

2020



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

# COURSE BOOK

**M.A. Media Communication**  
**(MAMC)**

**School of Media & Communication**  
**Centurion University of Technology & Management**

<http://www.cutm.ac.in>

## MA Media Communication

### Course Structure

Duration of Program-2 Years

Number of Semesters-4

Total Credits of the Program-104

#### Semester-I

SI No	Course Code	Course Name	Theory	Practical	Project	Total
1.	CUTM1278	Communication Research Methods	2	4	2	8
2.	CUTM1279	Introduction to Print & Electronic Media	2	3	3	8
3.		Elective-1				7
<b>Total</b>						<b>23</b>

#### Semester-II

SI No	Course Code	Course Name	Theory	Practical	Project	Total
1.	CUTM1280	Society, Media and Communication	4	0	4	8
2.	CUTM1281	Cultural Studies	4	2	2	8
3.		Elective-2	0	4	3	7
4.		Skill Course				4
<b>Total</b>						<b>27</b>

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- **CUTM1224- Summer Internship- 4 Credit**

**Semester-III**

SI No	Course Code	Course Name	Theor y	Practica l	Proje ct	Total
1.	CUTM1282	Advanced Digital Media	2	3	3	8
2.	CUTM1283	Digital Media Platforms	3	2	3	8
3.		Elective-3				7
		Skill Course				4
<b>Total</b>						<b>27</b>

**Semester-IV**

SI No	Course Code	Course Name	Theory	Practic al	Project	Total
1.	CUTM1284	Film studies	3	3	2	8
2.	CUTM1285	Advertising and Public Relations	3	3	2	8
3.	CUTM1286	Thesis	0	4	3	7
<b>Total</b>						<b>23</b>

**Elective Courses**

SI No	Course Code	Course Name	Theory	Practic al	Project	Total
1.	CUMC2370	Animation	0	4	3	7
2.	CUMC2371	Radio Jockeying	0	4	3	7
3.	CUMC2372	TV Anchoring	0	4	3	7
4.	CUMC2373	Fashion Photography	0	4	3	7
5.	CUMC2374	Camera Operator	0	4	3	7
6.	CUMC2375	Video Editor	0	4	3	7
7.	CUMC2376	Web Content Development	0	4	3	7

8.	CUMC2377	Sound Engineer	0	4	3	7
9.	CUMC2378	Adobe tools and Illustrations	0	4	3	7

**SEMESTER-I**

**Communication Research Methods**

**Code:** CUTM1278

**Credits:** 2+4+2

**Full Marks: 100**

**Course Rationale**

**Objectives of the Paper**

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

**Course outcomes:**

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

- Get an understanding of social research methodology and its practical applications in the field.
- The student will be able to understand the uses of research for investigating truth.

**Course Contents:**

**UNIT-I**

Meaning, importance of Research and Historical Overview

**UNIT-II**

Content Analysis, Ethnographic studies

**UNIT-III**

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

**UNIT-IV**

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

**UNIT-V**

Report writing and writing project proposals

**References:**

- Field worker and the field- M.N. Srinivasan etal – Oxford University press
- The Art of Fieldwork – Harry Wolcott- Sage Publication
- Film as ethnography- Peter Ian Crawford, David Tauton- Manchester University Press
- A Hand Book of Qualitative Methodologies for Mass Communication Research- Klaus Brun Jensen etall Routledge
- A Handbook of Media and Communication Research- Klaus Brun Jensen- Routledge

- Hand Book of Radio and Television audience Research- Graham Mytton
- Qualitative Research Methods: a data collector's field guide- NATASHA MACK • CYNTHIA WOODSONG, KATHLEEN M. MACQUEEN • GREG GUEST • EMILY NAMEY
- Practice of Social Research-Earl Babie- Cengage India

### **Introduction to Print & Electronic Media**

**CUTM1279**

**Credits: 2+3+3**

**Full Marks: 100**

#### **Course Rationale:**

#### **Course Objectives:**

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

#### **Course outcomes:**

The paper will enable students to develop their skills in Print and Electronic Media.

#### **Course Contents:**

##### **UNIT-I**

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

##### **UNIT-II**

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

##### **UNIT-III**

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

##### **UNIT-IV**

Introduction to Radio, Radio as a medium, Radio Production and Performance : Programmes for various audiences, Different Program formats, - creating audio space, sound perspective,

voice casting, types of music, use of sound effects. Production crew and their functions: Role of producer. Production planning and execution. Radio studio, acoustics, recording equipment, types and use of microphones, Use of Digital Technology in production.

#### **UNIT-V**

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

#### **References:**

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

### **SEMESTER-II**

#### **Media, Society and Communication**

**Code: CUTM1280**

**Credits: 4+0+4**

**Full Marks: 100**

#### **Course Rationale:**

#### **Course Objectives**

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

#### **Course outcome:**

Students will be able to understand the media business, its functioning and will get idea on inter relationship between media and society

#### **Course Contents:**

##### **UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**UNIT-V**

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

**References:**

- Many Voices one world: UNESCO Paris
- Mass Media and National Development: Wilber Schramm
- CULTURAL IMPERIALISM-Matti Sarmela
- Indian Media Business- Madhavi S Pandya

**Cultural Studies****Code:** CUTM1281**Credits:** 4+2+2=8**Full Marks:** 100**Course Rationale:****Course Objectives**

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



**Course outcomes**

Students will get an understanding of media, culture and society interrelationship and will be able to get a clarity on the role of media in the area of cultural diffusion and acculturation.

**Course Contents:**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**UNIT-V**

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

**References**

- The mirror of Production- Baudrilard
- Cultural studies reader- Lawrence Grossberg, Cary Nelson, Paula Treichler, Routledge

**SEMESTER-III**

**Advanced Digital Media**

**Code:** CUTM1282

**Credits:** 3+2+3

**Full Marks:** 100

**Course Rationale:**

**Course Objectives:**

Rise of Social Media, and video sharing platforms has created new channels of communication and more opportunities to reach audiences in interactive ways that traditional media can't provide. The new media plays important role in revolutionizing corporate and business

communication and changing the very nature of the media industry. The applications of new media have made every user a publisher, broadcaster and a channel owner. This course will look at how new media engages with society in all its manifestations.

**Course Outcomes:**

Students will be able to develop skills in new media and will be able to understand its uses for advertising, Marketing, social networking and using social media for different purposes.

**Course Contents:****UNIT-I**

Analytics, Big Data and data visualization.

**UNIT-II**

Digital promotion, advertising and marketing

**UNIT-III**

Social media and its applications- Blogs, E-books, Pod casts, web content,

**UNIT-IV**

Convergence Technology and the mobile world:

**UNIT-V**

Introduction to Motion Capture, VFX, and Gaming.

**References:**

- Internet and Governance in Asia- Indrajeet Banerjee –Amic
- Digital Cultures-Glen Creeber and Royston Martin- Open University Press
- Digital Culture-Charlie Gere-reaktion books
- New\_Media Studies-Therese Schedifka, Frank-Jan van Lunteren-Magazine no. 7.
- New Media Key concepts-Nicholas Gane and David Beer, Berg- Oxford UK
- New Media: a critical introduction-Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, Kieran Kelly-Rutledge
- Understanding New Media-Jay David Bolter and Richard Grusin-MIT Press

**Digital Media Platforms**

**Code:** CUTM1283

**Credits:** 3+2+3

**Full Marks:** 100

**Course Rationale:**

**Course Objectives:**

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

**Course Outcomes**

The paper will enable students to develop their skills in in TV/Radio/ Digital media platforms

**Television Production****UNIT - I**

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

**UNIT - II**

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

**UNIT- III**

A brief history of Indian cinema. Film technology. Elements of film—script, cinematography, editing, music and direction. Process of film making—shooting, editing, dubbing, mixing, married print. Film genres, Art and commercial films, parallel cinema. Film appreciation: Critical Study of films of important art and commercial film makers. Trends in contemporary cinema. Film review and criticism, Script writing for documentaries. NFDC, FTII.

**UNIT-IV**

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

**UNIT-V**

Media Economics

**Radio Production****UNIT - I:**

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

## **UNIT - II**

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

## **UNIT-III**

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

## **UNIT -IV**

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

## **UNIT -V**

Legal Aspect of Radio

### **REFERENCES**

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

**SEMESTER: IV**

**Film Studies**

**Code:** CUTM1284

**Credits:** 3+3+2

**Full Mark: 100**

**Course Rationale:**

**Course Objectives**

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

**Course Outcomes:**

Students will be able to develop skills in understanding different aspects of Film and will be able to analyze film as an art.

**Course Contents:**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

Film Appreciation- How to read cinema.

**UNIT-V**

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

**References:**

1. Fine Art of Acting (Film Television Drama & Real Life) –Jyoti Sarup
2. Our Films: Their Films – Satyajit Ray
3. The Penguin India Cinema Quiz Book –Suman Tarafdar & Supriya Chotani
4. Audio Visual Journalism –B.N. Ahuja
5. The Politics of India's Conventional Cinema – Fareed Kazimi

6. Concepts of Cinema Studies – Susant Hyward
7. Anatomy of Film –Bernard F Dick
8. Introduction to Film –Nick Lacey
9. How to Read a Film- James Monaco
10. Film Theory- Robert Stam

**Advertising and Public Relations**

**Code:** CUTM1285

**Credits-3+3+2**

**Full Marks: 100**

**Course Rationale:**

**Course Objectives:**

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

**Course Outcomes:**

After studying this paper students will be able to get a knowledge of Public Relations and Advertising industry and its functioning.

**Course Contents:**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**UNIT-V**

Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) - publics in PR, PR tools (interpersonal, mass media and selective media) – PR in industry (public sector, private sector and multinational) – PR in central and state governments and the functioning of various media units of the state and Union governments .Writing for PR: internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.).Writing for media (press release/backgrounder, press brief, rejoinders, etc)

### References:

- Sandage and others :Advertising Theory and Practice.
- Sethia and Chunawala :Advertising- Principles and Practice.
- Otto Kleppner :Advertising Procedure.
- Cutlip& Center :Effective Public Relations.
- Ravindran : Handbook of Public Relations.
- Ahuja and Chandra : Public Relations.
- Sam Black :Practical Public Relations,

### Thesis

**Code:** CUTM1286

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

**Full Marks:** 100

### Course Rationale:

#### Course Objectives

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

#### Course Outcomes

Students will learn to make practical use of research methodology and will be able to understand the real field situations.

**ELECTIVES****Animation****Code: 2370****Credit-0+4+3****Course Rationale:****Course Objectives:**

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

**Course Outcomes:**

Students will be able to develop the skills of an animator

**Course Contents:****UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

Persistence of Vision, Archival and Reconstruction, Understanding and Observing Persistence of Vision, Time and Space, Real Time Division with Mapping by Major Standard Broadcast Formats, Cinematic Dimensions and Limits, Storyboarding and Compositions, Storyboarding Visualization and Design Process, Film Language Narrative and Script Break-Up, Shot Division, Board Designs and Drawings .Science of Motion, Basic Principles of Animation and Practice, Practicing Principles of Animation As Per the Laws of Motion and Animatic, Exaggerations on Cross Platforms from 2D, 3D to Stop-Motion, Visual Effects: Reaction of Living World Phenomena observing Motion Physics, Animation Direction, Animatics (Leica



Reel) and X-Sheet Preparations, Animation Direction, Animation Direction Process, Theatrical / Exhibition Format Conversion

#### **UNIT-IV**

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

#### **Radio Jockeying**

**Code:** CUMC2371

**Credit-0+4+3**

#### **Course Rationale:**

#### **Course Objectives:**

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

#### **Course Outcomes:**

Students will be able to develop the skills of a Radio Jockey

#### **Course Contents:**

##### **UNIT-I**

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

##### **UNIT-II**

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

**UNIT-III**

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

**Unit-IV**

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

**TV Anchoring**

**Code:** CUMC2372

**Credit-0+4+3**

**Course Rationale:****Course Objectives:**

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

**Course Outcomes:**

Students will be able to develop the skills of a Television Anchor

**Course Contents:****UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

Reporting Assignment- Local and Nation Issues Both, News Scripting

**UNIT-IV**

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

**Fashion Photography**

**Code:** CUMC2373

**Credit-0+4+3**

**Course Rationale:****Course Objectives:**

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

**Course Outcomes:**

Students will be able to develop the skills of a fashion Photographer

**Course Contents:****UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**Camera Operator****Code: CUMC2374****Credit-0+4+3****Course Rationale:****Course Objectives:**

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

**Course Outcomes:**

Students will be able to learn the skills of a camera operator

**Course Contents:****UNIT-I**

Introduction, Role of a Camera Operator, Camera Settings

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**Video Editor**

**Code:** CUMC2375

**Credit-0+4+3**

**Course Objectives**

The paper will provide students a clear understanding of Video Editing Process by skilling them in same.

**Course Outcomes:**

Students will be able to develop the skills of a video editor

**Course Contents:**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

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

**Web Content Development**

**Code:** CUMC2376

**Credit-0+4+3**

**Course Rationale:**

**Course Objectives:**

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

**Course Outcomes:**

Students will be able to develop the skills of a web content Developer

**Course Contents:**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

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

**UNIT-IV**

Website Types, Features, Characteristics, Website Coding

**Sound Engineer**

**Code: CUMC2377**

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

**Course Rationale:**

**Course Objectives:**

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

**Course Outcomes:**

Students will be able to learn the process of sound editing and production

**Course Contents:**

**UNIT-I**

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

**UNIT-II**

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

**UNIT-III**

Recording and Editing of Sound

**UNIT-IV**

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

**Adobe Tools and Illustrations**

**Code:** CUMC2378

**Credit-0+4+3**

**Course Objectives:**

The paper aims to teach graphic design to students using different adobe group softwares

**Course Outcomes:**

Students will be able to produce graphic Designs using Adobe Photoshop and adobe illustrator

**Explanation**

Students will learn graphic design by using Adobe Photoshop and Adobe illustrator.