

**BA Media Communication**

**Course Structure**

Duration of Program-3 Years

Number of Semesters-6

Total Credits of the Program- 126

Total Marks: 1800

**FOUNDATION COURSES**

Sl. No.	Course Type	Course Code	Subject	Credits					Marks
				Workshop	Theory	Practical	Project	Total	
1.	Foundation Course	<b>MCFC0501</b>	Communication in History and History of Communication	0	4	0	3	7	100
2.	Foundation Course	<b>MCFC1101</b>	Introduction to Print & Electronic Media	3	0	2	2	7	100
3	Foundation Course	<b>MCFC0902</b>	Media Communications and Culture	0	3	2	2	7	100

**Core Courses**

Sl. No.	Course Type	Course Code	Subject	Credits					Marks
				Workshop	Theory	Practical	Project	Total	
1.	Core Course	<b>MCCC0101</b>	Introduction to Communication Theory	0	7	0	0	7	100
2.	Core Course	MCCC1101	Introduction to Social Media	3	0	2	2	7	100
3.	Core course	<b>MCCC1102</b>	Electronic Media	3	0	2	2	7	100
4.	Core Course	<b>MCCC0904</b>	Development Communication	0	5	1	1	7	100
5.	Core Course	<b>MCCC0905</b>	Gender and Communication	0	5	1	1	7	100
6.	Core Course	<b>MCCC0906</b>	Intercultural Communication	0	5	1	1	7	100
7.	Core Course	MCCC1103	Film studies	3	0	2	2	7	100
8.	Core Course	MCCC1104	PR and Advertising	3	0	2	2	7	100
9.	Core Course	MCCC1105	Digital media	3	0	2	2	7	100
10.	Core Course	MCCC0301	Final Project	0	0	4	3	7	100

**Elective Courses**

Sl. No.	Course Type	Course Code	Subject	Credits					Marks
				Workshop	Theory	Practical	Project	Total	
1.	Elective	<b>MCDE0601</b>	Animation	0	0	4	3	7	100
2.	Elective	<b>MCDE0602</b>	Radio Jockeying	0	0	4	3	7	100
3.	Elective	<b>MCDE0603</b>	TV Anchoring	0	0	4	3	7	100
4.	Elective	<b>MCDE0604</b>	Fashion Photography	0	0	4	3	7	100
5.	Elective	<b>MCDE0605</b>	Camera Operator	0	0	4	3	7	100
6.	Elective	<b>MCDE0606</b>	Video Editor	0	0	4	3	7	100
7.	Elective	<b>MCDE0607</b>	Web Content Development	0	0	4	3	7	100
8.	Elective	<b>MCDE0608</b>	Sound Engineer	0	0	4	3	7	100
9.	Elective	<b>MCDE0609</b>	Adobe tools and Illustration	0	0	4	3	7	100

**Foundation Courses**

**Subject- MCFC0501-Communication in History and History of Communication**

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

**Full Marks: 100**

**Objectives of the Paper**

For a student of any particular discipline the understanding the history of that discipline is a crucial need. The paper aims at providing a basic understanding of the history and development of the communication system through ages.

**UNIT-I**

Media of Early Civilization, Drum beats to tie over, Tradition of Literacy

**UNIT-II**

Print Revolution, History of printing technology.

**UNIT-III**

Emergence of Electronic Media, Image Technologies and the Emergence of Mass Society

**UNIT-IV**

Radio, T.V.

**UNIT-V**

New Media and the Information Age: Definition, meaning and concept of new media, Internet, email, search engine, e commerce, blogging, Social media and mobile technology,

**References:**

Communication in History: Technology, Culture, Society: David Crowley, Paul Heyer-Pearson

**Learning Out Comes**

At the end of the course students will get an understanding of the historical development of the communication system through ages.

The will understand the effects of new communication technologies at different points of time.

**Subject- MCFC1101-Introduction to Print & Electronic Media**

**Credits: 3+0+2+2=7**

**Full Marks:**

**100**

**Objectives of the Paper**

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.

**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:**

1. Basics of the Video Production Diary- Des Lyver- Focal Press
2. Public service broadcasting in the age globalization: Indrajeet Banarjee and Kalinga senebiratne- Amic-2006
3. Broadcast Journalism- Andrew Boyd- Focal Press
4. Single Camera Video Production- Robert B. Musburger- Focal Press
5. Video Production- Vasuki Belavadi- Oxfor University Press
6. Radio Production- Robert Mc. Leish
7. Hand Book of Journalism: M.V. Kamath

### **Learning Outcomes**

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

**Subject: MCFC0902 Media, Communications and Culture**

**Total Credits: 0+3+2+2=7**

**Full Marks:**

**100**

### **Objectives of the Paper**

The paper will help students to understand the triangular relationship between media, culture and society and at the same time it will enable students to understand how culture and media influence each other

### **UNIT-I**

Communication in Society

This unit explores in historical context the development of various means of media communication, such as writing, print media, mass communications (including TV, radio, film), and digital media. Students investigate the links between media and the broader social settings in which they emerge.

### **Living Culture**

This unit examines how people consume media and culture in their everyday lives. Cultural participation leads to a sense of self, identity and values. These themes are examined through the study of subcultures, and fan and youth cultures.

### **UNIT-II**

#### **Perspectives on Popular Culture**

This course examines some of the key concepts and theories of cultural studies, including discourse and ideology. Particular emphasis is given to the role of popular texts, such as TV and film, in articulating social identities relating to race, gender, and class.

### **Textual Analysis**

All communications processes are mediated, shaped by technology and culture and the expressive

possibilities that they provide. Students will be introduced to concepts of textual analysis and will have the opportunity to analyze films and other popular texts in light of the ideologies they convey.

### **UNIT-III**

#### **New Media Cultures**

Students investigate the development and uses of digital media. Above all, we consider the extent to which new media, such as the Internet, video games and mobile phones, foster new forms of communication and social interaction. The unit covers issues of new media theory, such as the formation of community and identity in online environments, and the democratic potentials of the Internet.

### **UNIT-IV**

#### **Culture Industries in Context**

This course examines transformations in the contemporary global economy and how they come to bear upon the production and consumption of culture. Above all we investigate shifts towards consumer culture and the increased importance of symbolic practices in the 'knowledge economy'. Students also conduct research into specific culture industries (from media and leisure to the voluntary sector) and present it to their peers

### **UNIT-V**

#### **Cross-cultural Representations**

In this unit you will study texts relating to cross-cultural encounters (between Europe and Africa for example), and narratives that have crossed cultural boundaries (such as the Dracula myth, or the Western. You will explore issues arising from these encounters by examining both written and film narratives.

#### **References:**

Understanding Media and Culture- The Saylor Foundation  
An Introduction to Theories of Popular Culture- Dominic Strinati- Routledge  
News Culture- Stuart Allan- Open University press

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

#### **Learning outcomes**

It will help them to understand the process of production of media culture and its influences.  
They will come to know about cultural diffusion, cultural lag and acculturation kind of procedures

### **Core Courses**

**Subject- MCCC0101-Introduction to communication Theory**

**Credits: 0+7+0+0=0**

**Full Marks:**

**100**

**Objectives of the Paper**

The paper aims at providing a fundamental idea on Mass Media and different communication models along with the different theories of communication. It further aims to provide a basic understanding of Media organization, its functioning, content production, Cultural dimensions of communication content, Media economics, its audience , the new Media and communication system

**UNIT-I**

**The Rise of Mass Media, Concepts and models of Mass communication**

Students will learn definition, history, Concept and process of mass communication along with its functions in society and the different models of Mass Communication.

**UNIT-II**

Theories of Mass media

**UNIT-III**

**Communication and Culture**

Students will learn culture; inter relationship between Communication and culture, Media culture and its types, mass culture and popular culture, Frankfurt school and Birmingham school, hegemony, redemption of popular culture, Gender and media culture and how media culture is influencing society and everyday life.

**UNIT-IV**

Media Economics and Governance, Media Organizations, Media Genres, Students in this unit will get an overall idea about media organization, its structure, function, ownership, production of media content, its characters, Commercialization of media content, economics of media Organization, social impacts of media economics

**UNIT-V**

**Audience Research**

Students in this unit will get an overall idea Audience, origin and history, types of Audience, media effects and how to do research on media audience.

**References:**

Communication Theory Media, Technology- David Holmes- SAGE Publications

Critical Theories of Mass Media- Paul A. Taylor and Jan Ll. Harris- Open University Press

Theories of the information Society- Frank Webster

Mc.quails Communication Theory- Danis Mc.Quail-Sage

Theories of Human Communication- Thomas W little john- Waveland Press, Inc

**Learning Outcomes**

Students will get a critical understanding of the fundamentals of Mass Communication

They will get a clarity of understanding about the theories and models of mass media

Students will be able to differentiate between different forms and types of communication and will be able to get an understanding of audience research traditions.

**Subject- MCCC1101-Introduction to Social Media**

**Credit: 3+0+2+2=7**

**Full Marks:**

**100**

**Objectives Of the paper:**

The paper will provide a basic understanding of Modern social media communication, its management and influences on society

**UNIT-I**

Introduction to Social Media, History of Social media, Aggregators, Google Alerts, Blogs

**UNIT-II**

Creating content, Managing content programs, The Legal side of Social media, Copyright and Trademark Implications

**UNIT-III**

Blogs, Blogger, Word press: Set-up, Services, Influencers, Who are they? How to find them, How to use them to benefit your brand, Podcasting: Creation, Hardware, software, Facebook: Creating groups and pages, Tips and Guides, Posts, Paid Promotion, Ads, Contests,

**UNIT-IV**

YouTube: Long-form video platforms, Setting up a channel, Managing content, Twitter: Set-up and usage, Tips and Tricks, LinkedIn: Tips and Guides, Review of profiles



**UNIT-V**

SEO, What is it? How it is determined, How to affect it, Google's role

**References:**

Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing - Lee Odden by John Wiley & Sons

The Huffington Post Complete Guide to Blogging- Editors of Huffington post- Simon & Schuster

How to Become a Youtube Superstar: Quick Start Guide- Htebooks – By Create space Independent Pub

Give: The Ultimate Guide to Using Facebook Advertising to Generate More Leads, More Clients, and Massive Roi

**Learning Outcomes.**

After completing the paper students will gain a basic understanding of Social media and its functioning.

**Subject- MCCC1102-Electronic Media**

**Credits: 3 +0+2+2=7**

**Full Marks: 100**

**Objectives of the Paper**

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.

**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 programme 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

### **Learning Outcomes**

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

### **Subject: MCCC0904- Development Communication**

**Credits: 0+ 5+1+1=7**

**Full Marks: 100**

### **Objectives of the paper**

Communication is a tool for development and social change. The strategic application of communication as a tool for development is quite popular and it is also producing nice results. This paper will provide an understanding into the concepts of communication, development, historical dimensions of development communication and the techniques to use communication for development. It further aims at providing an idea into different selected programs, policies and experiments of the governmental and non governmental agencies at different times.

### **UNIT-I**

#### **Fundamentals of Development Communication**

Concept, philosophy, nature, history and context of development; analysis of communication paradigms as they relate to the development process; survey of development communication experiences worldwide; theories, meaning and philosophy of development. Writing for development :Principles, context and techniques of writing about development and development issues for the print and electronic media; exploration of development-oriented news beats; analysis of exemplars of development-oriented news stories; actual practice in writing development news and feature stories.

## **UNIT-II**

### **Development Communication Strategies**

Approaches and practices in communication in support of national development program: comparative analysis of communication strategies as practiced by national and international agencies to promote development; practice in designing development communication strategies

## **Unit-III**

### **Broadcasting for Development**

Philosophy, principles, and utilization of broadcasting communication via satellite for development and case study of broadcasting and satellite for development in other countries.

### **Folk Media and Development**

Folk or indigenous media, with emphasis on the folk media, and analysis of their advantages and disadvantages as channels for development information and communication mobilization; study of specific practices and impact of selected folk media with emphasis on their potential roles as vehicles for development information.

## **UNIT-IV**

### **International Development Communication**

Analysis and comparison of development communication in Pakistan, Bangladesh, Nepal, Sri Lanka, Thailand and other countries, MDG and SDG

## **UNIT-V**

A analysis, critique and evaluation of message value, ability of selection, the context comprehension and form of the message, elements of media, impact from business and media industries, effective monitoring and control the use of media and message. Collecting, storing, retrieving, processing and interpreting scientific and technical information for the utilization of scientists, educators and other knowledge linkers.

**References:**

Development Communication-Thomas L. McPhail- Willey Blackwell  
Media Development Indicators:A framework for assessing Media development-  
Communication and Development the Passing of the Dominant Paradigm-Everett M. Rogers  
Communication for Development and Social Change- Jan serves- Sage

**Learning outcomes**

At the end of the course students will be able to understand the functions of communication for development.

They will learn strategy designing and campaign designing.

They will be able to develop contents for development purposes

They will understand about different programs and policies of governmental and non governmental agencies.

**Subject: MCCC0905-Gender and Communication**

**Credits: 0+5+1+1=7**

**Full Marks:**

**100**

**Objectives of the Paper**

The paper aims at developing a better understanding of gender and its cultural aspects along with an idea into communication and its role in case of gender issues and the changing scenario of gender issues.

**UNIT-I**

**Historical Beginnings**

Introduction to course and people, Historical foundations for gender roles and communication, Historical Comparison: Education of Girls , (from Genetic Philosophy of Education)

**UNIT-II**

Socialization: Socialization and Gender Stereotyping

**Unit-III**

Gender Culture and Language

**Unit-IV**

Gender in Magazines/Advertising and Beauty Culture

**UNIT-V**

Gender in Television and Film

**References:**

Becoming Members of Society : Devor

- ❖ Library research tutorial by Communications librarian Ken Liss
- ❖ in packet Miedzian articles (chapters 10, "The Culture of Violence" and 15, "When the Toy Store . . .") from Boys Will be Boys
- ❖ in packet Henke et al: "Constructing the Female Self: Feminist Readings of the Disney Heroine" and Springer, "Waiting to Set it off"
- ❖ Lois Gould's "X: A Fabulous Child's Story" and chapter from Kindlon and Thompson Raising Cain
- ❖ Read Turner excerpt on Intersex Identities and Brown article on Iroquois Women... Discuss final paper
- ❖ Read Friedan's "The Sexual Sell" and "When Men Put on Appearances"; 3 presentations on advertising
- ❖ Decoding Women's Magazines" along with "Vanity..."; bring sample ads to class illustrating or contradicting McCracken, or related to course concepts so far
- ❖ Jamieson on effeminate style; 4 presentations on children's materials
- ❖ Read Gimlin, "Cosmetic Surgery: Beauty as Commodity";
- ❖ Read Dow's "Hegemony, Feminist Criticism..."; View and discuss MTM episode in class
- ❖ Read Dow on Ellen and article on Will and Grace; View and discuss Will and Grace episode
- ❖ Read excerpts from Taking Their Place: A Documentary History of Women and Journalism, by Beasley and Gibbons: "Women's Pages," "Women in Journalism Today," and "Minority Women Journalists";
- ❖ Read "Law and Racial Reelism: Black Women as Celluloid 'Legal' Heroines" and Gorilla Girls article by Demo
- ❖ "Ways of Seeing," chapter 3 and "Women Artists;

### **Learning Outcomes**

- ❖ Students will be able to understand about gender issues and role of media in it.
- ❖ They will be able to understand cultural dimensions of gender.

### **Subject: MCCC0906 Intercultural Communication**

**Credits: 0+5+1+1=7**

**Full Marks:**

**100**

### **Objectives of the Paper**

The purpose of this course is to develop the skills necessary to build and maintain positive communication and relationships across cultures. Students will focus on similarities and differences in communication

behaviors. Perceptions, language usage, nonverbal style, thinking modes, and values all will be explored to see how they influence face-to-face communication between individuals of different cultures.

**UNIT-I**

The challenge of intercultural communication, Understanding culture, the deep structure of our culture

**UNIT-II**

Language and culture

**UNIT-III**

Nonverbal communication

**UNIT-IV**

The business setting, The educational setting, The health care setting

**UNIT-V**

Recognizing and dealing with difference, Becoming a competent intercultural communicator

**References:**

Intercultural Communication theory at the crossroads: Different views on approaching the concept of culture  
Prof. Dr. Elke Schuch

**Learning Outcomes**

After completion of the course students will be able to understand

1. The constraints and limitations of intercultural communication and how culture influences the communication process across societies
2. The role of culture to influence nonverbal communication

**Subject- MCCC1103-Film Studies**

**Credits:** 3+0+2+2=7

**Full Marks: 100**

**Objectives of the Paper**

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

**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

### **LEARNING OUT COMES**

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

**Subject- MCCC1104-Advertising and Public Relations**

**Credits: 3+0+2+2=7**

**Full Mark-100**

**Objectives of the paper**



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

#### **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 AAAI, 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)

#### **Reading Book list**

1. Sandage and others :Advertising Theory and Practice.
2. Sethia and Chunawala :Advertising- Principles and Practice.
3. Otto Kleppner :Advertising Procedure.
4. Cutlip& Center :Effective Public Relations.
5. Ravindran : Handbook of Public Relations.
6. Ahuja and Chandra : Public Relations.

#### **Learning Outcomes**

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

**Subject- MCCC1105-DIGITAL MEDIA**

**Credits: 3+0+2+2=7**

**Full Marks:**

**100**

**Objectives of the Paper**

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.

**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

**Learning Out Comes**

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.

### **ELECTIVES**

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

**Subject: MCDE0601 Animator**

#### **Objectives of the Paper:**

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

#### **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, Bipedes 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,  
Thetrical / 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 Ambiophonic Layering, Production Management, Decisive Factors for Strategic Process Planning, Optimizing the Limits in Time, Money, Resources, Implementation of Production Pipeline

**Learning Outcomes**

Students will be able to develop the skills of an animator

**Subject: MCDE0602 Radio Jockeying**

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

**Objectives of the Paper**

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

**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.

**Learning Outcomes**

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

**Subject: MCDE0603 TV Anchoring**

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

**Objectives of the Paper**

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

**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

**Learning Outcomes**

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

**Subject: MCDE0604 Fashion Photography**

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

**Objectives of the Paper**

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

### **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

### **Learning Outcomes**

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

## **Subject: MCDE0605 Camera Operator**

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

### **Objectives of the Paper**

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.

### **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,

**Learning Outcomes:**

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

**Subject: MCDE0606 Video Editor**

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

**Objectives of the Paper**

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

**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

**Learning Outcomes**

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

**Subject: MCDE0607 Web Content Development**

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

**Objectives of the Paper**

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

**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

**Learning Outcomes**

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

**Subject: MVDE0608 Sound Engineer**

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

**Objectives of the Paper**

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

**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

**Learning Outcomes**

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

**Subject: MCDE0609 Adobe Tools and Illustrations**



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

**Objectives of the Paper:**

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

**Explanation**

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

**Learning Outcomes:**

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