

Programme Name: P.G. Diploma in T.V. Journalism & Video Production**Semester : First Semester**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency	
			L	T	P	Total		
1	MAMC-711	Models of Communication & Communication Theories	2	1	0	3	Regular	
2	MAMC-712	Print Journalism	2	1	0	3	Regular	
3	MAMC-718	Advertising & Public Relations	3	0	0	3	Regular	
4	MAMC-714	Reporting (Print)	2	1	0	3	Regular	
5	MAMC-719	Media Laws, Ethics & Value of journalism	3	0	0	3	Regular	
6	MAMC-716	Film Appreciation	1	0	2	3	Regular	
7	MAMC-731	Story, Script & Screenplay Writing	1	1	1	3	Regular	
						Total Credits	21	

Semester : Second Semester

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency	
			L	T	P	Total		
1	MAMC-722	Still Photography	1	0	2	3	Regular	
2	MAMC-723	Non Linear Video Editing	1	0	2	3	Regular	
3	MAMC-725	Reporting (TV)	1	0	2	3	Regular	
4	MAMC-726	Radio Program Production	1	0	2	3	Regular	
5	MAMC-736	Video Production	2	0	3	5	Regular	
6	MAMC-742	Film Production	0	0	8	8		
7	MAMC-743	Project & Dissertation					Non-credit	
						Total Credits	25	

Syllabus

Models of Communication & Communication Theories (MAMC-711)

Credit Hours: 3(2+1+0)

Unit – I

Definitions of Communication – scope – Communication process – Variables of communication – Source – Message – Channel - Receiver – Feedback – Types of communication – interpersonal – group – mass communication. Mass communication: characteristics of print, radio, television, film.

Unit – II

Basic models of communication – Shannon & Weaver – Lasswell – Berlo. Advanced models of communication – two step flow of communication, opinion leaders – characteristics – Definitions of innovation – Rogers and Shoemakers model of communication. Gate keeping models – White's model, Galtung and Ruge model of selective gate keeping – Models of communication – Verbal and non-verbal.

Unit – III

Market communication concept: characteristics – reinforcement – sleeper effect. Organizational communication – Newcomb's balance theory – congruity– Dissonance – Social judgment model. Mass theory – Society – Magic bullet theory – Theories of selectivity.

Unit – IV

Normative theories – Authoritarian – Libertarian – Communist – Social responsibility – Development media – Democratic participant theory.

Unit – V

Sociological theories of communication – Cultivation theory – Agenda setting – Socialization – Dependency theory.

Reference Books:

14. David Berlo (1960). *The Process of Communication*. London.
15. Uma Narula (1976), *Mass Communication Theory and Practice*. New Delhi: Har Anand.
16. Denis Mcquail and Windhal. *Communication models*.
17. John Fiske: *Introduction to communication studies* London: Routledge.
18. Denis Mcquail (1993) *Media performance*. London: Sage.
19. Denis Mcquail (2005) *Mass communication theory*. New Delhi: Sage.
20. DeFluer and Ball Rockech: *Theory of Mass communication*.

Print Journalism

(MAMC-712)

Credit Hours: 3(2+1+0)

Unit – I

Origin of press- News books – Evolution of modern Newspapers – Growth of Newspapers in India – Hickey’s Gazette-Bombay Chronicle.

Unit – II

Early journalism in Bengal – Bombay and Madras Presidencies – Growth of National press-Press in 19th Century – Raja Ram Mohan Roy – Balagangadhar Tilak. Indian Press and freedom movement – Gandhi’s contribution to Indian Journalism – Nehru era- Government v/s Press – Indian Press and Emergency – Recent trends in English Journalism.

UNIT-3

NEWS PAPER ORGANISATION & MANAGEMENT

Various forms of organization, Structure & functions of news paper organization, News paper ownership patterns in India, Changing nature of news paper management,

UNIT-4

REPORTING & EDITING

Various types of reporting, Qualities of reports, News Collection, Art of interviewing, Editing, Principles of editing, Different styles of Editing, Copy Editing, Structuring the news, Qualities & responsibilities of Editor, Sub-Editor, Copy-Editor, Reporter .

UNIT-5

PROFESSIONAL ASSOCIATIONS, AGENCIES & ILLUSTRATIONS

Press Commissions, Press Council, Working Groups, News agency, Press Information Bureau, Publication Division, Office of the registrar of News paper in India, Photo Division, Research & reference division, National Library. Importance of Illustrations: News Photos, Cartoons & Caricatures.

Advertising & PublicRelation

(MAMC-718)

Credit Hours: 3(3+0+0)

UNIT-1

INTRODUCTION TO ADVERTISING

MEANING & Definition of Advertising, History of Advertising, seven guideline to evaluate an advertising, objective & Importance of Advertising, Advertising and Brand Promotion

UNIT-2

ADVERTISING AGENCY

Function & services of an advertising agency, AGENCY SETUP, Type of Advertising, How an agency works, Advertising benefits the advertiser, Advertising benefits the consumer, Consumer Behavior , Advertising and Promotion, International Advertising Planning, Creativity & Brand Message, Agency - client relation

UNIT-3

ADVERTISING MEDIA & COPY

Meaning , objective of ay copy , Requirements of copy, layout of copy, Planning an advertising campaign, Visualization , outdoor media, sales promotion , point of purchase advertising, Print ,TV, RADIO, advertising & the internet

UNIT-4

DEVELOPMENT OF PUBLIC RELATIONS

Historical perspective, present status of PR and future scope, Distinction between PR ,Publicity & propaganda, development of PR in India public sector historical perspective, objective of PR in public sector vis-a-vis private sector Meaning ,Definition of PR, objective and Function of PR ,

UNIT-5

ETHICS AND PR

Code of ethics, PR Law , defamation, libel, SOLAADS, slander, privacy, copyright, press conference, type of press conference, press release, how to write a press release checklist for press conference

Reporting (Print)
(MAMC-714)

Credit Hours: 3(2+1+0)

Unit-1

Detailed analysis of News – Definition – Concepts – Components – Values – Sources – Press conference – Interviews – Qualifications and Responsibilities of Reporter – Ethical aspects.

Unit – II

Reporting special events – Disasters and accidents – Crime –Sports – Budget – Courts – Legislature Reporting – Speech Reporting – Investigative Reporting – Science Reporting – Rural Reporting.

Unit – III

Features – Definitions – Scope – Types of Features – News features – Historical features – Seasonal – how – to-do it – Photo features – Scientific features – Human interest features – Profiles – Syndicate features.

Unit – IV

Reviews – Definitions – Scope – Types of reviews – Books – Films – Music – Theatre – TV Programmes – Performing arts – Contemporary trends in Reviews.

Unit – V

Column writing – Writing creative middles – Language as a tool of writing – Arts of translation – Practical exercises – Beats

Media Ethics, Laws & Values of Journalism

(MAMC-719)

Credit Hours: 3(3+0+0)

Unit – I

Indian constitution – Salient Features – Fundamental rights – Article 19 (1) (A)– Freedom of the press.

Unit – II

Official secrets Act 1923 – Books and Registration of newspapers Act 1956 – Working Journalists Act 1955 Press and Publication (Parliamentary Proceedings) Act 1976.

Unit – III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Laws of defamation – Contempt of court – Freedom of the press – Ramesh Tapar v/s state of Madras – Brij Bhushan v/s state of Delhi – Virendra v/s state of Punjab– Ramji Lal Modi v/s state of Uttar Pradesh – Sakal Newspapers v/s Union of India– Bennett Coleman and Co v/s Union of India – Indian Express v/s Union of India(1986).

Unit – IV

Censorship Law and Internet – emerging trends – Laws relating to cable and satellite TV – Cyber Law – Cyber Crime – Cyber Ethics - Convergence Bill – Communications Commission of India (CCI) – Intellectual Property Rights – Rights to Privacy and Internet.

Unit – V

Journalism ethics – accuracy – fairness – completeness – code of ethics – Journalism and objectivity – the influence of news values – objectivity in practice – redefining objectivity – objectivity as a perspective – use of language. Concept of Paid News and Its Impact on the Freedom of the Press. Credibility of the Press in the backdrop of the Paid News. Right to Information Act (RTI) and its implementation. Issues relating to Privacy.

Reference Books:

1. B. N. Pandey: Indian constitution, Central Law Publications
2. D.D. Basu: Introduction to Indian constitution
3. D.D. Basu: Press Laws.

Film Appreciation

(MAMC-716)

Credit Hours: 3(1+0+4)

Unit -1

Evolution of Cinema – the early days

Emergence of the narrative cinema and American, German, French and Russian Cinema in the era of silent motion pictures

Advent of sound and colour in motion picture, cinemas of the world in post salient motion picture era

Evolution of cinema in India and the its current status

Unit -2

Objective / purpose of storytelling

Elements of story

Structure of a story

Elements of visual storytelling

Unit -3

Studies in media language

The screenplay: its nature, function and form

Fiction, elements of drama and a narrative

Elements of fictional and non fictional narrative

Unit -4

Introduction to Indian music

Indian Dance form

Elements of Painting & Sculpture

Introduction to Indian culture & history; human psychology; philosophy and essence of world religions; political beliefs and economic theories

Unit-5

Analysis of one commercial movie from the all aspects of cinema

Story, Script & Screenplay Writing

(MAMC-731)

Credit Hours: 3(1+1+2)

Unit -1

The Current Campfire: Film as a Storytelling Device

- The history of storytelling, Plays vs. novels vs. film, What is a “story”?
- The “idea” vs. “story” vs. “screenplay”

Unit -2.

The Screen Story

- What is it?, The logline, The essence of a screen story, Conflict (and why we love it)
- Form, format and formula

The Structure of a Screenplay

- Back to story, Aristotle (and what he had in common with Superbad, The three act screenplay, The scene, Plot points

Unit -3

Character

- Plot vs. Character, Character vs. Characteristics, Actions speak louder than words
- The main character (our hero!), Other characters and character types

Unit -4

Dialogue

The functions of dialogue, Voiceover, Examples

The Kitchen Sink

Back story & exposition, Subplot, Setup and payoff, Flashbacks, Theme, Examples

Unit -5.

Breaking the Rules

How screenwriters break them and why, Examples

Genre

“What is this movie anyway?” Examples

Still Photography

(MAMC – 722)

Credit Hours 3(1+0+4)

UNIT-1

Introduction

History of Photography, Basic for Still Photography for Beginners, Concept of Still Cameras, Concept of B/W Photography, Concept of Colour Photography, Features of SLR Camera

Unit 2

Composition of your photographs, Concept of using light in a photograph, Brief ideas on studio lighting systems, Techniques of Outdoor Lighting, How news media functions

Unit 3

Concept of different kind of lens and their uses, Concept and use of different types of filters, Black & White Photography, Photo Journalism, Story Telling Photography

UNIT-4

Layout and equipment, safelight., development theory & technique, Various constituents of the developer, characteristic curve, elementary ideas of developers & their sections, various developing agents & developers and their comparative study, velocity and time of development.

UNIT-5

Papers characteristics, grade and selection, paper exposure, development, fixing, washing, drying, types of enlargers and methods of illumination, determination of exposure, selection of papers, projection control of the image.

Non-Linear Video Editing

MAMC – 723

Credit Hours 3(1+0+4)

Unit 1

Introduction to digital editing,About the Post-Production Workflow,Video Formats and Timecode Principles of editing.

Unit 2

Liner & Nonlinear Editing,On line & Off line Editing,Analysis of film sequences from editing point of view

Unit 3

Introduction to Editing Software (Premier 6.5 & Pro., Pinnacle 9, FCP),Introduction of Tools,Video Signals and Connectors, Connecting Professional Video Devices,Capturing Raw Data,Editing - Action Sequence/ match cut / continuity match,Trim Clips,Insert or Replace Clips in a Sequence Navigating in the Viewer and Canvas,Adjust Clips in a Sequence

Unit-4

Sound Dubbing & synchronizing Punch, Sound Editing,Working with Multi Layers,Effects, Applying Transitions, Compositing, Chroma Cutting, Video Output

Unit-5

Script base Editing,Soft Story Editing & Hard Story Editing,News Editing, Film Editing & Ad Editing (1mnt. 5mnt. 30sec)

Reporting (TV)

(MAMC-725)

Credit Hours 3(1+0+4)

Unit – I

Introduction to TV reporting, Reporting with objectivity, Formats of TV news, Visual Treatment and Sound Bytes, Writing broadcast copy, The Challenges of Electronics News Gathering

Unit – II

Finding the news, Developing sources, Wire News and different sources for news

Unit – III

News Reading Techniques for TV, News presentation for Television, Anchoring, Teleprompter

Unit-IV

Role of Editorial, Input, Output, Ethical issues for TV reporting

Unit-V

Stringer, Reporter, Correspondent, Bulletin Producer, News Editor, Editor-in-Chief

Reference Books:

1. Basic TV Staging-Millerson Gerald, Focal/Hastings House, New Delhi.
2. TV Sound Operations – Glyn Alkin
3. TV Camera operation – Millerson Gerald, Focal/Hastings House, New Delhi.
4. TV Lighting Methods-Millerson Gerald, Focal/Hastings House, New Delhi.
5. A Handbook for Scriptwriters – B.W. Welsch.
6. Broadcasting in India – Chettarji, Sage Publications, New Delhi.
7. Television in India: Changes and Challenges – Saksena. Gopal, Visas Publications, New Delhi.
8. Radio: A Guide to Broadcasting Techniques – E. Evans.
9. Handbook of Broadcasting – Waldo Abbot and R. Rider (McGraw Hill)

Radio Program Production

(MAMC-726)

Credit Hours 3(1+0+4)

Unit-1:-

History of Sound Broadcasting, Discovery of the Radio, Diode Rectifier Tube, How Radio Began, How Radio works.

Unit-2:-

Major Broadcasting System in the World, Broadcasting in the USA Broadcasting in Britain, Broadcasting in France Basic System of western Societies.

Unit-3:-

The function of a Radio Station, Management the program Department, Business Accounts, Team work in a Radio Station, Staff organization.

Unit-4:

- Use of Cassettes & Mikes in Broadcasting & their contribution to better performance.

Unit-5:-

The control Room & its functioning, Equipments of the Control Room, Technicians & Procedure, Communication between control Room & Studio.

Video Production

(MAMC-736)

Credit Hours 5(2+0+6)

UNIT-1.

Process- Development, Pre-production, Production, Post-production, Clearing up.

Production team- Six key roles, Technical crew.

Formats- Linear tape formats, Digital tape formats, Film formats. Breakdown- How to read Screenplay, property breakdown, dress breakdown

UNIT-2.

Concept of acting, Camera facing,

Marking, Dialogue Delivery, Lip Synch,

Expression & Movement, Retakes & Continuity.

Unit-3.

Learn the art and craft using Field Camera's basics

Requirement of camera set up, Various types of Shots & Angles, handling the camera Cut in & Cut away shots multi camera production, Aperture & Depth of field & Multi Camera Production. Continuity- Dress continuity, Action continuity, Property continuity, Location continuity, Background continuity, Effect continuity.

UNIT-4

News presentation, News reading, Electronic news gathering, Electronic field production Reporting,

Anchoring programs involving audience, the art of interviewing people, Talk shows, Discussion.

Unit-5.

Lighting:

Lighting- Concept of lighting, Uses of lights, Lights sources.

Lighting Techniques- Indoors & outdoors Lighting Techniques Various types of lights- Hard lights, Soft lights, Spotlights, Multi lights, Uses of skimmer, Uses of reflector , Light set up- Lighting at Night, Three light setups, Studio lighting.

Film Production

(MAMC-742)

Credit Hours 8(0+0+16)

Unit -1:

Writing concept, story & screenplay for the short film

Unit-2:

Making budget for Short film

Unit-3:

Story board for shot selection and division,

Unit-4:

Production process and scheduling

Unit-5:

05 to 15 minute fiction film production