

Karnatak University, Dharwad



Regulations and Syllabus

For

Master of Science in Electronic Media

(Course Code: PG78)

Choice Based Credit System (CBCS)

From

2018-19 & Onwards



Karnatak University, Dharwad



REGULATIONS

For

M.Sc Electronic Media (Course Code: PG78)

Choice Based Credit System (CBCS)

2018-2019 & Onwards

KARNATAK UNIVERSITY, DHARWAD

Regulations concerning Master Degree Programme

Faculty of Sciences, from 2018-19

Master Degree Programme in Electronic Media (CBCS)

Regulations Governing the Post-Graduation Master Degree Programmes under Choice Based Credit System (KU-CBCS), framed under Section 44(1)(C) of K.S.U. Act, 2000.

MASTER OF SCIENCE IN ELECTRONIC MEDIA

CHOICE BASED CREDIT SYSTEM (CBCS)

General objective of the programme

New communication technologies have emerged as a major source of information and entertainment. The reach of radio, television and internet has been expanding at a remarkable rate. Educational institutions have excellent opportunities to train students who can handle them. Keeping this in view, a two years course in M.Sc in Electronic Media has been designed.

Objectives of the programme:

- a. To equip students with knowledge and skills to work in new media and electronic media communication environment.
- b. To train the students with production skills for various electronic media fields like radio, television and web based new media technologies.
- c. To introduce students to various dimensions of electronic media production such as production planning, financing, management and distribution.

Programme Specific Outcomes (PO's):

After successful completion of the program, M.Sc Electronic Media graduates are able to:

1. Create content for electronic media: Written, oral, and visual communication to analyze and review electronic media.
2. Articulate how electronic media perform as an agent of social change.
3. Explain the history of electronic media technologies.
4. Situate media art in its historical, political, and social context.
5. Evaluate the ethical and legal considerations surrounding the production and distribution of electronic media.
6. Work creatively and collaboratively in a variety of electronic media environments.
7. Develop self-directed projects that synthesize creative, technical, and critical approaches.
8. Propose and consider alternative uses of media technologies.

Title:

These Regulations shall be called “Karnatak University Regulations Governing Post-Graduation under the Choice Based Credit System” for Master Degree programmes.

Commencement:

These Regulations shall come into effect from the academic year 2019-20.

Definitions:

In these Regulations, unless otherwise mentioned:

- a) “University” means Karnatak University:
- b) “Post-Graduation Programmes” means Master’s Degree Courses.
- c) “Compulsory Course” means a fundamental paper which a student admitted to a particular Post - Graduation programme should successfully complete to receive the Post - Graduation Degree in the concerned subject.
- d) “Open elective” means a course offered by the Department for students of other Departments. Students have freedom to choose from a number of optional courses offered by other Department/s to add to their credits required for the completion of their respective programmes.
- e) “Credit” means the unit by which the course work is measured. For this Regulation, one Credit means one hour of teaching work or two hours of practical work per week. Normally a Semester is of 16 weeks duration in any given academic year. As regards the marks for the courses, 1 credit is equal to 25 marks, 2 credits is equal to 50 marks, 3 credits is equal to 75 marks and 4 credits is equal to 100 marks as used in the conventional system.
- f) “Grade” is an index to indicate the performance of a student in the selected course. These Grades are arrived at by converting marks scored in each subject by the candidate after completing his/her Internal Assessment and Semester end Examinations. Each course carries a prescribed number of marks of credits. These grades are awarded for each subject after conversion of the marks and after completion of the examinations in each semester.
- g) “Grade Point Average” of GPA refers to an indication of the performance of the student in a given semester. GPA is the weighted average of all Grades a student gets in a given semester. The GPA depends on the number of courses a student takes and the grades awarded to him/her for each of the subjects so chosen.
- h) “Cumulative Grade Point Average” or CGPA refers to the Cumulative Grade Point Averages weighted across all the semesters and is carried forward. The calculations of the GPA, CGPA is shown at the end of this regulation.

1. Minimum Eligibility for Admission:

The students who have successfully completed a graduation in any discipline with 45 percentage of marks in aggregate (40 percentage of marks for SC/ST and Cat-I students) from this University or from any other University recognized as equivalent thereto by this University shall be eligible for admission to the Post Graduation Programmes under the KU-CBCS Programme provided they also satisfy the eligibility conditions like percentage of marks etc., as may be prescribed by the University and as per Ordinance of the course.

2. Entrance Test

2.1 Candidate seeking admission to the course shall be required to appear for entrance test conducted by the University.

2.2 The Entrance Test for 100 marks shall consist of multiple choice questions.

3. Selection for Admission

3.1 The selection of students shall be made on merit basis in each category of reservations as per the government order on reservation and University rules.

3.2 Preparation of merit list shall make on the basis of marks obtained in the Entrance Test and marks obtained in the Degree Examination (Marks scored in the language and cognate subjects).

3.3 Fifty percentage of the marks obtained in the degree examination and 50 percentage of the marks scored in the Entrance Test shall be taken for finalizing the merit list.

4. Intake

The total number of candidates to be admitted to the course shall be 20 including all provisions/categories. Out of these five seats will be allotted under enhanced fees structure. Total Seats is 25.

5. Course of Study:

The courses of study for M.Sc in Electronic Media degree shall comprise of Theory and Practical as noted in the syllabus.

6. Duration of the Programme:

The programme of study for the Post-Graduation Master Degree shall normally extend over a period of two academic years, each academic year comprising of two semesters, and each semester comprising of sixteen weeks of class work.

7. Medium of Instruction

The medium of instruction shall be in English. However, a candidate is permitted to write the examination in Kannada also.

8. Minimum Credits and Maximum Credits:

- 8.1 There shall be two categories of courses viz., Compulsory course and Open Elective Course. Compulsory Course refers to the concerned department only. The Open Elective is the course offered by other Departments.
- 8.2 Each course shall have a definite course objective, Eligibility criterion for taking the course, scheme of Evaluation including the components of Internal Assessment (IA) marks, Projects (if any), the number of contact hours, type of practical and the prescribed credits.
- 8.3 The credits for each of compulsory course are of 4 credits. Even in the case of Open Elective Course, it shall be 4 credits for each paper.
- 8.4 A student shall register for minimum of 18 credits and a maximum of 30 credits per semester. However to qualify for the degree in any Department under any school and faculty, he/she should have registered and cleared a minimum number of credits, which vary from course to course.

9. Course Structure:

- 9.1 The students of Post-Graduation Programme shall study the courses as may be approved and prescribed by the Academic Council of the University from time to time.
- 9.2 A typical Master's Degree programme consists of a number of courses. This number varies from discipline to discipline. The term course is used to indicate a logical part of a subject matter of the programme (also referred to as paper). In essence the courses are of two types:
 - i. Compulsory Course
 - ii. Open Elective Course.
- 9.3 Each programme shall have a set of compulsory course that a student must complete to get the degree in the concerned Department. These are distributed in each semester. There could be a minimum of such papers for each semester depending on the department.
- 9.4 Each department shall offer at least two Open Elective courses for the II and III Semester for students from other departments. Students from the same department are generally not allowed to opt the courses offered as Open Elective course in the same department.
- 9.5 Each course (paper) in this system is designed carefully to include lectures / tutorial/ Laboratory work/ seminars/ Project work/ practical training/ report writing/ Viva-voce etc., to meet effective teaching and learning needs and the credits are assigned suitably.
- 9.6 Master Degree Programmes are essentially semester system programmes. There shall be 4 semesters in each programme. There shall be two semester for each year of the Programme. Each of the Semester will be of 16 weeks duration including evaluation and grade finalization period. The academic session in each semester will provide 90 teaching days with 48 hours of teaching / learning periods in six days session per week.

9.7 The normal calendar for the semester would be as follows:

- i. I and III semester - August - November
- ii. II and IV Semester - January - April

10. Attendance:

10.1 Each paper shall be taken as a unit for the purpose of calculating the attendance.

10.2 Each student will have to sign and mark his attendance for every hour of teaching of each paper. At the end of every month all teachers shall notify the attendance of every student on the Notice Board of the department during 2nd week of every month. Chairman shall certify the fulfillment of required attendance of every candidate in the Examination form.

10.3 Certain proportion of the marks in Internal Assessment shall be awarded based on attendance as an incentive to the student for regularity in attendance.

10.4 A student shall be considered to have satisfied the requirement of attendance for each paper, if he/she has to attend not less-than 75% of the number of classes held up to the end of the semester including tests, seminars, group discussions, practical, tutorials, etc.

10.5 However, if a student represents his/her institution, University, State or Nation in sports, NCC, NSS or Cultural activities or any other officially sponsored activities, he/she shall be eligible to claim the attendance for the actual number of days participated, subject to a maximum of 20 days in a semester based on the specific recommendation of the head of the Department.

Course outline

First semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	Internal Assessment	Max. Marks	Total Marks	Credit
PG78T101	Introduction to Electronic Media	04	3 Hours	25 Marks	75 Marks	100	04
PG78T102	Basics of Computer Applications	04	3 Hours	25 Marks	75 Marks	100	04
PG78T103	News Gathering and Writing for Electronic Media	04	3 Hours	25 Marks	75 Marks	100	04
PG78T104	Introduction to Digital Media	04	3 Hours	25 Marks	75 Marks	100	04
PG78T105	Media Law and Ethics	04	3 Hours	25 Marks	75 Marks	100	04
PG78P106	Computer Application (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
PG78P107	Digital Media (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
					Total	600	24
Second semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	Internal Assessment	Max. Marks	Total Marks	Credit
PG78T201	Introduction to Cinema	04	3 Hours	25 Marks	75 Marks	100	04
PG78T202	Script writing for Radio and Television	04	3 Hours	25 Marks	75 Marks	100	04
PG78T203	Visual Communication	04	3 Hours	25 Marks	75 Marks	100	04
PG78T204	Electronic Media Commercials	04	3 Hours	25 Marks	75 Marks	100	04
PG78T205	Digital Media Production (OEC)	04	3 Hours	25 Marks	75 Marks	100	04
PG78P206	Radio (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
PG78P207	Visual Communication (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
PG78T208	Swatch Bharat Internship (Two Weeks)	04	2 Hours	15 Marks	35 Marks	50	02
					Total	600	26

Third semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	Internal Assessment	Max. Marks	Total Marks	Credit
PG78T301	Video Editing	04	3 Hours	25 Marks	75 Marks	100	04
PG78T302	Television Production Techniques	04	3 Hours	25 Marks	75 Marks	100	04
PG78T303	Radio Production Skills	04	3 Hours	25 Marks	75 Marks	100	04
PG78T304	Media Research Methods	04	3 Hours	25 Marks	75 Marks	100	04
PG78T305	Broadcast Journalism (OEC)	04	3 Hours	25 Marks	75 Marks	100	04
PG78P306	Video Editing (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
PG78P307	Television Production (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
Fourth semester							
Code	Title of the Paper	Teaching Hrs.	Exam. Duration	Internal Assessment	Max. Marks	Total Marks	Credit
PG78T401	Electronic Media Management and Event Management	04	3 Hours	25 Marks	75 Marks	100	04
PG78T402	Electronic Media for Development	04	3 Hours	25 Marks	75 Marks	100	04
PG78T403	Corporate Communication	04	3 Hours	25 Marks	75 Marks	100	04
PG78T404	Project work	04	3 Hours	25 Marks	75 Marks	100	04
PG78T405	Online Media Production Skills	04	3 Hours	25 Marks	75 Marks	100	04
PG78P406	Online Media (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
PG78P407	Production of Video Magazine (Practical)	04	2 Hours	15 Marks	35 Marks	50	02
Total						600	24

All Semester Total Marks = 2400

All Semester Total Credits = 98

11. Media Visit

There shall be a media visit, which is compulsory and a student has to submit a media visit observation report. Media visit will be conducted during mid semester vacation falling between III and IV Semester.

12. Submission of Project work

12.1 M.Sc in Electronic Media III semester students shall have to choose a topic for project and preliminary preparation be carried out under the guidance of a teacher.

12.2 M.Sc in Electronic Media IV semester students shall have to submit the project report on the chosen topic, before the commencement of the practical examination.

12.3 Candidates keeping terms but not appearing for the theory and practical papers and not submitted the project report within the prescribed time, may appear for respective examination and submit the project report within the prescribed time.

12.4 Candidates appearing for the examination under the provision of (12.3) will not be eligible for the award of any rank, prize, medal etc.

13. Internship

13.1 The internship is compulsory for all the students. They shall work in any recognized electronic media institution as an internee for a period of one month (i.e. 4 weeks) after the completion of the fourth semester examination.

13.2 The internee shall produce a certificate issued by the head of the media institute.

14. Evaluation:

14.1 Each Course has two components; the first is Internal Assessment Marks and the second is the Semester End Exams. The Internal Assessment (IA) marks are based on continuous Internal Assessment. The total marks for the Internal Assessment would be based on the total credit awarded to the Course. For instance if a Compulsory Course has a Credit award of 4, then the total maximum marks would be 100 for the subject. The marks shall be displayed on the Notice Board of the Department also. The tests shall be written in a separately designated book and after evaluation; the same should be shown to the students.

14.2 In case of candidates who wish to appear in improvement examinations, if any, the marks obtained in the Internal Assessment shall not be revised. There is no improvement for internal assessment.

14.3 To encourage the students for the regular participation in academic curricula following break-up for attendance has been recommended.

Attendance	Marks Allotted
91 to 100%	3
81 to 90%	2
75 to 80%	1

14.4 Students seeking the condoning of attendance after representing the University have to produce attendance certificates from the concerned authority and that

attendance period to condone shall be considered for the allotment of marks as under.

- 14.5 There shall be one semester end examination of three hours duration (for 75 marks/ paper). Each answer script of the semester end examination (theory and project report) shall be assessed by two examiners (one internal and another external). The marks awarded to that answer script shall be the average of these two evaluations. If the difference in marks between two evaluations exceeds 20% of the maximum marks such a script shall be assessed by third external examiner. The marks allotted by the third examiner shall be average with nearer mark of the two evaluations.

15. Completion of Course:

- 15.1 A candidate is expected to successfully complete P.G. Master's Degree course in two years from the date of admission.
- 15.2 Whenever the syllabus is revised, the candidate reappearing shall be allowed for PG Degree examinations only according to the new syllabus.
- 15.3 The CBCS scheme is fully carry-over system. However, the four -semester two years course should be completed by a student within double duration of the normal course period (i.e, 4 years). For these periods, candidate may be permitted to take examination in cross-semester (even semester examination in even and odd semester examination in odd semester examination) after paying the examination fees as prescribed by the university.

16. Declaration of Results:

- 16.1 Minimum for a pass in each paper shall be 40% of the total 100 marks including both the IA and the semester end examinations. However, candidate should obtain at least 40% of the marks in the Semester end Examination. There is no minimum score in the IA marks. However after adding the IA and the semester end examination, the candidates should score a minimum of 40 % of the maximum marks for the subject.
- 16.2 The candidates, seeking improvement of their results shall submit a representation along with a permissible fee to the Registrar (Evaluation) and surrender the degree certificate/ provisional pass certificate /original marks card of that semester within 15 days of the announcement of results.

17. Marks and Grading

The grading of successful candidate at the examination shall be as follows:

Percentage	GPA/CGPA	Letter	Class
75.00 to 100.00 %	7.50 to 10.00	A	First Class with Distinction
60.00 to 74.90%	6.00 to 7.49	B	First Class
50.00 to 59.94%	5.00 to 5.99	C	Second Class
40.00 to 49.94%	4.00 to 4.99	D	Pass
Less than 40.00%	Less than 4.00	F	Fail

COURSE OUTCOMES (CO's) after completing this paper, the students will be able to:

- CO-1** Understand the process and nature of communication and various forms of communication understand the barriers to effective communication and learn to remove them.
- CO-2** Study and understand various models of communication and national international theories of communication.
- CO-3** Understand various forms of electronic media.
- CO-4** Learn effective speaking, listening and writing skills for communication in personal life, public life, and in media fields.
- CO-5** Get benefited with communication skills in his/her personal, public and professional life.

Unit - I Communication, Definitions, Nature and Scope of Communication, Types of Communication, Inter and Intrapersonal Communication, Verbal and Non-Verbal communication, Group and Mass Communication, Process of Communication, Barriers of Communication.

Unit - II Theories of Communication, Normative theories of media, Cultural theories of media, Diffusion of innovation theory, Democratic Participatory theory, Models of Communication: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Schramm, Gerbener.

Unit - III Introduction to radio, Technology and Innovations of Radio, Types of radio, Amplitude Modulation and Frequency Modulation, Analogue and Digital Radio.

Unit - IV Introduction to Television, Technology and innovations, Historical perspective of television, Terrestrial, cable and Satellite television.

Unit - V Internet, Definitions, Technology and Innovations, Historical perspectives of Internet, Local Area Network (LAN), Metropolitan Area Network (MAN) Wide Area Network (WAN), Wireless Local Area Network (WLAN).

Reference:

1. Dennis M'cquail- Mass Communication Theory: An Introduction.
2. Melvin DeFluer & S.B. Rokeach - Theories of Mass Communications.
3. Keval J. Kumar - Mass Communication in India.
4. Robert Hilliard - Radio Broadcasting
5. B.N. Ahuja - Audio Visual Journalism
6. P.C. Chatterjee - Broadcasting in India
7. K.M. Shreevastava - Radio and TV Journalism
8. Gerald Millerson - Video Camera Techniques
9. Sudepa Banerjee, (2014). Internet as a Media, New Delhi; Jain Publishing.
10. H. Zettel - TV Production Handbook
11. Gerald Millerson - Techniques of TV Production
12. Adrian McEwen & Hakim Cassimally - Designing Internet of things
13. Jack Rosenberry and Lauren A. Vicker - Applied Mass Communication Theory: A Guide for Media Practitioners

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Learn basics of computer and functions of different computers.

CO-2 Understand Operating systems, System software's and different application software's.

CO-3 Develop an intuitive sense of working with computers for academic and professional efficiently.

CO-4 Learn and understand various multimedia applications and their importance in information, education and entertainment fields.

CO-5 Understand the role and importance of computers in media industry.

Unit - I Computer: Definition, Generations of Computers and Types of Computers: Mainframe Computer, Mini Computer, Micro Computers and Super Computers.

Unit - II Input Devices, Output Devices, CPU, Modem, Control Panel, Memory: Primary and Secondary Memory, Storage Devices.

Unit - III Operating System, Application Software's, System Software's, Open Source Software's, proprietary software's.

Unit - IV Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Nudi.

Unit - V Multimedia, Elements of Multimedia, Multimedia Applications in Education and Entertainment, Uses and Limitations of Computers, Role of Computers in Media Industry.

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Reference:

1. Alexander, Tom and Mathew, Joe. (2012). Computer and Information Technology.
2. Bansandra, S. K. (2002). Computer Today.
3. Sunders, R. (2000). Computer Today Ed. 2, John Wiley.
4. Dhamdher, D. M. (2012). Operating Systems A Concept Based Approach,
5. Rajaram V. - Fundamentals of Computers
6. P. K. Sinha and Priti Sinha - Computers Fundamentals
7. Dr.Satish Jain and Shalini Jain - Basic Computer Course Made Simple 1st Edition

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Define news and understand the elements, principles, values and structure of news.

CO-2 Gain knowledge about various news sources along with their management.

CO-3 Learn reporting for electronic media and different positions and their duties and responsibilities in electronic media.

CO-4 Have the knowledge about create & present the content for different electronic media.

CO-5 Understand different stages of production and think critically about different ideas and concepts of news based programmes.

Unit - I News: Definitions of news, Elements of news, Principles of news and news values, Structure of news, Formats of news, Hard news and Soft news.

Unit - II Sources of news: News Agencies, Government Sources, Press Releases, Press Conferences, Field Reporting, Staff Correspondents, Special Correspondents and Foreign Correspondents, Stringers, Online Sources, Sting Operation, Interview.

Unit - III News writing for Radio, News writing for Television, News writing for Online Media, Writing Intros and leads, News Translation Techniques.

Unit - IV News Bits: Crime, Sports, Speech, Seminar, Cultural, Political, Social, Judiciary and Legislature.

Unit - V Different stages of scripting: Idea, Research, Synopsis, Outline, Treatment, Story board, Screen play script, Script writing formats, Master scene script format, Split page format, Fiction script writing, Non-fiction script writing.

Reference:

1. Herbert Zettle : Television Production and Writing
2. Melvin Mencher : News Reporting and Writing
3. Gerald Lanson : Writing and Reporting the News
4. Fred Shook : Television Field Production and Reporting
5. M.D.Meeske : Copywriting for the Electronic Media
6. Robert Gunning : Techniques of Clear Writing
7. J.G.Stonell-Writing for Mass Media
8. C.A.Sheenfield- Effective Feature Writing
9. Nelson R.P- Article Writing
10. Brian Nicholls- Features with Flair
11. Stewart Harral- The Feature Writers Handbook
12. Gerald J .Alfred & Others- Handbook of Technical writing.

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Learn and understand the basics of digital media.

CO-2 Identify various storage devices of digital media.

CO-3 Have knowledge about various digital media platforms.

CO-4 Capable to create a digital presentation using multimedia elements.

CO-5 Identify digital content and sources.

Unit - I Digital Media: Definitions, Nature and Scope of Digital Media, Characteristics of Digital Media, Types of Digital Media and Limitations of Digital Media.

Unit - II Digital Storage Media: USB Flash Drive, Hard Disc Drive, Cloud Drive, Memory Cards.

Unit - III Digital Media Platform: Website, Blog, Facebook, WhatsApp, News Portals, e-papers, YouTube, Instagram, Twitter.

Unit - IV Digital Content: Understanding Different File Types, Digital File Formats Resolutions, Compression Schemes, and Compatibility.

Unit - V Digital Images, Digital video, Video game, Web pages and Websites, Social media, Data and Databases, Digital Audio, Electronic Books, Animation Creation with Flash.

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Reference:

1. Ambrose and Harris - The Production Manual: A Graphic Design Handbook.
2. Ramesh Bangia - Web Technology
3. McGuire and Stillbome - The Internet Handbook
4. T.K.Ganesh - Digital Media
5. Paul Wells - The Fundamentals of Animation.
6. David Hillma - Multimedia Technology and Applications
7. Simon Lindgren - Digital Media and Society
8. Richard A. Gershon - Digital Media and Innovation: Management and Design Strategies in Communication
9. Andrew Dubber - Radio in the Digital Age
10. Nancy Baym - Personal Connection in the Digital Age

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1** Understand the responsibilities of media and the ethical dimensions of media creations, provisions and consumption.
- CO-2** Learn the ethical obligations that media providers have towards society.
- CO-3** Make ethical decisions regarding media, whether as providers or consumers, professionals or non-professionals, or as mere users of social media.
- CO-4** Understand the context and effect of relevant laws, guidelines, policies and codes of journalistic practice.
- CO-5** Aware about power and privileges of media laws and ethics in electronic media fields.

- Unit - I** Salient Features of Indian Constitution: Fundamental Rights, Freedom of Speech and Expression, Directive Principles of State Policy, Parliamentary Privileges.
- Unit - II** Defamation, Sedition, Obscenity, Censorship, Case Studies.
- Unit - III** Right to Information Act 2005: Right to Privacy, Official Secrets Act 1923, The Copyright Act, The Contempt of Court Act, The Press and Registration of Books Act 1867, Working Journalists Act 1955.
- Unit - IV** Broadcast Code, TRAI, Cyber Laws, Information Technology Act 2000. Advertising Standards Council of India (ASCI)
- Unit - V** Professional ethics, Biased Reporting, Yellow Journalism, Media Ombudsman.

Reference:

1. D.D.Basu – Law of Press in India
2. K.S.Venkateshwaran – Media Laws and Regulations in India.
3. K.S.Padhy – Mass Media and Freedom of Press in India.
4. A.N.Grover – Press and the Law
5. S.K.Agarwal – Media and Ethics.
6. Neelamalar. M (2010). Media Law and Ethics, First Edition.
7. Kiran Prasad (2008). Media Law in India, Second Edition
8. Durga Das Basu (1986). Law of Press, Fifth Edition.
9. Charles Ess - Digital Media Ethics
10. Michael D. Murray and Roy L. Moore - Media Law and Ethics
11. Sukanta K. Nanda – Media Law.
12. Don R. Pember - Mass Media Law 2007-2008: With Powerweb
13. Universal's Concise Commentary – The Information and Technology Act 2000

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Learn the file management concept and their importance in electronic media.
 - CO-2 Learn the different applications of Microsoft office.
 - CO-3 Gain practical knowledge working with Nudi software.
 - CO-4 Understand how to prepare bio-data and options of document format.
 - CO-5 Understand how to prepare bio-data along with presentation skills.
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Particulars of Practical

1. File management (Practice)
 2. Working with word processing (Practice)
 3. Working with spreadsheets (Practice)
 4. Working with PowerPoint (Practice)
 5. Working with Nudi and other application software's (Practice)
 6. All the students should prepare his/her Bio Data using Microsoft word and should experiment with all text formatting options available in the software (Assignment)
 7. All the students should prepare minimum five Slides in PowerPoint on a given topic and present the same on the scheduled day (Assignment)
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Learn the image and text scanning and image resolutions for different production.
 - CO-2 Learn the different applications of Photoshop and photo editing.
 - CO-3 Gain practical knowledge working with animation software.
 - CO-4 Understand how to record and save files in different digital formats.
 - CO-5 gain the knowledge about various formats of multimedia elements
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Particulars of Practical

1. Scan text, photo and other materials and convert it into digital file
 2. Work with Photoshop and edit photos.
 3. Record your voice and save the file in different audio formats.
 4. Create simple animation using flash software.
 5. Record a video clip and save it in different formats.
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the footsteps of cinema and changing faces of India cinema.
- CO-2 Criticism of cinema study cinema as a medium of mass communication.
- CO-3 Gain the knowledge about technical aspects of cinema production.
- CO-4 Identify various forms of cinema along with film awards and festivals.
- CO-5 Understand national and international film makers and their contributions to the cinema.

- Unit - I** Introduction to Cinema, Early efforts – Historical development of Indian films, Silent era, Talkies, Indian cinema after Independence, Parallel cinema, Commercial cinema, Issues and problems of Indian cinema.
- Unit - II** Film as a mass medium, Cinema as an institution, Film and Society, Film Reviews, Film Appreciation, Criticism of Cinema.
- Unit - III** Elements of film: Camera, Lighting, Sound, Visual Effects, Editing, Three Act Structure, Developing Character, Dialogue writing, Story Board.
- Unit - IV** Documentaries, Art movies, New wave cinema, Film Awards and festivals , Film Societies, Piracy, Role and responsibilities of the Cinematographer and the Director.
- Unit - V** Major filmmakers : Alfred Hitchcock, Orson Wells, Akira Kurosawa, Martin Scorsese, Majid Majidi, Satyajit Ray, Sham Benegal, Girish Kasaravalli. Meera Nair, Steven Spielberg, Charlie Champlain and Puttanna Kanagal.

References :

1. J.B.R.Johnson – Understanding the Film
2. Satyajit Ray – Our Films and Their Films
3. Andrew, Dudley, J. (1976).The major film theories: An introduction.
4. Arnheim, Rudolf. (1992). Film as art. Calcutta: Rupa
5. Dasgupta, Chidananda. (2001) The Cinema of Satyajit Ray (2nd ed).
6. Mast, Gerald, Cohen, Marshall & Braudy, Leo. (Eds). (1992). Film theory and criticism (4th ed).
7. Prasad, Madhava. Ideology of the Hindi film: A historical construct.
8. Ravi Vasudevan. (ed). (2001) Making meaning in Indian cinema.
9. Ray, Satyajit (2013). Deep focus: Reflections on cinema.
10. Richie, Donarld. (1996). Films of Kurosawa.
11. Roberge, Gaston. (2005). The subject of cinema.
12. Shaun Tan – The Arrival

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand what is script? Elements of script and principles of script writing.

CO-2 Study various types of scripts for different electronic media.

CO-3 Develop scripts for fiction and non-fiction programmes of electronic media.

CO-4 Creative thinking for writing for opening scene and meaningful climax along with dialogs

CO-5 Understand various structures of audio-visual scripts in a professional way.

Unit - I Introduction to script writing, Importance of script writing, various elements of script, Principles of script writing, Script formats, creative writing.

Unit - II Writing for radio, News script, Drama, Feature, Documentaries, Talk shows, Interviews, Writing for an announcement, writing for Social Service announcement, Writing for Public Service announcement.

Unit - III Writing for TV, Screenplay, Documentary, Writing for Serials, Special segments, News Script, Anchor Bite, Writing voiceover.

Unit - IV Writing dialogues, Writing for reality shows, Writing good opening scenes and effective climaxes.

Unit - V Dramatic structure, Narrative structure, Plotting structure, Scene and its functions, Step outline, writing fiction for TV, Designing a scene, Drafting a professional script.

Reference:

1. E.E.Wills – Writing Television and Radio Programmes.
2. B.N.Ahuja – Audio Visual Journalism
3. D.K.Sonkar – Broadcast Journalism
4. S. Koushik – Script to Screen
5. William J. Nostran – The Scriptwriters Handbook
6. Robert Hiller – Writing for Radio and TV
7. A.A.Armer – Writing the Screenplay
8. G. Kindem & R.B.Musburger – Introduction to Media Production
9. J. Michael Straczynski - The complete book of scriptwriting
10. Ray Frensham - Break Into Screenwriting [5th Edition]: Teach Yourself

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Define visual communication with understanding nature and scope of visual communication.
- CO-2 Understand elements and their techniques in visual communication.
- CO-3 Study the importance of colors and their usage in different situations while creating their own visual media.
- CO-4 Develop skills and techniques of usage of natural and artificial lighting work for visual media.
- CO-5 Understand virtual reality along with 2D and 3D animations techniques.

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- Unit - I** Visual Communication: Definitions, Nature and Scope of Visual Communication, Historical development of Visual Communication, Functions of Visual Communication, Characteristics of Visual Communication, Types of visual communication.
 - Unit - II** Visual communication techniques: Eye contact, Hand gesture, Body language, Elements of visual communication, Vocabulary of Symbols, Structures, Shapes, Sizes, Forms and Designs, Communicating through still visuals, Art of visual thinking and designing.
 - Unit - III** Nature of color, Types of color- primary, secondary and tertiary colors, Color description- hue, chroma, saturation, intensity, value, tone, tints and shades, Psychology of color.
 - Unit - IV** Understanding lighting-indoor and outdoor, Exposing and Focusing, Types of lighting; Natural and Artificial Lights; Controlling lights, Exposure Meters, Differential focus, Filters, Flashes, Designing with light.
 - Unit - V** Use of virtual reality in communication, Visual effect, Motion capture technology, 2D and 3D Animation.

Record Book : All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Reference:

1. Marishshamachar - History of Art
2. Partha Mitter - Indian Art
3. Vincent Arthur Smith - A history of fine art in India & Ceylon
4. Roy C. Craven - Indian art: A concise history
5. James E. Cain - On Color Theory
6. Bonnie E. Snow & Hugo B. Froehlich - The theory and practice of color.
7. Baldwin and Roberts - Visual Communication
8. Richard Williams - The Animators' Survival Kit
9. Steve Robert - Character Animation Fundamentals.
10. Gorham Kindem, Robert B. Musburger - Introduction to Media Production (3rd Edition)

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the aims and objectives of commercials.

CO-2 Create, manipulate and present the multimedia content in an attractive way.

CO-3 Equips with creative ideas to design and develop advertisement for modern electronic media.

CO-4 Gain the knowledge about various agencies of creative houses and their structure and functions.

CO-5 Acquire skills and techniques to planning and development of online and web commercials.

Unit - I Introduction to Advertisement, Definitions of Advertisement; Elements of a good advertisement, Types of advertisements, Electronic media commercial.

Unit - II Concepts of media planning, Research inputs, Setting objectives, Drawing up the commercial plan, Major Advertising agencies in India.

Unit - III Radio commercials, Jingles and Spots, Programme sponsorship, Production cost, Reach and effectiveness, Radio audience, Audience research wing.

Unit - IV Television commercials, TV Programme sponsorship, Effectiveness, Reach, Products and advertisers on TV, Channel competition, Creative advertising, TRP, BARC.

Unit - V Online advertisements, evolutions of web advertisements, types of web advertisements, Effectiveness, Reach, Web advertisement revenue, Writing for web commercials.

Reference:

1. Nath and Shya, - News Audiences and Everyday life
2. Warad and Grid - Advertising Copywriting
3. Andre E. Mariaty - Creative Advertising; Theory and Practice
4. Dr.M.M.Varma - Advertising Management
5. J.R.Adams - Media Planning
6. Jeweler Jerome - Creative Strategy in Advertising
7. Sethi and Chunnawala - Advertising Theory and Practice
8. Frank Jefkins - Advertising Made Simple
9. Sethi and Chunnawala - Foundations of Advertising in India

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Define digital media and understand the nature and scope of digital media.

CO-2 Enable the students to create, manipulate and present the multimedia content in various digital platforms.

CO-3 Create digital content and work with graphic elements.

CO-4 Learns about code of ethics and legal consequences of social media.

CO-5 Deal with social media audience and its content generation along with its merit and demerits.

Unit - I Digital media: Definitions, Nature and Scope of Digital Media, Characteristics of Digital Media, Limitations of Digital Media, Advantage of Digital Media.

Unit - II Digital Media Platform: Blog, Facebook, Website, WhatsApp, e-papers, YouTube, Instagram, Twitter.

Unit - III Digital Content: HTML, Writing for multimedia, Writing for web, Text formats, Video formats, Audio formats. Graphic elements.

Unit - IV Digital media industry, IT Act 2000, Copyright Act.

Unit - V Social Media, Social media audience & behaviour, Trends of Social Media, Social Media Activism, Diplomacy, User-Generated Content (UGC), Consumer Generated Media (CGM).

Reference :

1. Ambrose and Harris - The Production Manual: A Graphic Design Handbook.
2. Ramesh Bangia - Web Technology
3. McGuire and Stillbome - The Internet Handbook
4. T.K.Ganesh - Digital Media
5. Paul Wells - the Fundamentals of Animation.
6. David Hillma - Multimedia Technology and Applications.
7. Terry Flew (2011). New Media: An Introduction, First Edition.
8. Alex Newson (2009). Blogging and other Social Media, First Edition.
9. Simon Lindgren - Digital Media and Society
10. Richard A. Gershon - Digital Media and Innovation: Management and Design Strategies in Communication
11. Andrew Dubber - Radio in the Digital Age
12. Nancy Baym - Personal Connection in the Digital Age

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Learn to record and convert the audio files in different formats.
- CO-2 Learn the different techniques of sound editing.
- CO-3 Gain practical knowledge working with audio equipments and software.
- CO-4 Understand sound effects and their importance.
- CO-5 Acquire knowledge podcasting (Internet radio).

Particulars of Practical

1. Record your voice in different formats
2. Correct errors and add new parts.
3. Blend sound to create moods.
4. Record live talk show using multiple mikes.
5. Record a video clip and save it in different formats.
6. Experiment and discover your own unique sounds and special effects.
7. Create a signature tune, a PSA, a radio spot, a radio ad, a jingle.
8. Produce programmes in different formats (Talk , comparing, announcement, anchoring, interviews etc.)
9. Create an audio story with BGM, ambience and effects (duration 5 to 10 minutes).

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Learn create and blend text in different shapes and colors.
- CO-2 Learn work with Photoshop, Coral Draw and illustration software's.
- CO-3 Gain practical knowledge about color manipulation techniques.
- CO-4 Learn and understand VFX techniques.
- CO-5 Understand and create hand drawing skills.

Particulars of Practical

1. Create text in different shapes and colors. (Photoshop/Coral Draw/Illustrator)
2. Perspectives (Hand Drawing).
3. Composition (Hand Drawing).
4. Light and shade (Hand Drawing).
5. Birds, Animals and Human forms (Hand Drawing).
6. Design your own logo (Hand Drawing / Photoshop).
7. Image Manipulation- Colour to Monochrome (Photoshop).
8. Monochrome to Colour. (Photoshop)
9. Design a front page of magazine of your own imagines.(In design / Photoshop).
10. Practice and produce a 5 minutes documentary/short film by using VFX techniques. (Premier Pro / After Effects)

Paper Code & Title	PG78P208 : Swatch Bharat Internship (Practical-III)
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Expose to the community activities and learn working with community.

CO-2 Learn the duties and responsibilities of an individual in social life and understand the importance of cleanliness.

CO-3 Understand the functions of NSS other social service agencies.

CO-4 Maintain healthy and hygienic life in the society.

CO-5 Contribute social services in the university campus.

Practical components:

1. All students shall depute to NSS or Other units of the university or government agencies to carry out Swachh Bharat Internship.
2. All students should submit a detailed report about their internship experiences after successful completion of internship programme.

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the importance and principles of video editing.

CO-2 Gain knowledge about overview about visual editing tasks.

CO-3 Learn the advantages of visual effects and sound effects along with their controls.

CO-4 Know the techniques of titling and title animation.

CO-5 Generate Edit Decision List and its advantages during video editing.

Unit - I Introduction to editing, Evolution of editing, Principles of editing, Forms of editing: Linear editing, Non-linear editing, Live editing.

Unit - II Understanding editing tools, Match on action, Shot-reverse shot, Eye-line match etc. Match cut, Jump cut - Cut in, Cut away, Master shots, Montage-types and uses.

Unit - III Editing Scripts, Workflow and workspace, Project Setup, Importing Footage, Monitoring Assets, Editing Sequences and clips, Effects and Transition.

Unit - IV Effects, Effects Control, Transitions, Transition Editing, Editing Audio, Titling and the title, Animation and Key frames, Compositing, Exporting.

Unit - V Video Formats, Audio formats, Building Sound Tracks, Sound carriers, Sound Bridge, Sound effects, Rendering, Settings for final output, Generating an EDL.

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Reference:

1. **Aaron Goold - The Video Editing Handbook.**
2. Greg Keast - **The Art of The Cut: Editing Concepts Every Filmmaker Should Know**
3. Christopher J. Bowen - Grammar of the Edit.
4. Wallace Jackson - Digital Video Editing Fundamentals
5. *Patrick McGrath and Robert M. Goodman - Editing Digital Video : The Complete Creative and Technical Guide*
6. Gerald Millerson - Video Camera Techniques.
7. Herbert Zetti - Sight Sound Motion
8. Steven E. Browne - Nonlinear Editing Basics: Electronic Film and Video Editing

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the evolution television and its growth in India.

CO-2 Handle the television programme production task independently.

CO-3 Gain the knowledge about different types of video cameras and this operations

CO-4 Equip with different production techniques of television programmes.

CO-5 Develop graphic presentation and lighting techniques in television production.

Unit - I Evolution of television, Nature and characteristics of television, Growth of television in India, Organizational structure of Dooradarshan, Satellite TV Channels.

Unit - II Camera: Types of Camera, Parts of camera, Camera movements, Camera angles, Camera shots, Visual compositions, Single and Multi Camera operations, Types of television systems (NTSC, PAL).

Unit - III Types of TV Programmes: Anchoring Visual Bite, Voiceover, News Presentation, Peice to Camera (PTC), News chit-chat, walk through News reading, Chit-Chat, Walkthrough, Panel discussion, Reality Shows, Interviews.

Unit - IV Audio and visual elements, Informational and Educational Programme Production, General and Special Audience Programme Production, Language and style of presentation, Video jockeying, Entertainment programmes, Audience participation.

Unit - V Graphic elements, Creating TV background, Animated Visual Background, Commercials production for television, Lighting techniques, Types of lighting, Natural lighting, Artificial lighting, Three point lighting system.

Record Book: All students should prepare and maintain a practical record book and Submit the same on the day of practical examination.

Reference:

1. Gerald Millerson - Television Lighting Techniques
2. Herbert Zetti - Television Production Handbook
3. K.M.Sreevastava - Radio and Television Journalism
4. Gerald Millerson - Video Camera Techniques
5. Kyker & Curchy - Television Production
6. Gerald Millerson - Techniques of TV Production

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand types of radio and their characteristics.

CO-2 Learn about the organizational structure of All India Radio and the functions of different departments of radio AIR.

CO-3 Gain the knowledge about skills of radio programme production.

CO-4 Produce different radio programmes for different group of people in the society.

CO-5 Understand the basics of single track and multi track sound editing.

Unit - I Introduction to radio, Evolution of radio in India, Characteristics of radio, Types of radio stations (AM/FM), Community radio, Organizational structure of All India Radio.

Unit - II Structure of operational radio studio, Types of microphones, Sound Pic-up Patterns, Types of sound recording equipments, Voice Modulation, Pronunciation.

Unit - III Types of radio programmes, Formats of radio programmes, News production, Radio feature, Documentary, Music-based Programmes, Radio Jacky, Radio Talk, Interview, radio announcements.

Unit - IV Interactive radio programmes, Phone-in-programme, Special audience programmes, Drama and plays, Educational programmes. Outdoor and live programme production, Field production techniques.

Unit - V Sound editing, Single track and multi track editing, Sound mixing, Sound effects, Perception of final output, Hearing sensitivity, frequency range, Wavelength, Audience research wing.

Reference:

1. D.K.Choler – Broadcast Journalism
2. Mehara Masani – Broadcasting and People
3. B.N.Ahuja – Audio Visual Journalism
4. Kelav J. Kumar – Mass Communication in India
5. David Dary – Radio News Handbook
6. P.C.Chatterjee – Broadcasting in India
7. Stanly Alan – Audio in Media
8. R. Maclieesh – Radio Production Teqhniques
9. Hausman, Benoit and Lewis – Modern Radio Production

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the areas and concepts of research in media fields.
- CO-2 Identify the various problems in electronic media field to conduct research.
- CO-3 Define research and differentiate pure and applied research.
- CO-4 Cope up with various methodologies involving in media research.
- CO-5 Understand the tools and techniques of conduct research in the area of electronic media.
- CO-6 Study the data collection techniques and data analysis methods with different statistical software's and tools.
- CO-7 Understand the ethics involve in research activities and research report writing techniques.

Unit - I Significance of media research, Definition, Elements of research, Scientific approach, Research and communication theories, Role, Function, Scope and Importance of media research, Basic and Applied research.

Unit - II Research design components, Experimental, Quasi-experimental, Longitudinal studies, Simulation, Panel studies, Field studies, Review of literature, Methods of media research: Census method, Survey method, Observation method, Clinical studies, Case studies, Content analysis.

Unit - III Tools of data collection: Sources, Media source books, Questionnaire and Schedules, People's meter, Diary method, Field studies, Logistic groups, Focus groups, Telephone survey, Field surveys, Online survey, Exit polls and pre-election survey, Public opinion surveys, Survey of media habits, Methods of sampling, Hypothesis.

Unit - IV Data analysis techniques: Coding and tabulation, Levels of measurements, Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings, SPSS and other statistical packages.

Unit - V Report writing, Media research as a tool of reporting, readership and audience surveys, preparation of research reports, project reports, Dissertations, Theses, Reference styles, Ethical perspectives of mass media research.

Reference:

1. Wimmer and Domnic - Mass Media Research
2. Bowers and Coutring - Communication Research Methods
3. Rice and Rogers - Research and New Media
4. Dennis McQuill - Milestones in Mass Communication Research
5. Stampel and Westley - Research Methods in Mass Communication
6. Curlinger- Foundations of Behavioral Research
7. Hsia -Mass Communication Research Methods

Paper Code & Title	PG78T305 : Broadcast Journalism (OEC)
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the footsteps of broadcasting and characteristics of radio.

CO-2 Learn about various formats of radio and television programmes.

CO-3 Gain the knowledge about skills required to produce radio programme.

CO-4 Develop writing skills for radio and television.

CO-5 Understand the process of audience survey and TRP techniques.

Unit - I Evolution of radio broadcasting in India, Historical perspectives of television in India Characteristics of radio, Television as a medium of mass communication.

Unit - II Radio programme formats: Radio talk, Interview, Discussion, Documentary, Drama and Plays, Radio Jockey, Music Programmes, Special audience programmes: Children, Youth, Women and Educational programmes.

Unit - III Writing for radio, Writing for television, Story Board for different programmes, Recording equipments, Microphones and audio equipments, Satellite communication, SITE, INSAT.

Unit - IV Television Programme formats: News, TV anchoring, Panel Discussion, Celebrity interviews, Live coverage, Documentary.

Unit - V Audience research wing, Television rating point (TRP), Stages of programme production, Programme promotion strategies, Social service ads, Public service ads, Broadcasting code.

Reference:

1. Herbert Zettel – Television Production Hand Book
2. Vanita Kohali – Indian Media Business
3. K.M.Srivatsava – Radio and Television Journalism
4. S Koushik – Script to Screen
5. Vasuki Belavadi – Video Production
6. D.K.Choler – Broadcast Journalism
7. Mehara Masani – Broadcasting and People
8. B.N.Ahuja – Audio Visual Journalism

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand different video editing software's.

CO-2 Learn the techniques of sound and video editing.

CO-3 Gain practical knowledge working with project and sequences.

CO-4 Understand process of video rendering.

CO-5 Be aware about post production activities.

Particulars of Practical

1. Understanding video editing software's
 2. Working with editing tools.
 3. Modify workspace.
 4. Add and delete sequence, tracks (Audio and Video)
 5. Edit and modify video effects, transitions and sound effects.
 6. Setting final output.
 7. Rendering video
 8. Generating EDL
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COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Learn different stages of production

CO-2 Learn advertising production techniques.

CO-3 Gain practical knowledge produce different television programmes.

CO-4 Learn and understand VFX techniques.

Particulars of Practical

1. Produce a short film of duration ranging from 2 minutes to 20 minutes
 2. Produce an advertising film
 3. Produce a television show
 4. Produce a comedy programme
 5. Produce a game show/cookery show/interview
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Note : All practical details (Concept, Script, Story board, screen play. etc) should Be recorded in the practical record book and the same should be submitted At the semester end.

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the nature, scope and principles of media management.

CO-2 Identify the economics of electronic media.

CO-3 Enable to plan, execute and manage and conduct different events.

CO-4 Gain the knowledge about ownership patterns of electronic media.

CO-5 Impart practical knowledge about programme scheduling, record keeping and employee relations services.

Unit - I Management, Principles of media managements, Nature, Scope and Significance of media management, India's major electronic media houses, Capital in media, Major income heads in media industry,

Unit - II Event management, Principles of event management, Preparing event proposal, Size and type of event, Costing and budgeting, Event team, Event planning, SWOT analysis, Live Media Management.

Unit - III Ownership patterns of electronic media, Managing media Organization: Planning, Coordination, Motivation, Control, Decision Making.

Unit - IV Structure of radio and television organization, Recruitment and hiring of staff, service conditions, channel management, training for staff, apex bodies: DAVP, INS and ABC.

Unit - V Programme management in electronic media; Scheduling, Transmitting, Record keeping, Quality control and cost effective techniques, Ethics in electronic media management, Employee, Employer and customer relations services.

Reference:

1. Leon G. Schiffman and Leslielazar – Consumer Behaviour
2. Harold Koonz and Heinz Weihrich – Essentials of Management
3. Norman Stone – Management and Practice of Public Relations
4. Herman and Robert – The Global Media-New Missionaries of Global Capitalism
5. Singhal and Rigers – Communication Revolution
6. R.J.Adams – Media Planning
7. Dr.M.M.Varma – Advertising Management

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Understand the concept and parameters of development.

CO-2 Identify different models, strategies and barriers of development communication.

CO-3 Gain the knowledge how to utilize electronic media for development.

CO-4 Prepare developmental messages for different electronic media.

CO-5 Understand various areas for hold developmental activities.

Unit - I Concept of development, Development indicators, Approaches to development, Dilemmas of development, Development policy, Development planning.

Unit - II Concept of human development, Development communication, meaning, strategies in development communication, dominant paradigm.

Unit - III Social, Cultural and Economic barriers to development communication, Approaches to development, Use of media and inter-personal communication, channels for development.

Unit - IV Radio as a medium of development, Television as a medium of development, role of online media and Internet in development, Participatory model, Gandhian model.

Unit - V Areas of rural development, Health, Population, Agriculture, Panchayat raj; Campaigns and their evaluation, Case studies in Indian context.

Reference:

1. Wilbur Schramm - Mass Media and National Development
2. B.Kuppuswamy- Social change in India.
3. Melkote -Communication for development in third world Countries
4. Narula- Development Communication.
5. H.K Raganath -Traditional folk media.
6. N.Usharani- Folk media for Development.
7. Karin Gwinn Wilkins, Thomas Tufte, Rafael Obregon - The Handbook of Development Communication and Social Change
8. J V Vilanilam - Development Communication in Practice

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

CO-1 Define corporate communication, nature and scope of corporate communication

CO-2 Identify the functions of corporate communication.

CO-3 Enable the student to work with the corporate world of electronic media.

CO-4 Acquire knowledge about media relations and public relations

CO-5 Understand social responsibilities of corporate sector.

- Unit - I** Corporate Communication – Definition, Nature, Scope and Importance of Corporate Communication, Historical relevance and contemporary relevance, Communication in organizations: Internal and external, Downward, Upward, Horizontal and Diagonal communication.
- Unit - II** Faces of corporate communication, Organizational communication, Marketing communication, Management communication Principles of effective communication.
- Unit - III** Functions of corporate communication- Media relations, Government relations, Employee Relations, Costumer Relations, Public Relations.
- Unit - IV** Corporate Reputation and Image Identity, Concept of corporate personality and identity, Brand valuation and Equity, Role of communication in building corporate reputation, Crisis management.
- Unit - V** Corporate Social Responsibility, Importance of CSR, CSR focus areas and practices, Environmental conservation, Energy conservation Disaster relief, Consumer rights advocacy, Community development.

Reference:

1. Paul Argenti - Corporate communication
2. J.P. Cornelissen - Corporate communication
3. Gary. L Kreps - Organizational communication
4. J.R. Adams - Media Planning
5. Hynes and Hynes - Managerial communication- strategies and Applications
6. Gary L. Cresp – organizational Communication
7. Paoul A. Argenti – Corporate Communication
8. Shel Holtz – corporate Conversations : A guide to crafting Effective and Internal Communication
9. Joep P. Cornelissen – Corporate Communication : Theory and Practice
10. Argenti – Strategic Corporate Communication.
11. Alan T. Belasen - The Theory and Practice of Corporate Communication: A Competing Values Perspective.

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the basics of research and its application.
 - CO-2 Gain the knowledge about identify various problems of electronic media
 - CO-3 Understand the important objectives of the research in electronic media.
 - CO-4 Understand the different data collection tools and techniques.
 - CO-5 Know the different research methods of conducting research.
 - CO-6 Understand different sampling techniques
 - CO-7 Understand and analyze the different aspects of Report writing.
-

- Unit - I** Identifying various electronic media problems, Topic about the media itself, Radio, TV, Online, Digital, Social Media. Uses and Users of media different media, Media effects on users. (Selection and finalization of the topic for project work) (**Time limit:** first 2 weeks of the semester)
- Unit - II** Review existing studies. (Record the findings of early studies) (**Time limit:** 3 weeks after defining project title)
- Unit - III** Adopting appropriate methodology (Survey, Content analysis, Case study. etc) for the study, preparing data collection tools. (**Time limit:** 2 weeks after reviewing existing data and early studies)
- Unit - IV** Data Collection, Data tabulation, Creating tables and charts (**Time limit:** 4 weeks after designing tools of data collection)
- Unit - V** Finding out the results, Discussion on major findings, Making suggestions, Concluding the (Study) project, Preparing final report of the project submission. (**Time limit:** 3 weeks after data collection).

Note : Project work should be carried out and completed within the time limit as mentioned at the end of respective units. (Total time limit: 14 Weeks)

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the basics of online media production.
- CO-2 Design concepts of web pages and other online media content.
- CO-3 Understand the duties and responsibilities of web design and management team.
- CO-4 Gain the knowledge about cyber journalism and cyber culture.
- CO-5 Understand working with online media content.

-
- Unit - I** Introduction to online media, Origin and growth of online media, fundamentals of online media, Types of online media, Media convergence.
 - Unit - II** Internet and Intranet, Browsers, Search engines, Web structure, Web blogs, Websites, Mobile Apps, e-publication,
 - Unit - III** Writing for web media, Web Development Tools, Web Advertising, Web casting, Pod casting, HTML, Dreamweaver, Flash. Web reporting and updating.
 - Unit - IV** Making of web page, Web team member: Graphic Designer, Project Manager, Web site manager, Animator, Audio-video expert, video conferencing, ecommerce: Buying, Selling, Banking, Advertising on Internet.
 - Unit - V** Cyber journalism and cyber culture, Internet TV, Internet radio, Cell phones and SMS, Social network sites.

Record Book: All students should prepare and maintain a practical record book and submit the same on the day of practical examination.

Reference:

- 1) Ambrose and Harris - The Production Manual ; A Graphic Design Handbook.
- 2) Jason Whittaker - Producing for the Web (Media Skills)
- 3) Timothy Garrand - Writing for Multimedia and the Web -
- 4) Stephen Pite -The Digital Designer: 101 Graphic Design Projects for print.
- 5) Michael Miller -Absolute beginner's guide to computer basics.
- 6) Ramesh Bangia - Web Technology
- 7) Damien Stolarz -Hands on guide to video blogging and podcasting
- 8) John V .Pavlik -Journalism and New Media
- 9) McGuire Stillbome - The Internet Handbook
- 10) Gorham Anders Kindem and Robert B. Musburger - Introduction to Media Production: The Path to Digital Media Production.

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Understand the process of creating blog.
 - CO-2 Learn the techniques of uploading content to digital platforms.
 - CO-3 Gain practical knowledge to create dynamic with HTML tags and static web pages.
 - CO-4 Understand process of creating YouTube channel and upload video to the YouTube channel.
 - CO-5 learn real-world skills from leading designers, artists, and entrepreneurs.
-

Particulars of Practical

1. All students of the course shall create a Blog.
 2. Customize your Blog Settings.
 3. Upload your own digital content to your Blog.
 4. Create a YouTube Channel and upload 2 video clips of your own production
 5. Create a web page using Dreamweaver.
 6. Prepare your bio-data using HTML Codes.
-

COURSE OUTCOMES: (CO's) after completing this paper, the students will be able to:

- CO-1 Learn reporting techniques for electronic media
 - CO-2 Learn script writing and production techniques for video magazine.
 - CO-3 Gain practical knowledge produce special segment video magazine.
 - CO-4 Learn the techniques of news chitchat and give PTC.
 - CO-5 Understand the interview skills and identify news worthy components.
-

Particulars of Practical

1. All students of each batch (If batches are made) should collect the information (Academic, Sports, Cultural, literature, achievements of the students, faculty and staff members of the University) during the course of all four Semesters.
 2. Prepare news scripts for video news magazine based on the collected information.
 3. Produce a news bulletin for video magazine.
 4. Produce a special segment for video magazine.
 5. Produce a news chit-chat in campus for video magazine.
-

Note : All practical details (Concept, Script, Story board, screen play. etc) should be recorded in the practical record book and the same should be submitted at the semester end.
