

MASTER OF MEDIA & COMMUNICATION

Scope:

The course is designed to meet the increasing demands for trained personnel to work in diverse areas of media and communication. The course content, poses students to the fundamentals and advanced concept and practices in print, TV, radio, Film, web and virtual media. The course contains the modules which brings the students in understanding the subject from fundamentals to advanced levels.

The course prepares the students to acquire the skills and to enable them to work in the areas ranging from reporting, editing to public relations, advertising, video productions to web casting. The students are also expected to learn and use all modes of media and their applications. Every student has to individually contribute to the lab journal every month, for which separate credits are assigned.

Structure:

This two year masters' degree course is designed to adopt semester system with choice based credit system with ample scope for showing their creativity and talent in developing media output.

Eligibility:

Any three year Bachelor's Degree of Pondicherry University or any other University as recognized by the UGC, with 50% of marks in aggregate.

Regulations: all other regulations governing the M.Sc Courses of the University are applicable to this course.

STRUCTURE OF THE PROGRAMME(SCHEME)

Semester		Paper	Core (H/C)	Credits
I	1.1	Introduction to Communication	H	3
	1.2	Introduction to Journalism	H	3
	1.3	Writing and Editing News	H	3
	1.4	Reporting and Feature Journalism	H	3
	1.5	Practicals -Reporting	H	2
	1.6	Practicals -Editing	H	2
	1.7	Lab Journals (3 in 3 months)	H	3
II	2.1	Public Relations	S	3
	2.2	Advertising	H	3
	2.3	Corporate Communications	S	3
	2.4	Radio Production	H	3
	2.5	Practicals - Feature Journalism	H	2
	2.6	Practicals - Photojournalism	H	2
	2.7	Lab Journals (3 in 3 months)	H	3
III	3.1	Video and TV Production	H	3
	3.2	Technical Writing and IT	H	3
	3.3	Communication Research Methods	H	3
	3.4	Developmental Communication	S	3
	3.5	Practicals - Radio	H	2
	3.6	Practicals -Television	H	2
	3.7	Lab Journals (3 in 3 months)	H	3
IV	4.1	Media Law	H	3
	4.2	International Communication	S	3
	4.3	Internship	H	10
	4.4	Dissertation	H	12
		Total credits		85

Softcore=12
Hardcore= 73

SEMESTER - I

PAPER 1.1 INTRODUCTION TO COMMUNICATION

- I. Evolution of Human Communication. Definition, Nature and Scope of Communication. Sociological and Psychological aspects of Communication – Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non – verbal Communication.
- II. Concept of 'Mass'. Evolutionary history of mass communication. Mass communication Process. Diffusion process; One step, Two step, Multi step flow of Communication. Mass communication functions and dysfunctions. Communication effects.
- III. Communication models; Definition, Scope and Purpose of Models; Shannon and Weaver, Lasswell, Cagood and Schramm, Dance's Helical Model, Spiral Model, Reley and Riley Model, New Comb's ABX Model and Gerbner's Model, Diffusion of Innovation Model.
- IV. Communication Theories; Cognitive Dissonance, Selective Exposure, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches.
- V. Traditional Media; Definition, Nature and Scope – Characteristics of Folk Media – Types of Folk Media; Folk Songs, Folk Dances, Folk Theatre – Improvisation of Folk form of Communication.

Books for References:

1. Mass Media and National Development – Wilbur Schramm
2. Passing of Traditional Society – Daniel Lerner
3. Communication and Development; A Critical Perspective – Evert M Rogers
4. Communication Theories, Origin, Methods, Uses – Werner Severin J and James W Tankard Jr., Longman Publications, 1988
5. Communication models for the study of Mass Communication – Denis McQuail and S. Ven Windah, Longman, Singapore Publications, 1981
6. Theories of Mass Communication – Melvin L Defluer and Sandra J Ball, Longman Publications
7. Communication for Development in the Third World – Srinivas R Melkote, Sage Publications, New Delhi, 1991
8. Diffusion of innovations – Evert M Rogers
9. Theories of Mass Communication – Uma Narula
10. Folk Media for Development – N Usha Rani
11. McQuail's Mass Communication Theory – Denis Mc Quail, Sage Publications
12. Mass Communication Theory – Stanley J Baran & Dennis K Davis
13. Speech Communication – William D Brooks

PAPER 1.2 INTRODUCTION TO JOURNALISM

- I. Definition, Nature and Scope of Journalism – Qualifications, Duties and Responsibilities of Journalists – Journalism as a profession – Media and Society. Characteristics of Mass Media: Newspaper, Magazine, Radio, TV, Cinema, Folk Media.
- II. Journalistic Terminologies – Four theories of press – professional organizations; ABC, INS, AFWF, AINEC, Tamil Media Academy.
- III. Journalistic writing, characteristics and types – news, features, articles, editorials, columns, letters to the editors & review.
- IV. Introduction to Specialization in Journalism – Business Journalism - Magazine Journalism – Film Journalism – Community Journalism – Tabloid Journalism, On-line Journalism.
- V. Code of ethics for media – brief introduction to recent trends in mass media; Cultural imperialism, Infotainment, media activism, agenda setting, gate keeping, page 3 journalism.

Books for References:

1. Mass Communication and Journalism in India – D S Mehta
2. Mass Communication – A Critical analysis – Keval J Kumar

3. Indian Journalism – B. G. Varghese
4. Professional Journalism – M. V. Kamat
5. Mass Communication in India – Kevak J Kumar
6. Theory and Practice of Journalism – B. N. Ahuja
7. Professional Journalist – John Hohenberg
8. Advanced Journalism – Adardh Kumar Verma
9. Exploring Journalism – Wolseley and Campbell
10. Mass Communication – Wilbur Schram
11. Understanding Media – Marshall McLuhan
12. Theories of Mass Communication – Uma Narula
13. Theory & Practice of Journalism – B M Ahuja.

PAPER 1.3 WRITING AND EDITING NEWS

1. Organizational structure of editorial department. Role and responsibilities of editorial staff. General principles and functions of editing.
2. Newsman's language; sentences and their structure; tense in news writing; negative and double negative expressions; adjectives; modifiers; split infinitives. Subject and verb agreement of nouns and attributions and identification of sources; punctuations; paraphrasing and transition devices in news writing.
3. Editing process-checking facts, correcting languages, rewriting leads, condensing stories, slanting of news, localizing of news.
4. Computer Editing – Style Sheet. Techniques of Headline Writing – News and Feature Headlines – types and Functions of Headlines. Editorials – Function, Principles, Types; Letters to the Editor.
5. Newspaper Design and Layout – Design of inside pages; Forms of Design, Latest trends of Layout; Picture Editing and Caption Writing; Comparative study of Newspaper Makeup, Computer Page Makeup; Principle & Techniques of Page Makeup..

Books for References:

1. News Editing – Bruce II Westley
2. The Art of Editing – P.K. Baskette and Jiz Sissors
3. The Sub-Editor's Companion – Michael Hides
4. The Simple Sub's Book – Lealie Sellers
5. The Techniques of Clear Writing – Robert Gunning
6. Handling Newspaper Text – Harold Evans
7. Newspaper Design – Harold Evans
8. News Headlines – Harold Evans
9. Elements of Newspaper Design – Ames
10. News Reporting and Editing – K. M. Srivastava

PAPER 1.4 REPORTING AND FEATURE JOURNALISM

- I. Meaning and Nature of Reporting – Qualifications & duties of a Reporter, Basics of Reporting – Process of Accreditation from Central and State Governments – Privileges given to Reporters by the Government.
- II. Techniques of Reporting – Tools of News Gathering – Interview – Types and Techniques. Reporting Crime – Speech – Sports – Foreign – Accidents – Budget – Development; Reporting Executive – Legislature – Judiciary; Investigative Reporting – History – Case Studies – Techniques – Problems. Objectivity in Reporting – Advocacy Reporting; Community Reporting – Panchayat Raj Reporting – Reporting for Local Newspapers.

- III. Feature: Definition and Characteristics – Feature Styles – Structure of a Feature – Story, Types of Feature. Writing Feature – Sources of Ideas – Collection of materials; Presentations; Market for features; Feature Syndicates.
- IV. Freelancing – Illustrations – Illustrating the write-ups with photographs, drawings, maps, caricatures. Review: Definition, Types of reviews – Book review, Film review, Drama review –Difference between review and criticism, Columns: Characteristics, Techniques of Writing Columns, Types of Column, Columnists.
- V. Magazine Journalism: Nature, Importance, Functions, Techniques – Specialized Publication, Types of Magazine – Writing for women and children, Writing on Industry, Science and Technology, Sports, Agriculture, Films. Typography; Layout and Design of Features, Trends, Future of Magazines.

Books for Reference:

- 1. News Reporting – B. N. Ahuja and S. S. Chabra
- 2. News Writing and Reporting – M Neal and Suzanne S Brown
- 3. Investigative Reporting and Editing – P. N. Williams
- 4. Reporting for the Print Media – F. Fedler
- 5. Reporting – Mitchell V Charnley
- 6. Depth Reporting – Neal Copple
- 7. Interpretive Reporting – D. D. Mac Dougal
- 8. Reporting India 1973, 1974, 1976 – G. G. Mirchandani
- 9. News Reporting and Editing – K. M. Srivastava
- 10. How to Criticize books- O Hinkle and J Henry
- 11. Effective Feature Writing – C A Shoenfield
- 12. Modern Feature Writing – H F Harrington and Elme Scott Watson
- 13. Writing Feature Articles – A Practical Guide to methods and Markets – Hennessy
- 14. Before My Eyes: Film Criticism and Comment – Kauffmann
- 15. Beyond the Facts – A Guide to the Art of Feature Writing
- 16. Freelancing – R K Murthy

PAPER 1.5 PRACTICALS -REPORTING

1. Provide content for preparing news reports on various topics viz., crime, sports, accidents, and politics.
2. Preparing Budget Report.
3. Writing Obituary.
4. Interview personalities and prepare reports.
5. Prepare list of questions for interview.

PAPER 1.6 PRACTICALS -EDITING

1. Headline writing.
2. Rewriting stories.
3. Translation of News reports.
4. Newspaper page-makeup.
5. Style sheet.
6. Computer page makeup.

PAPER 1.7 LAB JOURNALS (3 IN 3 MONTHS)

SEMESTER- II

PAPER 2.1 PUBLIC RELATIONS

1. Definitions; origin and development of public relations; public relations, propaganda and publicity. Public opinion in public relations. Public relation functions. Characteristics and qualifications of PR personnel. PR codes of ethics. PR and social responsibility. Professional organizations.
2. Organizational setup of PR departments/agencies. Industrial PR; Print in private and public sectors. Central and state govt. departments.
3. Stages of PR campaign. Planning PR campaign and evolution of Feedback. Govt. Information services and its functions.
4. PR counseling and consultancy. PR in support of sales promotion. Media relations. PR tools. House journals and newsletters. Handouts.
5. Conduct of press conferences. Preparation of PR campaign plans. Preparation of handouts/ newsletters and house journals.

Books for References:

1. Sam Black- Practical Public relations
2. Sam Black- Role of Public relations in management
3. S.M. Cutlip and A.C.Center- Effective public relations
4. Canefield and Moore- Public relations
5. Narasimha Reddy- How to be a good PRO
6. Anil Basu- Public relations, Problems and Prospects
7. Wilcox, Ault and Agee- Public relations, strategies and Tactics
8. Philip Lesley- Handbook of Public Relations.

PAPER 2.2 ADVERTISING

- I. Origin and Development of Advertising in the World and in India - Advertising, Definition, Nature and Scope, Advertising and Society, Types of Advertising.
- II. Advertising and Propaganda, Publicity and PR – Advertising Agency; History, Structure, Organization, Functions, Commission System.
- III. Ad. Copy, Visualization, Layout, Principles, Characteristics, Types and Strategies, Advertising media, Newspapers, Magazines, Radio, TV, Outdoor, Direct Mail Order.
- IV. Brand Positioning – Media Planning, USP, Selection of Time and Space in Print and Electronic Media – Scheduling Advertisements – Ad. Campaign, Process, Strategies, Concepts and Principles of Marketing.
- V. Economic, Social, Cultural, Psychological and Ethical aspects of Advertising – Ad. Research; Techniques of pre-test and Post-test, Consumer behaviour, Process of Market research.

Books for Reference:

1. Essential of Advertising – Chandan Singh and Malhan
2. Advertising Procedure – Otto Kleppner
3. Ogilvy in Advertising – David Ogilvy
4. Advertising Principles and Practice – Sethia and Chunawalla
5. Brand Positioning – Sengupta Subroto, Tata Mac Graw Hill Publishing Company
6. Advertising – Ahuja and Chhabra
7. Ad. Worlds – Brand Media and Audiences – Meyers, Greg
8. Broadcast Advertising – Sheriyl K Ziegler and Herbert H Howard
9. Advertising basics- J.V.Vilani and A.K.Varghese, Sage publications, New Delhi, 2004.

PAPER 2.3 CORPORATE COMMUNICATIONS

- I. Corporate Communication; Concept, Definition, Nature, Scope – Functions of PR – Role of PR as an effective means of organizational and social communication – Historical perspective of PR – Differentiation between Corporate Communication and Publicity, Propaganda, Advertising and Lobbying.
- II. Corporate Communication Publics; Internal and External, Corporate Communication Process; Four stages of Corporate Communication – Corporate Communication Consultancy and Counseling.
- III. Tools of Corporate Communication; House Journals, Press Release, Press Conference, Planned Tours, Brochures, Posters, Open House, Exhibitions, Audio-Visual Aid, TV, Film, Radio, Video and Demonstrations.
- IV. Corporate Communication and Management; Employee Relations, Financial Relations, Consumer Relations, Media Relations, Corporate Communication in Crisis Management, Case Studies.
- V. Govt. Corporate Communication – Indian Information Service; Ministry of Information and Broadcasting; Genesis and Growth of media units in Central Govt. – Corporate Communication Research and Evaluation of Corporate Communication Programmes. Event Management – Process & Techniques.

Books for Reference:

1. Handbook of PR in India – D S Mehta
2. Public Relations – Ahuja and Chhabra
3. Public Relations in India – J M Kaul
4. The Challenge of PR – C K Sardana
5. Practical Public Relations – Sam Black
6. Lectures on Applied Public Relations – K R Balan
7. PR – A Scientific Approach – Baldeo Sahai
8. PR – What Research Tells Us – John Pavlik
9. The Practical Handbook of PR – Robert S Cole
10. Effective Public Relations – Cutlip & Centre
11. Handbook of Public Relations – Ravindran

12. Public Relations – Ahuja & Chandra
13. Handbook of PR in India – D S Mehta
14. Public Relations – Strategies & Tactics
15. Public Relations in India – Kaul J M

PAPER 2.4 RADIO PRODUCTION

1. History of Radio. Characteristics of radio medium. Radio production fundamentals. Purpose of production and type. Information and scripting. Interviewing. Methods of interviews.
2. Techniques of Sound Recording, Sound Effects, Editing. Radio in India; use of radio for education; instructional programmes in radio; conceptualization for educational radio; research for radio programmes. Location of recording. Narration Styles. Music recording. Magazines and sequences. Remote broadcasts. Evolution of radio broadcast in India. Radio as an educational tool. Radio programmes and formats.
3. Target audience for production of programmes for radio; formats for programmes, planning and scripting for radio programmes, collection of material for programmes; documentation; production of programmes for radio, evaluation, assessment and analysis.
4. Writing for radio – News – Interviews – Special Audience Programme - News Reading Techniques. News policy and practice. Structure of News Story. 5 Ws and 1 H of news. Inverted Pyramid style. Hard and Soft Leads.
5. News reading and presentation methods. Pronunciation. Vocal stressing. Inflection. Quotation marks. Errors and emergencies. Headphones. Trails and promos. Phone-in programmes. Listener's letters.

Books for References:

1. Radio: A Guide to Broadcasting Techniques – E Evans
2. Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)
3. Techniques to TV Production – Rudy Bretz (McGraw Hill)
4. Broadcasting and the People – Mehra Massani (NBT)

PAPER 2.5 PRACTICALS - FEATURE JOURNALISM

1. Feature Writing
2. Article Writing
3. Editorial Writing
4. Column Writing
5. Letter to the Editor
6. Translation
7. Analytical News Writing (News Analysis)
8. Review Writing
 - a. Film Reviews
 - b. Drama Reviews
 - c. Art Reviews

PAPER 2.6 PRACTICALS - PHOTOJOURNALISM

1. Photographing News Events.
2. Photographing Accidents.
3. Photographing Cultural Events.
4. Photographing Human Interests Stories.
5. Developing the Negatives.
6. Printing the Negatives.

PAPER 2.7 LAB JOURNALS (3 IN 3 MONTHS)

PAPER 3.1 VIDEO AND TV PRODUCTION

1: Fundamentals of video. Photography and video. Camera. Tape and recording. Film transfer and Video processing. Audio and power devices. Video display systems. Multi-camera production.

2: Camera parameters. Lens. frames. films. exposure. focusing. sharpness and contrast. Cameral filters. Lighting systems. Lighting methods and needs. Shooting plans and backgrounds. Getting organised for shooting. Importance of . backgrounds. Real and unreal backgrounds. Neutral background. Economical settings. Location selection. Pre-production planning.

3: Editing in videography. Basics of video editing. Physical editing. Cutting points and transitions. Order of shots. Editing methods. Generations of editing. Edit controllers. Post-production editing. Good editing techniques.

4: Production techniques. Script writing. Purpose of scripts. Length and style of scripts. Story boards and components. Pre and post-production techniques. Effective shots. File shots. Footages. Special effects. Graphics and animation. Chroma key usage. Economy shooting.

5: Writing for TV – News & Current Affairs Programmes – TV Anchoring – TV Camera Types – TV Post Production Techniques, International Standards for Digital Audio & Video – The Future of World TV.

Books for Reference:

1. Video Production Handbook – Miller (Focal Press)
2. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal
3. Basic TV Staging – Millerson Gerald (Focal Press)
4. Video Camera Techniques – Millerson Gerald (Focal Press)
5. TV Sound Operations – Glyn Alkin

6. Sound Techniques for Video- TV Media Manual Series (Focal Press)
7. The Moving Image: Production Principles as Practices – Foresman Company
8. Understanding TV – Prager
9. Techniques of TV Production – Gerald Millerson
10. TV Production Handbook – H Zettel
11. Audio – Visual Journalism – B N Ahuja
12. Writing for TV & Radio – Robert Hellard
13. TV News – Fang L F
14. TV Production – Allan Wurtzel
15. Introduction to TV Journalism – S Kaushik

PAPER 3.2 TECHNICAL WRITING AND IT

1. Technical Writing- definition and scope. Difference between technical writing and other forms of writing. Qualities and qualification of technical writers. End products of technical writing. Technical reports. Project proposals. Project abstracts, project documents and manuals and types.
2. Methods of creating a technical document. Roles and responsibilities of writers and other personnel. Document formats- hard copy and softcopy versions and designs. Principles of Technical writing; styles in technical writing. Clarity, precision, coherence and logical sequence in writing. The writing process.
3. Information Technology and Media- Print Media – Electronic Media – Information Society – Introduction to Information Technology – Data, Instruction, Information Properties, Scope of Information Properties, – Information Economics, Cost and Value of Information – Types of Information System.
4. Introduction to Computers – Hardware and Operations – Computer and Newspaper Production – Reporting, Editing, Pagination and Printing. Software for Newspaper Production, Internet – DTP, PageMaker, Ventura, Baraha, Srilipi, Nudi, Prakashak.
5. Web Journalism – Nature, Scope, Techniques of Web Writing, Illustrations and Web Designing, Language, Presentation and Multimedia. Web Glossary, Laws and Ethics related to Cyber Medium.

Books for Reference:

1. Technical writing. G.H Mills and J.A.Walter
2. A Guide to Technical writing- P.J. Mc Guire and Sara . M Puzell-
3. Technical writing: structure, standard and style- R.W.Bly and Gary Blake-
4. Fundamentals of technical writing- P.A.Robinson-
5. The Communication Revolution – Britannise
6. Development and the Information Age: Four Global Scenario for ht Future of Information and Communication Technology – John Hawkins and Robert Valentine
7. Virtual Realism – Michael Heim
8. The Governance of Cyber Space: Policies, Technology and Global Re-structuring – Brain D Loader
9. Internet Culture – David Potter
10. Media Technology and Society: A History from the Telegraph to the Internet – Reutledge
11. An Introduction to Digital Media – Tony Feldman
12. Online Electronic Publishing: How to start – FEIG, Paris
13. Information and Communication Technologies: Visions and Realities – Williams H Dutton.

PAPER 3.3 COMMUNICATION RESEARCH METHODS

1. Nature and Meaning of Research – Types of Research – Pure and Applied – Types of Communication Research – Print and Electronic Media Research.

- II. Review of Related Literature – Defining Research Problem – Research Objectives – Hypothesis, Meaning, Characteristics and Importance – Research Design – Sampling: Meaning & Types of Sampling, Probability & Non-Probability – Types of Probability Sampling.
- III. Types of Research- Survey Research, Content Analysis, historical Research, Experimental Research, Ratings Research, Non-Ratings Research, Field Study.
- IV. Data Collection – Questionnaire, Interview Guide, Observation Methods, Rating Scales.
- V. Data Analysis – Statistical Analysis – Use of Pre-Programmes Computer packages for Analysis – SPSS, Writing Research Reports, Organization, Use of Graphics & Visual Material.

Books for reference:

1. Scientific Social Surveys and Research – Pauline V Young
2. Research: An Introduction – Robert Ross
3. Sociological Research Methods – William J Good, Paul K Gat
4. Research in Education – John H Best, James V Than
5. Experimental Design in Behavioral Research – K D Broota
6. Research Methodology Methods Techniques – C R Kothari
7. Social Statistics – Buber M Blalock Jr.
8. Behavioral research – Fred N Kerlinger
9. TV Kheda – A Social Evaluation of SITE – Aggarwal and Malik
10. Mass Media and Rural development: A Study of Village Communication in Bihar – A K Singh
11. Research and Communication Management – V P Micheal
12. Communication Research for Development – The ISRO Experience – Joshi Aggarwal
13. Qualitative Communication Research Methods – Thomas R Linglog
14. Media Analysis Techniques – Arthur Asa Berger

PAPER 3.4 DEVELOPMENTAL COMMUNICATION

1. Development- Concept and meaning . Indicators of Development. Characteristics of developing and developed societies. Gap Between Developed and developing societies. Processes, theories and role of media in development communication. Strategies and barriers.
2. Agricultural communication and rural development. Genesis. Extension approach system. Development support communication- population and family welfare, health, education & society. Formal and non-formal education. Open education. Human development.
3. Environment and development- sustainable development. Alternatives in communication. Issues- water, shelter, poverty, hunger, food shortage. Rural extension agencies. Govt and NGOs. Problems faced in effective communication. Macro-and micro- economic framework. Writing developmental messages for rural audience.
4. Folk media communication -Origin and meaning of the concept ‘ folk media’ – characteristics of folk media – relevance of folk media in modern society. Classification of folk media forms, important folk media forms in India – Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and street plays.
5. Popular folks arts in Tamil and their use in development communication. Popular folk media forms of Andra Pradesh, Tamil Nadu, Kerala, Maharastra, Punjab. Integrated use of Folk Media and Mass Media – role of government agencies like Song and Drama Division, Information and Publicity Department, Yakshagana Academy, prominent folk artists.

Books for References:

- 1) N.Jayaweer and Amunagama(Eds): Rethinling Development communication.
- 2) Duchi(Ed)- Development communication at Grass root level
- 3) R.Ostman- Communication and Indian Agriculture
- 4) U.Narula and B.W.Pearce- Development as Commmunication.
- 5) Folk Media For Development – Dr. N. Usha Rani
- 6) Folk Media & Communication – Ranganath H.K.

- 7) Traditional Folk Songs – Shyam Parmar
- 8) Folk Arts And Social Communication – Durgadas Mukhopadhyaya
- 9) Role Of Traditional Folk Media In Rural India – N. Vijaya
- 10) Folk Theatre In India – Gargi Balawant
- 11) The Indian Theatre – Mulk Raj Anand
- 12) Complete Book On Pupperty In India – Curre D.
- 13) The Passing Of Traditional Society – Daniel Lerner
- 14) Traditional Folk Media In India – Shyam Parmar

PAPER 3.5 PRACTICALS - RADIO

Recording sound in radio, recording sound in portable camcorders and VTR's-standardized recording procedures, monitoring sound, sound mixing, amplifiers, construction audio portion of a video programme. Sound Aesthetics- sound scripting-sound dubbing-sound effects.

Information and scripting, Interviewing, Methods of interviews, Location of recording, Narration Styles, Music recording, Magazines and sequences. News policy and practice

Mews reading and presentation methods, Pronunciation, Vocal stressing, Inflection, Quotation marks, Errors and emergencies, Trails and promos, Phone-in programmes.

Audio advertisements, Voicing and treatments, Music and effects, Ending the programme

PAPER 3.6 PRACTICALS -TELEVISION

1. Production planning, pre production and post production planning-duties and responsibilities of producer/director. Production techniques-video format; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials. Set designing and make up – visualization and composition-aesthetics-directing the actors-directing the crew. .
2. Planning and Production of indoor and outdoor shootings, planning and management of live shows.
3. Film transfer and Video processing. Video display systems. Multicamera production. Lighting systems- Lighting methods and needs. Mike positioning and arrangements.
4. Shooting plans and backgrounds. Getting organised for shooting.
5. Importance of backgrounds. Real and unreal backgrounds. Neutral background. Economical settings. Location selection. Post-production editing
6. Applications of Production techniques- Script, Length and style of scripts, Story boards and components, Pre and post-production techniques, Effective shots, File shots, Footages, Special effects. graphics and animation, Chroma key usage and Economy shooting methods.

PAPER 3.7 LAB JOURNALS (3 IN 3 MONTHS)

PAPER 4.1 MEDIA LAW

- I. Indian Constitution – Salient Features of Indian Constitution, Fundamental Rights, Fundamental Duties.
- II. Freedom of Speech and Expression with Special Reference to Freedom of Press in India – Constitutional expectations to Freedom of the Press, Case Studies, Law of Defamation, Sedition, Obscenity.
- III. The Censorship – The Law of Parliamentary Privileges. Cyber laws. Video piracy.

- IV. Right to Information – Right to Privacy, Case Studies – The Official Secrets Act 1923, The Copyright Act, The Press-Media council, The Contempt of Court Act, The Press and Registration of Book Act, Working Journalist Act, Rules of Newspaper Registration.
- V. Press Commission – Laws relating to Broadcasting – Telecasting and Advertisement in India.

Books for Reference:

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. Mass Media Laws and Regulations in India – K S Venkataramaiah
4. Press and the Law – An Grover
5. Press in Chains – Zamir Naizi
6. Freedom of the Press – Some Recent Incidents – K S Venkataramaiah
7. Mass Media and Freedom of Press in India – K S Padhy
8. Battle for Freedom of Press in India – K S Padhy
9. Laws of Press in India – B Basu
10. The Press Council – T N Trekha

PAPER 4.2 INTERNATIONAL COMMUNICATION

1. Political, economic and cultural dimensions of international communication. Communication and information as a tool of equality and exploitation. International news flow- imbalance, Media growth- International, regional, internal disparities.
2. Communication as human right. UNOs universal declaration of human rights and communication. International news agencies and syndicates, their organizational structures and functions. A critique of western news values.
3. Impact of new communication technology on news flow. Satellite communication- its historical background, status, progress, effects. Information superhighway. Telecommunication and regulatory organization. UNESCO' efforts in removal of imbalance in news flows.
4. Issues in international communication. Decentralization of information flow and media systems. Professional standards. Prompted cultural imperialism –criticisms. Violence against media persons. Effects of globalization on media systems.
5. Traditional media ownership and issues of sovereignty and security. International IPR. International Media institutions, professional organizations. Code of conduct.

Books for Reference:

1. Kretch and Krechfield- Individual and society
2. Bettinghous- Persuasive Communication
3. Edgar and Rahim- Communication Policies in Developing countries
4. Schramm- Mass media and National Development
5. Cheng- Media policies and National Development- Characteristics of sixteen countries
6. Srinivas M. – Communication for Development in Third world countries.
7. Mankekar- Media and the Third World
8. Boyd Baret- The International News Agencies.
9. UNESCO Report- Many Voices , One world.
10. Fredrick William- The Communication evolution.

PAPER 4.3 INTERNSHIP

PAPER 4.4 DISSERTATION