langer
2. Necessity of Art: Ernest Fisher
3. Social History of Art: Arnold Hauser
4. Lighting for Portraits: Walter Nurnberg
5. Photographic Optics: Arthur Cox
6. Ways of Seeing: John Berger
7. Elements of Film: Lee R Bobker
8. Film as Art: Ernest Lindgren
9. How to Read AFilm: James Monaco
10. Lessons with Eisenstein: Vladimir Nizhny
11. Cinema as a Graphic Art: Vladimir Nilsen
12. The Art of Pictorial Composition: Wolchonok

13. Practical Photography: John Freeman
14. 35 mm Hand Book: Michel Freeman
15. Techniques of The Film: Spottiswoode
16. Notes of a Film Director: Sergei Eisenstein

	Sound	L	T	P	C
Version 1.0		2	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Aural Culture				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in sound recording.
2. To describe the scope and characteristics of sound recording.
3. To operate a sound recording mixture and editing software.
4. To critique and discuss Dubbing and effect and sound graphics

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** an in-depth knowledge of recording system
CO2. **Develop** an understanding of Sound recorder, types of microphone, specification of Microphones, sound room.
CO3. **Demonstrate** the learning sound recording and editing software.
CO4. **Apply** the basics of music theory and ear training.

Catalogue Description

A sound recording is the reproduction of sound waves into fixed form from which the contents can be heard or communicated again. A sound recording is a separate intellectual property from any lyrics, compositions, poetry, script, or speech that may be embodied within it. In sound recording, dubbing is the transfer or copying of previously recorded audio material from one medium to another of the same or a different type. In filmmaking, the process of adding new dialogue or other sounds to the sound track of a motion picture that has already been shot.

The typical recording studio consists of a room called the "studio" or "live room" equipped with microphones and mic stands, where instrumentalists and vocalists perform; and the "control room", where sound engineers, sometimes with record producers, as well, operate professional audio mixing consoles, effects units, there are various kind of sound like, Vocal, Music, Instrumental, Natural sound, Stereo Sound etc. After recording you have to do the following- Editing, Mixing, Mastering. Before recording any kind of sound we should know the different kind of microphone and application. Dubbing removes the video's original spoken audio track and replaces it with a new one in another language, while retaining the same overall feel of the original. This process is also known as 'revoicing. Few steps to Dubbing-Voice over Script Translation and Localization, Voice Casting for the Dubbing Project, Recording the Translated Script, Syncing the Dubbed Audio.

Sound Engineering is one of the branches of engineering discipline which deals with the study of music, movies and theatre in recording, manipulation, mixing and reproduction. Sound recordists capture all of

the sound on location for a TV programme. ... Sound recordists also work around any issues with background noise, and A professional sound recordist/engineer could work as a

- production mixer boom operator
- production sound assistant
- sound transfer operator
- sound editor
- music editor

A sound engineer could also become an acoustic consultant, designing the acoustics of studios, theatres, auditoriums, conference halls etc.

Unit I: (10 hours)
Frequencyofwave,soundcreatingandcapturing,Fundamentalofaudiodubbing.Differenttechniquesof AudioSegment.Recordingsystem.
Unit II: (10 hours)
Soundrecorder,typesof microphone,specificationofMicrophones,soundroom.
Unit III: (10 hours)
Learningsoundrecordingand editingsoftware.
Unit IV: (10 hours)
Dubbing,effectandsoundgraphics.
Unit V: (10 hours)
MusictheoryandEartrainingfor theoryclassesand practical.
Unit VI: (10 hours)
Musicrecordingandediting.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	**20**	**10**	**30**	**40**

		Media Technology Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The media, communication with technology interface and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Competitive Examination Preparation	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
		-	3	-	-	1	3	-	2	1	3	-	2	3	-

1=weakly mapped
2= moderately mapped
3=strongly mapped

Reference Books:

1. Ric Viers, The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects, 2008
2. Larry Sider, Soundscape Paperback, 2003
3. Vincent LoBrutto, Sound-On-Film: Interviews with Creators of Film Sound Edition Unstated Edition, 2010
4. Rick Altman, Sound Theory, Sound Practice (AFI Film Readers) 2001
5. David Sonnenschein, Sound Design: The Expressive Power of Music, Voice and Sound Effects in Cinema Paperback, 2002

	Media Literacy	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	Basic Knowledge of Media				
Co-requisites	-				

Course Objectives

1. To administer linkage between the process and elements of interpersonal and mass communication.
2. To analyse the various aspects of basic media laws
3. To develop the knowledge of the visual message and the truth behind the image – visual literacy.
4. To analyse the trends in advertising media in terms of its representation of gender and ethnicity.
5. To understand the evolution of print media and broadcast media
6. To assess the contemporary new media and multimedia

Course Outcomes

At the end of the course, the learner will be able to:

CO1 **Discuss** the process and elements of interpersonal and mass communication.
CO2 **Recognise** the various aspects of basic media laws.
CO3 **Know** and understand the visual message and the truth behind the image – visual literacy.
CO4 **Illustrate** an understanding of the advertising media in terms of its representation of gender and ethnicity.
CO5 **Analyse** print media and broadcast media.
CO6 **Evaluate** new media and multimedia

Catalogue Description

What is media literacy, and why is it important? To make students develop certain essential skill set in competitive world

1. Learn to think critically.
2. Become a smart consumer of products and information.
3. Recognize point of view.
4. Create media responsibly.
5. Identify the role of media in our culture.
6. Understand the author's goal.

UNIT – I (10 hours)
Define the Different Elements of Communication – The Communication Loop: Sender/ Encoder, Message, Medium, Receiver/ Decoder, Feedback, Context, Noise – Identify Different Forms of Communication – Verbal, Non-Verbal and Visual Communication, Paralanguage.
UNIT – II (10 hours)
Constitutional Provisions for Press Freedom – Right to Freedom of Speech and Expression as the Basis for Press Freedom – Reasonable Restrictions on the Freedom of Speech and Expression – Right to Information – Defamation, Libel and Slander, Contempt of Court, Sedition – The Copyright Act 1957 – Trial by Media – Cyber Laws – Cyber Bullying- Cyber Security- Ethical Issues in Social Media- Media Ownership- Media Policies
UNIT – III (10 hours)
Advertising: Meaning, Definition, Types, Functions, Advertising Appeals, The Association
Principle, Media Research and Advertising: How Media Researchers Determine What We See and Hear, Merchants of Cool (Video), Advertising Culture, Media Research on Advertising, Focus Groups on Advertising, Jamming Negative Land.
UNIT – IV (10 hours)
Understanding Print Media – News and Journalism – Contemporary Issues in Journalism – Paid and Fake News – The Decreasing Relevance of Print Media – The Irreplaceable Nature of Print Media – The Usage of Print Media for Other Purposes Except News.
UNIT – V (10 hours)
Understanding Broadcast Media – Radio and Its Characteristics – Television and Its
Characteristics – The Usage of Broadcast Media for Various Purposes – Broadcast Media and
News – Understanding Cinema and Its Various Formats – Appreciating Cinema and
Understanding the Various Elements of Cinema.
UNIT – VI (10 hours)
Understanding New Media and Multimedia – Convergence as the Most Important Contemporary Concept in Media – The Platform Neutral Nature of Modern Media and Communication Content – New Media and News.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

		Media Technology Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The media, communication with technology interface and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Competitive Examination Preparation	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
		-	3	-	-	1	3	-	2	1	3	-	2	3	-

1=weakly mapped
2= moderately mapped
3=strongly mapped

Reference Books:

1. W. James Potter: *Media Literacy*.
2. Art Silverblatt, Donald Miller, Julie Smith and Nikole Brown: *Media Literacy: Keys to Interpreting Media Messages*.
3. Deidre Pike: *Media Literacy*.
4.. Art Silverblatt: *Media Literacy: An Instructor's Manual*.

Semester II

	Film Studies: Early Film Forms and Hollywood	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

1. To develop the critical eye to 'read' cinema
2. Understand cinema both as an industrial as well as aesthetic expression
3. To have a thorough orientation of history of moving images
4. To have an understanding of the political, social and economic backdrop of cinematic development.

Course Outcomes

By the end of the module, the attending student will be able to:

CO1. **Understand** the evolution of moving images.
CO2. **Interpret** the impact of technology on social ideas of representation
CO3. **Elucidate** the early forms of moving images
CO4. **Analyse** the evolution of Hollywood as an Industry
CO5. **Demonstrate** the cinematic elements of time and space
CO6. **Interrogate** the conditions of various film movements

Course Description

By the end of the module, the attending student will have a good idea about the genesis of cinema, the very aspect of the technological and capitalist intervention into an art form that changes into the modern motion picture as we know, the basic aspects cinema in terms of time and space, Hollywood and its mechanism of film production, three major avant garde movements after WWI and finally the basic elements of psychoanalysis and how it is employed in films to read various texts.

Unit 1 (10 hours)
Pre Cinema, Shadow Plays, Magic Lantern, Daguerreotype, Eadweard Muybridge's Experiment
Unit 2 (10 hours)
Actuality and Trick Cinema, Lumiere Brothers, George Melies, Edwin S. Porter, Early Cinema and its Characteristics
Unit 3 (10 hours)
Transitional Cinema of DW Griffith, Rise of Institutionalised form of cinema
Unit 4 (15 hours)
Rise of Classical Hollywood, Studio System, Rise of Genres, Characteristics of Classical Hollywood Style
Unit 5 (15 hours)
Film Screening and Film Texts from various genres: Chaplin, Keaton, Ford, Hitchcock, Billy Wilder

Reference Books:

1. Monaco, James, et al.. How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media. New York: Oxford University Press, 2000
2. Cook, David A. A History of Narrative Film. New York: Norton, 1981.
3. Bordwell, David, and Kristin Thompson. Film Art: An Introduction. New York: The McGrawHill Companies, 1996.
4. Hill, John, and Pamela Church Gibson. The Oxford Guide to Film Studies. Oxford: Oxford University Press, 1998.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

	Media Laws & Ethics	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	Basic Knowledge of Media				
Co-requisites	-				

Course Objectives

1. To administer the legal dynamics of becoming media professionals.
2. To understand the various technicalities to become legal media advisors.
3. To analyse the knowledge concerning the various aspects of media laws and ethics
4. To assess the legal anomalies in large and reputed media projects.
5. To understand the media laws and ethical considerations, effective news coverage requirements and its strategic aspects in the broader media and communication industry required to become successful media professionals.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Label** the legal dynamics of being practicing media professionals
CO2 **Outline** the various technicalities to become legal media advisors.
CO3 **Apply** the knowledge concerning the various aspects of media laws and ethics.
CO4 **Classify** the intricacies of advanced subject for further study.
CO5 **Assess** the legal anomalies in huge media projects.
CO6 **Become** media constitutional experts.

Catalogue Description

The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication.

UNIT – I (10 hours)
Indian Constitution: Preamble, Features, Fundamental Rights and Duties – Directive Principles of State Policy – Constitutional Amendments – The Basic Structure Doctrine – Centre-State Relations – Division of Powers and Responsibilities – Constitutional Provisions to Declare Emergency – Emergency and Media – The Central Government: Executive & Legislature – Parliamentary Privileges – The Election Commission of India: Position, Powers and Functions – Constitutional Provisions for Press Freedom – Right to Freedom of Speech and Expression as the Basis for Press Freedom – Reasonable Restrictions on the Freedom of Speech and Expression – The State Government & Local Self-Governing Bodies: Executive & Legislature – Imposition of President's Rule – Special Autonomous Status to the State of Jammu and Kashmir – The State Election Commissions: Positions, Powers and Functions – Indian Judiciary and Independence of the Judiciary – Indian Constitution and the Primacy of the Judiciary – Pendency of Cases at the Indian Courts – Judicial Corruption and Its Effects on the Indian Democracy – Judicial Reforms.
UNIT – II (10 hours)
The Necessity of Media Laws – The History and Evolution of Media Laws in India – Impact of India's Colonial Past on the Existing Media Laws – The Contempt of Courts Act, 1971:
Important Case Studies – 2010 Case of Vijay S. Mallya Vs. Bennett Coleman and Co., 1989
Case of Reliance Petrochemicals Ltd. Vs. Proprietors of Indian Express Newspapers, Bombay Pvt. Ltd. – Civil and Criminal Defamation Laws in India: Meaning of Libel and Slander, Important Case Studies – 2010 Case of Mahendra Singh Dhoni against Zee Media Corporation and News Network, 2015 Case of National Stock Exchange against MONY Life.
UNIT – III (10 hours)
The Indian Penal Code, 1860 – The Criminal Procedure Code, 1973 – Existing Provisions under the Indian Penal Code to Deal with Sedition: Important Case Studies – 2015 Case of Sedition Charged against Folk Singer Kovan in Tamil Nadu, 2012 Case of Sedition Charged against Aseem Trivedi – Existing Provisions under the Indian Penal Code to Deal with Crime against Women and Children – Relevant Laws Dealing with Obscenity in India: Important Case Studies – 1980 Case of Raj Kapoor and Others Vs. State and Others, 2007 Case of Maqbool Fida Husain Vs. Raj Kumar Pandey – The Official Secrets Act, 1923 – The Right to Information (RTI) Act, 2005 – RTI to the rescue of Transparency and Accountability in Indian Administrative System: Major Cade Studies – Adarsh Society Scam, Public Distribution Scam in Assam – The Press and Registration of Books Act, 1867 – The Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955.
UNIT – IV (10 hours)
The WTO Agreement on Trade-Related Aspects of Intellectual Property Rights – Intellectual
Property Rights Legislations – Indian Copyright Act, 1957: Important Case Studies – 1978 Case of R.G Anand Vs. M/S. Delux Films &Ors, 2003 Case of Barbara Taylor Bradford Vs. Sahara Media Entertainment Ltd. – The Trademark Act, 1999 – The Patents Act, 1970 – Important Case, Studies of Violations and Resultant Law Suits – The Press Council of India – Press Council's Guide to Journalistic Ethics – Censorship in the Press – A Code of Ethics for Indian Journalists – Press Codes in Various Countries – Media Ethics in Various Countries – A Look at Indian Journalism since Independence with Reference to Media Ethics – Right to Privacy in Indian Context – Ethical Problems Encountered by the Indian Media: Communal Reporting, Right to Reply, Yellow Journalism, Sensationalism, Journalistic Bias, Colored Reports, The System of Freebies in Journalism, Major Case Studies: The 2010 Radia Tapes Controversy, The 2016 Zee News Doctored Video Controversy.

UNIT – V (10 hours)
First Press Commission Report and Its Recommendations – Second Press Commission Report and its Recommendations – Reports and Recommendations of Various Media Committees and Commissions in India: Chanda Committee, Verghese Committee, Joshi Committee, Sengupta Committee, Vardhan Committee – Cyber Media: Morality and Ethics – Social Media and Ethics: Trolling as a Distinct Threat to Fairness – Necessity of Code of Ethics in Indian Cyber Media, Major Case Studies: The 2013 Discovery of a 'Social Media Lab' by Mumbai Police, Anonymous Defamations on the Cyber Media.
UNIT – VI (10 hours)
Ethical Issues Associated with the Ownership of Press in India and the World – Media
Conglomerates in India and the Resultant Monopoly – The Menace of Paid News – Roles Played by Media Councils and Press Ombudsmen in India and the Rest of the World – Major Case Studies: The 2014 Case of Rajdeep Sardesai and Sagarika Ghose Resigning from CNN–IBN, Political Stances of Media Organizations Subject to Ownerships – Media Trial and Ethics – The Eternal Confrontation between the Media Organizations and the Authorities on the Right to Hide the Sources – The Line between Hiding Sources and Contempt of Court and Breach of Privileges – Major Case Study: The 2005 Case of Journalists Not Being Allowed Inside Polling Booths in West Bengal – Self-Regulation by the Media – The Proposed Media Council of India – News Content Verification in the Face of Issues Concerning News Authenticity.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Recommended Books:

1. *Constitution of India* – By V.N. Shukla, 2017.
2. *Media Law and Ethics* – By M Neelamalar, 2009.
3. *Media Law: Its Ethics and Ethos* – By Devesh Kishor and Ganga Sagar Singh, 2016.
4. *Introduction to Media Laws and Ethics* – By Juhi P Pathak, 2014.
5. *Press Laws and Ethics of Journalism* – By P.K. Ravindranath, 2004.
6. *Digital Media Law* – By Ashley Packard, 2012.
7. *Media Law, Ethics, and Policy in the Digital Age* – By Nhamo A. Mhiripiri and Tendai Chari, 2017.

	Introduction to Television	L	T	P	C
Version 1.0		2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

1. To develop an understanding of televisual representation
2. Understand television as an industrial as well as aesthetic expression
3. To have a thorough orientation of history of evolution of television in India and world
4. To have a thorough idea of globalisation as a driving force behind the glocal television experience.
5. To have an understanding of the contemporary political, social and economic backdrop of televisual development.

Course Outcomes

On completion of this course, the student will be able

CO1. **Understand** the evolution of television as a mass medium
CO2. **Interpret** the impact of technology on social ideas of televisual representation
CO3. **Elucidate** the early forms of television in India
CO4. **Analyse** the evolution of fiction aspect of television programs
CO5. **Demonstrate** the elements of industry and technology through case studies
CO6. **Interrogate** the conditions of various television programs and their changes

Course Description

By the end of the course the attending student will have a thorough understanding of historical development of television as a tool of propaganda, entertainment in the West as well as in India.

Unit 1
Introduction to Television
Introduction to Television Journalism

Introduction to Television Commercials
Unit 2
Development of World television in the UK – BBC Entertainment
Development of World television in the US– NBC, ABC & CNN
Development of World television and Capitalism
Unit 3
Development of Indian Television - SITE, Doordarshan,
Pre-Globalisation Narratives of the Indian Society
Satellite television
DTH
Unit 4
New Developments in TV: Fiction and Non-Fiction, TRP, Air Time Rate, Slots, Various genres of TV Channels, Rise of TV Series as a blend of cinematic aesthetics

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. *Raymond Williams, Television: Technology and Cultural Form*
2. *Biswarup Sen, Channeling Cultures: Television Studies from India*
3. *Toby Miller, Television Studies: The Basics*
4. *Jonathan Gray, Television Studies*

	Television Journalism	L	T	P	C
Version 1.0	Television	2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

1. To develop an understanding of non-fiction
2. Understand the need, methods and impact of television broadcasting
3. To have a thorough orientation of how to television broadcasting interprets and creates non-fiction representation
4. To have an idea of the televisual journalism
5. To have an understanding of the contemporary news production with production and post-production processes

Course Outcomes

By the end of the module, the attending student will be able to:

CO1. **Understand** the need and implementation of non-fiction television
CO2. **Understand** the need for various formats of non-fiction television journalism
CO3. **Demonstrate** various news writing practices with their formats
CO4. **Demonstrate** and understanding of shooting a news
CO5. **Application** of various styles in televisual journalism
CO6. **Application** of television studio production and broadcasting

Course Description

By the end of the course, an attending student will be able to produce a television show in non-fiction category in a studio-set up as well non studio set up.

Unit 1 (10 hours)
Introduction to Journalism – Forms of journalism and reportage, News Reels and their historical significance
Unit 2 (15 hours)
Hard News and Soft News, News Capsule and News Feature, Interviews and types of TV interviews – a few case studies
Unit 3 (15 hours)
Rise of Live Television News, War News Bulletins, International conflicts and live TV news, Rise of BBC and CNN
Unit 4 (10 hours)
Studio Set up and Presenting News, various equipments of a news studio, understanding multicam set up, online and off line editing, live talk shows
Unit 5 (10 hours)
Production of News Bulletin in a Studio Set up using multi cams set up and online editing.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

References:

1. *Raymond Williams, Television: Technology and Cultural Form*
2. *Biswarup Sen, Channeling Cultures: Television Studies from India*
3. *Toby Miller, Television Studies: The Basics*
4. *Jonathan Gray, Television Studies*

	Advanced Photography	L	T	P	C
Version 1.0		2	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in photography.
2. To describe the scope and characteristics of advance photography.
3. To operate a modern camera demonstrating how light and time affect photographs.
4. To critique and discuss photographic images (experts and others). Students will study the work of numerous recognized photographers as well as images produced by class members.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** an in-depth knowledge of cameras & lighting
CO2. **Develop** understanding of producing bids and managing a successful photography business.
CO3. **Analyze** the research techniques for documentary subjects
CO4. **Demonstrate** the advanced image capturing technique.

Catalogue Description

Photography is one of the most versatile fields in the arts sector. The application of photography is in different fields such as fashion, journalism, entertainment, science etc. Skilled photographers are required in different firms including news agencies, electronic media, modeling agencies, wildlife photography, etc.

Photography courses enable the candidates to understand the utility of different modern camera parts, working out the lights while clicking pictures and the art of taking candid shots. Other aspects that the candidates can learn from the program are advance studio lighting, portrait photography and designing portfolios.

Photography is an ever-blooming field with numerous job opportunities as well as business opportunities. Various media agencies and news agencies hire photographers to post on their news channels, newspapers, magazines and websites. Apart from that, there is a constant demand for aesthetic photographers who can click pictures of landscapes, wildlife and other such themes.

Candidates can also start their own private photo studios to offer portrait clicking and creating portfolios of potential clients. Following are some of the popular jobs that candidates can look into after pursuing photography courses:

- Photojournalists
- Fashion & Advertising Photographers
- Wildlife Photographers
- Portrait Photographers
- Feature Photographers
- Fine Art Photographers
- Forensic Photographers
- Freelancers
- Scientific Photographers
- Event Photographers

Unit I (10 hours)
Kinds of light- indoor and outdoor - Electronic flash and artificial lights. Capturing Colors-Light meters. Accessories and equipments for photography
Unit II (10 hours)
Camera Specifications- advance tools- use of gimbals, stabilizer- Drone photography-Use of different filters.
Unit III (10 hours)
Branches of Photography - Nature - Architecture - Life -Street photography - Landscape- Wildlife - Sports - Advertising - Portraits - Travel – Fashion- food - News photography.
Unit IV (10 hours)
Analyze photographs- photographic research-Documentation
Unit V (10 hours)
Photoshop: Advanced use of different tools-Use of Brushes-color palate-Correction-Advanced use of different tools-Layers masking-camera raw filter
Unit VI: (10 hours)

Lightroom- Introduction to lightroom- Introduction to Lightroom- Managing Images in Adobe Lightroom- Becoming Familiar with the Workspace- Importing Images
-Organizing Images in Lightroom-Editing and Adjusting Images-Editing and Adjusting Images Continued- Photobooks-Creating Slideshows-Printing Images
Publishing to the Web-Keeping Your Images and Data Safe

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	**20**	**10**	**30**	**40**

Reference Books

1. New Introductory Photographic Course, John hedgecoe‟s, Mitchell Beazley
2. 35mm Photographers Handbook, Julian Clader, John Garrelt, Pan Macmillan
3. How to take great Photographs at Night, Richard New man, Collins Brown
4. Photo-Journalism, Rotovision SA, Terry Hope
5. Lighting for Portrait Photography, Rotovision SA, Steve Bavister
6. Darkroom basics and beyond, Roger hicks &Francis schultz, Patterson
7. Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher

	Advanced Videography	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Videography				
Co-requisites	-				

Course Objectives

1. Discuss about various camera technique.
2. To describe the process of Lighting technology and their setup.
3. To operate different video, film format cameras and uses of modern light, Hard & Soft Light, Fill light.
4. To develop how to Revealing a scene, Character motivated shot, 30 and 180 degree rule, POV etc, and color.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** an in-depth knowledge of Cinematography.
CO2. **Develop** an understanding, Videography and LED lighting uses.
CO3. **Demonstrate** the uses of different Camera movement, Camera placement, Shot composition and framing,
CO4. **Apply** the requirement based proper lighting.

Catalogue Description

Cinematography is one of the most effective topic in this course. Lighting play a very essential role in Cinematography. A Cinematographer play a vital role in Television and Film production including audio, video, images, information, interactive media, virtual reality environments. Skilled persons are required in different firms including news agencies, electronic media, film industry, productions houses etc. On the other hand lighting technique create a dramatic situation in a film or a television show.

Cinematography and lighting is an engineering science. As in all engineering science, in Cinematography one of the biggest challenges is to create cost-effective solutions to practical problem by applying scientific knowledge to building things in the service of mankind. Today Cinematography are build via electronic and computer systems but as the definition said it's a medium that's why working in Cinematography can make you learn a lot about other discipline. This course enables the candidates to understand the utility of different tools, working with different technology and use of different film cameras.

Cinematography is an ever-blooming field with numerous job opportunities. Various media agencies, Television channel, film production houses recruit Cinematographer. Following are some of the popular jobs that candidates can look into after pursuing Cinematography courses:

- Cinematographer
- Director of Photography
- Gruffer
- Cameraperson
- Lighting Crew

Unit I
Introduction to lighting technology including Color Scheme, Uses of Camera technique.
Unit II
Introduction to various composition of shot, uses of different tools like shutter, F-stop and ISO. Study about different filters,
Unit III
Introduction LED, HMI, Fluorescent, tungsten light, use of light meter. Camera movement, Different formats of video camera and its uses.
Unit IV
Experience with film camera and Digital film camera in different situation both studio and outdoor, A-roll, B- Roll shot, 30 and 180 degree rule,
Unit V
Key Light, Fill light, Low and high key light, fill light, Back light, Uses of indoor and outdoor lighting, and color temperature.
Unit VI
Special effect using in camera techniques with different film format.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1 In The Blink of an Eye- Walter Murch
2.Cinematography theory and practice, Blain Brown
3.Masters of Light, Dennis Schaefer and Larry Salvato4.Lighting for Cinematography – David Landau.
5.On Directing Film- David Mamet

Semester III

	Film Studies: European Cinema	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objective:
1. To develop the critical eye to 'read' Post War cinema
2. Understand cinema both as an industrial as well as aesthetic expression in terms of auteur works
3. To have a thorough orientation of history of innovations in cinema in the three continents
4. To have an understanding of the political, social and economic backdrop of cinematic development in post-colonial and capitalist conditions of production

Course Outcome:
By the end of the module, the attending student will be able to:

CO1. **Understand** the evolution of Italian Neo realism
CO2. **Interpret** various scholarly works for a detailed understanding of the film movements in post WW II era
CO3. **Understand** the French Cinema
CO4. **Analyse** the evolution of Soviet cinema

Course Description
By the end of the course, an attending student will have an understanding of Nouvelle Vague, Italian Neo Realism and why they changed the world of cinema through their ideological, technical and aesthetic ideals.

Unit 1 (15 hours)
German Expressionism and its socio-political development as a film movement. Film texts: *Cabinet of Doctor Calighari, Nosferatu, Metropolis*
Unit 2 (10 hours)
Surrealism and Surrealist Manifesto, works by Andre Breton, Luis Bunuel and Salvador Dali. Film text: *An Chien Andalou*

Unit 3 (10 hours)
Soviet Montage. Eisenstein, DzigaVertov, Constructivism, Film Texts: *Battleship Potemkin, The Man With the Movie Camera*
Unit 4 (15 hours)
Italian Neo Realism and its ten points, White Telephone Cinema, Vittorio de Sica, Roberto Rossellini, Luchino Visconti, Andreotti Law, Film Texts: *Open City Rome, Bicycle Thief*
Unit 5 (10 hours)
Nouvelle Vague / French New Wave. Rise of Auteur Theory and the French Avant Garde filmmakers, Film Texts: *Breathless, 400 Blows*

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. *Bill Nichols: Engaging Cinema: An Introduction to Film Studies*
2. *Ian Haydn Smith: 1001 Movies You Must See Before You Die*
3. *Lester, P. M. (2014). Visual Communication: Images with Messages (6th ed.). Boston,MA: Wadsworth Cengage Learning.*
4. *Hansen, "The Mass Production of the Senses: Classical Cinema as Vernacular Modernism"*
5. *Dyer, "Introduction to Film Studies"*
6. *Nowell-Smith, "How Films Mean" 4. Kolker, "The Film Text and Film Form"*
7. *Gorbman, "Film Music"*

	Graphic and Web Designing	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

1. To develop and understanding about various steps of graphic designing.
2. To describe the scope and characteristics of graphic designing.
3. To operate a graphic software and creating design.
4. To develop and understanding brand portfolio.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** an in-depth knowledge of graphic design and the language of graphic design.
CO2. **Explain** an understanding of the elements and basic rules of graphic design.
CO3. **Apply** the techniques of using software.
CO4. **Discuss** the elements and basic rules of graphic design.

Catalogue Description

Graphic Design is one of the most versatile fields in the arts sector. Graphic design is a craft where professionals create visual content to communicate messages. The field is considered a subset of visual communication and communication design, but sometimes the term "graphic design" is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages.

Graphic Designing courses enable the candidates to understand fundamentals of graphic design and the language and elements of graphic design. Other aspect of this course is candidates can learn the use of different software.

Graphic designing is an ever-blooming field with numerous job opportunities as well as business opportunities. Various media agencies and news agencies hire designer to post on their news channels, newspapers, magazines and websites. Apart from that, there is a constant demand for aesthetic designer who can create unique poster and illustration about trendy theme other such themes. Candidates can also

start their own design studio. Following are some of the popular jobs that candidates can look into after pursuing graphic designing courses:

- Graphic designer
- Page Designer
- Digital content designer
- Logo Artist
- Freelancers
- Visualize
- Digital Artist

Unit 1 (10 hours)
Introduction to the Graphic Design: History of Graphic Design; Basics of Design: Learn about design elements – Color, Line, Shape, Space, Texture, Value; learn the principles of design – Balance, Contrast, Emphasis/Dominance, Harmony, Movement/Rhythm, Proportion, Repetition/Pattern, Unity, Variety; Visual & Conceptual Hierarchy in Character Development; Design Strategies in developing Scene; Color Strategy.
Unit II: (10 hours)
Typography: Anatomy of a letter; Typefaces; Typographic Measurement; Typographic Standards; Typographic Guidelines; learn to create branding for that business including a commercial and magazine ad.
Unit III: (10 hours)
HTML And Graphics: HTML Tag Reference, Global Attributes, Event Handlers, Document Structure Tags, Formatting Tags, Text Level Formatting, Block Level Formatting, List Tags, Hyperlink Tags, Image And Image Maps, Table Tags, Form Tags, Frame Tags, Executable Content Tags.
Unit IV: (15 hours)
Image maps: Introduction, Client-Side Image maps, Server-Side Image maps, Using Server-Side And Client-Side Image maps Together, Alternative Text For Image maps, Tables : Introduction To HTML Tables And Their Structure. Frames: Introduction To Frames, Applications, Frames Document, The Tag, Nesting Tag, Placing Content In Frames With The Tag, Targeting Named Frames, Creating Floating Frames, Using Hidden Frames,Frame analysis in Online Job portal.
Unit V: (15 hours)
XML: Introduction, Anatomy, Document, Creating XML Documents, Creating XML Dtds, XML Schemas, XSL, Mapping of XML ontology for a web site.
PHP: Introduction, Server-Side Web Scripting, Installing PHP, Adding PHP To HTML, Syntax And Variables, Passing Information Between Pages, Strings, Arrays And Array Functions, Numbers, Basic PHP Errors / Problems

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1.Non-Designer's Design Book – Williams, 3rd edition

2.Graphics: A Century of Poster and Advertising Design (New Horizons) - Alain Weill, Thames & Hudson Ltd Publisher, 2004

3.Design: A Very Short Introduction (Very Short Introductions) - John Heskett, OUP, 2005

4.Design As Art (Penguin Modern Classics) - Bruno Munari, Penguin UK, 2009

5.The Elements of Graphic Design (Second Edition) - Alex W. Whit, Allworth Press, 2nd Revised edition , 2011

6.Typography!: The Ultimate Beginner's Course To Eye-Catching Type For Print, Graphics, Web Designers, Developers And Students (Improve Handwriting, Penmanship, Handwriting Analysis, Typography)-Rolland Martuso, CreateSpace Independent Publishing Platform, 2016

7."Web Design The Complete Reference", Thomas Powell, Tata Mcgrawhill

8."HTML And XHTML The Complete Reference", Thomas Powell, Tata Mcgrawhill.

	Print Lab Production	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images and Design				
Co-requisites	-				

Course Objectives

1. To develop and understanding about various printing processes.
2. To develop an understanding about newspaper designing, news positioning, story treatment and layout types.
3. To operate a page designing software and creating design.
4. To develop and understanding about various layout and info-graphics.

Course Outcomes

CO1. **Define** the printing process and the page design.
CO2. **Describe** the page designing tools.
CO3. **Outline** varioustechniques of page designing software.
CO4. **Apply**the knowledge ofmultimedia design.
CO5. **Assess**the scope of printing as a process.
CO6. **Predict** the the elements and basic rules of multimedia design and info-graphics.

Catalogue Description

Page technology and design is one of the most versatile fields in the arts sector. By creating a good layout a designer can easily communicate with mass. This is a part of graphic design. The field is considered a subset of visual communication and communication design, but sometimes the term "page design" is used synonymously. Page designers Evaluate and combine Typography, Image, symbol and shape to form visual representations of ideas and messages.

This course enables the candidates to understand fundamentals of page design and the printing technology. Other aspectof this course is candidates can learn the use of different page designing software.

Printing Technology and Page Designing is an ever-blooming field with numerous job opportunities as well as business opportunities. Various media agencies and news agencies hire designer to Evaluate news papers, magazines, journals, e-magazines, e-books or web portals. Apart from that, there is a constant demand for aesthetic designer who can Evaluate unique design and illustrationabout trendy theme other

such themes.Following are some of the popular jobs that candidates can look into after pursuing graphic designing courses:

- Layout Artist
- Page Designer
- Digital content designer
- Typography Artist
- Freelancers
- Stock designer

Unit I: (10 hours)
Basics of Print Media: Introduction to Print Media; Introduction to Various Printing Processes; Various Types of Newspaper and News Print; Various Types of Papers and the Usage of Papers in Different Publications; Types of News; Understanding of News Value.
Unit II: (10 hours)
Basics of Design: Introduction of Layout, Basic Principles of Layout; Layout Types; Elements of Layout, Lines of Newspaper (Headline, Dateline, Deadline, By-Line, Folio Line, Skyline etc.); Basic Terminologies- Slugs, Highlights,Banners, Info-graphics etc.; Types of Advertisements; News Selection, News Positioning and Layout Designing
Unit III: (10 hours)
Learning QuarkXPress: Introduction to QuarkXPress; Tools of QuarkXPress; Layout Making; Creation of Masthead; CreatingText Box and Importing Text on a Page; CreatingImage Box and InsertingImage; Typography and Graphic Art.
Unit IV: (10 hours)
Visual Communication and Colors: Use of Color; Color Model – RGB, CMYK; Color Board Making; Use of Advance Color and Texture; Creation of Slugs, Blurbs, Info-graphics; How to Evaluate Highlight.
Unit V: (10 hours)
Typography: Introduction to Photography; Photo Selection and Editing; Placement of Photos and Placement of Caption; Cut-out Making and Promo/ Ear Panel Creation; Introduction to Magazine Layout.
Unit VI: (10 hours)
Creating Images for Print &Web: Advertisement Placing; Working with Layers, Library; Final Export and PDF Making; Modern Newspaper Layout in the Age of Globalization; E-Paper Designing

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. Natrajan J, History of Indian Journalism, Publications Division, Ministry ofInformation&Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., NewDelhi, 1997
3. Aruna Zachariah., Print Media, Communication and Management: Elements,Dimensions and Images, Kanishka Publishers, Delhi, 2007
4. AmbrishSaxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi, 2007
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6. SuhasChakravarty., News Reporting & Editing: An Overview, KanishkaPublishers,Delhi, 2006
7. Basic Journalism: RangaswamiParthasarathi, Macmillan India Ltd.
8. Editing Design and Book Production:FosterCharles,London

Reference Books

1. Natrajan J, History of Indian Journalism, Publications Division, Ministry ofInformation&Broadcasting, Govt. of India, 1997
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., NewDelhi, 1997
3. Aruna Zachariah., Print Media, Communication and Management: Elements,Dimensions and Images, Kanishka Publishers, Delhi, 2007
4. AmbrishSaxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi, 2007
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006
6. SuhasChakravarty., News Reporting & Editing: An Overview, KanishkaPublishers,Delhi, 2006
7. Basic Journalism: RangaswamiParthasarathi, Macmillan India Ltd.
8. Editing Design and Book Production:FosterCharles,London

	Broadcast Technologies	L	T	P	C
Version 1.0		2	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Media Technology				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in broadcast technologies.
2. To describe the scope and characteristics of post-production.
3. To operate a fully manual Satellite and Cable Broadcasting.
4. To critique and discuss Digital Broadcast Technology.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Develop** an in-depth knowledge of digital basics of broadcast technologies.
CO2. **Build** an understanding of the role of audio and visual materials in the overall broadcast paradigm.
CO3. **Explain** the research techniques for the different broadcast mechanisms.
CO4. **Apply**the essentials of post-production.

Catalogue Description

Online editing is the processing of video or graphic editing which is done as the final step of video making, and **Live** video **editing** is where there are various cameras at various angles and position, capturing single or multiple subjects and the footage is routed through a vision mixing device and edited and transmitted in **real-time. Live television** is a **television** production broadcast in real-time, as events happen, in the present.

Briefly discus various kind of production - live show etc. Understanding about Video and Audio Console. Setup multi Camera for live show, and camera position with angle. to know about different type of cable and their function, Talkback System, PSA, function of ear phone, Different type of microphone, to familiar with MCR and PCR, setup with function, Studio setup, Lighting set up and editing Software.

Video editing careers can be very lucrative for the right people. There has been increased popularity and demand for video editor in various Channels as well as Production Houses and Television Studio Editor, and program Designer,Film Editor, Senior Video Editor, Live programming editor, Production Manager, program Co ordinator, Camera Person,

Unit I: (10 hours)
Introduction to satellite communication, Geostationary and Synchronous satellite.
Unit II: (10 hours)
Satellite and its orbit, Attitude and orbital control system, Telemetry, Tracking and command
Unit III: (10 hours)
Transmission technologies—Terrestrial transmission; Satellite and Cable broadcasting; Up linking and Down linking, Conditional Access System, DTH; IPTV.
Unit IV: (10 hours)
Video and Broadcast Technology—Analogue and Digital technology, frame and field, scanning process, Interlaced and Progressive scanning, Composite video signal, Component video signal, Resolution, Aspect ratio. CCU, Colour bars, Vector scope, Waveform monitor, Broadcast standards-- NTSC, PAL, SECAM and HDTV, Telecine.
Unit V: (10 hours)
Video formats; types of Videotapes; Analogue tape, Digital tape. Video compression, Sampling, Intra and Inter frame compression, TBC, Camera cables, connectors, SMPTE Time Code, Control track, eyeballing- monitor setup.
Unit VI: (10 hours)
ENG equipment and Technology; DSNG Van equipped with PCR and Transmission facilities; transmission through mobile phones and microwave transmitters. EFP; OB Vans.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

• Zettl Herbert. Television Production Handbook.
• Robert C Allen and Annette Hill (Eds.) (2004). The Television Reader, Routledge.
• P.C. Chatterjee (1987). Broadcasting in India, New Delhi: Sage 1987.
• Carrol Fleming (2002). The Radio Handbook, London & New York: Routledge.

	Scriptwriting and Storyboarding	L	T	P	C
Version 1.0		2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various tools of Script.
2. To describe the process of writing screenplay.
3. To use different video and film format storyboard.
4. To develop an understanding about various steps from basics of fiction and non-fiction plots.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Develop** the knowledge of Script.
CO2. **Outline**of the screenplay formats.
CO3. **Apply** the uses of different medium including video, film, web medium visualization.
CO4. **Classify** the different visual story telling both formats in commercial aspect.

Catalogue Description

SCRIPT STORYBOARD are one of the most effective topic in this course. SCRIPT, SCREENPLAY & STORYBOARD are tools that is used to create, produce, deliver and manage Television and Film production including audio, video, images, information, interactive media, virtual reality environments. Skilled persons are required in different firms including news agencies, electronic media, film industry, productions houses etc.

SCRIPT, SCREENPLAY & STORYBOARD are biggest challenges is to create cost-effective solutions to practical problem by applying aesthetic knowledge to building things in the service of mankind. Today SCRIPT, SCREENPLAY & STORYBOARD are the definition said it's a medium that's why working in film and television can make you learn a lot about other discipline. This course enables the candidates to understand the utility of different tools, working with different aesthetics and use of different television and film genera.

SCRIPT, SCREENPLAY & STORYBOARD are ever-blooming field with numerous job opportunities. Various media agencies, Television channel, film production houses recruit Script writer. Following are some of the popular jobs that candidates can look into after pursuing Media Technology course:

- Script writer
- Creative writer
- Copy writer
- Assistant Director

Unit 1 (15 hours)
Ideation and visualization: Development of Script, Story and its elements, Mise-en-Scene, Theory of Adaptation and Screenplay Adaptation
Unit 2 (15 hours)
Narrative Structure and narrativising stories, Three Act Structure and Script Writing, Screenplay and Shooting Script, Stepout Line, Propp's Narratology
Unit 3 (15 hours)
Writing a continuity script, Writing an experimental script,
Unit 4: (15 hours)
Storyboarding and its uses, storyboard creation.
Studying of different scripts

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	**20**	**10**	**30**	**40**

Suggested Readings:

1. Scott McCloud, Understanding Comics. The Invisible Art. Harper Perennial, 1993.
2. Will Eisner, Comics and Sequential Art. Poorhouse Press 1985.

	Video Editing	L	T	P	C
Version 1.0		2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images and Film				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in video editing.
2. To describe the scope and characteristics of video editing.
3. To operate a fully editing software used on video edit.
4. To critique and discuss Movies, Documentary, Music Video (experts and others). Students will study the work of numerous recognized videographers as well as the video produced by class members.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Develop** an in-depth knowledge of Audio and video editing.
CO2. **Build** an understanding of producing bids and managing a successful Video editing business.
CO3. **Explain** the research techniques for documentary subjects or news stories visualized through Videography and video editing.
CO4. **Apply** the basics of moving image and cinematography.

Catalogue Description

Video editing is the process of manipulating and rearranging video shots to create a new work. Editing is usually considered to be one part of the post production process — other post-production tasks include titling, color correction, sound mixing, etc.

A good editor will be able to create subtle mood prompts in a video. Techniques such as mood music and visual effects can influence how the audience will react. receiving a brief, and maybe an outline of footage and/or a shot list, script, or screenplay, assembling all raw footage, with camera shots either recorded or transferred onto video tape in preparation for inputting into the computer, inputting uncut rushes and sound, and synchronizing and storing them into files on the computer, digitally cutting files to put together the sequence of the film and deciding what's usable, creating a 'rough cut' (or assembly edit) of the program/film and determining the exact cutting for the next and final stages, reordering and fine-tuning the content to ensure the logical sequencing and smooth running of the film/video, experimenting with styles and techniques including the design of graphic elements.

You may work on a variety of productions, including:

· Commercials

· Corporate training videos

· Feature films

· Music videos

· Television program.

If you join as video editor your future is secure with a good job prospect in the large film study studios, media houses, news channel, and different production house and as a freelancer. There has been increased popularity and demand for video editor in the country as well as the world. The career outlook has been positive in the field of video editing.

Unit I (10 hours)
Basic Editing- Interface of Premier Pro cc, Creating Project, Save location, mercure playback, Scrach disk. Autosave. Customising workspace.
Unit II (10 hours)
Working link and unlink clips, copy and pasting clips, ripple trims and rolling trim, Slip and slide trims,working with track lock and sync lock. Ripple deleting clips and gaps.
Unit III: (10 hours)
News for Television – News Features for Television – Elements of Television News – Salient Features of Television News – Basic Rules of Reporting and Producing News for Television.
Unit IV: (10 hours)
Relink media files, adding marker, match frame, creating titles, working with still, Adjusting audio channel, keyframing clip, basic motion,
Unit V: (10 hours)
Working with audio unit, using audio leveling, using key framing, using audio effect
Unit VI: (10 hours)
Adding video transition, working with real time effect, constant speed change, fixed and additional effect, titling, basic color correction, exporting

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. Alexis Van Hurkman, Color Correction Handbook: Professional Techniques for Video and Cinema (Digital Video & Audio Editing Courses), 2010
2. Jan Ozer, Premiere Pro CC: Visual QuickStart GuideJun 27, 2013
3. Bryan Castle, Color Grading with Media Composer and Symphony, 2012
4. Ken Dancyger, The technique of film and video editing, 1993

Semester IV

	Non-Fiction Films	L	T	P	C
Version 1.0		4	0	2	6
Pre-requisites/Exposure	Basic Knowledge of Film Studies				
Co-requisites	-				

Course Objectives

1. To know the history of documentary films.
2. To know the history of corporate films.
3. To know how to make documentary films.
4. To know how to make corporate films.

Course Outcomes

On completion of this course, the students will be able to

CO1. **Define** the process of documentary and filmmaking.
CO2. **Describe** the types of documentary.
CO3. **Outline**the process of pre-production and production.
CO4. **Apply**the knowledge of communication theories and models with case studies.
CO5. **Assess**the concept and process of making ad films..
CO6. **Predict** the outcomes of different documentaries.

Catalog Description

The course documentary and film making focusses at fostering understanding of the history of thegenre by the students and they will also make a short documentary film. The aims of the course are tofoster an understanding of documentary as a diverse form, with a range of styles and genres,to root this diversity in its various historical and social contexts, and to introduce you to someanalytical tools appropriate for study of your own and other filmmakers' works. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of documentary and filmmaking. Workshops will be conducted where the learners will learn the intricacies of documentary and filmmaking.

Unit 1 (15 hours)
Non-fiction film and its historical formulation – Difference between Non-Fiction and Documentary films, First Non-Fiction films of Lumiere Brothers, Soviet Montage non-fictions of Vertov
Unit 2 (15 hours)
Anthropological Documentary Films of Flaherty, British School of Documentary Films, French New Wave Documentary Films, Night and Fog
Unit 3 (15 hours)
Five types of Documentary films, Documentary Film Movements - Cinema Verite and Direct Cinema, Experimental Documentary
Unit 4 (15 hours)
Documentary Films of Ray and Ghatak, Contemporary Documentary Films, Indian Documentary Films, Political Documentaries, Collective Documentary filmmaking

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. Harrison, Tony (ed), (1989), A handbook of Advertising Techniques, KoganPage
2. London. Kirkpatrick, C.A., (1959), Mass Communication in Marketing, Houghton Mifflin, Boston.
3. Jefkins, Frank, (1977), Copywriting& Its Presentation, International Textbook Co., London.
4. David Ogilvy, (1988), Ogilvy of Advertising, London Pan Books, London, Sidgwick

	Film Direction	L	T	P	C
Version 1.0		2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives:

1. To develop the concept of communication and imaginative thinking.
2. Acquainting the students with the newest techniques and formats of different types of communication.
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills
CO2 **Explain** different theories of communication
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

English Communication course aims at empowering students with the power of Language by helping them develop the skills of presentation and performance. At the same time an average student gains access to the basics of Grammar and the dynamics of language and message conveyance. Students are encouraged to think with imagination, write or speak with their own linguistic abilities and engage in further reading and conversational styles. They become better acquainted to deal with interviews and screening processes.

UNIT 1 (10 hours)
Roles and Responsibilities of the Director in Script Development, Pre-Production, Production and Post-Production.
UNIT 2 (15 hours)
Directing Techniques and Collaboration – Actor's Approach, Character Analysis, Advanced Blocking, Image Systems and Rehearsal Styles. Working with Production Designers, Cinematographers, Post-Production and Visual Effects Supervisors, Producers and Assistant Directors in a Collaborative and Effective Manner – Casting Techniques, Staging Scenes and All Aspects of Conceptualization, Pre-Production, Production, Post Production and Distribution.
UNIT 3 (15 hours)
The Study, Design and Direction of Specific Scenes Such as Openings, Endings and Obligatory Scenes in Genre Films and Television Programmes – Observation, Evaluation, Exploration and Thinking Tools Required for Optimal Direction and Best Performances – Creative and Fiscal Management Techniques from a Directorial Perspective.
UNIT 4 (10 hours)
Study of Directors: Griffith, Chaplin, Keaton, Welles, Hitchcock, Kurosawa, Ray Ghatak, Solas, Godard, Truffaut, Resnais, Benegal, Nihalani, Sen, Dibakar Banerjee, Kiarostami
UNIT 5 (10 hours)
Ethical and Legal Aspects of Direction – Differences in Directorial Styles and Approaches While Directing a Film and Directing a Television Programme.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Suggested Readings:

Reference Books

1. Harrison, Tony (ed), (1989), A handbook of Advertising Techniques, KoganPage
2. London. Kirkpatrick, C.A., (1959), Mass Communication in Marketing, Houghton Mifflin, Boston.
3. Jefkins, Frank, (1977), Copywriting& Its Presentation, International Textbook Co., London.
4. David Ogilvy, (1988), Ogilvy of Advertising, London Pan Books, London, Sidgwick

	3D Animation and Gaming	L	T	P	C
Version 1.0		2	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Design				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps of MAYA
2. To describe Interface of 3D application & Basic Modeling.
3. To operate a simple walk cycle using the character rigs.
4. To critique and discuss Fluid simulation & rendering.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** an in-depth knowledge of equipment, Camera & accessories.
CO2. **Develop** an understanding of Lighting in Cycles.
CO3. **Apply** the research techniques for Light Linking, Final Composition.
CO4. **Create** the Dynamics, Active and Passive Bodies.

Catalogue Description

3D animation is the art of using motion to bring characters, vehicles, props, and more to life within TV shows, films, and games.

It is the process of generating three-dimensional moving images in a digital environment. Careful manipulation of 3D models or objects is carried out within 3D software for exporting picture sequences giving them the illusion of animation or movement. The process of creating 3D animation can be sequentially divided into three phases: modelling – which describes the process of creating the 3D objects within a scene, layout and animation – which describes how objects are positioned and animated within a scene, and rendering – which describes the final output of the.

The course will help you learn and master designing graphics / 3D graphics, modeling and creating animations of products and rendering, using 3D Software You will learn the 3D modeling and texturing as well 3D rendering. A thorough study of this unit will enable you to The Grammar of Visual Design, Animation Concept, Drawing in Motion, Techniques of Animation, Training on Computer Graphic, Modelling, Animation Controls and Character Motion, Texture, Digital Light and Shade, Art of Special Effects, Compositing, Scripting, Storyboarding, Character Development, A different process of 3D modelling, 3D Character Animation Project.

3D character animators may also work in film and video production studios, Gaming Industries,public relations offices, advertising agencies, for software publishers, graphic design firms, computer systems design firms, web.

Unit I: (10 hours)
Introduction & Context for 3 D Studio Max, Exploring the Max Interface, Controlling & Configuring the view ports.
Unit II: (10 hours)
Working with Files, importing & exporting, creating & editing primitive objects, Selecting Objects & setting object properties, Transforming objects, pivoting, aligning & snapping.Introduction to 3D space in Blender, Introduction to Modelling Techniques, In- organic Modelling, Organic Modelling.
Unit III: (10 hours)
Cloning objects & Creating object arrays, Grouping & Linking objects, Accessing sub objects and using modeling helpers.Use of Materials & Shader, Shader and Texture editing, Shading organic Models, Shading In – Organic Models.
Unit IV: (10 hours)
Introduction to Maya, keyframe animation, Introduction to 3D Animation. Create, Edit and working with Animation Graph, Rigging using Blender, Setting up controllers for joints, Simple Skeleton structure with proper joint orientation. introduction to Modeling primitives construction, basic lighting, basic materials, rendering, timing and spacing, shot composition.
Unit V: (20 hours)
Polygon Modeling, Components, Mesh Tools, Extrusion, Combining Meshes, Normals Using Reference images, Understanding Lighting in Cycles, Direct and Indirect Lighting, Light Linking, Final Composition, Creating composition and Light with the Shaded Models. Use of Materials & Shader, Shader and Texture editing, Shading organic Models, Shading In – Organic Models. Introduction to Dynamics, Active and Passive Bodie, Creating basic Simulation and collusion using Rigid body, Cloth Simulation, Simulation of Brick wall collusion, Introduction to Fluid Effects, Creating fluid simulation.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. Alexis Van Hurkman, Color Correction Handbook: Professional Techniques for Video and Cinema (Digital Video & Audio Editing Courses), 2010
2. Jan Ozer, Premiere Pro CC: Visual QuickStart GuideJun 27, 2013
3. Bryan Castle, Color Grading with Media Composer and Symphony, 2012
4. Ken Dancyger, The technique of film and video editing, 1993
5. Walter Murch, In the Blink of an Eye, 1995

6. Michael Wohl, Editing Techniques with Final Cut Pro, 2001
7. Edward Dmytryk, On Film Editing, 1984
8. Robert M. Goodman, Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio), 2002

	Advanced Video Editing	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Editing				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in video editing.
2. To describe the scope and characteristics of video editing.
3. To operate a fully editing software used on FCP.
4. To critique and discuss Movies, Documentary, Music Video (experts and others). Students will study the work of numerous recognized videographers as well as the video produced by class members.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** an in-depth knowledge of Audio and video editing.
CO2. **Develop** an understanding of producing bids and managing a successful Video editing business.
CO3. **Explain** the research techniques for documentary subjects or news stories visualized through Videography and video editing.
CO4. **Illustrate** the basics of moving image and cinematography.

Catalogue Description

Photography is one of the most versatile fields in the arts sector. The application of photography is in different fields such as fashion, journalism, entertainment, science etc. Skilled photographers are required in different firms including news agencies, electronic media, modelling agencies, wildlife photography, etc.

Photography courses enable the candidates to understand the utility of different camera parts, working out the lights while clicking pictures and the art of taking candid shots. Other aspects that the candidates can learn from the programmer are studio lighting, portrait photography and designing portfolios.

Photography is an ever-blooming field with numerous job opportunities as well as business opportunities. Various media agencies and news agencies hire photographers to post on their

news channels, newspapers, magazines and websites. Apart from that, there is a constant demand for aesthetic photographers who can click pictures of landscapes, wildlife and other such themes. Candidates can also start their own private photo studios to offer portrait clicking and creating portfolios of potential clients. Following are some of the popular jobs that candidates can look into after pursuing photography courses:

- Photojournalists
- Fashion & Advertising Photographers
- Wildlife Photographers
- Portrait Photographers
- Feature Photographers
- Fine Art Photographers
- Forensic Photographers
- Freelancers
- Scientific Photographers
- Event Photographers

Unit I: (10 hours)
Introducing FCP, About FCP, creating projects, Project settings, Save locations, Scratch disks, Customizing, workspace, autosave
Unit II: (10 hours)
Video Format / Video Standard, At Present there are number of formats being used in the television industry, International Video Standard - World and India, PAL. NTSC. SECAM, Importing video, audio and still image assets, Camera Shooting Knowledge- Shoot type, Camera Angles, Framing & Composition., Capturing tape-based material, Importing tapeless media assets via the media browser, Understanding media management for FCP, Organizing projects, Create Library, Event, Creating sequences and choosing correct, sequence preset, Lay down Footage into the timeline,
Unit III: (10 hours)
Moving clips around the timeline, Working with linked clips and unlink clips, Modifying the Position, Deleting, and Replacing Clips in the Timeline, Ripple deleting clips and gaps: Copying and pasting clips, Insert clip, Ripple trims and rolling trims, Working with track lock and sync loc, Slip and slide trims.
Unit IV: (10 hours)
Working with Multi-camera editing, syncing cameras for multi-camera editing, creating multi-cam sequence, editing multi-cam sequence, Syncing dual system audio
Unit V: (10 hours)
Editing Techniques, Match frame, Basic Motion, Various kind of cuts, creating titles, working

with stills, Working with multiple video formats, Video key framing.
Unit VI: (10 hours)
Adding video transition, working with real time effect, constant speed change, fixed and additional effect, titling, basic color correction, exporting

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1.Editing Digital Video: The Complete Creative and Technical Guide by Robert M. Goodman
2.Gramar of the Shot by Roy Thompson
3. Adobe Premiere Pro for Dummies by Keith Underdahl.

	Non Fiction Film Project	L	T	P	C
Version 1.0		0	0	6	4
Pre-requisites/Exposure	Basic Knowledge of Filmmaking				
Co-requisites	-				

Course Objectives

5. To know the history of documentary films.
6. To know the history of corporate films.
7. To know how to make documentary films.
8. To know how to make corporate films.

Course Outcomes

On completion of this course, the students will be able to

CO7. **Define** the process of documentary and filmmaking.
CO8. **Describe** the types of documentary.
CO9. **Outline**the process of pre-production and production.
CO10. **Apply**the knowledge of communication theories and models with case studies.
CO11. **Assess**the concept and process of making ad films..
CO12. **Predict** the outcomes of different documentaries.

Catalog Description

The course documentary and film making focusses at fostering understanding of the history of thegenre by the students and they will also make a short documentary film. The aims of the course are tofoster an understanding of documentary as a diverse form, with a range of styles and genres,to root this diversity in its various historical and social contexts, and to introduce you to someanalytical tools appropriate for study of your own and other filmmakers' works. Experts from the field from all across the platform will be called for delivering expert lectures on various aspects of documentary and filmmaking. Workshops will be conducted where the learners will learn the intricacies of documentary and filmmaking.

Unit 1 (20 hours)
Preparation of Pre Production Steps – Research, Drafting of Script, Recce, Budget, Treatment
Unit 2 (20 hours)
Shooting of A non-Fiction film on chosen subject
Unit 3 (20 hours)
Making a ten minute documentary with proper production and post-production

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Semester V

	Film Studies: Indian Cinema	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	Basic Knowledge of Film Studies				
Co-requisites	-				

Course Objective:

1. To develop an understanding of Indian cinemas in general
2. Understand the evolution of Indian cinema from the silent era to the talkies under the Studio System
3. To have a thorough orientation of the evolution of Hindi popular cinema and its alternative representations
4. To understand the history evolution and contemporary conditions of Bangla cinema
5. To have an understanding of the Indian auteurs and their works

Course Outcome:

By the end of the module, the attending student will be able to:

CO1. **Understand** the various forms of Indian cinemas
CO2. **Understand** the history of evolution of Indian cinemas
CO3. **Demonstrate** various ways in which Indian cinema evolved through the ages
CO4. **Understanding** various cultural and critical aspects of contents and forms of regional and mainstream cinemas in India
CO5. **Analyse** of the works of Indian Masteros
CO6. **Interrogate** the rise of alternative Indian films through case studies

Course Description

By the end of the course, an attending student will have an understanding of sounds, not merely as a software function but the technical as well as aesthetic (even ideological) aspects of the use of sound.

Unit 1
Early Indian Cinema and the Swadeshi Films, Rise of the Nationalism in Hindi Popular Films, Transition from Nationalist to Consumerist Cinema
Unit 2
Study of Bombay Popular Cinema: Rise of the super stars: Amitabh Bachchan as a case study, Melodrama, Rise of diasporic films and change in Bollywood after Globalisation
Unit 3
Indian New Wave (New Cinema Movement) – Mrinal Sen and Shyam Benegal, Rise of political satires in Indian alternative cinema
Unit 4
Study of Indian Auteur: Satyajit Ray, Guru Dutt, Ritwik Ghatak

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. Patricia Mellencamp, Indiscretions: Avant-Garde Film, Video, and Feminism, 1990
2. Bill Nichols, Movies and Methods: Vol. I (Movies & Methods) (v. 1&2), Bill Nichols
3. Mike Wayne, Understanding Film: Marxist Perspectives, 2005
4. Robin Silbergleid (Editor), Kristina Quynn (Editor), Reading and Writing Experimental Texts: Critical Innovations, 2017
5. Rees, A.L., A History of Experimental Film and Video, 2011
6. Michael O'Pray, Avant-Garde Film: Forms, Themes and Passions (Short Cuts), 2006
7. Kathryn Ramey, Experimental Filmmaking: BREAK THE MACHINE 1st Edition, 2012

	Theater Studies	L	T	P	C
Version 1.0		2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives:

1. To develop the concept of communication and imaginative thinking through acting.
2. Acquainting the students with the newest techniques and formats of different types of expression through acting
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills through gestures
CO2 **Explain** different theories of drama
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

Theater is an essential part of performance as well as films without which modern day performances can never be understood..

Unit 1 (10 hours)
Definition of Theater, Types of Stages, Zones of a stage, Stage Lighting, Mise en Scene, Props and Sets
Unit 2 (15 hours)
Excerpts from Aristotles's poetics and the Three Act Structure, Rise of Tragedy, Roman Comedy and Satires
Unit 3 (10 hours)
Introduction to Bharata's Natyashastra and its influence on Hindi Popular cinema
Unit 4 (10 hours)
Shakespearean and Victorian Drama – choosing any one play (Macbeth /King Lear/Romeo Juliet)

Unit 5 (15 hours)
Modern European Drama – Realist Plays of Chekhov and Ibsen, Introducing Stanislavsky, Brecht's idea of political Drama

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

	Advertisement: Introduction	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images and Filmmaking				
Co-requisites	-				

Course Objectives

1. The course aims at skill as well as perspective building for junior and middle level executives in the domain of Advertising Management.
2. It seeks to deliver skills for managing advertising businesses, by combining theoretical learning in the field of communication with the right blend of management education.

Course Outcomes

On completion of this course, the students will be able to

CO1: **Define** the relationship between advertising and strategic brand management.
CO2: **Explain** how advertising works and various advertising strategies.
CO3. **Apply** brand building concept and various attributes associated with it
CO4. **Analyze** different advertising campaigns.
CO5. **Compare** various brand building strategies.
CO6. **Develop**various strategies of Advertising Management.

Catalogue Description

Advertising Management is one of the courses in postgraduate program of MBA in which it trains the students and are trained to understand the advertisement industry and how to apply techniques in the market to benefit the company or the industry. Since the market is becoming very competitive, the demand for advertising manager has increased. Every company is employees to boost up their skills with advertising management. Besides this, there are some sectors which run only on the basis of advertising always aims for some good marketing strategies to rank ahead of other companies. Candidates who are creative and are good in creating advertisements may apply for this program.

The Advertising Management course will provide knowledge about the theoretical concepts of the advertising.

Some of the popular jobs that students can look into after pursuing this course:

- Brand & Marketing
- Public Works
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Tourism Industry
- Business Consultancies

- Personal Business

Unit 1 (15 hours)
Advertisement and it objectives, the AIDA, USPs and TCs, Market players vs market leaders through advertisements, FMCG and PSA
Unit 2 (15 hours)
Various departments of an Ad agency, general workflow, types of ads: Print, Television, Ambient, Radio Ads, Surrogate Ads, Product Placements
Unit 3 (10hours)
Creation of punch-lines and the classical model of a copy, Creating copy and the process of brainstorming, Study of some critical ads
Unit 4 (10 hours)
Advertisement as libidinal economy, critical reading of advertisements – class, gender, commodification of women, children, nation and emotion – a case study.
Unit 5 (10 hours)
Case Studies of big brands and a comparative analysis

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books:

1. *Managing Brand Equity*, David Aaker
2. *Kellogg's Marketing Faculty Branding Guide*
3. *Brand Gap*, Martin Neumeier
4. *Best Practice Cases in Branding*, 3rd Edition, Kevin Keller

	Advertisement Filmmaking	L	T	P	C
Version 1.0		2	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

3. The course aims at skill as well as perspective building for junior and middle level executives in the domain of Advertising Management.
4. It seeks to deliver skills for managing advertising businesses, by combining theoretical learning in the field of communication with the right blend of management education.

Course Outcomes

On completion of this course, the students will be able to

CO1: **Define** the relationship between advertising and strategic brand management.
CO2: **Explain** how advertising works and various advertising strategies.
CO3. **Apply** brand building concept and various attributes associated with it
CO4. **Analyze** different advertising campaigns.
CO5. **Compare** various brand building strategies.
CO6. **Develop**various strategies of Advertising Management.

Catalogue Description

Advertising Management is one of the courses in postgraduate program of MBA in which it trains the students and are trained to understand the advertisement industry and how to apply techniques in the market to benefit the company or the industry. Since the market is becoming very competitive, the demand for advertising manager has increased. Every company is employees to boost up their skills with advertising management. Besides this, there are some sectors which run only on the basis of advertising always aims for some good marketing strategies to rank ahead of other companies. Candidates who are creative and are good in creating advertisements may apply for this program.

The Advertising Management course will provide knowledge about the theoretical concepts of the advertising.

Some of the popular jobs that students can look into after pursuing this course:

- Brand & Marketing
- Public Works
- Educational Institutes
- Industrial Houses
- Multinational Companies
- Tourism Industry
- Business Consultancies

- Personal Business

Unit 1 (20 hours)
Working on USP of a product through brainstorming for FMCG / social and political background of a social issue for PSA
Unit 2 (20 hours)
Producing a three minute PSA
Unit 3 (20 hours)
Producing a three minute FMCG TVC

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	**20**	**10**	**30**	**40**

Reference Books:

1. *Managing Brand Equity*, David Aaker
2. *Kellogg's Marketing Faculty Branding Guide*
3. *Brand Gap*, Martin Neumeier
4. *Best Practice Cases in Branding*, 3rd Edition, Kevin Keller

ANY TWO OPTIONAL PAPERS TO BE CHOSEN FOR THIS SEMESTER

	Production Management	L	T	P	C
Version 1.0		2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Film Production				
Co-requisites	-				

Course Objectives:

1. To develop the concept of production
2. Acquainting the students with the newest techniques and formats of different types of management in a film and tv prodcution
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their production management skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of a production
CO2 **Explain** different theories of production management
CO3 **Demonstrate** the role of the a production manager in a big production
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

Production Management is one of the key elements of films. One has to be diligent and dexterous in terms of managing a production when it comes to the question of smooth flow of any proction – be it cinema, television or television commercial.

Unit 1 (10 hours)
Understanding Production Management, The role of Production manager and Executive Producer in a film / TV production, audience research,
Unit 2 (15 hours)
Pre Production Process: Proposal, Ideation, Treatment, Budget and WIP Budget, Budget Analytics, Recce, Preparation of talent list and call sheet, permissions, issues of copyright, music rights, bookings of logistics
Unit 3 (15 hours)

Script supervision, enhancing the narrative intrigues and understanding various process of representation, Digital vision & design, Audience proposition, Business Design, Execution Planning, marketing on social media
Unit 4 (10 hours)
Production Process and the various roles of the crew – a few case studies
Unit 5 (10 hours)
Students will engage in practical training of managing a production (independent film / industry)

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

	Radio Programming & Production	L	T	P	C
Version 1.0		2	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Sound				
Co-requisites	-				

Course Objectives

1. To develop an understanding about the growth of radio and contemporary trends in broadcasting.
2. To describe existing and innovative radio program formats.
3. To operate a fully manual to news bulletins and current affair program on radio.
4. To critique and discuss broadcast technology and radio program production.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Develop** an in-depth knowledge of Role of Radio.
CO2. **Demonstrate** an understanding of Technology of Broadcasting.
CO3. **Explain** the research techniques for Recording, broadcasting and editing software.
CO4. **Build** the basics of Studio setup for radio program

Catalogue Description

Radio, sound communication by radio waves, usually through the transmission of music, news, and other types of programs from single broadcast stations to multitudes of individual listeners equipped with radio receivers. Mainly Radio broadcasting is transmission of audio (sound),In terrestrial radio broadcasting the radio waves are broadcast by a land-based radio station, while in satellite radio the radio waves are broadcast by a satellite in Earth orbit.

Radio works by transmitting and receiving electromagnetic waves. The radio signal is an electronic current moving back and forth very quickly. A transmitter radiates this field outward via an antenna; a receiver then picks up the field and translates it to the sounds heard through the radio. Various kind of Broadcasting Radio are AM, FM, Community Radio, Internet Radio or Digital Radio. We introduce the Characteristics of Radio like-Basic Elements of Radio Transmission, Characteristic of Sound and Voice. We familiar with Technology of Radio Broadcasting namely Characteristic and type of microphone, Studio, Control Room, Antenna, Radio Set, Various Kind of Audio Software. We also know about the Formats of radio Broadcasting like-Talk, Interview, Discussion, Drama, Documentary / feature, News and Music. We discuss about Organizational Structure of a Radio station.

Twenty first century is the age of Information, Communication and Entertainment, and Radio play a vital role. There are various kind of opportunities in this field like

- Station Manager.
- Assistant station.
- Manager.
- Sound Editor.
- Program Director-News.

- Sports.
- Talk Show.
- News Anchor
- Studio Manager
- Program Producer
- Program Coordinator
- Sales Manager
- Sound Recordist.

Unit 1 (10 hours)
History of the Development of Radio Journalism and in AIR revolution, PrasarBharati and Broadcast Regulations, News Policy of AIR, Emergence of All India Radio, Role of Radio as a Communication Medium for Broadcast Media – Types of Radio, Entertainment Radio, Community Radio, Internet Radio, Satellite Radio.
Unit 2 (10 hours)
Evolution of News Radio in India, Radio as an Instrument of Government Propaganda, Sources of News, News Packaging/ News Balancing & Headlines, News Language, Radio News Reel,Documentaries and Radio Features, AM transmission, FM Radio: State and Private Initiatives, Internet Radio.
Unit 3 (10 hours)
Writing for Visuals: News writing: Marking Copy in Production Language, Classification of News, Analytical and Investigative News, Interview, Business Reporting, Sports Reporting and Human-Interest Stories – Type of Scripts: News Script, Entertainment Programme Script, Radio Spot Script.
Unit 4 (10 hours)
Pre-Production: An Idea is Born, Plan of Action, the Script, Paper Work, Voice and Diction (Basic Speech) –Production: Recording, Proper Studios, Microphones, Instrument and Recording Software – Post-Production: Sound Editing Software, Human Voice or Spoken Word, Music, Sound Effects.
UNIT 5 (10 hours)
Audio Compression and MIDI –Signal Processing –Amplitude Normalization &Compression; Filtering; EQ, Monophony, Stereophony, &Surround Sound.
UNIT 6 (10 hours)
Radio Production Techniques & Tools, Use of Microphones, Console Handling, Radio Audience Measurements Systems, Timing of Advertisements, Promos, Jingles.Production of Musical Programmes, Drama/ Skits.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. Parthasarathy, Rangaswamy. Here is the New. New Delhi: Sterling Publishers Pvt. Ltd., 1994.
2. Chatterji, P.C., Broadcasting in India. New Delhi: Sage Publications, 1987.
3. Srivastava, K.M., Radio and TV Journalism.
4. Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
5. U.L. Baruah: This is All India Radio;Publications Division; Ministry of I&B, 2017.
6. Carrol Fleming: The Radio Handbook; Routledge
7. Rabindran, R.K., Handbook of Broadcast Journalism.
8. Hilliard, Robert. Radio Broadcasting. New York: Longman.
9. Hansman, Carl, Philip Benoit & Lewis B. O'Donnell. Production Programming & Performance. Belmont: Wadsworth / Thomson Learning, 2000
10. VinodPavarala&Kanchan K. Malik: Other Voices; the Struggle for Community Radio in India, Sage.

	Online Editing & Live Telecast	L	T	P	C
Version 1.0		2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Editing and Camera				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various steps involved in broadcast technologies.
2. To describe the scope and characteristics of post-production.
3. To operate a fully manual Satellite and Cable Broadcasting.
4. To critique and discuss Digital Broadcast Technology.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Develop** an in-depth knowledge of digital basics of broadcast technologies.
CO2. **Build** an understanding of the role of audio and visual materials in the overall broadcast paradigm.
CO3. **Apply** the research techniques for the different broadcast mechanisms.
CO4. **Analyze**the essentials of post-production.

Catalogue Description
Online editing is the processing of video or graphic editing which is done as the final step of video making, and **Live** video **editing** is where there are various cameras at various angles and position, capturing single or multiple subjects and the footage is routed through a vision mixing device and edited and transmitted in **real-time. Live television** is a **television** production broadcast in real-time, as events happen, in the present.
Briefly discus various kind of production - live show etc. Understanding about Video and Audio Console. Setup multi Camera for live show, and camera position with angle. T know about different type of cable and their function, Talkback System, PSA, function of ear phone, Different type of microphone, to familiar with MCR and PCR, setup with function, Studio setup, Lighting set up and editing Software.
Video editing careers can be very lucrative for the right people. There has been increased popularity and demand for video editor in various Channels as well as Production Houses and Television Studio Editor, and program Designer,Film Editor, Senior Video Editor, Live programming editor, Production Manager, program Co ordinator, Camera Person,

Unit 1 (10 hours)
Television as a Medium of Communication – Its Strengths and Weaknesses; Roles and Functions of Television in the Society; Media Richness and the Power of Moving Images; Global Television and Cultural Imperialism; Early Experiments with TV in India; TV for Sociocultural Development; Satellite Instruction Television Experiment; Public Service Broadcasting and Doordarshan.
Unit 2 (10 hours)
What Is an Image? – Electronic Image, Television Image, Digital Image – What Is a Visual? (Still to Moving), Visual Culture, Characteristics of Television as a Medium – Concepts of Sound: Scope, Sound Culture, Types of Sound: Sync, Non-Sync, Natural Sound, Ambience Sound, Introductions to Microphones, Characteristics of Radio as a Medium.
Unit 3 (10 hours)
Online Editing, MCR, PCR, Hosting, Sound Mixing, CG, Cloud Stemming, Third-Party Stemming: Up Stemming, Down Stemming, Bit Rate Ratio.
Unit 4 (10 hours)
Audio: XLR, PHONO, RC Connector, Joiner, Cable. Video: BNC, HDMI, VGA, RC Connector, Joiner, Cable
– Concept on Male Female Connector, Fibre Optics, Concept of Satellite, Earth Station.
Unit 5 (10 hours)
Basics of a Camera (Lens & Accessories), Electronic News Gathering (ENG) & Electronic Field Production (EFP) (Concept), Visual Grammar: Camera movement, Types of Shots, Visual – Elements of a Radio News Story: Gathering, Writing/ Reporting; Elements of a Radio News Bulletin.
Unit 6 (10 hours)
Elements of a Television News Story: Gathering, Writing/ Reporting; Elements of a Television News Bulletin, Working in a Radio News Room.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Reference Books

1. Zettl Herbert. Television Production Handbook.
2. Robert C Allen and Annette Hill (Eds.) (2004). The Television Reader, Routledge.
3. P.C. Chatterjee (1987). Broadcasting in India, New Delhi: Sage 1987.
4. Carrol Fleming (2002). The Radio Handbook, London & New York: Routledge

	Corporate Filmmaking	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Filmmaking				
Co-requisites	-				

Course Objectives

To develop an understanding about various tools of cinematography.
To describe the process of script as well as lighting in shoot.
To narrate different script in video and film format.
To develop an understanding about various steps to produce short fiction film.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Develop** an in-depth knowledge of Cinematography
CO2. **Build** an understanding of basics of Script, photography and lighting uses.
CO3. **Apply** the uses of different medium including video, film for Ad shoot.
CO4. **Analyze** the basics of different studio set up in corporate shoot.

Catalogue Description

Ad & corporate film making is one of the most effective topic in this course. Ad & corporate film making is any hardware tools that is used to create, produce, deliver and manage Television and Film production including audio, video, images, information, interactive media, virtual reality environments. Skilled persons are required in different firms including news agencies, electronic media, film industry, productions houses etc.

Ad & corporate film making is one of the biggest challenges is to create cost-effective solutions to practical problem by applying scientific knowledge to building things in the service of mankind. Today Ad & corporate film making is build via electronic and computer systems but as the definition said it's a medium that's why working in Ad & corporate film making can make you learn a lot about other discipline. This course enables the candidates to understand the utility of different tools, working with different technology and use of different film cameras.

Ad & corporate film making is an ever-blooming field with numerous job opportunities. Various media agencies, Television channel, film production houses recruit Cinematographer. Following are some of the popular jobs that candidates can look into after pursuing Cinematography courses:

- Cinematographer
- Director

- Gruffer
- Producer
- Executive producer
- Line producer

Unit 1: (20 hours)
Difference between Ad and Corporate Film, creative brief and production plan
Unit 2: (20 hours)
Script, Budgeting and Planning for a Corporate film
Unit 3: (20 hours)
Producing A Corporate film

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	**20**	**10**	**30**	**40**

Reference Books

1 Linda J. Cowgill:*Writing Short Films: Structure and Content for Screenwriters.*

2. Cinematography theory and practice, Blain Brown

3. Roberta Marie Munroe:*How Not to Make a Short Film: Secrets from a Sundance Programmer*

4. Bastian Cleve: *Film Production Management: How to Budget, Organize and Successfully Shoot your Film*.

5. Stephen Hoover: *Film Production: Theory and Practice*.

Semester VI

Students have to write, plan and produce a short fiction film with proper pre-production process.

	Film Project: Short Fiction	**L**	**T**	**P**	**C**
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives

1. To develop an understanding about various tools of cinematography.
2. To describe the process of short fiction film direction.
3. To narrate different script in video and film format.
4. To develop an understanding about various steps to produce short fiction film.

Course Outcomes

On completion of this course, the students will be able to;

CO1. **Build** a short fiction film cinematography.
CO2. **Apply** the basics of short fiction film direction.
CO3. **Classify** the script for a short fiction film.
CO4. **Analyze** a short fiction film.

Catalogue Description

Digital film production is one of the most effective topic in this course. Digital film production is any hardware tools that is used to create, produce, deliver and manage Television and Film production including audio, video, images, information, interactive media, virtual reality environments. Skilled persons are required in different firms including news agencies, electronic media, film industry, productions houses etc.

Digital film production is one of the biggest challenges is to create cost-effective solutions to practical problem by applying scientific knowledge to building things in the service of mankind. Today Digital film production are build via electronic and computer systems but as the definition said it's a medium that's why working in Digital film production can make you learn a lot about other discipline. This course enables the candidates to understand the utility of different tools, working with different technology and use of different film cameras.

Digital film production is an ever-blooming field with numerous job opportunities. Various media agencies, Television channel, film production houses recruit Cinematographer. Following are some of the popular jobs that candidates can look into after pursuing Cinematography courses:

- Cinematographer
- Director
- Gruffer
- Producer
- Executive producer
- Line producer

Unit: 1 Students have to make their own short fiction film for this course under proper guidance. (60 hours)

	OTT	L	T	P	C
Version 1.0		4	0	0	4
Pre-requisites/Exposure	Basic Knowledge of Filmmaking				
Co-requisites	-				

Course Objectives:

1. To develop the concept of Over-The-Top production
2. Acquainting the students with the newest techniques and formats of different types of OTT productions.
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills
CO2 **Explain** different theories of communication
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

OTT or Over The Top platform is a medium agnostic phase where every kind of production can be realized, produced and put up on OTT platforms. But the very aesthetics of content creation and formal representation undergoes a change from the traditional medium.

Unit 1 (15 hours)
OTT and its definition, the process of OTT entertainment, transition from Big Screen to small screen cinema experience –the economic and the socio-political aspect of rise of OTT
Unit 2 (15 hours)
OTT and Web Series and Web films, understanding the structure of a series, form and content of a series and its difference from commercial releases
Unit 3 (15 hours)
Case Study of international Series and Films: Critical Study of few text films and series
Unit 4 (15 hours)
OTT and the Indian phenomena – A Few Case Studies, Debate on language issue, the challenge

to the Hindi hegemony and cultural politics

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

	Showreel and Pitch Deck	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives:

1. To develop the concept of portfolio creation and pitch deck
2. Acquainting the students with the newest techniques and formats of various pitching methods to producers and investors
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

1. CO1 **Demonstrate** the various elements of communicative skills
2. CO2 **Explain** different theories of communication
3. CO3 **Demonstrate** the role of the society in the development of language
4. CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
5. CO5 **Improve** imaginative thinking to express ideas.

6. Catalog Description

Showreel creation and preparing pitch decks are one of the essential aspects of pitching in today's world.

Unit 1 (30 hours)
Students will have to create their Showreels (a small teaser on their own works)
Unit 2 (30 hours)
Students will be creating a pitchdeck (a presentation for the film that they should pitch to the industry

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	**20**	**10**	**30**	**40**

Reference Books

ANY TWO OPTIONS MUST BE CHOSEN BY THE STUDENT

OTT Production (mini Series)

	OTT Production (mini Series)	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Visual Images				
Co-requisites	-				

Course Objectives:

1. To develop the concept of communication and imaginative thinking.
2. Acquainting the students with the newest techniques and formats of different types of communication.
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills
CO2 **Explain** different theories of communication
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

English Communication course aims at empowering students with the power of Language by helping them develop the skills of presentation and performance. At the same time an average student gains access to the basics of Grammar and the dynamics of language and message conveyance. Students are encouraged to think with imagination, write or speak with their own linguistic abilities and engage in further reading and conversational styles. They become better acquainted to deal with interviews and screening processes.

Unit 1 (60 hours)
Students have to write, plan, and produce three episode mini series for a mock OTT release

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

	Music Video	L	T	P	C
Version 1.0		2	0	2	4
Pre-requisites/Exposure	Basic Knowledge of Filmmaking and editing				
Co-requisites	-				

Course Objective:
1. To develop an understanding of music and its audio visual aesthetics
2. Understand various aspects of music video
3. Understand aspects of music video as a genre and as an industrial product
3. To understand the various political and historical undercurrents of music video
4. To understand the methods of creation of a music video
5. To understand the socio political and gender contexts of advertisements

Course Outcome:
By the end of the module, the attending student will be able to:

CO1. **Understand** the various forms of music video
CO2. **Understand** the music video in various forms of media
CO3. **Analyse** the difference and similarities between shorts and music video
CO4. **Interpret** various cultural, political and gender aspects of music video
CO5. **Interrogate** various music video in their historical perspective
CO6. **Conduct** a research and draw inference on various case studies

Course Description
By the end of the course, an attending student will have the confidence to design a film from its colour scheme to composition to sets and props, along with working knowledge of how to manage a production from its logistics to its shooting conditions.

Unit 1 (15 hours)
Introduction to Music Video and its History of Evolution, Objectives and Types, Characteristics, and Styles and the Star Phenomena
Unit 2 (15 hours)
Case Study on MTV and the rise of alternative music platform – a few case studies – Michael Jackson, Beatles, Indian Music videos and the rise of Indian independent music industry based on audio-visuals
Unit 3 (15 hours)
Studio production VS outdoor production, Debate: Can Music videos be considered as short films? Experimental Music Video, Political videos
Unit 4 (15 hours)
Making a music video in the given format (preferably with original music production)

Reference Books

1. Music Video After MTV, Audiovisual Studies, New Media, and Popular Music By Mathias Bonde Korsgaard

2. The Carol Vernallis Theory by Paige Woods

	Experimental and Guerrilla Filmmaking	L	T	P	C
Version 1.0		2	0	0	2
Pre-requisites/Exposure	Basic Knowledge of Filmmaking and Film Studies				
Co-requisites	-				

Course Objectives:

1. To develop the concept of communication and imaginative thinking.
2. Acquainting the students with the newest techniques and formats of different types of communication.
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills
CO2 **Explain** different theories of communication
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

English Communication course aims at empowering students with the power of Language by helping them develop the skills of presentation and performance. At the same time an average student gains access to the basics of Grammar and the dynamics of language and message conveyance. Students are encouraged to think with imagination, write or speak with their own linguistic abilities and engage in further reading and conversational styles. They become better acquainted to deal with interviews and screening processes.

Unit 1 (15 hours)
Understanding Experimental Film, its history, politics in the context of the world
Unit 2 (15 hours)
Rise of Guerrilla Filmmaking, Study of the essay "Toward an Imperfect Cinema", the concept of third cinema as opposed to third world cinema, film reading: Hour of the Furnace, Study of Godard's DvigaVertov Group and British Sounds
Unit 3 (15 hours)
Independent and Underground filmmaking of US and India., comparison between news capsule, news reels and political cinema, the question of representation in terms of content and form
Unit 4 (15 hours)
Writing and making of a short Guerrilla film (with proper permissions)

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

	Media Campaign	L	T	P	C
Version 1.0		0	0	4	4
Pre-requisites/Exposure	Basic Knowledge of Media Production and Ad				
Co-requisites	-				

Course Objectives:

1. To develop the concept of communication and imaginative thinking.
2. Acquainting the students with the newest techniques and formats of different types of communication.
3. Enhancing the potential of the students.
4. Enabling the students to stimulate their thinking and enhance their presentational skills.

Course Outcomes

On completion of this course, the students will be able to

CO1 **Demonstrate** the various elements of communicative skills
CO2 **Explain** different theories of communication
CO3 **Demonstrate** the role of the society in the development of language
CO4 **Evaluating** spaces of communication to understand the nuances of speech and writing
CO5 **Improve** imaginative thinking to express ideas.

Catalog Description

English Communication course aims at empowering students with the power of Language by helping them develop the skills of presentation and performance. At the same time an average student gains access to the basics of Grammar and the dynamics of language and message conveyance. Students are encouraged to think with imagination, write or speak with their own linguistic abilities and engage in further reading and conversational styles. They become better acquainted to deal with interviews and screening processes.

Unit 1 (15 hours)
Students will be choosing their film (any film) and would chalk out a plan for cross media campaign
Unit 2 (10 hours)
Creating a Print Campaign for their fiction project
Unit 3 (10 hours)
Creating a motion poster for their fiction project
Unit 4 (10 hours)
Creating a website for their fiction project
Unit 5 (15 hours)
Making of a teaser and trailer for their fiction project

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Mapping between COs and Pos		
	Course Outcomes (COs)	**Mapped Program Outcomes**
CO1	**Understanding** the various elements of communicative skills	**PO6, PO10, PSO1, PO12, PO9**
CO2	**Explain** different theories of communication	**PO2, PO6, PO8, PO10, PSO1, PO12**
CO3	**Understanding** the role of the society in the development of language	**PO2, PO3, PO4, PO6, PO10, PSO1**
CO4	**Evaluating** spaces of communication to understand the nuances of speech and writing	**PO2, PO6, PO8, PO10, PSO1**
CO5	**Improve** imaginative thinking to express ideas.	**PO2, PO6, PO8, PO8, PSO1, PO12**

		Media Technology Knowledge	Problem analysis	Design/development of solutions	Conduct investigations of complex problems	Modern tool usage	The media, communication with technology interface and society	Environment and sustainability	Ethics	Individual or team work	Communication	Project management and finance	Life-long Learning	Competitive Examination Preparation	Technical Competency
Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
		-	3	-	-	1	3	-	2	1	3	-	2	3	-

1=weakly mapped
2= moderately mapped
3=strongly mapped