UNIVERSITY OF PUNE

Department of Communication Studies

Two Year M.Sc. Degree Course in Communication Studies

SYLLABUS

M.Sc. Communication Studies
(Credit and Semester based Syllabus to be implemented from Academic Year   2013-2014)

M.Sc. Communication Studies

Preamble of the Syllabus:

This M.Sc. programme in communication Studies is one of the most successful and established course in Pune University. It is designed to provide multidisciplinary understanding of contemporary communications including cultural, political, technical and sociological approaches. It provides students with an opportunity to critically explore the ways in which selected areas of 'real world' communications operate in global and national contexts. The course is open to students regardless of their bachelor degree background.

In the rapidly changing environment of the media and Communication, this M.Sc. programme introduces Students to a dynamic mix of theoretical and critical approaches and to a range of practical experience across the sector. Students will develop an understanding of the way content is produced and consumed in the multi-platform and digitized environment of media industries.

Students will learn about new critical approaches being developed in order to understand the processes of production, circulation and consumption. In line with our commitment to bringing together concepts and ideas with work 'on the ground', there will be significant input from practitioners and leading players in the industries. The course enables students to develop their own focused area of interest. Their research and work-related experience can potentially lead to a broad spectrum of cultural, media-based and artistic activity from broadcasting to journalism, Television, digital web production, E-content writing, and corporate communication to advertising.

Introduction:

The programme provides students with the means to investigate and learn a range of working involving a myriad of activities from creative production and creation to promotion, marketing and networking. The history and development of media and culture will be analyzed in different contexts.

The proposed syllabus will also be applicable for other affiliated colleges where Post Graduate courses are being offered.

Objectives:

- ➢ To train video producers and researchers who will have to reflect values that link the global with the local, tradition with modernity, myth with reality, realm with region and change with continuity.
- ➢ To become well-versed in the basics of communication studies.
- ➢ To learn about the latest research and trends in communication and media research and video production.
- ➢ To practice and think about communication theory and research critically.
- ➢ To prepare work that can be presented at a communication and media conference and subsequently publish in reputed publications.
- ➢ To create and maintain a communication and media resource website.
- ➢ To focus on mass media in general and electronic media in particular.
- ➢ Special Emphasis on recent advances in the fast changing field of communication studies

Salient Features of the Credit System:

- Total Credits for the Course: 100
  Credits perSubject: Either 4 or 2 Credits
- Specializations Offered: Two-   A) Media, Research (MR)
                                                    B) Video Production (VP)
- Semester-wise Distributions of Credits

Semester	Core Subjects	Elective Subjects	Total credits
First Sem.	(5x4)= 20	(2x2)= 04	24
Second Sem.	(5x4)= 20	(2x2)= 04	24
Third Sem. (MR)	(4x4)= 16	(2x4)= 08	24
Third Sem. (VP)	(4x3)+ (1x8)= 20	(1x4)= 04	24
Fourth Sem.	(1x16)= 16	(2x4)= 08	24
Internships			04
		Total:	**100**

- Credit Distribution According to Nature of Subject
  Taught Subjects: 76 for MR and 72 for VP
  Project Based: 24 for VP (for two projects) and 20 for VP (for two projects)
  Internships: 04 (for two internships)
- Students will have to appear for 2 credits compulsory course in Human Rights over and above the stipulated 100 credits.

Instructions for the Students:

The students seeking admission to M.Sc. Communication Studies course is hereby informed that they are supposed to adhere to the following rules:
1. A minimum of 70 % attendance for lectures / practical is the pre-requisite for grant of term.
2. There shall be tutorial / practical / surprise test / home assignment / referencing of research papers / seminar / Media house visits / training course as a part of internal assessment in each semester. The students are supposed to attend all the tests. The students should note that re-test will not be given to the student absent for the test/s.
3. The students opting for dissertation/project shall follow the rules framed for the same.

Eligibility:
   Student with any undergraduate/Bachelor's degree is eligible for this course

Admissions:
   Admissions will be given as per the selection procedure / policies adopted by the respective college, in accordance with conditions laid down by the University of Pune. Reservation and relaxation will be as per the Government rules.

Examination: Pattern of Examination

Evaluation of Students:

1. Students will be evaluated for 100 marks for each paper. This will include end semester examination for 50 marks and in-semester assessment for 50 marks for a 5 credit course. Whereas 2 credit courses will be evaluated for 50 marks with 25 marks internal/In –semester and 25 marks for end-semester assessment.
2. Student has to obtain 40% marks in the combined examination of In-Semester and End-Semester assessment with minimum passing of 30% passing in both assessments separately.
3. A student cannot register for third semester if s/he fails to complete the 50% credits of the total expected within two semesters.

4. Internal marks will not change. Student cannot repeat internal assessment. If student misses internal assessment examination, s/he will have second chance with the permission of the concerned teacher. But it will not be right of the student. It will be the discretion of the concerned teacher and internal departmental assessment committee. In case s/he wants to repeat Internal, s/he can do so only by registering for the said courses during 5th/6thsemester whichever is applicable.
5. There shall be revaluation of answer script of end semester examination, but not of internal assessment papers.
6. Internal assessment answer scripts may be shown to the concerned student but not end semester answer script.

In-semester Examination: Internal assessment for each course would be continuous and dates for each tests/assignments will be pre-notified in the time table for teaching or placed separately as a part of time table. Faculty members co-ordinate this activity with the help of Head of Department.

Theory/Taught Courses: Conducting only written tests should not be encouraged. More focus should be on non-written tests. Students should be encouraged to conduct various academic activities. A teacher must select a variety of the procedures for internal assessment suggested as follows.

        a) Mid-term test
        b) On-line test
        c) Computer based examination
        d) Open book test (concerned teacher will decide the allowed books)
        e) Tutorial
        f) Surprise test
        g) Oral/Viva-voce
        h) Assignments
        i) Review of research paper
        j) Seminar presentation
        k) Journal/Lecture/Library notes
        Student/Teacher has to preserve the documentation of the internal assessment.

Project based/Practical/ Production Courses: It is a continuous evaluation process. Evaluation will be on the basis of progress of project work, progress report, referencing, oral, results and documentation (for eg. Diaries) Attendance, punctuality, helping other production/projects are considered

End-Semester Examination: End-Semester examination for 50 marks per course would be held about two weeks after completion of teaching for the semester. Paper setting and assessment for a particular course would be the responsibility of the course In-charge, and these activities would be coordinated by the Department. The Department would undertake preparation of the result-sheets for the student

Standard of Passing:
Student has to obtain 40% marks in the combined examination of In-Semester and End- Semester assessment with minimum passing of 30% passing in both assessments separately.

ATKT Rules:
A student cannot register for third semester if s/he fails to complete the 50% credits of the total credits expected to be ordinarily completed within two semesters.

Award of Class:
Grades will be awarded from grade point average (GPA) of the credits.

GPA Rules:
1. The formula for GPA will be based on Weighted Average. The final GPA will not be printed unless a student passes courses equivalent to minimum 100 credit hours (Science). Total credits hours means the sum of credit hours of the courses which a student has passed.
2. A seven point grade system [guided by the Government of Maharashtra Resolution No. NGO – 1298 / [4619] / UNI 4 dated December 11, 1999 and University regulations] will be followed. The corresponding grade table is attached herewith.
3. If the GPA is higher than the indicated upper limit in the third decimal digit then the student be awarded higher final grade (e.g. a student getting GPA of 4.492 may be awarded 'A')
4. For Semester I, II, III examinations, only the grade points will be awarded for each subject. Final GPA along with final grade will be awarded only at the end of IV semester. There is also a provision for verification and revaluation. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10% marks and in the grade of the course.
5. After the declaration of result, for the improvement of Grade, the student can reappear for the examination of 24 credits worth theory courses.
6. Grade improvement programme will be implemented at the end of the academic year. A student can opt for grade improvement programme only after the declaration of final semester examination i.e. at the end of next academic year after passing M.Sc. communication studies examination and within two years of completion of M.Sc. Communication Studies. A student can appear for grade improvement programme only once.

Grade and Grade Point Average				Final Grade Points	
Marks	Obtained Grade	Grade Points		Grade Points	Final Grade
				5.00 – 6.00	O
100 – 75	'O' Outstanding	06		4.50 – 4.99	A
74 – 65	'A' Very Good	05		3.50 – 4.49	B
64 – 55	'B' Good	04		2.50 – 3.49	C
54 – 50	'C' Average	03		1.50 – 2.49	D
49 – 45	'D' Satisfactory	02		0.50 – 1.49	E
44 – 40	'E' Pass	01		0.00 – 0.49	F
39 and less	'F' Fail	00			

Students: There shall be no external students.

Setting of Question Paper / Pattern of Question Paper:

For core (compulsory) theory course end semester question papers set by the University of Pune and centralized assessment for theory papers done as per the University instructions. Questions should be designed to test the conceptual knowledge and understanding of the basic concepts of the subject.

Theory examination will be of 3 hours duration for each theory course of 4 credits and 90 min for 2 credits. The pattern of question papers will be discussed in the class by respective teacher and there will be internal choice and compulsory questions

Verification / Revaluation:

There is also a provision for verification and revaluation. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10% marks and in the grade of the course. There shall be revaluation of answer script of end semester examination, but not of internal assessment papers.

Structure of the Course

Semester- I

Basic structure/pattern (Framework) of the proposed postgraduate syllabus for the two year Masters course leading to **M.Sc. Communication Studies** in University Department as well as in the colleges affiliated to Pune University.

M.Sc. Communication Studies - Course Structure & Credits Distribution

Semester- I

Core Subjects

Paper code	Title of the Paper	Credits
CS101	Introduction to Media &Communication Studies	4
CS102	Introduction To Video Production	4
CS103	Media Technologies	4
CS104	Journalism and Media Ethics	4
CS105	Communication and Development	4
	Credits	20

Electives (Any Two)

Paper code	Title of the Paper	Credits
CS106E	Visual Communication	2
CS107E	Contemporary social and Cultural Issues	2
CS108E	Communication and Soft skills	2
	Total credits	24

Semester- II

Core Subjects

Paper code	Title of the Paper	Credits
CS201	Media, Society and Culture	4
CS202	New Media Studies	4
CS203	Video Production: Genre and Processes	4
CS204	Research Methodology	4
CS205	Media Management	4
	credits	20

Electives (Any Two)

Paper code	Title of the Paper	Credits
CS206E	Introduction to Radio	2
CS207E	Basics of Advertising	2
CS208E	Introduction to Script Writing	2
	Total credits	**24**

Semester III (Media Research)

Paper code	Title of the Paper	Credits
CS301 A	Media Audiences and TV Programming	4
CS302 A	Media and Marketing Communication	4
CS303 A	Communication Research Methods	4
CS304 A	Media Research Project	4
	Credits	16

Electives (Any Two)

Paper code	Title of the Paper	Credits
Paper code	Title of the Paper	Credits
CS305E	Corporate Communication and Digital PR	4
CS306E	Broadcast Journalism	4
CS307E	Sound Design and Production	4
CS308E	Instructional Design	4
	Elective offered by other Dept./core subject from VP/MR except project	4
	Total credits	**24**

Semester III (Video Production)

Paper code	Title of the Paper	Credits
CS301 B	Script Writing and Direction	4
CS302 B	Camera Techniques	4
CS303 B	Video Post-Production	4
CS304 B	Production(Group) or Audio(Individual) Project	8
	Credits	20

Electives (Any One)

Paper code	Title of the Paper	Credits
Paper code	Title of the Paper	Credits
CS305E	Corporate Communication and Digital PR	4
CS306E	Broadcast Journalism	4
CS307E	Sound Design and Production	4
CS308E	Instructional Design	4
	Elective offered by other Dept./core subject from VP/MR except project	4
	Total credits	**24**

Semester IV

Core Subjects (MR)   **Core Subjects (VP)**

Paper Code	Title of The Paper	Credits	Paper Code	Title of The Paper	Credits
CS401 A	Research Dissertation	16	CS401 B	Video Production Project	16

Electives (Any TWO)

Paper code	Title of the Paper	Credits
Paper Code	Title of the Paper	Credits
CS402E	Political Communication	4
CS403E	Brand Management	4
CS404E	Graphics and Animation	4
CS405E	Production Design and Management	4
	Elective offered by other Dept.	4
	Total credits	24

Semester-wise distribution of credits:

Semester	Core Subjects	Elective Subjects	Total credits
First Sem.	(5x4)= 20	(2x2)= 02	24
Second Sem.	(5x4)= 20	(2x2)= 02	24
Third Sem.	(4x4)= 16	(2x4)= 08	24
Fourth Sem.	(1x16)= 16	(2x4)= 08	24
Internships			**04**
Total			**100**

Medium of Instruction: English.

University Terms:

Dates for commencement and conclusion for the first and second terms will be declared by the University authorities. Terms can be kept by only for duly admitted students. The term shall be granted only on minimum 75 percent attendance at theory and practical course and satisfactory performance during the term.

Qualification of Teacher:

   I.   MA/MCJ./ M.Cm.S. / M.Sc in communication Studies, Communication and Journalism, Electronic media
  II.   Recognition of Pune University as a post graduate teacher, by papers.
 III.   Other criteria as per the guidelines of UGC and University of Pune.(SET/NET is not compulsory as the subject code of this course doesn't exist)
 IV.

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M.Sc. Communication Studies - Course Structure &Credits Distribution

Semester- I

Core Subjects

Paper code	Title of the Paper	Credits
CS101	Introduction to Media &Communication Studies	4
CS102	Introduction To Video Production	4
CS103	Media Technologies	4
CS104	Journalism and Media Ethics	4
CS105	Communication and Development	4
	credits	20

Electives (Any Two)

Paper code	Title of the Paper	Credits
Paper code	Title of the Paper	Credits
CS106E	Visual Communication	2
CS107E	Contemporary Social and Cultural Issues	2
CS108E	Communication and Soft skills	2
	Total credits	24

CS101- Introduction to Media and Communication Studies

Basic Structure:

Course Credits: 04
Teaching Sessions per Week: 2 of 2 Hours Each
Internal External Assessment Ratio: 50:50

Course Duration: July to Oct End
Total Teaching Sessions: 25-30
Internal Assignments: 3-5

Modules:

1) Revisiting the World of Communication
- Centrality of Communication in the Living World
- Communication as Site of Culture
- Communication a Site of Social Relations
- Communication and Technology

2) Types and Forms of Communication
- Types on the Basis of Number of Participants
- Types on the Basis of Medium
- Types on the Basis of Purpose
- Forms of Communication- Verbal/ Non Verbal, Visual/ Olfactory

3) Academic Study of Communication
- Evolution of Academic Discipline of Communication Studies
- Process and Semiotic Perspectives
- Basic Communication Models: Shannon & Weaver, Gerbner, Osgood, Newcomb
- Indian Perspectives on Communication

4) Introduction to Semiotic Perspective
- Goals of Semiotic Analysis
- Sign: Concept and Types
- Codes: Concepts, Types and Sharing
- Process of Signification: Connotation and Denotation

5) Semiotic Interpretations and Culture
- Metaphors
- Myths: Concept and Debates
- Communication as Text / Discourse
- Ideology: Link to Meaning Making

6) Introduction to Rhetoric Perspective
- Origin and Evolution
- Functions of Rhetoric
- Key Elements of Rhetoric

- Introduction to Indian Thoughts on Rhetoric

7) Rhetoric Presentation and Effects
- Rhetorical Schemes and Devices
- Elements of Rhetoric Presentation
- Analyzing Rhetorical Presentation
- Making Rhetorical Presentation

8) Massification and Evolution of Mass Communication
- The Process of Massification and Rise of Mass Society
- Mass Communication as Political and Economic Need
- Mass Communication as Cultural Expression
- Technological Phases of Media of Mass Communication

Recommended Readings:

1. Lewis, J. (2002). Cultural studies: The basics. London: SAGE Publications.
2. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House.
3. Watson, J. (1985). What is communication studies?. London: Edward Arnold.
4. Berko Roy (1989) Basically Communicating.Wm. C. Brown Publishers, 312 pages
5. Roloff, M. E., & Miller, G. R. (1987). Interpersonal processes: New directions in communication research. Newbury Park, Calif: Sage Publications.
6. Carey, J. W. (1989). Communication as culture: Essays on media and society. Boston: Unwin Hyman.
7. Ghanekar, A (1998) Communication skill for effective management. Everest Publishing House. Gilligan, Pune.
8. Fiske, J. (1982). *Introduction to communication studies*. London, Angleterre: Methuen.
9. Schlenker, B. R. (1980). Impression management: The self-concept, social identity, and interpersonal relations. Monterey, Calif: Brooks/Cole Pub. Co.

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CS102- Introduction to Video Production

Basic Structure:

Course Credits: 04

Course Duration: July to Oct End

Teaching Sessions per Week: 2 of 2 Hours Each

Total Teaching Sessions: 25-30

Internal External Assessment Ratio: 50:50

Internal Assignments: 3-5

Modules:

1) **Moving Image Dynamics**
   - Still and Moving Image Comparison
   - Elements of Moving Image
   - Technical Aspects of Moving Image
   - A brief history of moving image: Film to Video

2) **Image and Sound Combination**
   - Basic Physics of Sound
   - Cultural Elements of Sound
   - Image and Sound Synchronization
   - Technical Aspects of Audio-Visual Combination

3) **Visual Composition**
   - Elements of Shot Composition
   - Scene and Sequences
   - Elements of Writing for Visual medium
   - Time and Space Dimensions

4) **Screen Grammar and Genres**
   - Camera Angles
   - Continuity
   - Transitions: Cuts, Wipes etc
   - Basic TV Genres

5) **Production Process I- From Idea to Screen**
   - Idea: Feasibility and Research
   - Pre-production: Script Development, production planning
   - Production Work
   - Post Production Process

6) **Production Process II- People and Work**
   - Creative Personnel- Director, Script Writer
   - Technical Personnel- Camera, Lights, Makeup, Choreographer, Sound Recordist,MusicDirector, Graphic Designer, Editor

- Team Work
- Elements of Production Managemen

7) Production Equipment and Technology
- Camera Types and Functions
- Lighting Equipments
- Sound Equipments
- Editing Equipments

8) Management and Distribution of Video
- Studio Based and Outdoor
- Funding and Accounting
- Permissions and Administration
- Various Platforms of Video Distribution
- Promotion

Recommended Readings:

1. Monaco, J. (1981). How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
2. Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
3. Burrows, T. D., & Wood, D. N. (1986). Television production: Disciplines and techniques. Dubuque, Iowa: W.C. Brown.
4. White, G. (1982). Video techniques. London: Newnes Technical Books
5. Peter.Combs and John Tiffin(1978). TV production for Education.Focal Press. 196 pages.
6. Richard .Lindheim. (1991) Inside TV Producing.Focal Press.328 pages.
7. Harcourt, A. (1986). The Independent producer: Film and television. London: Faber and Faber.
8. Kindem, G. A., &Musburger, R. B. (1997). Introduction to media production: From analog to digital. Boston: Focal Press.
9. Fairweather, R. (1998). Basic studio directing. Oxford: Focal Press.
10. Rowlands, A., &Rowlands, A. (1994). The continuity handbook: A guide for single-camera shooting. Oxford: Focal Press.
11. Owens, J., &Millerson, G. (2012). Video production handbook. Burlington, MA: Focal Press.
12. Ferncase, R. K. (1995). Film and video lighting terms and concepts. Boston: Focal Press.

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CS103- Introduction to Media Technologies

Basic Structure:

Course Credits: 04
Teaching Sessions per Week: 2 of 2 Hours Each
Internal External Assessment Ratio: 50:50

Course Duration: July to Oct End
Total Teaching Sessions: 25-30
Internal Assignments: 3-5

Modules:

1) History of Technology
- Concepts and significance of technology in Communication
- Scope and relevance in the process of Mass Communication,
- Development of Technology: Phases and important characteristics of technology in each phase
- Age of technology

2) Analog Vs Digital
- Storage Technologies : Analog and Digital
- Technology basics: Frequency, Modulation (AM-FM) Bandwidth
- Compression and Encoding: Sampling, bit rates, storage v/s quality
- Components of Video and Audio signals: Luminance, Chrominance, Contrast, RGB, CMYK, Pitch, Volume.

3) Evolution of Viewing Technology
- Origins of the Screen: The CRT
- Types of Screens: Plasma, LCD, LED, Projector TV
- Important Concepts: Interlaced-Scan, Progressive Scan, Resolution, Pixel ratios, Aspect Ratios, Refresh rates.
- The Second Screen: Emergence, dependence.

4) Development of Broadcast technology
- Development of Television broadcast: Terrestrial Black & White, Color, Satellite, DTH, CAS, and Cable TV, Broadcast formats— NTSC, PAL, SECAM formats
- Evolution of the Digital technology: Digital & DHDTV, Set-Top Box/ (Integrated Receiver-Decoder)
- Concept of digital production: TV cameras, Editing Suites and Audio Equipment
- Emerging Trends in Reception technologies (Video on Demand, Pay per view, IPTV)

5) Telecommunications Technology
- Technological Breakthrough in India: The Telephone
- Understanding how Cellular Telephony works: GSM, CDMA
- Convergence: Emergence of the Smart Phone and Tablet: GPRS to 3G and beyond.
- The Future of Telecommunications: Wearable technology

6) Satellite Communication
- Role and importance of Satellites
- Basic Principles: Audio v/s Video Encoding, Up-link and down-link frequencies
- Satellite for various types of communication: V-SAT, INTELSAT andINSAT
- Different usage of Satellites: Spying, war coverage, remote sensing, Voice and DataCommunication, Sat phones.

7) Convergence of Information, Communication & Entertainment (ICE) Technologies
- Impact on the Individual: Psychological, Social and behavioral, Philosophical.
- Impact on society – socio-cultural, political, Impact on Education,
- Convergence of disciplines: Science, Technology & Humanities
- Using the double-edged sword of Convergence: Power v/s Responsibility of the Media professional

8) Towards Digital Culture
- The Internet: A brief introduction
- New Media Technologies
- Concept of 'Digital Culture'
- Impact of Digital technology on society

Recommended Readings:

1. Todorović, A. L. (2006). Television technology demystified: A non-technical guide. Amsterdam: Focal/Elsevier.
2. White, G. (1982). Video techniques. London: Newnes Technical Books.
3. Grab Bernard (1999).Basic Television and Video Systems.   Glencoe/McGraw-Hill. 727 pages
4. Noll, A. M. (1988). Television technology: Fundamentals and future prospects. Norwood,Mass: Artech House.
5. G.Millerson (1985) The techniques of TV Production. UK: Focal Press.
6. Bates, R. J., & Gregory, D. (2000). Voice and data communications handbook. New York, N.Y: McGraw-Hill.
7. Lathi, B. P. (1998). Modern digital and analog communication systems. New York: Oxford University Press.
8. BES Review (Broadcast Engineering Society) qrly.Add: hon.secretary,BES, 912,Surya Kiran.

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CS104 Journalism & Media Ethics

Basic Structure:

Course Credits: 04   **Course Duration:** July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:
1) Introduction to Journalism
- Concept, Nature and scope
- Types of Journalism
- What is News?
- Selecting the news

2) Researching a story
- News sources
- Asking the right questions
- Verification
- Practical guidelines

3) Writing a story
- Writing for newspaper
- Writing for radio
- Writing for television
- Writing for web

4) Interviewing
- Identifying a story
- Newspaper interviews
- Radio interviews
- Television interviews
- Skill sets required

5) News Editing
- How to edit News?
- Editing principles
- Editing for Print, Television and Internet
- Practical guidelines

6) Broadcast Skills
- Basic skill set required
- Radio Skills
- Television Skills

- Online Skills

7) Journalist and the Law
- Defamation
- Content
- Privacy
- Copyright law
- Protecting sources

8) Media Ethics
- Ethics in Journalism
- Need for media ethics
- Important issues: defamation,
- Case studies

9) Media Regulation in India
- Regulating press
- Regulating Television /Broadcasting
- Regulating Radio
- Regulation of web: issues and Challenges

Recommended Readings:

1. Boyd, A. (2001). Broadcast journalism: Techniques of radio and TV news. Boston: Focal Press.
2. White, R. (1990). TV news: Building a career in broadcast journalism. Boston: Focal Press.
3. Rivers, W. L., & Mathews, C. (1988). Ethics for the media. Englewood Cliffs, N.J: Prentice Hall.
4. Olen, J. (1988). Ethics in journalism. Englewood Cliffs, N.J: Prentice-Hall.

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CS105- Communication and Development

Basic Structure:

Course Credits: 04   **Course Duration:** July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) Understanding Development
- Concept and Meaning
- Development Approaches in Post Independent India
- Economic Indicators of Development
- Role of media in Development

2) Theory of Development Communication
- Overview of key theoretical approaches
- Modernization theorists and development failures: Short-sighted models
- Critics and alternative paradigms: Dependency theory
- Participatory communication

3) Global Development
- Human Development Index
- Digital Divide
- UNDP Millennium Development Goals
- The Practitioners approach

4) Environment and Development
- Sustainable Development
- Alternatives in Communication
- Issues: Poverty, Shelter, Right to Education
- Food Security

5) Rural Development
- Origin and Growth
- Micro and Macro Economic Frameworks
- Approaches in agricultural extensions
- Community Radio/New media for Rural Development

6) Development Support Communication
- Women and Child Health
- Population and Family Welfare
- Right to Education
- Gender and Gerentology

7) Communicating Development
- Indian Experiences
- Community media
- Participatory Decision Making
- New Social movements and new media

8) ICT for Development
- SITE, Kheda, Jhabua: Indian Project Experiences
- Telemedicine
- E-governance
- Issues and Challenges of ICT Policies

Recommended Readings:

1. Sen, A. (1999). Development as freedom. New York: Knopf.
2. Aravamudan, G. (2007). Disappearing daughters: The tragedy of female foeticide. New Delhi: Penguin Books.
3. Datt, R., &Sundharam, K. P. M. (1966). Indian economy. New Delhi: NirajPrakashan.
4. Narula, U., & Pearce, W. B. (1986). Development as communication: A perspective on India. Carbondale: Southern Illinois University Press.
5. Ostman, R. E. (1989). Communication and Indian agriculture. New Delhi: Sage Publications.
6. N.Jayaweer and Amunagama: Rethinking Development communication,Singapore.AMIC.

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CS106E- Visual Communication

(Elective)

Basic Structure:

Course Credits: 02   **Course Duration:** July to Oct End
Teaching Sessions per Week: 1 of 2 Hours Each   **Total Teaching Sessions:** 12-15
Internal External Assessment Ratio: 25:25   **Internal Assignments:** 1-2

Modules:

1) **Understanding Visual culture**
   - Elements of Visual Communication: Line, Shape, Color and Texture
   - Light and form
   - Depth and movement
   - Visual Theories

2) **Visual Design**
   - Contrast: Size, symbolism, Time, Sound
   - Balance, Symmetry, Rhythm
   - Harmony, unity, layout, Grid
   - Point of View

3) **Visual Art**
   - Visual art History
   - Painting
   - Architecture and Sculpture
   - Artistic Styles

4) **Modes of Aesthetic Experience**
   - Basics of Aesthetic values
   - Aesthetics of Thinking and Creativity
   - Taste and Aesthetes
   - Aesthetics of Symbols and Language

5) **Photography and Moving Images**
   - Historical, Technical and Cultural Perspective
   - Ethical and Critical Perspective
   - Motion Pictures
   - Television and Video
   - Reality Shows.

Recommended Readings:

1. Paul M. (2006) Visual Communication: Images with Messages
2. Ralf E. Wileman Visual Communication
3. David SlessLearning & Visual Communication
4. The Digital Evolution: Visual Communication in the electronic age
5. Friedrich O. Huck; Carl L. Fales; Zia-Ur-Rehman. Visual Communication an Information Theory Approach

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CS107E- Contemporary Social and Cultural Issues

(Elective)

Basic Structure:

Course Credits: 02
Teaching Sessions per Week: 1 of 2 Hours Each
Internal External Assessment Ratio: 25:25

Course Duration: July to Oct End
Total Teaching Sessions: 12-15
Internal Assignments: 1-2

Modules:

1) **Liberalization, Privatization and Globalization in India**
   - Economic & Political Situation Pre 1990s and Its Imperatives
   - Trends of First Phase of LPG Process till 2000
   - Trends of Second Phase of LPG Process Post 2000
   - Cores Issues and Responses to LPG: A Broad Survey

2) **Parliamentary Democracy**
   - Indian Constitution: Basic Features
   - Phases of Democratic Politics- 1950-1969, 1970-1989, 1990 till Date
   - Rise of Regional Politics, Civic Groups and Other Non-State Actors
   - Democracy at Ground Level: Trends and Experiences

3) **Marginalized People**
   - Issues related to Dalits and Tribals
   - Small Farmers, Landless Labours, Artisans
   - Religious minorities and urban poor
   - Gays, Lesbians, Transgender

4) **Understanding Gender Issues**
   - Sex and Gender Distinction
   - Becoming Male and Female
   - Explaining Patriarchy
   - Selling Gender Identities and Popular Culture

5) **Conflict, Contestations and Movements**
   - Globalization and Contestation
   - Social Movements
   - Cultural Contestations
   - Ethnic Conflicts

Recommended Readings:

1. RaychaudhuriTapan and IrfanHabib, The Cambridge Economic History of India
2. Bhambhari C. P., Bureaucracy and Politics in India
3. GuhaRamchandra , India after Gandhi
4. ThaparRomila , A History of India
5. Stiglitz Joseph, Globalization and Its Discontents
6. Pramanick S K, Gangu R , Globalization in India
7. Huntington Samuel , The Clash of Civilization
8. Pamela Schrumer Smith, India: Globalization and Change
9. Marcus Taylor Global Economy Contested

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<u>**CS108E Communication & Soft Skills**</u>

<u>**(Elective)**</u>

Basic Structure:

Course Credits: 02   **Course Duration:** July to Oct End
Teaching Sessions per Week: 1 of 2 Hours Each   **Total Teaching Sessions:** 12-15
Internal External Assessment Ratio: 25:25   **Internal Assignments:** 1-2

<u>**Modules:**</u>

1) **Introduction to writing Skills**
   - Different forms of writing
   - Elements of Good Writing
   - Searching ideas and nurturing them
   - Writing CV's and minutes

2) **Study Skills**
   - Memorizing Vs Internalizing
   - Reading Skills: Skimming and Scanning Skills
   - Non linear Study methods
   - Thinking : Vertical and lateral, Lateral thinking in practice

3) **ICT Skills**
   - Microsoft Office:Word, Excel, PowerPoint
   - File Transfer and Sharing Resources
   - Internet application: Email, important Websites
   - Social Networks: use and application

4) **Communication Skills**
   - Interpersonal Communication
   - Group Communication
   - Interview Skills
   - Communication with Special Group

5) **Presentation Skills**
   - Presentation Skills
   - How to present
   - Interpersonal Communication Skills
   - How to give effective Interview
   - Art of speaking
   - Body Language

Recommended Readings:

1. Richard , Communication Skills
2. A.E. Schwartz , Communication Skills
3. LeenaSen, Communication Skills
4. John Nileson, Communication Skills
5. Juluis, Fast Body Language

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M.Sc. Communication Studies - Course Structure & Credits Distribution

<u>**Semester- II**</u>

Core Subjects

Paper code	Title of the Paper	Credits
CS201	Media, Society and Culture	4
CS202	New Media Studies	4
CS203	Video Production: Genre and Processes	4
CS204	Research Methodology	4
CS205	Media Management	4
	Credits	20

Electives (Any Two)

Paper code	Title of the Paper	Credits
Paper code	Title of the Paper	Credits
CS206E	Introduction to Radio	2
CS207E	Basics of Advertising	2
CS208E	Introduction to Script Writing	2
	Total credits	**24**

SEMESTER II

CS201- Media, Society & Culture

Basic Structure:

Course Credits: 04   **Course Duration:** January to April
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) The Framework of Discussion about Mass Communication
- The process of mass communication
- Various issues in popular and academic discussions.
- Academic origin and concerns
- Culture, Technology, Economy, Power and Effects
- Media as an important social institution

2) The Rise of Mass Communication
- Modernity and mass communication
- The concept of 'mass'
- Characteristics of mass communication
- Development of media technologies
- Mass communication without modernity and media

3) Ideas, Issues and Perspectives
- The functionalist and normative issues
- The political-economic perspectives
- Marxist view and the concept of cultural hegemony
- Information society perspective and technological influence
- Paradigm of study- Dominant and Alternative

4) Media Structure and Institution
- Features of media economy
- Competition and concentration
- Ownership and control
- Policy issues: Freedom, Regulation, Protection, Diversity
- Public interest, economic pressures and cultural issues

5) Media Organizations in its Context
- Organization- forms and goals
- Pressure groups and dynamics of interests

- Content: Freedom and gate-keeping
- Relations with society, clients and audiences
- Professional views, dilemmas and conflicts

6) Media Content
- Content production- cultural production
- Standardization and Genres
- Issues- Bias, Representation, Commercialization
- Aesthetic of mass art
- Ideologies- modernity and post-modernity

7) Mass Audiences
- Centrality of audiences in communication discourse
- Locating audiences- society, media, content etc
- Three tradition of audience studies
- Audience behavior- Uses and gratification
- Need to reach, know and measure audiences

8) Media Effects
- The premise of the central concern
- Campaign and propaganda- the case of politics
- Phases of effect discourses
- Agenda setting, Cultivation, Diffusion
- Ideology and Effects

Recommended Readings:

1. Downing, J., Mohammadi, A., &Sreberny, A. (1995). Questioning the media: A critical Introduction, Thousand Oaks, Calif: Sage Publications.
2. Hay, J., Grossberg, L., &Wartella, E. (1996). The audience and its landscape. Boulder, Colo: Westview Press.
3. McQuail, D. (2005). McQuail's mass communication theory. London: Sage Publications.
4. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House.
5. Ang, I. (1991). Desperately seeking the audience. London: Routledge.
6. www.thehoot.org
7. www.indiantelevision.com
8. www.media4exchange.com
9. www.agencyfaqs.com
10. www.mediawatch.com

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CS202- New Media Studies

Basic Structure:

Course Credits: 04   **Course Duration:** January to April
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) **New Media and Communication**
   - Defining New media
   - Characteristics of New media
   - Understanding the dynamics of human computer interface

2) **Rise of New Media**
   - Technological possibilities: from Digitization to Convergence
   - Social Expectation: from arrival to appreciation
   - Cultural implications: From awareness to cultivation

3) **Overview of New Media Industry:**
   - Reach and expansion
   - Economics of production distribution and consumption
   - Marketing the content

4) **New media and identity**
   - Emergence of Real virtual continuum
   - New media and cultural imperialism
   - Negotiating Identity (Gender, Class and Caste)

5) **Language of New Media**
   - Computer mediated form of Communication
   - Hybridity and Convergence
   - Contestations : Verbal vs. Visual

6) **Location of New Media in Culture**
   - Interplay between Communication and Culture
   - New media's cultural location (Circuit of Regulation, Representation, Identity, Production, Consumption)
   - Towards Community Culture

7) **New Media, Institutions and Governance**
   - Freedom vs. Control

- Regulation: need, challenges and Debates
- Negotiating power

8) Researching New Media
- Theorizing new media
- Research issues
- Rethinking methodology for new media

Recommended Readings:

1. Pradip Thomas, Digital India: Understanding Information, Communication and Social Change Media, Sage Publication, (2012)
2. Andrew Dewdney and Peter Ride, The New Media Handbook,Routledgepuclication (2009)
3. Eugenia Siapera, Understanding new media, Sage Publication, (2012)
4. Leah A. Lierouw and Sonia Livingstome, The Handbook of new media, Sage Publication, (2007)
5. Paul Hodkinson, Media,Culture and Society – An introduction by, Sage Publication, (2011)
6. McQuail Denis, Mass Communication Theory, Sage Publication, 2004
7. Downing John et al, Questioning the Media, Sage Publication

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CS203- Video Production Genre & Process

Basic Structure:

Course Credits:
Teaching Sessions per Week: 2 of 2 Hours Each
Internal External Assessment Ratio: 50:50

Course Duration: January to April
Total Teaching Sessions: 25-30
Internal Assignments: 3-5

Modules:

1) Creative processes
- Videogenic form to program ideas
- Construction of narrative- cause & effect relations to elements in audio-visual
- Aesthetic principles
- Program production

2) Space and Time Design
- Creative conceptualization: Object, body & event in space design
- Construction of Units in space: The Frame as limited reality
- Temporality of Screen Units
- Story Time, Plot Time, Screen Time, Audience Time, Synthetic Time, Internal and External Time

3) External composition & Internal Composition Sound image interaction
- Ideas in Physical Form: Idea, Size, Symbol, Style, Structure, Shape, Length
- Visualizing, Synthesizing composition in motion
- Conceptual Development complete Design creative and technical skills, planning and staging
- Basic elements and stages in creating events.

4) Single Camera and Multiple Camera Production
- Studio & Location productions – O.B. Events, Actuality, Live Production.
- Production Basics for Multi-Camera: Continuous nature of recording, Process of Production, On-Line nature of Direction and Editing
- Single Camera Production: Piece meal nature, Element of Repetition
- Recording Techniques for Single Camera: Shot by Shot method, Master shot method, unscripted/unplanned recording

5) Production Crew: Roles and Responsibilities
- Creative and Technical Crew - Understanding Chain of Command: The Director, Cameraperson, Editor, Production and specialized Depts.
- Basics of Single Camera Production: Making, Setup, Shooting, Taking.

- Production for Multi Camera: Floor Plan, Positioning Camera, Fixed Setup, Taking – Recording.
- Skills, Roles and Adaptability: Recording Fiction- Non- Fiction Formats ENG, EFP, SNG, OB Production.

6) Basics for Camera
- Spatial Continuity Rules: Action Axis, 180 degree rule.
- Frame v/s Field of Vision: Lensing
- The Aperture: Concept, f-stops
- Focus v/s Depth of Field

7) Basics for Edit
- Concept of Non-Linear Edit
- Generic components of NLE: Timeline, Media Bins, Grab-Dump, Rendering
- An introduction to Edit tools and transitions: Cuts, Wipes, basic transitions
- Basic Formats: Tapes and Solid State Hard Drives

8) Basics of Light
- 6 Basic elements of Light
- Controlling Light
- The Light Axis: Concept and Design
- Basic metering and Exposure ratios

Recommended Readings:

1. Dancyger, K. (1999). The world of film and video production: Aesthetics and practices. Fort Worth: Harcourt Brace College Publishers.
2. Non linear Editing Basics, Electronic Film and Video Editing
3. Hart, Colin. (2012). Television Program Making. Focal Press
4. Bayes, S. (1999). The Avid handbook. Boston: Focal Press.
5. Vale, E., & Vale, E. (1998). Vale's technique of screen and television writing. Boston: Focal Press.
6. Anderson, G. H. (1984). Video editing and post-production: A professional guide. White Plains, NY: Knowledge Industry Publications.
7. Ivan Cury ()Directing and Producing for Television. A Formal Approach.
8. Cinematography Image making for Theory & Practice
9. Ward, P. (2001). Studio and Outside Broadcast Camerawork. Burlington: Elsevier.

CS204- Research Methodology

Basic Structure:

Course Credits: 04   **Course Duration:** January to April
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) Science and Research Methods
- Different methods of knowing
- Comparing Indian and western epistemological thought
- Concept of research
- Nature of scientific enquiry, Characteristics of Science

2) Research in Communication
- Early methods and models in communication research
- Four stages of effect research
- Main issues of research- audience, content, effect
- Applications of research in media industry

3) Elements of Research
- Variables and constants
- Concepts and constructs
- Theories and observations
- Logic : inductive deductive

4) Research Design
- Concept of research design
- Types of research design
- Components of research design
- Approaches to research

5) The Research Process
- Research issues, deciding the research topic- relevance
- Stages of research
- Reliability and validity of Research
- Methodology/Method

6) Sampling
- Basic concept

- Representativeness
- Probability and non-probability sample- concepts
- Types of probability and non-probability samples
- Practical guidelines for sampling

7) Introduction to Qualitative methods
- Interaction analysis, Conversation analysis
- Rhetoric analysis, Dramatistic analysis, Semiotic analysis
- Focus Group Discussion, In-depth Interviews, Field Observations
- Narrative analysis, Discourse analysis and Critical analysis

8) Quantitative Methods and Statistics
- Surveys: importance, types, uses, guidelines for framing questionnaire
- Content Analysis- basic concepts, Characteristics and uses
- Statistics in media research: Measures of Central tendency
- Descriptive statistics, Correlations, Inferential statistics- chi square, t –test

Recommended Readings:

1. Wimmer, R. D., & Dominick, J. R. (2000). Mass media research: An introduction. Belmont, Calif: Wadsworth Pub. Co.
2. Hansen, A. (2009). Mass communication research methods. New Delhi: Log angeles.
3. Babbie, E. R. (1992). The practice of social research. Belmont, Calif: Wadsworth Pub. Co.
4. Kothari, C. R. (2004). Research methodology: Methods & techniques. New Delhi: New Age International (P) Ltd.
5. www.indianstat.com
6. www.thehoot.org
7. www.indiantelevision.com
8. www.media4exchange.com
9. www.agencyfaqs.com
10. www.mediawatch.com

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CS205- Media Management

Basic Structure:

Course Credits: 04
Teaching Sessions per Week: 2 of 2 Hours Each
Internal External Assessment Ratio: 50:50

Course Duration: January to April
Total Teaching Sessions: 25-30
Internal Assignments: 3-5

Modules:

1) **Concepts of Management**
   - Functions of Management
   - Planning and Co - Ordination
   - Organizational Behavior
   - Human Resource Development

2) **Media as an Industry and profession**
   - Media Management and Economics
   - Media ownership structures in India
   - Over View of the Media Market
   - Changing Audience, Media and Content

3) **Media Institutions and Management:**
   - Competition and Media Development, Ownership and Control
   - Designing Policy – Freedom, Regulation, Protection, Diversity and Growth
   - Public Interest and Economic Pressures
   - Professional Views: Ethics Verses Dilemma and Conflicts

4) **Global Media Industries**
   - Issue of Monopolies
   - Conglomerates
   - Vertical and Horizontal Integrations

5) **Media Organizations and the Context**
   - Goals and Values of an Organization
   - Pressure Groups and Interests
   - Design of Content
   - Gate-Keeping and Freedom of Content

6) **Media Business and Management:**
   - Functions
   - Organizational Structure,
   - Finance, Marketing, HR

- Strategies for Print Media, Television, Film, Internet

7) Copyright Issues, Piracy and Plagiarism
- Digital Rights Management
- Ethical Issues in Entertainment and Content Regulation
- Broadcasting Regulations- Licensing and Content
- Piracy and Legal Disputes

8) Administration and Program Management in Media
- Cross media Interactivity
- Planning and execution of Program Production
- Scheduling; Transmitting, Record Keeping, Quality Control
- Cost Effective Techniques

Recommended Readings:

1. C. S. Rayudu(1993) Media and Communication Management.Mumbai: Himalaya Publishing House.
2. Shejwalkar Pc Anjali GhanekarBhivpathakiDp (1998).Principles and practice of Management.Mumbai:Everest publishing house
3. Banerjee, S. (1981). Principles and practice of management. New Delhi: Oxford & IBH.
4. Banerjee.M (1988) Management-An Integrated Approach.New Delhi National Publishing House
5. Banerjee, Mrityunjoy (1986)Gems of management.Jaico Publishing House.
6. Chandan, J. S., Singh, J., &Malhan, P. N. (1990). Essentials of advertising. New Delhi: Oxford & IBH Pub.
7. Michael L. Ray (1981)Advertising and Communication Management.Englewood Cliffs, New Jersey Prentice-Hall
8. Hawkridge, D. G., Robinson, J., &Unesco. (1982). Organizing educational broadcasting. London: Croom Helm.
9. Koontz, Harold; Weihrich, Heinz.(1990) Essentials of management. New York McGraw-Hill Publishing Company.

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CS206E- Introduction to Radio

(Elective)

Basic Structure:

Course Credits: 02   **Course Duration:** Jan to April End
Teaching Sessions per Week:1 of 2 Hours Each   **Total Teaching Sessions:**12-15
Internal External Assessment Ratio:25:25   **Internal Assignments:**1-2

Modules:

1) Understanding Radio
- Development of radio as a mass medium, Key features of Radio
- Short wave and Mid-wave Frequencies
- FM as Popular Radio
- Indian Broadcasting: early years (Regulations and Changes in AIR)
- Role at the time of independence
- Auctioning the Airwaves- Phase one Policy, privatization Phase two and Phase 3

2) Radio Programme Formats
- Types of radio news bulletins and their structures
- News based programmes-talk, spotlight, discussion, interview, voice dispatch and reviews
- Entertainment Programmes - feature, music, drama, quiz, phone in programmes
- Film songs and FM Radio

3) Introduction to Program Production for a radio
- Scheduling of Program (Popular FM Stations)
- Planning and scripting
- Understanding recording Studio
- Recording of Audio
- Multi-track mixing and output
- Popular software's used in radio programming

4) Management of a Radio Station
- Positioning and Branding of Radio
- Various people involved in Radio production/jobs and responsibilities
- Role of an RJ and his responsibilities
- Creative producers and Programmers
- Research and Rating system
- Management of Content: copyrights of songs/music
- Economic aspects and Community Radio

5) New developments
- Community Radio: Concept and relevance
- Campus Radio: Concept and relevance

- Digital Audio Broadcasting: Satellite Radio, HD Radio and Visual Radio
- Internet or streaming Radio
- Podcasting
- Case study of World Space Radio

Recommended Readings:

1. All India Radio Handbook , New Delhi, 2005
2. Awasthy G.C., Broadcasting in India, Allied publishers, Mumbai, 1965.
3. Chatterji, P.C., Broadcasting in India, Sage, New Delhi, 1988.
4. Masani, Mehra, Broadcasting and People, National Book Trust, New Delhi, 1997.
5. Kumar Kewal, Mass Communication in India, Jaico Publication, 2005
6. VinithaKohli, Indian Media Business, Response books from Sage, 2008

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CS207E- Basics of Advertising

(Elective)

Basic Structure:

Course Credits: 02   **Course Duration:** Jan to April End
Teaching Sessions per Week: 1 of 2 Hours Each   **Total Teaching Sessions:** 12-15
Internal External Assessment Ratio: 25:25   **Internal Assignments:**1-2

Modules:

1) History of Advertising
- Principles of Advertising
- The concept of marketing and sales and evaluation of marketing
- Changing Indian marketing and advertising environment
- Brand Management and strategic Marketing

2) From Advertising to Marketing
- Sales Promotion
- Sales Management
- Entertainment Programmes

3) The Modern Marketplace
- Marketing mix
- Consumer behavior and segmentation
- Product life cycle
- Target and product positioning
- Product innovation and new product development

4) Marketing & Advertising planning
- Planning and implementing of marketing programme
- Marketing & Advertising organization
- Marketing & Advertising research
- Buying and selling dynamics

5) Advertising & Society
- Consumer behavior models
- Environmental influences cultural values, social class, status, personal influence,
- Family, situational influence
- Individual Differences involvement and motivation, attitudes, personality, values,Lifestyle
- Indian Marketing & Advertising Scenario

Recommended Readings:

1. Consumer behaviour -SchikkmanKanuk
2. Consumer market demographics in India - Edited byS.L.Rao
3. Consumer behaviour -Walker
4. Understanding your customer -R.Woodruff and S.F.Gardial
5. Essentials of Business Communication - R.Pal and Kolahalli
6. Advertising Management- Batra, Myers &Aaker
7. Advertising and Promotion: S.A.Chunawalla

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<u>CS208E– Introduction to Script Writing</u>

<u>(Elective)</u>

Basic Structure:

Course Credits: 02   **Course Duration:** Jan to April End
Teaching Sessions per Week: 1 of 2 Hours Each   **Total Teaching Sessions:** 12-15
Internal External Assessment Ratio: 25:25   **Internal Assignments:**1-2

<u>Modules:</u>

1) Writing for the Screen
- The Nature and Characteristics of Media Writing
- Literary text v/s text written for the screen
- Understanding the written word as a blue-print for visuals
- Visualization: 'Seeing' and 'Hearing' before writing

2) The Core of Screen Writing: Genesis of an Idea
- Conscious attention to surroundings/Listening carefully, reading, observing, writing a diary regularly
- Types of Ideas: Event-led, character-based, reality-based, concept-led
- Choosing and Formulating the Theme: Choosing Characters and their Points of Views.
- The Concept/Idea diary

3) Basic structure of Story
- Chain of linear, chronological cause-effect event structure.
- The Three Act Structure: Beginning-middle-end (Character-Setting-Problem-Resolution)
- Forming familiar associations with the written word: Short Story = short film, Novel = feature film, Research paper/essay (with human touch) = Documentary.
- Other Parts of the Story: Character Back stories, Sub-story arcs

4) Form
- Formulating the Visual Narrative: Story + Plot Order
- The Treatment: Plotting Scenes and Scene Flow
- Types of Narratives
- The First Draft and going beyond

5) Format: Fiction, Non-Fiction
- What is a Scene? What is a Unit? (Fiction v/s Non-Fiction)
- Screenplay without Dialogue: The Scene/Unit Skeletal Structure.
- Dialogue: Types, Rules, Methods
- Formatting the Screenplay: Introduction to Celtx /Final draft.

Recommended Readings:

1. Hilliard, R. L. (1976). Writing for television and radio. New York: Hastings House.
2. Thomas, J. M. (2005). Script analysis for actors, directors, and designers. Boston: Focal Press
3. Wainwright, C. A. (1966). The television copywriter: How to create successful TV commercials. New York: Hastings House

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Semester III (Media Research)

Paper code	Title of the Paper	Credits
CS301 A	Media Audiences and TV Programming	4
CS302 A	Media and Marketing Communication	4
CS303 A	Communication Research Methods	4
CS304 A	Media Research Project	4
	Credits	16

Electives (Any Two)

Paper code	Title of the Paper	Credits
Paper code	Title of the Paper	Credits
CS305E	Corporate Communication and Digital PR	4
CS306E	Broadcast Journalism	4
CS307E	Sound Design and Production	4
CS308E	Instructional Design	4
	Elective offered by other Dept./core subject from VP/MR except project	4
	Total credits	24

Semester III (Video Production)

Paper code	Title of the Paper	Credits
CS301 B	Script Writing and Direction	4
CS302 B	Camera Techniques	4
CS303 B	Video Post-Production	4
CS304 B	Production(Group) Project/Audio(Individual)	8
	Credits	20

Electives (Any One)

Paper code	Title of the Paper	Credits
Paper code	Title of the Paper	Credits
CS305E	Corporate Communication and Digital PR	4
CS306E	Broadcast Journalism	4
CS307E	Sound Design and Production	4
CS308E	Instructional Design	4
	Elective offered by other Dept./core subject from VP/MR except project	4
	Total credits	24

SEMESTER III

CS301A - Media Audiences and Television Programming

Basic Structure:

Course Credits: 04
Teaching Sessions per Week: 2 of 2 Hours Each
Internal External Assessment Ratio: 50:50

Course Duration: July to Oct End
Total Teaching Sessions: 25-30
Internal Assignments: 3-5

Modules:

1) Understanding Mass Audiences
- A typology of mass audiences- society- media & micro-macro
- Mass audiences in critical perspectives
- Revisiting Structural tradition- Too simple?
- Revisiting Behavioral tradition- Questioning U&G
- Revisiting Cultural tradition –Escaping effects?

2) Reaching Mass Audiences
- Audience in a flux
- Forces of change: Social, Economic and Technological Factors
- Abundance and Fragmentation: Moving away from 'Mass'?
- Need to 'reach' audiences and 'know' them too

3) Measuring Mass Audiences
- Various pressures for measuring audiences
- Key concepts for measurement-viewer, reader, and listener
- The history and economics of audience measurement
- The rating systems and business
- Indian context of measurement- TAM, RAM, WAM, NRS, IRS etc.
- Audience measurement systems and regulatory bodies

4) Measurement Tools and Techniques for Television, Radio AND Web
- Goals of measurement
- Sampling methods
- Reliability and validity
- Survey methods for TV- & Radio People meter, Diary, Telephone etc
- Ratings: variables, terminologies, formulae

5) Measurement Tools and Techniques for Print Media
- Circulation and Readership
- Key measures: Average Issue Readership and Reading Frequency
- Data Collection Methods and Techniques

- Analysis of data and relating variables
- NRS and IRS: some basic information

6) Television Programming
- Understanding the concept
- Structure of Programming Department in GEC
- understanding audience flow
- Day parting and scheduling strategies

7) A View from the Audience Side
- The concept of active audience
- Use and Gratification: Concepts and Issues
- Negotiating Meanings: Semantic Differential Method
- Media, Audiences and Cultivation

8) Audience-hood as a Social Construct
- The construct of Media Usage: Event, Value and Interpretation
- Media Usage as Ritual/ Routine, Public and Pvt. Nature of Experience
- Social Factors: Subculture, Gender, Social Agent etc
- Normative Framing of Media Use
- Towards a holistic understanding of audience-hood

Recommended Readings:

1. McQuail, D. (1997). Audience analysis. Thousand Oaks, Calif: Sage Publications
2. McQuail, D. (2000). McQuail's mass communication theory. London: Sage Publications.
3. Fiske, J. (1990). Introduction to communication studies. London: Routledge
4. Ang, I. (1991). Desperately seeking the audience. London: Routledge.
5. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House

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CS 302A – Media and Marketing Communication

Basic Structure:

Course Credits: 04   **Course Duration:** July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) The Concept of Marketing
- Understanding the Marketing Mix : the `4 and 7 P's
- Targeting, segmentation and positioning
- Marketing Environment in India.
- Strategic Plan, Advertising Plan, Communication Plan and Creative Plan
- Holistic view of PEAS - Public Relations, Events & Sponsorship, Advertising and Sales promotion.

2) Role of Research in Adverting and Marketing
- The need for Research in Planning (the RACE model)
- Analytical perspective of Quantitative and Qualitative research methodologies
- Strategy development Research- Diagnostic and evaluative
- Indian Organizations in market research
- Critique of their research method
- Relevance of western style market research

3) Advertising Research
- Research and account planning: Quest for Intelligence and Insight
- Research Design
- Pre-tests, and post-tests
- Critique of recall, perceptions and image research
- Testing copy and visuals
- Role of culture in 'Reading' advertisements

4) Media Research:
- Target audience
- Audience measurement (Circulation, readership, viewership)
- Deciding on the W's of media planning (what, where, when, why)
- Advertising budget allocation methods
- Media research Organizations in India
- Role of ABC, NRS, TRP in process of advertising

5) Product Research
- What is a Product?
- Product Vs. Brand
- Product development research
- Product Positioning
- Brand equity

6) Consumer Research
- Motivation research
- Sample selection methods
- Behavioral and ethnographic research
- What is Neuro marketing

7) New Media
- Development of Digital and Mobile Media Metrics
- Mobile Media Marketing Communication tools
- Social Media Marketing: Techniques and Trend
- Tools for Online Marketing Communication Research

8) Advertising and Social Images
- Globalization and cultural issues
- Representation of Gender and Minorities, Children
- Stereotyping –Nature of Advertising Language
- Normative Regulations

Recommended Readings:
1. Foundation of Advertising Theory and Practice, S. A. Chaunawalla and R. S. Sethia
2. Advertising-A Critical Approach, Keval J. Kumar
3. Advertising Management, B. S. Rathor
4. Advertising and Marketing, Lintas Publication

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<h1 align="center">CS 303A - Communication Research Methods</h1>

Basic Structure:

Course Credits: 04
Course Duration: July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each
Total Teaching Sessions: 25-30
Internal External Assessment Ratio: 50:50
Internal Assignments: 3-5

Modules:

1) Data Collection Methods Revisited
- Sampling issues
- Focus group discussions
- In-depth interviews
- Observation methods
- Interplay between quantitative and qualitative methods

2) Quantitative approach revisited
- Definition and quantitative orientation
- Survey design revisited
- Uses and limitations
- Content analysis :Steps, Categories, reliability and validity, examples

3) Qualitative approach revisited
- Discourse analysis
- Semiotic analysis
- Textual Analysis
- Conversation analysis
- Case studies

4) Research and Analysis Tools
- Hypothesis testing
- Statistical methods revisited
- Introduction to SPSS
- Introduction to qualitative data analysis softwares

5) Qualitative analysis Methods
- Description, Conceptual ordering and theorizing
- Analysis through microscopic examination of data
- Asking questions and making comparisons
- Different coding methods
- Emerging Applications of qualitative methods

6) Research Applications - Production Evaluation and Marketing Communications
- Formative research, Summative research
- Feasibility studies, TMP analysis, Idea to telecast research
- Quantitative methods in PR- media survey
- Relevance of Qualitative methods
- Grounded theories

7) Research Applications III- Internet
- Research and Internet- a background
- Data Collection approaches
- Various issues for internet research
- Challenges of internet research

8) Publishing Research
- Avoiding writing traps
- Synthesizing research for theory and practice
- Writing quantitative research
- Writing qualitative research
- Writing critical essays, abstracts

Recommended Readings:

1. Mass Media Research, Roger Wimmer& Joseph Dominick
2. Mass Communication Research Methods, Hsia H.J.
3. The Practice of Social Research, Babbie E. R.
4. Methods in Social Research, Kothari C. R
5. Basics of Qualitative Research, Strauss Anselm, Corbin Juliet
6. How to Publish Communication Research, Edt- Alison Alexander et al
7. Qualitative research methods in Public Relations and Marketing Communication- Daymon Christine and Holloway Immy

CS 304A - Media Research Project

Course Credits: 04

This individual guided project will take the student through the entire research project and will culminate in the production of a term paper, involving literature review, formulation of research questions, data collection and analysis. The student would be evaluated by his/her faculty supervisor and a second examiner.

CS301 B - Script Writing and Direction

Basic Structure:

Course Credits: 04   **Course Duration:** July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) Format Based Writing for Television:
- Fiction Programming: Family Drama, Sitcom, mini-series, Tele-film
- Non-Fiction Programming: Interview Based Shows, Travel Shows, Food Shows, Game Shows

2) Format Based Writing for other Audio-Visual Projects:
- Fiction: The Short Film (10 min, 20 min, 40 min), The Feature Length Tele-Film
- Non-Fiction: The Short Documentary (10 min, 20 min, 40 min), The Feature Length Documentary, Corporate Film, PSM, Educational Instructional Writing, Infomercials.

3) Role of the Director:
- Understanding and Adapting to the Medium: Film, Television, Other A/V Projects
- Skill of the Director: Balancing resources with Creative Intent
- Process of a Director: Finding and Interpreting the Core of the Script.
- Planning of a Director: Choice of Crew, Talent, etc.
- Planning for Directing Unscripted Material.

4) Directing Single Camera
- Skill of the Director, Process of the Director, Method of the Director
- Visualization: Shot Selection, Shot Planning, Segmentation Visualization.
- Shooting: Execution, Adaptation, Time and Human Resource Management
- Inspiring and/or Managing the Talent.

5) Directing Multi Camera
- Formulating the Floor Plan or Working with an existing one.
- Camera Positioning
- The Setup
- Recording: Online Direction v/s Offline Direction

6) Putting Together a Project
- The Pitch: Proposal Writing and Presentation Basics
- Understanding and interpreting Target Audience
- Production Management, Production Strategies.
- Budgeting and Financial Management

7) The Director's Team: Understanding the Chain of Command

- The Associate Director and/or the Second Unit Director
- The Wall: The First Assistant Director: Tasks, Responsibilities and Skills
- Other Assistants and their Tasks: During the three stages of Production.
- Building Basic Skills: Logging, Clap, Continuity, Property /Costume Management.

8) The Director's Responsibility: Towards Crew and Direction Team

- Building Empathy and Patience towards the Direction Team
- Training the Direction Team & the Crew to work according to the Director's methods.
- Building Team Spirit and Loyalty: Creating a sense of Belongingness.
- Clear Delegation of duties during the three stages of production: Pre-Production, Production and Post-Production.

Recommended Readings:

1. Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press, (2010)
2. Single-Camera Video Production, Musburger, Robert, B., Focal Press (2010)
3. From Script to Screen: The Collaborative Art of Filmmaking, Seger, Linda and Whetmore, Edward, J., Lone Eagle Publishing Company (2004)
4. Studio and Outside Broadcast Camera Work, Ward, Peter, Focal Press (2001)
5. World of Film and Video Production: Aesthetics and Practice, Dancyger, Ken, Wadsworth Publishing (1999)
6. Television Programme Making: Everything you need to know to get started, Hart, Colin, Focal Press (1999)
7. Vales Technique of Screen and Television writing, Vale, Eugene, Focal Press (1998)
8. Studio Drama: Processes and Procedures (Multiple Camera Video Series), Schihl, Robert, J., (1991)

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CS302B- Camera Techniques

Basic Structure:

Course Credits: 04
Teaching Sessions per Week: 2 of 2 Hours Each
Internal External Assessment Ratio: 50:50

Course Duration: July to Oct End
Total Teaching Sessions: 25-30
Internal Assignments: 3-5

Modules:

1) Introduction to Camera
- Understanding history of image recording
- Basics of camera
- Film and digital Cameras
- Body and lens
- Formats of Still and videos

2) Controls of Camera
- Exposure
- Shutter
- Aperture-DOF
- Importance of Sensor size
- White-balance
- Exploring manual mode

3) Other aspects of Camera
- Pixel and types memory card
- CCD & CMOS
- Tripod and other accessories

4) Understanding lens
- Introduction to lens
- Different type of lens
- Applications of lens
- The filters

5) Recording Audio in Camcorder
- Understanding Microphones
- Controlling Audio in the camera
- Monitoring Audio level
- Selecting Audio Tracks

6) Lights
- Revisiting Light Basics: 6 Elements
- Lighting techniques
- Matching indoor and outdoor
- High key and low key
- Situation based lighting
- Use of lighting control accessories

7) Composition
- Understanding Composition
- Elements of Composition
- Composition for different aspect ratio
- Effect of Visual Balance
- Application of Composition
- Composing moving image
- Communication through visuals

8) Shooting
- Selecting location
- Observing available light
- Shooting indoor with lights
- Shooting outdoor in available lights
- Shooting outdoor with lights
- Observing different locations
- Different locations
- Shooting an interview with audio

Recommended Readings:

1. The Five C's of Cinematography by Joseph V. Mascelli
2. Painting With Light by John Alton
3. Cinematography: Theory and Practice by Blain Brown
4. Masters of Light by Dennis Schaefer
5. The Visual Story by Bruce Bloc.

CS303 B- Video Post Production

Basic Structure:

Course Credits: 04
Teaching Sessions per Week: 2 of 2 Hours Each
Internal External Assessment Ratio: 50:50

Course Duration: July to Oct End
Total Teaching Sessions: 25-30
Internal Assignments: 3-5

Modules:

1) **Intro- to Post-Production**
   - Brief History of Post-Production
   - Basics of theory of Video editing
   - Linear and Non-linear

2) **Intro to Video-editing Techniques**
   - The types of machines and software involved
   - Various formats of video-tape and cards
   - Video editing- set up and editing-studio

3) **Start-up of Video editing**
   - Understanding basic formats and project set up
   - Setting of the sequence
   - Arranging the footage

4) **Video Editing**
   - Intro. to the software interface
   - Audio video- Tracks
   - Tools of editing
   - Marring sound sync sound

5) **Aesthetics of Editing**
   - Right Cut-Timing
   - Dynamics of Arrangement of Shot
   - Rhyme of Edit
   - Editing with reference to sound
   - Transition

6) **Special treatment in editing**
   - Manipulating the speed
   - Colour Adjustment
   - Multi-track editing
   - Split videos
   - The filters

- Rendering

7) Packaging of the Video
- Titles and Credits
- Controlling motion
- Importing from graphics software
- Importing Sound effects

8) Other aspects of Editing
- Multi-camera footage
- Reading vector-scope and histogram
- Audio meter and its filters
- Simple audio leveling
- Exporting in various formats-Tapes and HD
- Exporting video for a broadcast

Recommended Readings:

1. In the Blink of an eye by – Walter Murch
2. Adobe Premiere Pro Cs6 Classroom in a Book (with DVD)-Adobe
3. Editing Techniques with Final cut Pro by Michal Wohl
4. On Film Editing by Edward Dmytryk.

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CS 304B: Video Production Project (Group) /Audio Production Project (Individual)

Course Credits: 08

Students will be expected to do a video production project in a group. As a part this project students would be expected to apply their theoretical knowledge in the practical realm and work together in a group (comprising of minimum 3 students in each group.)

Interested students can undertake an individual audio production project. This alternative is for the students aspiring to work in the field of sound production, which is distinct and specialized.

CS305E - Corporate Communication and Digital PR

(Elective)

Basic Structure:

Course Credits: 04   **Course Duration:** July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) Introduction to Corporate Communication
- Defining Corporate Communication
- Shift from PR to Corporate Communication
- Corporate Communication in contemporary organization

2) Conceptual Foundation
- Stakeholder management and Communication
- Corporate identity
- Corporate Branding
- Corporate Reputation

3) Corporate Communication in Practice
- Communication Strategy
- Strategic Planning and Campaign Management
- Research and Measurement

4) Specialist areas in Corporate Communication
- Media relations
- Internal Communication
- Issues management and Public affairs
- Crisis Communications

5) New Developments in Corporate communication
- Leadership and Change Communication
- Corporate Social responsibility and community relations
- Case studies

6) Components of Public Relation practices
- Press Releases, Press Conference and News occasions
- Tracking media, special events and Media access
- In- house Communication, House Journals-Concepts and design
- Customer Journals/Manuals, Brochures and Presentations

7) Human Resource Development
- HRD- Corporate Communication Interface
- In-house Communication Scheme
- Employee retention and attrition
- Internal Niche Corporation Com.
- Need and ways to know employees' perceptions

8) Social media and Public Relations
- Social media and public Relations
- Challenges posed and opportunities
- Dark PR
- Case studies

Recommended Readings:

1. JoepCornelisse , Corporate Communication: A Guide to Theory and Practice, Sage Publication, (2005)
2. Michael B. Goodman, Peter B. Hirsch , Corporate Communication: Strategic Adaptation for Global Practice, Peter Lang Publication, (2009)
3. Sandra Oliver, Corporate Communication: Principles, Techniques and Strategies, Kogan Page, (2005)
4. Argenti by Strategic Corporate Communication, Tata McGraw-Hill Education, 2004

CS306E - Broadcast Journalism

(Elective)

Basic Structure:

Course Credits: 04 **Course Duration:** July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50 **Internal Assignments:** 3-5

Modules:

1) **TV News & Historical Perspective**
   - TV News- Historical Perspective
   - 1970s and Early 1980s – Golden years
   - Transition in Technology

2) **TV & Radio News room terms**
   - Basic News scripts, Reader, Character, Generator, Voice-over, Sound Bite, Voice-over/Sound Bite.
   - Story Types- Spot News, Hard News, Backgrounder, Side bar, Documentary, Item selection and order
   - Important Terms: Editing, Land line, Closed circuit, teleprompter, Network ability, market, Ratings, consultant, cut ins
   - Writing for Broadcast- conventional, News writing, broadcast style Book

3) **Structure of a 24 hours News Channel**
   - Organization, Operation & Management
   - Economics: Ad spent, Sponsorship, News share
   - Technology: Ever fast changing.
   - Facilities: studio / editing, uplink-Satellites, Earth stations, MW links, Archival facilities
   - Collaboration / Competition with other News channel / News Agencies from abroad
   - Camera crew members

4) **Roles and responsibilities of personals in news organization**
   - News Reader / Anchors, Weather caster, Sports caster, News Director
   - Assistant News Director, Assignment Editor, Executive Producer
   - Producer - Assistant Producer, Reporter/correspondent, Photographer/Video Cameraman, Production Assistant, Video Archivist, News Reading mechanics.

5) **News Gathering, News Broadcasting**
   - In Normal Routine Day & Special situations
   - Daily News and News analysis
   - Special events, Political coverage

- War / Conflicts, & Crime, disasters(fires, droughts, floods, earthquakes epidemics) etc, Elections: National, regional, Civil Disturbance, riots, ethnic violence, acts of terrorism, Cultural festivals, social functions, National & International conferences: UN/WTO/Environment

6) Presentation and Production
- Anchoring
- Interviewing
- Current affair programs and group debates
- Live coverage

7) Business Aspects of TV News
- T.V. Market
- Market size and career
- Raising revenues and sponsorships

8) Ethics in broadcast Journalism
- Need for code of ethics for journalists
- Relations with business and advertising
- Code of publication for advertisements
- Relation with state and central government
- Code for Commercial Broadcasting]
- Self-regulation by news channels

Recommended Readings:

1. TV News, Building a Career in Broadcast Journalism, Ray White
2. Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd
3. Ethics for Media, William Reeves and Cleave Mathews
4. Ethics in Journalism, Jeffrey Olen

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CS307E- Sound Design and Production

(Elective)

Basic Structure:

Course Credits: 04   **Course Duration:** July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) Sound Basics
- History of Sound in Film
- Use of Sound
- Analogue& Digital Technologies

2) Introduction to sound Equipment
- Audio Signal Routing
- Recording methods and workflow
- Microphones
- Studios and Acoustics

3) Digital Audio Workstations
- Introduction to Protools
- Protools: features, routing, setup options
- Using Protools for Post production sound

4) Location Recording
- Study of location recording equipment and workflows
- Dialogue recording on location
- Production sound to DAW

5) Sound Editing
- Setting up DAW for post-production
- Dialogue Editing and cleaning
- Track Laying
- Basics of Sound Design

6) Advanced Post Production
- Noise reduction for dialogue
- Dialogue dubbing
- Foley recording and mixing
- Use of equaliser, reverb, compression, etc.

7) Post Production Mixing
- Basics of sound mixing
- Sound Design and use of psychoacoustics in Sound
- Re-Recording

8) Advanced Recording
- Music recordings
- Multi track mixing
- Out-puts for different formats

Recommended Readings:

1. The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford University Press (2013)
2. The Recording Engineer's Handbook, Owsinski, Bobby, Cengage Learning PTR (2013)
3. Audio Engineering 101: A Beginner's Guide to Music Production, Dittmar, Tim, Focal Press (2011)
4. What is Music Production?: A Producers Guide: The Role, the People, the Process, Hepworth-Sawyer, Russ and Golding, Craig, Focal Press (2010)
5. Creative Recording Volume 1: Effects and Processors, White, Paul, Music Sales America (2006)
6. Creative Recording Volume 2: Microphones, Acoustics, Soundproofing and Monitoring, White, Paul, Music Sales America (2006)

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CS308E - Instructional Design

(Elective)

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Basic Structure:

Course Credits: 04   **Course Duration:** July to Oct End
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) Introduction to Instructional Design
- Definition of Instructional Design
- Introduction to Instructional Technology
- Background, Issues and Trends in Instructional Technology

2) Instructional Design Theories & Models
- Introduction to theory and Model
- Instructional Design Theories
- Instructional Design Models
- Communication Theories & their application in Instructional Design Theories/Model

3) Instructional Design Foundations-I
- Evaluation of Tools and Methods
- Training Needs Analysis
- Writing Instructional Objectives
- Developing Assessments

4) Instructional Design Foundations-II
- Designing Concepts
- Performance Technology
- Knowledge Management

5) Writing Principles
- Language Skills in Technical Writing and Instructional Designing (Grammar and Sentence structure, Clear and concise writing, Introduction to Style Guides, Specific case of Microsoft Manual of Style, Writing for interactive content, Introduction to Technical Writing (High level introduction to the practice)
- Reviewing your writing: Vocabulary, Grammar, Punctuation
- Communicating clearly: Writing clear and concise emails, email etiquette, Communicating with people from varied educational backgrounds

6) Content Creation
- Content Creation: Storyboarding
- Content Creation: graphics and visualization
- Content Creation: audio and podcasting
- Content Creation: videos or simulations
- Content Creation: web-based tools

7) Authoring Tools
- Microsoft Word
- Microsoft PowerPoint
- Adobe Captivate
- Articulate

8) Concurrent Design
- Plan instructional & motivational strategies
- Copyright, ethics and accessibility issues
- Backwards design & authentic assessments
- Implementation and summative evaluation Plans
- Peer feedback, revisions

Recommended Readings:

1. Choi, H. J., & Johnson, S. (2005). The effect of context-based video instruction on learning and motivation in online courses. American Journal of Distance Education, 19(4), 215-227.
2. Coombs, Norman (2010). Creating a level learning space in Making online teaching accessible: Inclusive course design for students with disabilities (pp. 1–18). San Francisco, CA: Jossey-Bass.
3. Coombs, Norman (2010). Making multimedia accessible in Making online teaching accessible : Inclusive course design for students with disabilities (pp. 101–113). San Francisco, CA: Jossey-Bass.
4. deJong, T. (2010). Cognitive load theory, educational research, and instructional design: Some food for thought. Instructional Science, 38(2), 105–134.
5. Kirschner, P. A., Sweller, J., & Clark, R. E. (2006).Why minimal guidance during instruction does not work: An analysis of the failure of constructivist, discovery, problem-based, experiential, and inquiry-based teaching. Educational Psychologist, 41(2), 75–86.
6. Krathwohl, D. R. (2002). A revision of Bloom's taxonomy: An overview. Theory Into Practice, 41(4), 212–218.
7. Mayer, R. E. (2002). Rote Versus Meaningful Learning. Theory Into Practice, 41(4), 226–232.
8. Morain, M., &Swarts, J. (2012). YouTutorial: A framework for assessing instructional online video. Technical Communication Quarterly 21(1), 6-24

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Semester IV

Core Subjects (MR)

Paper Code	Title of The Paper	Credits
CS401 A	Research Dissertation	16

Core Subjects (VP)

Paper Code	Title of The Paper	Credits
CS401 B	Video Production Project	16

Electives (Any TWO)

Paper code	Title of the Paper	Credits
Paper Code	Title of the Paper	Credits
CS402E	Political Communication	4
CS403E	Brand Management	4
CS404E	Graphics and Animation	4
CS405E	Production Design and Management	4
	Elective offered by other Dept.	4
	Total credits	24

SEMESTER IV

CS401 A: Research Dissertation

Course Credits – 16

In this semester student take up an individual research project worth 16 credits. The subject for research must be directly related to media and communication. After approval from the guide and the committee, students are expected to work on the topic thoroughly and submit the dissertation within the given deadline. Evaluation is made on the basis of assessment of the research dissertation and viva voce.

CS 401 B: Video Production Project (Individual)

Course Credits – 16

In this semester Students of the specialization of Video Production take up an individual video production project worth 16 credits. The subject, topic, content of the project has to be of the length of 8 to 10 minutes. After approval of the story concept from the production guide and the script selection committee, students are expected to assume the role of the director for this project and execute it within given/scheduled time frame. Also in order to understand the process better, students will be expected to do at least two production exercises and do detailed paperwork in the pre-production, production and post-production phases. The activities involved are meant to give the student a thorough experience of the script-to-screen process. Evaluation is made on the basis of production exercises, submissions related to productions and the basis of the assessment of the video production project film itself and viva voce.

CS402E - Political Communication

(Elective)

Basic Structure:

Course Credits:4   Course Duration: January to April
Teaching Sessions per Week: 2 of 2 Hours Each   Total Teaching Sessions: 25-30
Internal External Assessment Ratio: 50:50   Internal Assignments: 3-5

Modules:

1) Communication and Politics
- Communication and Political Knowledge
- Political power and power over the media
- Entertainment news vs. Political news
- The role of media in the Indian political system

2) Identity,Politics and Media
- Political media practice
- The diversity of theories, Cases and Challenges
- News media as political Institution
- Media Power and Content homogenization
- Spin- doctoring

3) Political engagement and citizenship
- Civic engagement and Internet
- Frames of Protests
- The rise of politics in popular culture
- Grassroots Political Communication in India
- Interdependency of media and Social movements

4) Policy Issues: Freedom and Regulations
- Assessing Partisan bias in political news.
- Media favoritism and political nominations.
- Mobilizing information- local news and the formation of a viable political community.
- Noam Chomsky and the manufacture of consent in foreign policy.

5) International Political Communication
- National Identity and communication
- Changing mediascapes in political communication: Asian Perspectives
- Political Elites and Patriotic press
- CNN effect

- Media as Political actors

6) Media and Conflict
- Framing Issues and Controversies
- Media discourse on Globalization, terrorism and war reporting
- Reporting and representations of Ethnic violence
- The news media, Government and Public

7) Media and Democracy
- Producing informed citizens
- Agenda setting and Priming
- Digital media and citizenship
- Party political communication: Advertising and PR
- Psephology

8) Political Campaigns and Awareness
- New media, New politics
- Campaign and propaganda
- The techniques of modern election campaigns
- Social networks and Political Knowledge

Recommended Readings:

1. Hacker, K and van DjikJ.,[2000]. Digital Democracy: Issues of theory and practice [Thousand Oaks:, Sage]
2. Hague,B&Loader.B.,[1999]. Digital Democracy. Discourse and Decision making in the information age [New York: Routledge]
3. Iyengar,S [1991] Is anyone responsible? How Television frames political issues [University of Chicago Press].
4. Do the media govern? Politicians, Voters and Reporters in America [Thousand Oaks: Sage]
5. McCombs,M.Shaw, D.L.Weaver,D.[Eds] [!997] Communication and Democracy- Exploring the intellectual frontiers in agenda setting theory
6. Trent,J.S.&Friedenburg R.V.[1995] Political Campaign communication [Westport:Praeger]
7. Reese, S.D., Gandy, O.H.Grant, A.E.[2001] Framing Public Life- Perspectives on media and our understanding of the social world [Mahwah:LEA]

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<u>**CS403E - Brand Management**</u>

<u>**(Elective)**</u>

Basic Structure:

Course Credits:04
Teaching Sessions per Week: 2 of 2 Hours Each
Internal External Assessment Ratio: 50:50

Course Duration: January to April
Total Teaching Sessions: 25-30
Internal Assignments: 3-5

<u>**Modules:**</u>

1) Understanding Brands
- What is a Brand?
- Journey: from product to brand
- The need for Strong Brands
- Brand Awareness

2) Brand Management
- Strategic Brand Management Process
- Brand Loyalty
- Brand Personality
- Iconic and Cult Brands

3) Customer-Based Brand Equity
- Making a Brand Strong
- Sources of Brand Equity
- The CBBE Metric
- The 4 Steps of Strong Brand Building
- Creating Customer Value

4) Brand Positioning
- Establishing Brand Positioning
- Differentiation
- Positioning Guidelines
- Internal Branding
- Brand Culture
- Brand reputation

5) Choosing Brand Elements to Build Equity
- The Brand Identity system
- The Four Brand Identity perspectives
- Criteria for Choosing Brand Elements
- Creating a value proposition

- Brand Identity vs. Brand image

6) Integrating Marketing Communication
- Choosing the Communication Mix to Build Brand Equity
- Identifying the stakeholders
- Developing an IMC strategy
- From information to participation: The new normal
- The New Media Environment

7) Managing a Brand Portfolio
- Leveraging Secondary Brand Associations to Build Brand Equity
- Country of Origin Effects
- Line extensions: Pros and Cons
- Co-Branding
- Licensing and Franchising
- Brand Ambassadors (Celebrity or others)

8) Measuring Brand Equity
- A look at the most used systems (Y&R, Interbrand, BrandZ)
- Perceived Quality and Leadership measures
- The new reality – Global Branding
- Adopting the measures to a Brand's context

Recommended Readings:

1. Absolut Book.: The Absolut Vodka Advertising Story, Richard W. Lewis
2. Beyond Buzz: The Next Generation of Word-of-Mouth Marketing, Lois Kelly
3. Bill Bernbach's Book: A History of Advertising That Changed the History of Advertising, Bob Levenson
4. Blink: The Power of Thinking Without Thinking, Malcolm Gladwell
5. Brain Surgery for Suits: 56 Things Every Account Person Should Know, Robert Solomon
6. Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity, David A. Aaker

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CS404E- Graphics and Animation

(Elective)

Basic Structure:

Course Credits: 04   **Course Duration:** January to April
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) Computer Graphics
- Role of graphics and animation tools for improving videos – Packaging
- Technical aspects (screen/print resolutions, pixels, Raster and Bitmap Graphics, Color models, file formats, image compressions)
- Composition aspects- Graphics Design Rules and Principles
- Introduction to Adobe Photoshop/illustrator/CorelDraw and others

2) Tools of graphics
- Working with Photoshop
- Understanding tools and layers
- Image editing
- Developing graphics

3) Basics of Animation
- History of Animation
- Types of Animations
- Principles of Animations
- Animation Techniques
- Applications of animations
- Animation production process- Visualization, storyboarding, key frame and in-between techniques, Synchronization with audio, capturing and editing

4) Working with Flash
- Flash workflow and Workplace
- Working with flash documents
- Flash Drawing-Vector graphics, Graphics Object, Using symbols, instances and library assets
- Animation basics, Using Timeline effects, twinned animation, Special effects, Blend modes, working with text sound and video

5) Working with Video effects
- Introduction to after-effects
- Composition and tools
- Cleaning video
- Adding graphics
- Motion tracking
- Colour-Correction tools
- Particles and other special effects

6) Keying effect
- Chroma key Utility
- Matching the background
- Use of animation tools for titling

Recommended Readings:

1. Cartoon Animation – Preston Blair
2. Creative Motion Graphics with After effects by Trish and Chris Meyer
3. Adobe After Effects classroom in a Book by Adobe Creative Team
4. Adobe Flash Professional CS 6 classroom in a book by Adobe Creative Team
5. Simplified Drawing for Planning Animation –Wayne Gilbert

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CS405E- Production Design and Management

(Elective)

Basic Structure:

Course Credits: 04   **Course Duration:** January to April
Teaching Sessions per Week: 2 of 2 Hours Each   **Total Teaching Sessions:** 25-30
Internal External Assessment Ratio: 50:50   **Internal Assignments:** 3-5

Modules:

1) Pre-Production Process
- Preparation and Presentation of the Proposal
- The interactive process of the writer and the producer
- Script sales strategies

2) Production Planning
- Script breakdown
- Scheduling
- Estimating and Budgeting
- Production meetings
- Casting

3) Financial Planning
- The bank and financing
- Foreign distribution
- Co-productions and foreign tax deals
- Production Accounting

4) Economics of Production and Distribution
- Network television
- Local television
- Cable television
- VCD and DVD markets
- Internet

5) Legalities of Production
- Negotiations, Contracts, Agents
- Entertainment lawyer
- Distribution Agreement
- Talent Agent
- Copyright and Royalties

6) Technology of Production and Distribution
- Digital Broadcasting and HDTV
- Satellite, cable and web
- Conventional and digital film projection
- Other digital formats

7) Art Direction
- Sets: Planning and Construction
- Special Construction: Rigs, Scaffoldings, Movable Stages, etc.
- On-Location Art Direction
- Property Procurement and Management

8) Marketing Concepts and Techniques
- Audience Assessment
- Publicity
- Previews and Release dates
- Distribution: Channels and Territories
- Pre-sales of A/V Product

Recommended Readings:

1. Financing your film: A guide for independent filmmakers and producers, Curran, T. Praeger (1986)
2. Managing electronic media, Czech, B., Focal Press(1991)
3. Careers in film and video production, Horwin, G.,Focal Press (1990)
4. What a producer does, Houghton, B., Silman James Press (1991)
5. The Undeclared War: Struggle for Control of the World's Film Industry, Puttnam, David, (1997)
6. Writing, Directing and Producing Documentary Films and Videos, Rosenthal, Alan,Southern Illinois University Press (2007)
7. Triangle: Writing, Producing and Directing,Ross, D.,Hochschule Fur Fernschen and Film(1997)
8. Film Scheduling/Film Budgeting, Singleton, R. S., Lone Eagle(1986)
9. Fields in Vision, Whannel, G.,Routledge(1992)

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