

DEPARTMENT OF KAUSHAL KENDRA
M. Voc. Digital Journalism
P.G. PROGRAMME
SYLLABUS

Effective from the Academic Year 2016-2017



Loyola College (Autonomous)

Chennai- 600 034



**LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.**

**RESTRUCTURING-2016 (2016-17 batch ONWARDS)
PG - Arts / Science / Commerce / Social Work**

Part	Semester 1	Semester 2	Summer Vacation	Summer 3	Summer 4	Total Hours
Major Core (MC)	30(20 C)	24(20 C)	--	20(15 C)	30(24 C)	104(79 C)
Elective Subject (ES)	--	4(3 C)	--	4(3 C)	--	8(6 C)
Inter - Disciplinary (ID)	--	--	--	6(5 C)	--	6(5 C)
Self study Paper (SSP)				Outside class hours(2C)		(2 C)
Summer Training Program (STP)	--	--	3 to 4 weeks (1 C)	--	--	(1 C)
Life Skills Training (LST)	--	2h + 2h# (2 C)	--	--	--	2+2# (2 C)
Extension Activities	LEAP	LEAP(3 C)	--	--	--	(3 C)
Total Hours (Total Credits)	30 (20 C)	30+2# (23+5 C)	-(1 C)	30 (23+2 C)	30 (24 C)	120+2# (90+6+2*)C

Note: A theory paper shall have 5 to 6 contact hours and a practical session shall have 3 to 5 contact hours.



New format of the subject codes from the 2016 Regulation

Subject codes are 10 characters long:

1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th
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- 1st & 2nd digits – last two digits of regulation year in YY format (If 2016, it will be 16).
- 3rd alphabet: U – UG / P – PG / M – M.Phil. / D – Ph.D.
- 4th & 5th alphabets: department wise program code (example – MT / CO / HT.....)
- 6th digit: Semester for UG/ PG / M.Phil. and year for Ph.D.
- 7th & 8th alphabet: Category of paper or group of category of papers (GE/RL/OL/HE/OR/AL/ES/SK/MS/CM/CC/
- 8th & 9th digits: subject number range (01 to 99).

For example,

Example 1:16UCH1MC01

16 – Admitted in 2016
U – UG student
CH – Chemistry Student
1 – 1st Semester subject
MC01 – Major paper

Example 2:16PCO2ID01

16 – Admitted in 2016
P – PG student
CO – Commerce Student
2 – 2nd Semester subject
ID01 – Inter disciplinary paper

- For subjects which are carried forward from one regulation to the next, the first two digits representing the regulation alone will change.
- Subjects which are not carried forward from one regulation to the next, will not appear in the new regulation.
- For new subjects which need to be added to a regulation, a new subject code must be created in continuation of the last created code under that type/category.
- Subject codes which are identical (except for the first two digits which represent the regulation year) are treated as equivalent for the purpose of syllabus / question paper setting / conducting examination / etc.



KAUSHAL Kendra
M. Voc. in Digital Journalism

S. No	Subject Code	Subject title
1	16PDJ1MC02	NEWS WRITING
2	16PDJ1MC03	DIGITAL PHOTOGRAPHY-I
3	16PDJ1MC04	NEW MEDIA STUDIES
4	16PDJ1PJ01	WEB MAGAZINE PRODUCTION
5	16PDJ1ES01	ADVANCE GRAPHIC DESIGNING FOR WEB
6	16PDJ1ES02	INTRODUCTION TO FILM STUDIES
7	16PDJ1FC01	COMMUNICATION AND CREATIVE WRITING
8	16PDJ2MC01	CRITICAL MEDIA STUDIES I
9	16PDJ2MC02	VIDEO PRODUCTION I
10	16PDJ2MC03	DIGITAL PHOTOGRAPHY I
11	16PDJ2ES01	ADVERTISEMENT PRODUCTION
12	16PDJ2ES02	PUBLIC RELATIONS
13	16PHE2FC01	LIFE SKILLS TRAINING
14	16PDJ2TP01	INTERNSHIP-I
15	16PDJ3MC01	CRITICAL MEDIA STUDIES II
16	16PDJ3MC02	COMMUNICATION RESEARCH METHODOLOGY
17	16PDJ3MC03	VIDEO PRODUCTION II
18	16PDJ3ES01	RADIO NEWS PRODUCTION
19	16PDJ3ES02	PHOTOJOURNALISM



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20	16PDJ3FC01	ADVERTISING AND BRANDING
21	16PDJ3PJ01	WEB TV PODCASTING
22	16PDJ4MC01	CRITICAL MEDIA STUDIES II
23	16PDJ4MC02	MEDIA AND TECHNOLOGY
24	16PDJ4ES01	ETHNOGRAPHIC RESEARCH
25	16PDJ4ES02	SCRIPTWRITING AND RESEARCH
26	16PDJ4FC01	PORTFOLIO
27	16PDJ4PJ01	DISSERTATION AND PROJECT
28	16PDJ4TP01	INTERNSHIP II



16PDJ1MC02 NEWS WRITING

SEMESTER	I	CREDITS	6
CATEGORY	MC(L)	NO.OF HOURS/ WEEK	6

Objective

- Impart Reporting Skills
- Learn Different Types of Journalistic Writing
- Issues Related to Censorship and Freedom of Expression

Content: Unit – 1

Definition of News - News Values - Soft News and Hard News - News Story Constituents of a News Story: Lead, Body, Tail Structure of a News Story: Inverted Pyramid, Chronological Method - Sources and Attribution

Unit – 2

Reporting Skills Beat Reporting - Crime, Disaster, Accident, Legal, Legislature and Parliament, Weather, Sports Special coverage, Election, Budget

Unit – 3

Political Reporting - Sports Reporting - Press Conference - Press Release

Unit – 4

Feature Writing - Specialized Reporting - Interpretive Stories - Investigative Stories, Sting Operation - Human Interest Stories - Development Reporting - Business and Finance Sports Science and Environment Arts

Unit – 5

Editorial – Column - Letters to Editor – Photojournalism Photo Caption Rights and Responsibilities of a Reporter - Laws and Ethics - Censorship and Freedom of Expression



Assignments

Writing Exercises :

Reports

Features

Special Coverage

Methodology

Classroom Lectures

Workshops

Interaction with Journalists

Industry Visit

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project 50; Viva-voce 50; Total 100 Marks

Reference Books

- Hodgson, F.W. *News Sub-editing*, Focal Press, 1998
- Mencher, M. *News Reporting and Writing*, Dubuque, 1991
- Stone, G. *News Gathering*. Harper Collins, 1992
- Rich, E. *Writing and Reporting News: Coaching Methods*, Thomson Learning, 2000
- Ward, Mike. *Journalism Online*, Oxford, Taylor and Francis 2013



16PDJ1MC03 DIGITAL PHOTOGRAPHY – I

SEMESTER	I	CREDITS	4
CATEGORY	MC(L)	NO.OF HOURS/ WEEK	4

Objective

- Learn Camera Models, Parts and Usage
- Familiarize with Camera Features and Accessories
- Engage in Different Types of Photography

Content:

Unit – 1

Digital SLRs and Bridge SLR cameras - Autofocus, Semi-auto Focus and Manual/Meter Focus Shutter Speed Adjustment, Aperture Adjustment - Depth of Focus – Shallow Focus, Deep Focus, Defocus

Unit – 2

Composition Basics – Shots, Angles, Positions - Lighting – Natural and Artificial, Shadows
Night Photography - Using Flash, Light Settings - Color Composition

Unit – 3

Lenses; Filters - Rule of Thirds – Perspective - Multiple Exposure - Series Photography

Unit – 4& 5

Practical Exercises - Each student has to produce a photo album of 25 to 30 photographs employing various techniques on the following - Landscape, Seascape - Reflection
People, People at Work - City Life, Rural Life - Still Life, Portraits – Informal, Full length,
Patterns and Textures - Events, Series Photography - Art Photography, Performing Arts or Exhibits - Night Shot,
Photos Using Filters



Assignments

Photo Exercises
Photo Album
Photo Exhibition

Methodology

Classroom Lectures
Studio Sessions
Workshops

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty
Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project 50 Marks;
Viva -Voce – 50 Marks; Total 100 Marks

Reference Books

- Peterson, Bryan. *Understanding Exposure: How to Shoot Great Photographs with Any Camera*, Amphoto Books, New York, 2010
- Adams, Ansel. *The Camera*, Little Brown Publishers, 1995
- Kelby, Scott. *The Digital Photography Book*, Peachpit Press Book, 2013
- Alesse, Craig. *Basic 35 mm Photo Guide*, Amherst Media Book, 2002
- Harman, Doug. *The Digital Photography Handbook*, Quercus Publishing, UK, 2016



**16PDJ1ES01: ADVANCE GRAPHIC DESIGNING FOR
WEB**

SEMESTER	I	CREDITS	6
CATEGORY	ES(L)	NO.OF HOURS/ WEEK	6

Objective

- Introduce Basics of Graphic Designing Using Adobe CC
- Impart Skills for Image Creation and Editing Techniques for Web
- Create and Enhance Photographs, Web and Mobile App Designs, 3D Artwork

Content:

Unit – 1: Interface

Adobe Photoshop Workspace - Photoshop History Panel - Crop & Transform - Content Aware Perspective – Resolution - Pixel - Resize Image - Canvas Sizes – Images – Tools – Layers – Text – Rasterize - Smart Objects - Shape Layers

Unit – 2: Repairing & Retouching

Content Aware - Fix Photos - Dust & Scratches - Portrait Retouching - Photo Touch Up & Spot Healing Tool – Color - Red Eye - Healing Brush - Patch Tool - Dodge/Burn/Sponge Tools Removing Image Areas with the Eraser

Unit – 3: Image Adjustments

Auto Adjustments - Destructive Adjustments - Layer Adjustments - Implement Color Management - Raster & Vector - Color & Tone - Tonal Quality & Levels - Brightness & Contrast with Curves – Masking - Sharpen Photos - Camera Raw - Filters & Effects - Camera Raw & Photo



Correction - Lighten & Darken Areas - Resizing Images –
Viewing Resolution, Resolution Reduction and Resampling -
Image Size vs. Canvas Size

Unit – 4: Painting & Drawing

Shape Tools - Draw and Align Shapes - Photoshop Brushes
– Patterns - Path Selection - Pen Tool - Sketch to Comic -
Composition

Unit – 5: Web Design Techniques

Introduction to Design Space - Design Principles – Elements
- Graphic Composition - Art Boards - Mobile App & Web
Designs - Design Tools - Production Workflow

Copyright Rules for Artwork

Graphics and Graphics Usage

Assignments

Repair Two Photographs - Create a Flyer for an Event -
Create a Visiting Card & logo - Create a Web Banner Create
an Image for Social Media Mimic a Movie Poster Design
Album Cover Artwork with Decorative Patterns Create an
own Design reating Website Creating Portfolio

Methodology

Classroom Lectures

LabSessions

Presentations

Sample Exercises

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty
Evaluation = 20 Marks

External 50% - End Semester Evaluation – Practical 100
Marks



Reference Books

- Hughes, John F. *Professional Computer Graphics: Principles and Practice*, -Wesley Publications, Boston Addison 2013
- Beard,Jason. *The Principles of Beautiful Web Design*, Site Point Books, Melbourne, 2010
- Rankin,John R. *Computer Graphics Software Construction*, Prentice Hall Publications, Australia, 1989

16PDJ1ES02: INTRODUCTION TO FILM STUDIES

SEMESTER	I	CREDITS	6
CATEGORY	ES(L)	NO.OF HOURS/ WEEK	6

Objective

- Understand the Evolution of Cinema
- Introduce Techniques, Aesthetics and Film History
- Examine Film Movements and Genres

Content :

Unit – 1: Evolution of Cinema

Muybridge – Edison - Lumiere Brothers - George Melies – D W Griffith - Charlie Chaplin; Series Photography-Peepshow Apparatus- Cinematograph – Bioscope - Editing; Persistence of Vision-Phi Phenomenon-Camera Obscura

Unit – 2: Film Theory

Realism – Formalism – Classicism - Auteur Theory - Feminism and Films

Unit – 3: Film Movements



Soviet Montage- Italian Neorealism-French Nouvelle Vague-
Latin American Third Cinema;

Film Genres

Melodrama-Sci-fi-Horror-War-Western-Action-Epic-
Musical–Crime and Gangster-Documentary

Unit – 4: Canonical Texts

Citizen Cane – Rashomon - Bicycle Thieves – Vertigo – The
Rules of the Game – Seven Samurai – Battleship Potemkin –
The Godfather and Others

Unit – 5

Practical Exercise – Analysing Films and Works of Film
Directors
Preparing a Study Paper on a Particular Theme/Personality

Assignments

Writing Review
Writing Commentary
Interviewing Director
Writing Profile
Study Paper

Methodology

Classroom Lectures
Film Screenings
Film Appreciation Workshops

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty
Evaluation = 20 Marks

External 50% - End Semester Evaluation – 100 Marks

Reference Books



- Andrew, Dudley. The Major Film Theories: An Introduction. Oxford: Oxford University Press, 1976
- Altman, Rick. Film/Genre. London: BFI, 1999
- Braudy, Leo & Cohen, Marshall (eds). Film Theory and Criticism. 5th ed. NY & Oxford: Oxford University Press, 1999
- Cook, David A. A History of Narrative Film. 4th ed. NY & London: WW Norton & Company, 2004
- Cook, Pam. The Cinema Book. 3rd ed. London: BFI, 2007

16PDJ1FC01: COMMUNICATION AND CREATIVE WRITING

SEMESTER	I	CREDITS	4
CATEGORY	FC(L)	NO.OF HOURS/ WEEK	4

Objective

- Improve Communication Skills
- Understand Methods and Techniques of Effective Written and Oral Communication
- Learn the Principles of Creative Writing, Writing Styles and Formats

Content:

Unit – 1: Basic Principles of Communication

Introduction - Understanding Communication - The Communication Process - Barriers to Communication - Importance of Communication in the 21st Century

Types and Channels of Communication

Communication Models - Types of Communication Classification of Communication Channels Barriers to Effective Communication



Unit – 2: Introduction to Writing

Elements of Writing - Styles of Writing - Types of Compositions - Creative Writing Processes of Creative Writing - Challenges of Creative Writing

Unit – 3: Types of Writing

Fictional and Non-Fictional Writing - Rules of Grammar and Usage - Short Story Writing Poetry Composition - Animation Genres - Essay Writing - Composition and Creative Writing Performing Writing

Unit – 4: Types of Media Writing

Characteristics of Print and Broadcast Media Writing - Editing and Re-Writing - Principles of Editing - Techniques of Rewriting

Unit – 5: New Media

Writing for New Media and Travel - Internet and Mobile Phone as Media-Writing for Blogs

Assignments

Creative Writing Works
Producing Literary Magazine

Methodology

Classroom Lectures
LabSessions
Presentations
Sample Exercises

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation – Written 100 Marks



Reference Books

- Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003
- Prasad, H. M. How to Prepare for Group Discussion and Interview. New Delhi: Tata McGraw-Hill Publishing Company Limited, 2001.
- Guffey, Mary Ellen. Essentials of Business Writing. Ohio: SouthWestern College Pubg., 2000.
- Strunk, William, Jr. and White, E.B. The Elements of Style, 3rd ed. (Macmillan, 1979)
- Barkas, J.L. How To Write Like a Professional (Arco, 1984).

16PDJ1PJ01: WEB MAGAZINE PRODUCTION

SEMESTER	I	CREDITS	4
CATEGORY	MC(P)	NO.OF HOURS/ WEEK	4

Objective

- To understand the core concepts of Online Journalism
- To design an Online Magazine

Content:

Unit 1: Introduction to World Wide Web, e- publishing industry, Webzine, Online Journalism-Trends in Online Journalism- e- newspapers-e-Magazines- Podcasting- Podcasting- News Blogs- News Aggregators-Live Streaming-Career opportunities in e-Publishing Industry.

Unit 2: e-Design- Elements of a Newspaper- Web Designing, Web Designing for Newspaper and Magazine. Understanding Forms, Layouts and Colors- Web Banners- News Website-Online news publishing Format-Different types of News Websites.



Unit 3: Hyperlocal Journalism-Hyperlocal Website Design-Citizen Journalism – Reporting – Editing - Design and Web Publishing

Unit 4: Softwares for designing e-newspapers- Introduction to Dreamweaver, Flash Websites- Multimodality-Importing SWF (Shockwave Format) Files

Unit 5: Templates, Inbuilt Web Templates- Inbuilt Websites-Different Types of Blogs, working with CSS, Web pages, Client Server Architecture.

Methodology

Class Lectures coupled with Lab Practicals

Assignment

Different Types of News Websites-Layout Design-Campus Journalism-Collect Website Templates.

Evaluation

Internal 50% - Faculty Evaluation = 100 Marks

External 50% - End Semester Evaluation – Project - 50 Marks; Viva Voce – 50 Marks; Total 100 Marks

16PDJ2MC01: CRITICAL MEDIA STUDIES - I

SEMESTER	II	CREDITS	4
CATEGORY	MC(T)	NO.OF HOURS/ WEEK	4

Objective

- Introduce Media Analysis Techniques
- Understand Basics of Semiotics, Psychoanalysis and Marxism
- Learn Textual Analysis

Content:



Unit – 1

Introduction to Media Analysis Techniques
Semiotics - Saussure-Pierce-Eco-Barthes - Sign – Referent – Signifier – Signified - Difference; Paradigm - Syntagm; Metaphor – Metonymy, Connotation- Denotation; Icon – Index – Symbol; Myth; Aberrant Decoding; Language and Lies

Unit – 2: Psychoanalysis

Freud-Jung-Lacan, Id – Ego- Super Ego; Unconscious – Preconscious- Conscious; Mirror Stage; Symbolic; Archetype; Language and Absence; Suture

Unit – 3: Marxism

Marx-Engels-Gramsci, Production-Surplus-Capital; Class-Base-Superstructure; False Consciousness; Alienation; Commodification, Fetishism; Subaltern; Hegemony

Unit – 4: Feminism

Gender-Patriarchy-Oppression-Objectification-Stereotyping-Empowerment-Gynocriticism

Post Modernism

Difference-Deference-Simulacra- Bricolage-Pastiche-Parody-Hypertextuality

Unit – 5

Textual Analysis - Rhetorical Analysis - Narrative Analysis - Genre Analysis - Ideological Criticism - Discourse Analysis

Assignments

Analyse Media Texts
Exercise in Genre Analysis
Seminars

Methodology



Classroom Lectures
Seminars
Screening Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation = 100 Marks

Reference Books

- Thwaites, Tony and Davis, Lloyd and Mules, Warwick. *Introducing Cultural and Media Studies: A Semiotic Approach*, Palgrave Publications, New York, 1994
- Ott, Brian L and Robert L. Mack, Wiley. *Critical Media Studies: An Introduction* Blackwell Publications, USA, 2010
- Asa Berger, Arthur. *Media Analysis Techniques*, Sage Publications, New Delhi
- Asa Berger, Arthur. *Popular Cultural Genres: Theories and Texts* Sage Publications, New Delhi

16PDJ2MC02: VIDEO PRODUCTION - I

SEMESTER	II	CREDITS	6
CATEGORY	MC(L)	NO.OF HOURS/ WEEK	6

Objective

- Familiarize Basic Concepts of Videography
- Overview Fundamental Theories
- Practice Video Production

Content: Unit – 1



Video Camera Types and Formats - Analog vs. Digital - FPS, Video Formats, NTSC, PAL SEQCAM - Different Types of Video Cameras - VHS, U-Matic, Beta, DV, Dig Beta, HDTV Video Production Techniques - Film Cameras/Persistence of Vision

Unit – 2

Basics of Video Camera - Video Camera Operations - Parts of the Camera Camera, Mounting Devices/Lens/Filters - Types of Camera Shots, Camera Angles, Camera Movements - Studio Setup and Operations - Single Camera and Multi-camera Setup

Unit – 3: Compositional Techniques

Emphasis, DOF, Focus-Rule of Third/180 Degree rule - Framing, Aspect Ratio, Wide Screen Video, Framing Subject - Lead Room, Headroom - Composition & Movement - Different Types of Lens, Filters

Unit – 4: Lighting Techniques

Three Point Lighting - Lighting for Indoor/Outdoor - Artificial, Natural Light, Hard and Soft Lights – Reflectors - Indoor Lights

Unit – 5: Production Techniques

Aesthetics of Video Production – Grammar - Basic Videography Rules

Assignments

Practical Exercises in Handling Video Cameras Indoor and Outdoor Assignments on Taking Shots

Methodology

Classroom Lectures

Studio Sessions



Workshops

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project - 50 Marks, Viva-voce - 50 Marks, Total 100 Marks

Reference Books

- Bernard, Robert L. *Practical Videography: Field systems and troubleshooting*, Focal press, London
- Herbert, Zettle. *Television Production Handbook*, Wordsworth Publishing Co
- Lever, Des. *Basics of Video Lighting*
- Keith. *Digital Video for Dummies*

16PDJ2MC03: DIGITAL PHOTOGRAPHY – II

SEMESTER	II	CREDITS	6
CATEGORY	MC(L)	NO.OF HOURS/ WEEK	6

Objective

- Learn Camera Models, Parts and Usage
- Familiarize with Camera Features and Accessories
- Engage in Different Types of Photography

Content:

Unit – 1: Photography History

The Birth of the Camera-History and Evolution-Best Photographers and their Works

Early Pioneers and Experiments-Functions of a Camera

Unit – 2: Photography Composition Rules



The Rule of Thirds-The Golden Ration-Golden Triangles and Spirals-Rule of Odds - Leaving Space- Filling the Frame- Simplification-Balance- Lines- Patterns- Colour-Texture- Symmetry-View Point- Background-Depth-Framing- Orientation- Experimentation.

Unit – 3& 4: Practical Exercises

Aerial Photography-Panorama Photography Architectural Photography, Candid Photography -Documentary Photography- Fashion Photography, Food Photography-Landscape Photography, Night Long exposure Photography- Photojournalism- Portraiture - Sport Photography- Street Photography- Wildlife Photography.

Unit – 5: Image Adjustments using Light Room

Introduction to Light Room, Creating Equal Exposures- Quick Develop
Merge HDR Images- Local Adjustments - Merge Panorama - Face Tagging & Keywording

Assignments

Photo Exercises
Photo Album
Photo Blog

Methodology

Classroom Lectures
Lab Sessions
Sample Exercises

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks



External 50% - End Semester Evaluation – Practical 100 Marks

Reference Books

1. Peterson, Bryan. *Understanding Exposure: How to Shoot Great Photographs with Any*
2. *Camera*, Amphoto Books, New York, 2010
3. Adams, Ansel. *The Camera*, Little Brown Publishers, 1995
4. Kelby, Scott. *The Digital Photography Book*, Peachpit Press Book, 2013
5. Alesse, Craig. *Basic 35 mm Photo Guide*, Amherst Media Book, 2002
6. Harman, Doug. *The Digital Photography Handbook*, Quercus Publishing, UK, 2016

16PDJ2ES01: ADVERTISEMENT PRODUCTION

SEMESTER	II	CREDITS	6
CATEGORY	ES(L)	NO.OF HOURS/ WEEK	6

Objective

- Provide Basic Understanding of Advertising as Creative Industry
- Develop Basic Skills in Creating Print Ads
- Visualize and Prepare Potential Layouts for Ads

Content:

Unit – 1

Concept of Advertising - Definitions, Evolution and History
 - Types of Advertising - Print Advertisements - Electronic Media Advertisements - Emerging Trends - New Technologies in Print Medium - Advertising Agencies, Structure and Functions

Unit – 2



Illustration - Principles of Illustration - Qualities of Good Illustration - Elements and Principles of Design - Product Positioning - Creative Blueprint - Advertising Strategy - Creative Strategy Brain-storming Big Idea – Copywriters - Art Director’s Contribution and Collaboration Purpose of Copy and Illustration

Unit – 3

Concept and Visualization -Creative process, Creativity, Lateral Thinking - Print Ad Production Art Direction - Graphic Designing - Rough Layout Design - Visual Appeal - Graphic Designing Software

Unit – 4

Visualizing Advertisement - Structure and Types of Layout - Kinds of Layouts - Classical, Vertical Division, Horizontal and Diagonal Division - Fractional Divisions -Elements of Advertisement Layout - Thumbnail, Rough, Ruled Comprehensive - Type Comprehensive

Unit – 5

Visualizing Promotional Materials - Print Medium, Direct Mailer, Brochures, Package Designs Posters, Book Jacket, Newsletter, Dangers, Environmental Graphics - Corporate Identity Manual, Brand Identity Manual, Stationeries

Assignments

Design Works - Illustrations with Different Medium Layouts for Advertisements and Other Promotional Materials Projects: Signs, Logos, Brand Identity, Corporate Identity. Package Designs

Methodology

Studio Sessions



Lab Sessions

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project - 50 Marks, Viva-voce - 50 Marks, Total 100 Marks

Reference Books

- Crowder, David A. and Bailey,Andrew. *Creating website bible*, Wiley Publishing Inc, 2004
- Willard,Wendy. *Web Design demystified*, The McGraw-Hill, New York, 2011
- Bovee, CoutlandL. and Thill,John V. and Dovel,George P. Wood,Marian Burk Advertising *Excellence*, McGraw-Hill, Inc. New York, 1995
- Edward de, Bono. *Serious creativity:Using the Power of Lateral Thinking to Create New Ideas*.Harperbussines, London, 1993
- G.M.Rege.Dr. *Advertising Art & Ideas - A Textbook*,KareerPolytechnic Publication, Bombay,1972
- S.A.Chunawalla and K.C.Sethia, *Foundations of Advertising Theory and Practice*,Himalaya Publishing House, Mumbai, 2002

16PDJ2ES02: PUBLIC RELATIONS

SEMESTER II	CREDITS	6
CATEGORY ES(L)	NO.OF HOURS/ WEEK	6

Objective

- Understand Public Relations and Event Management
- Develop Skillsto Manage Events

Content: Unit – 1



Definition of Public Relations - PR as a Communication Function - Different Public Relations - Propaganda and Public Opinion - PR as a Management

Unit – 2

Stages of PR, Planning, Implementation Research, Evaluation - PR Practitioners and Media Relations - Press Conference, Press Release, Exhibition and other PR tool

Unit – 3

Communication with the Public - Media Relations, Community Relations - PR in India, Public and Private Sectors - PR Counselling - PR Agencies - PR and Advertising - PR for Media Institutions

Unit – 4

Crisis Communication - Event Management - Crisis Management - Time Management PR for Hospitals - PR for Charitable Institutions - PR for Defence - PR for NGOs - PR for Political Parties - Management and Case Studies

Unit – 5

PR Research Techniques - Corporate PR - PR and Law - PR and New Technology - Code of Ethics - International PR- Professional Organizations - Emerging Trends

Assignments

Conducting a PR Campaign Collecting PR Case Studies
Analysing Selected PR Campaigns

Methodology

Classroom Lectures
Seminars
Presentations

Evaluation



Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Campaign Project - 50 Marks, Viva-voce - 50 Marks, Total 100 Marks

Reference Books

- Wilcox, Dennis L. *Public Relations: Strategies and Tactics*, Pearson PLACE 2011
- Bivins, Thomas. *Public Relations Writing: The Essentials of Style and Format*, McGraw-Hill, 2010
- Wilcox, Dennis L. *Public Relations Writing and Media Techniques*, Allyn & Bacon, 2009
- D’souza, K. *Mass Media Tomorrow*, Indian Publishers Distributors, New Delhi, 1977
- Ganesh, S. *Lectures on Mass Communication*, Indian Publishers Distributors, New Delhi, 1995

16PHE2FC01: LIFE SKILLS TRAINING

SEMESTER	II	CREDITS	2
CATEGORY	FC(T)	NO.OF HOURS/ WEEK	2+2

Objective

- To Improve and Sustain the Primal Level of Competence and Performance of PG Students through an Advanced Training of Holistic Development of Oneself
- To Empower through Various Skills and Strengthen them to Face the Future Life Issues and Challenges
- Equip them with Practical and Value Based Learning of Soft Skills for a Better Life in Future

Content:

Inside Class Hours (2 Credits/Hours)

Unit – 1: Constructing Identity



Self Image - Understanding Self Image - Shadows Down the Lane- Self Acceptance

Self Knowledge - Knowing Oneself

Self Confidence

Guilt and Grudges - Power of Belief - Positive Thinking - Optimizing Confidence

Self Development

Perception, Attitude and Behavioural Change - Developing a Healthy and Balance Personality

Self Esteem

Signs - Indicators

Unit – 2: Capacity Building Motivation

Definition - Types (Intrinsic and Extrinsic) - Theories (Maslow's Hierarchical Needs, etc)

Factors that Affect Motivation, Challenges to Motivation, Strategies to Keep Motivated Motivational Plan

Time Management Skills

Steps to Improve Time Management - Overcoming Procrastination - Assessing and Planning Weekly Schedule – Challenges - Goal Settings - Components of Goal Settings - Consequences of Poor Time Management - Control of Interruption and Distractions - Communication Public Speaking - Talents – Creativity - Learning

Unit – 3: Professional Skills

Leadership Development Skills

Difference between Leader and Manager - Different Styles and their Utilities - Functions of Leadership - Application of



Knowledge - Overcoming from Obstacles - Influential Skills and Leadership Qualities

Application Skills

Managing Career and Self-direction - Visionary Thinking - Formulating Strategies - Shaping Strategies - Building Organizations Relationships - Change Management - Project Management Skills - Independent Working Skills - Writing Skills - Public Speaking - Analytical Skills - Neo Research and Development

Problem Solving Skills

Process, Approaches and its Components - Creative Problem Solving - Tools and Techniques Application of SMART Analysis and Barriers to Problem Solving

Unit – 4: Life Coping Skills - Life Skills

Personal and Reproductive Health, Love, Sex, Marriage and Family - Family Life Education Gender Equity - Child Bearing and Childrearing Practices - Geriatric Care – Adjustability

Human Relationship

Formal and Informal - Peer Group – Friends - Same and Other Gender – Family – Colleagues Community – Emotional Intelligence

Stress Coping Skills

Definition of Stress - Strategies to Alleviate Stress - Problem and Emotion Focused Coping Techniques to Reduce Stress - Stress Reaction Phases - Crisis Intervention Steps - Creating Positive Affirmations - Signs, Symptoms and Reactions of Stress

Unit – 5: Social Skills - Human Rights Education



Competence building	Career Preparatory Training
Power talk	Interview Guidance
Emotional Intelligence	Group Dynamics
Stress management	Leadership skills
Decision Making	Negotiation Skills
Positive image building	Creative writing

Understanding Human Rights - International and National Mechanisms - Protection and Preservation of HRs - Human Rights in the Context of New - Technological and Electronic Society

Peace Education

Social Harmony in the Context of Religious Fundamentalism and Fanaticism – Understanding Peace and Justice -Conflict Resolution Strategies

OUTSIDE THE CLASS HOURS (2 Credits/Hours)

- Each Student will Choose Either of the Above-Mentioned Modules and is Expected to Undergo a Training/Workshop in that Module
- She/he will have to Accomplish Ten Hrs Outside the Class Hours to Fulfil 2 Credits

Methodology

Inputs

ABL Model

Documentaries

Group Activities and Interaction

Special Workshop by Professionals



Evaluation

There will be end test and a Project for ‘inside the class hours’. Viva Voce will be conducted for the ‘Outside the class hours’.

Reference Books

- Healing Your Emotional Self: A Powerful Program to Help You Raise Your Self-Esteem,
- Quiet Your Inner Critic, and Overcome Your Shame by Beverly Engel
- Self-knowledge and self-discipline by B. W. Maturin
- Motivation: Biological, Psychological, and Environmental (3rd Edition) by Lambert Deckers
- Getting Things Done: The Art of Stress-Free Productivity by David Allen
- Managerial Skills in Organizations by Chad T. Lewis
- Social Intelligence: The New Science of Human Relationships by Daniel Goleman

16PDJ2TP01: INTERNSHIP I

SEMESTER	II	CREDITS	4
CATEGORY	MC(P)	NO.OF HOURS/ WEEK	3-4Wk

Objective

- Exposure to Real Life Situations and Day-to-day Functioning of the Media Industry
- Understand Expectations of the Industry and Acquire Required Skills

Content:

The student will be interning in a Print Media house for a period of 8 weeks. The faculty will closely monitor the progress of the Internee in coordination with the Guide in the Media. Evaluation will be based on the internship report and viva-voce.



Evaluation

Internal 50% - Diary and Report – 60 Marks; Industry Work Guide – 40 Marks

External 50% - Final Report – 40 Marks; Viva-voce and Presentation – 60 Marks

16PDJ3MC01: CRITICAL MEDIA STUDIES - II

SEMESTER	III	CREDITS	4
CATEGORY	MC(T)	NO.OF HOURS/ WEEK	4

Objective

- Understand Key Concepts in Media Studies
- Introduce Key Thinkers and Seminal Works on Media
- Examine Theories on Media

Content : Unit – 1

The Medium is the Message - Marshall McLuhan- Media as Extensions of Man - Hot and Cold Media – Global Village; *Encoding, Decoding* - Stuart Hall – Reception Theory – Production-Circulation-Use-Reproduction

Unit – 2

The Work of Art in the Age of Mechanical Reproduction - Walter Benjamin – *Reproduction- Aura-Authentic Work*; *The Public Sphere* – Habermas – Liberal Model of Public Sphere – Mass Welfare-State Democracies- Refuealization

Unit – 3

A Propaganda Model - Edward Herman and Noam Chomsky – Manufacturing Consent - Concentration of Media – Flak – Marginalization of Dissidents – Dichotomization and Propaganda; *Ruling Class and the Ruling Ideas* - Karl Marx



and Fredrich Engels – Material Production – Mental Production – Self-determination

Unit – 4

Ideology and Ideological State Apparatuses - Louis Althusser – Infrastructure – Superstructure – State Apparatus ; *History of Subaltern Classes, Concept of Ideology* - Antonio Gramsci – Ruling Class-Subaltern Class – State Power – Hegemony

Unit – 5

Practical Exercises

Assignments

Seminars

Power Point Presentations

Organising Media Conclave

Methodology

Classroom Lectures

Group Discussion

Interactive Sessions

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – 100 Marks

Reference Books

- Eds. Durham, Meenakshi Gigi and Kehler, Douglas M. *Media and Cultural Studies: Keywords*, Blackwell Publications, USA, 2006
- Eds. Ryan, Michael. *Cultural Studies: An Anthology*, Blackwell Publications, USA, 2008
- Eds. Guins, Raiford and Cruz, Omayra Zaragoza. *Popular Culture: A Reader* Sage Publications, New Delhi, 2005



- Hartley, John. *Key Concepts in Communication, Cultural and Media Studies*, Routledge Publications, Chennai, 2004
- Eds. Morris, Paul and Thornham, Sue. *Media Studies: A Reader*, Edinburgh University Press, Edinburgh, 2006

**16PDJ3MC02: COMMUNICATION RESEARCH
METHODOLOGY**

SEMESTER	III	CREDITS	4
CATEGORY	MC(T)	NO.OF HOURS/ WEEK	4

Objective

- Introduce Basic Aspects of Research
- Understand Communication Research Methods and their Applications
- Prepare Proposal for Conducting Research on Specific Area of Interest

Content :

Unit – 1

Definition of Research - Research Procedure - Reliability, Validity and Generalizability Variables – Dependent and Independent Variables, Intervening and Extraneous Variables

Unit – 2

Quantitative Vs. Qualitative Research, Measurement, Sample, Universe, Census - Sampling Method - Probability Sampling - Non-probability Sampling - Sampling Errors



Unit – 3

Quantitative Research Methods: Surve - Experimental Research

Unit – 4

Qualitative Research Methods: Participant Observation - Depth Interview - Focus Group - Case Study

Unit – 5

Content Analysis - Textual Analysis

Assignments

Simple Survey Exercises in Applying Qualitative Techniques Proposal for Research

Methodology

Classroom Lectures
Research Workshop
Practical Research Exercises

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Written 100 Marks

Reference Books

- Roger, Wimmer. D. and Dominick, Joseph R. *Mass Media Research*, Wadsworth Publication, USA 2000
- Berger, Arthur Asa. *Media and Communication Research Methods*, sage publications, , New Delhi, 2000
- Hansen, Anders. Cottle, Simon. Negrine, Ralph and Newgold, Chris, *Mass Communication Research Methods*, Palgrave Publications, New York, 1998
- Hornig Priest, Susanna. *Doing Media Research : An*



Introduction, Sage Publications, New Delhi, 1996

16PDJ3MC03: VIDEO PRODUCTION II

SEMESTER	III	CREDITS	6
CATEGORY	MC(L)	NO.OF HOURS/ WEEK	6

Objective

- Gain Basic Knowledge of Editing
- Develop Sense of Editing
- Equip with Fundamentals of Television Programme Production

Content: Unit – 1

Introduction to Video Editing - Video Tape Post, Production Process, Post Production, Editing-Tape vs. Film Beginning of Electronic Editing - Principles of editing / Basic Editing Hardware - Types of Editing, Preparing for Editing, Post Production Budgets, Production Notes-Recording Logs, Slates-Editing, Requirements, Time code, EDL, Tape Preparations, Insert Editing, Assemble Editing - EDL Management

Unit – 2

Grammar of the Editing - Purpose of Editing, Basic Editing Principles, Scene Transitions Basic editing Techniques [Jump Cut-Cutaway-Inserts) - Different Editing Styles - Parallel Action Editing - Montage Editing & Audio Editing Methods - History of Editing, Early Offline Editing, Latest Technology - Online Editing, Use of Online Mixers

Unit – 3

Introduction to Editing Software - Video Editing Software's - AVID/Adobe Premiere Pro. Basic Editing, Time code, Bin, Project, Batch Capture - Timeline Basics, Working with



timeline, Types of transitions, Special Effects, Chroma Key Editing, Inserts-Rendering, working with audio

Unit – 4

Three Stages in Television Programmes Production
Preview - Publicity and Marketing
Television programmes Format - Concept Preparation, Segments, Break Ups, Run order - Producing TV Show
Budget for Video Production - Script and Storyboard - Various Longer Format Productions - Idea Development & Research for Production

Unit – 5

Different Genres of Television Programmes - Ad Film Production-Documentary - Short Film, News Programmes - Scripting for Television Shows, Reality Shows - VJ Script-News, Reading, Broadcast Journalism

Assignments

Produce a Video -Music Video /Short Film/News Story/ Documentary/ Ad Film

Methodology

Lab Sessions

Studio Sessions

Workshops by Video Editors, Show Producers, Industry

Experts in Television Channel

Studio Visits

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks



External 50% - End Semester Evaluation – Project - 50 Marks, Viva-voce - 50 Marks, Total 100 Marks

Reference Books

- Schneider, Arthur. *Electronic Post Production and Videotape Editing*, Focal Press London
- Thompson, Roy *Grammar of the Edit*, Focal Press, London
- Zettle, Herbert. and Wadsworth, Boston. *Video basics* 7, Cengage Learning, 2013
- Zettle Herbert, *Television Production Handbook*, Wordsworth Publishing Co

16PDJ3ES01: RADIO NEWS PRODUCTION

SEMESTER	III	CREDITS	6
CATEGORY	ES(L)	NO.OF HOURS/ WEEK	6

Objective

- Learn Programme Production with Special Thrust on Radio News
- Understand the Stages of Radio News Production and Equipment Needs
- Develop Knowledge of Newsroom Practices and Processes

Content: Unit – 1

History and Significance of Radio - Transmitting and Receiving Radio Signals - Concept of MW, SW and FM Broadcast - Radio Programme Formats - Radio Journalism - Producing Radio News - Process and Personnel Involved - Latest Trends in Radio Broadcast

Unit – 2

Components of Radio News Story - Covering and Compiling Radio News - Planning, Research for Reporting - Filing



News Stories Both as Hard Copy and Audio Report - Pool Copy Writing and Editing - Source Handling with Objectivity

Unit – 3

Voice-Recording and Audio - Editing Interviews for News Bulletins - Types of News Bulletins Audio-recording and Radio Production Techniques and Tools - Reporting with Multimedia Tools - Use of Microphones - Types of Microphones - Handling of Console in Editing Studio and Broadcast Studio - Use of Sound Processing Software

Unit – 4

Cultivating Voice for Radio Broadcast - Practice for On-air Presentation - Role of Newscaster Commentator – Presenter - Anchor-person – Announcer - Compere

Unit – 5

Basic Equipment for Indoor and Outdoor Broadcast - Elements of Mobile Journalism - Techniques for Podcasting - Orientation to Writing Skills - Research Skills - Recording Skills Studio Skills - Presentation Skills - Production Skills - Format Skills - Workplace Skills

Assignments

Mock News-room Sessions to Gain Experience in Editing Copies Produce Audio-Capsules for Campus Radio News

Methodology

Studio Sessions

Lab Sessions

Classroom Lectures

Industry Visits

Evaluation



Internal 50% - CA I & CA II – Participation Evaluation = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project - 50 Marks, Viva-voce - 50 Marks, Total 100 Marks

Reference Books

- Technique of Radio Production: Robert McLeish: Focal Press, London
- Broadcasting and the People: Masani Mehra: National Book Trust, New Delhi
- Indian Broadcasting: H.R. Luthra: Publications Division, New Delhi
- Broadcast News Writing, Reporting and Producing: Ted White: Focal Press, London
- Broadcast Journalism: Andrew Boyd: Focal Press, London

16PDJ3ES02: PHOTOJOURNALISM

SEMESTER	III	CREDITS	6
CATEGORY	ES(L)	NO.OF HOURS/ WEEK	6

Objective

- Imbibe Visual News Storytelling
- Acquire Skills to Write for Photographs
- Explore Digital Archiving and Photo-editing Techniques

Content: Unit – 1

Introduction to Photography

Basics of Photography - Camera Equipment and Accessories - File Formats - Photo Techniques, Specialized Lighting Equipment - Tethering and Other Studio Techniques - News Photography

Unit – 2



Navigating Access, Crowd Sourced Photography - Elements of Visual News Storytelling - Role of Photojournalist in a Newsroom

Types of News Photography

Spot News - General News - Street Photography - Off-beat Photography - Documentary Photography - War and Crime Photography - Disaster Photography - Photography for Specialized/Niche Publications - Photojournalism, Editorial and Page Design Coordination

Unit – 3

Editing Works of Photography

Photo-editing Softwares

Adobe Photoshop - ACDsee Photo-editor - Web-based Photography Platforms - Use and Misuse of Technology

Unit – 4: Writing for Photographs

Captions, Description - Photo Feature, Photo Essay – Portfolio - Digital Archiving and Management of Photographs

Unit – 5

Principles and Ethics of Photojournalism - Media Laws: Copyright - Intellectual Property Rights

Practical Exercises in Photojournalism

Assignments

Practical Exercises in News Photography

Preparing Photo-feature

Digital Archiving

Photo-editing

Methodology



Studio Sessions
Lab Sessions
Workshops

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty
Evaluation = 20 Marks
External 50% - End Semester Evaluation – Project 50; Viva-
voce 50; Total 100 Marks

Reference Books

- Kobre, Kenneth *Photojournalism: The Professional’s Approach*, Focal press, London, 2002
- Parrish, Fred. *Photo Journalism: An introduction*, wadsworth Thomson,
- Eisman, Dugan and Grey, *Read World Digital Photography*, Pearson/prentice Hall
- Loengard, John. *Life Photographers: What they saw*. Bulfinch Press, 1998
- Steel, Andy. *The World’s Top Photographers Photo Journalism: And the Stories behind Their Greatest Images*, Rotovision, 2006

16PDJ3FC01: ADVERTISING AND BRANDING

SEMESTER	III	CREDITS	4
CATEGORY	FC(T)	NO.OF HOURS/ WEEK	6

Objective

- Introduce the Art and Skills of Advertising
- Understand Branding and Brand Management
- Know Functioning of Ad Industry

Content :

Unit – 1: Introduction to Advertising



Concept, Nature, Definitions - Evolution and History - Role, Objectives, Functions and Significance - The Art and Skill of Advertising

Unit – 2: Understanding the Language of Advertising

Basic Theories and Applications - Tools of Advertising - Types and Classifications of Advertising - Factors Determining Advertising Opportunity of a Product/Service/Idea Types of Appeals and Advertising Messages - The AIDA Principle - The Attention Seeking Devices and Appeal - Advertisement process- Developing an Advertising Program Developing the Advertising Message - DAGMAR Approach - Advertisement Theme and USP Difference between Display and Classified Ad - The Mental Language of Advertisements The Magic Language of Advertising - Linguistics and Semiotics Aspects of Advertising Evaluation of Advertising Effectiveness - Benefits of Advertising

Unit – 3: Introduction to Creativity

Understanding Creativity - Creativity in Advertising - Stages in the Creative Process Ideation, Lateral Thinking, Brainstorming and Various Creative Thinking Modes “Thinking Hats” and Others Major Creative Thinkers in Advertising - Creating Advertising Appeals: Rational and Emotional - Conveying the Big Idea - Appreciation and Presentation of Some of the Great and Failed Campaigns

Unit – 4: Agency Structure

Evolution of Ad Agencies - Various Functional Departments and Scope of their Work Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client-Agency Relationship

Advertising and Society



Ethical Issues in Advertising - Social Criticism of Advertising Laws - Advertising Statutory Bodies in India - Role of AAA and ASCI and the Study of Various Codes of Conduct

Unit – 5: Brand Management

Evolution & Introduction of Branding – The Concept of a Brand - Characteristics of Brands Brand Planning - Issues Influencing Brand Potential - Understanding the Branding Process in Advertising Perspective - Brand Positioning, Brand Benefits and Consumer Benefits

Current Trends in Advertising & Digital Media for Communication

The Concept of Advertising on the Net - Viral Advertising - Advertising beyond Print and the Small Screen

Assignments

Crosswords on Brands and Logos
Identify Ad Campaigns
Quiz
Study an Ad Campaign

Methodology

Classroom Lecture
Group Discussion
Workshops
Industry Visit

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks
External 50% - End Semester Evaluation – 100 Marks

Reference Books



- *Foundations of Advertising: Theory & Practice.*Chunawalla, S.A/Sethia, K.C. 7th rev ed Himalaya 1
- *A.dvertising: Principles and Practice* Wells, W./Moriarty, S./Burnett, 7th ed Pearson
- *Brand Bible: The Complete Guide to Building, Designing and Sustaining Brand.* Debbie Millman, 2012, Rockport Publishers
- *The Tipping Point* Malcolm Gladwell, Little, Brown Book Group; new edition (14 February 2002)
- *Advertising & Integrated Brand Promotion.*Oguinn, T.C/ Allen, C.T/Semenik, R.J. 4th ed Thomson Books

16PDJ3PJ01: WEB TV / PODCASTING

SEMESTER	III	CREDITS	6
CATEGORY	MC(P)	NO.OF HOURS/ WEEK	6

Objective

- Acquaint with Broadcast Content Produced through Web
- Produce Professional Web TV and Podcast Content
- Host the Content in Web

Content:

Students have to produce web tv or podcast content of their choice individually and host them in web. The content should be new based, including news stories, features, news packages, documentaries etc. Students will engage in the complete process of production from planning till the final stage of webhosting. They are expected to handle audio and video equipments, edit suits and web pages.

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks



External 50% - End Semester Evaluation – Practical 100
Marks

16PDJ4MC01: CRITICAL MEDIA STUDIES – III

SEMESTER	IV	CREDITS	4
CATEGORY	MC(T)	NO.OF HOURS/ WEEK	4

Objective

- Understand Key Concepts in Media Studies
- Introduce Key Thinkers and Seminal Works on Media
- Examine Theories on Media

Content:Unit – 1

Visual Pleasure and Narrative Cinema - Laura Mulvey – Male Gaze Theory – Scopophilia – Narcissistic Identification ; *Femininity as Mas/s/querade: A Feminist Approach to Mass Culture* - Tania Modleski – Notions of Femininity - Mass Culture as Feminine – Consumption of Mass Culture

Unit – 2

The Precession of Simulacra - Jean Baudrillard – Hyperreal – Imaginary - Political Incantation The End of Panoptic ; *Postmodernism or the Cultural Logic of Late Capitalism* - Fredric Jameson – Nostalgia – Past – Representation - Sublime

Unit – 3

Culture Industry Reconsidered - Theodor W. Adorno – Commodification – High and Low Art ; *'Culture' and 'Masses'* - Raymond Williams – Mass Communication – Mass Observation – Communication and Community

Unit – 4

The Aristocracy of Culture - Pierre Bourdieu – Distinction – Pure Taste and Barbarous Taste

Unit – 5



Practical Exercises

Assignments

Seminar

Power Point Presentations

Organising and Presenting in Media Conclave

Methodology

Classroom Lectures

Group Discussion

Workshops

Guest Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Written 100 Marks

Reference Books

- Eds. Durham, Meenakshi Gigi and Kehler, Douglas M. *Media and Cultural Studies: Keywords*, Blackwell Publications, USA, 2006
- Eds. Ryan, Michael. *Cultural Studies: An Anthology*, Blackwell Publications, USA, 2008
- Eds. Guins, Raiford and Cruz, Omayra Zaragoza. *Popular Culture: A Reader* Sage Publications, New Delhi, 2005
- Hartley, John. *Key Concepts in Communication, Cultural and Media Studies*, Routledge Publications, Chennai, 2004
- Eds. Morris, Paul and Thornham, Sue. *Media Studies: A Reader*, Edinburgh University Press, Edinburgh, 2006



16PDJ4MC02 TV NEWS PRODUCTION

SEMESTER	IV	CREDITS	6
CATEGORY	MC(T)	NO.OF HOURS/ WEEK	6

Objective

- Learn Journalism Production Techniques
- Acquire Skills for Packaging a news story

Content:

Unit – 1

Newsroom terms and Operational concepts: TV Cut off, Dubbing, Picture Composition, Editing, Jump Cuts, Cutaways, Inserts, Standuppers, Closing Pad- News Story Types – Sound bite script – VO bite script - Package

Unit – 2

Gathering News: Freelancers and Stringers, Staff Reporters/Correspondents, Local Camera Crews, Close Circuit feeds, Television News agencies, Video News releases, Monitoring Services, Archives, News Agency wirephotos.

Unit – 3

Writing to Pictures: VO and Sound Bites, Complementing the picture, Telling the Obvious, writing to Archival Footage, Linking into Sound Bites, Puns and Cliches, Breathing Space, Visual Continuity, Transitions, When you don't have pictures, Adding illustration, writing to stills, composites and Split Screens

Unit – 4

Graphics for news – Supers – writing to Graphics – Full Frame Graphics, Shooting a News event Reporting Skills: Piece to Camera, Interviewing, Logging and Transcribing, Recording your Narration, Studio Spot.



Unit – 5

Packaging a report, How to shoot routine events?, News on Television – News for television.

Assignments Piece

to Camera Social

Commentary

Methodology

Classroom Lectures

Interaction with Journalists

Guest Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Assignment = 20 Marks

External 50% - End Semester Evaluation – Project 50 Marks + Viva-voce 50 Marks =100 Marks

Reference Books

- Singh, Chandrakant P. *Before The Headlines*, Macmillan India Limited, New Delhi, 1999
- Zettle Herbert, *Television Production Handbook*, Wordsworth Publishing Co
- Introduce Cultural History of Technological Media
- Explore a Set of Key Questions that have Pre-occupied Media Historians
- Locate Form(s) Based on Technological-Cultural Origin of Media in Specific Historical Contexts

16PDJ4MC03 MEDIA AND TECHNOLOGY

SEMESTER IV	CREDITS	6
CATEGORY MC(T)	NO.OF HOURS/ WEEK	6

Objective



- Introduce Cultural History of Technological Media
- Explore a Set of Key Questions that have Pre-occupied Media Historians
- Locate Form(s) Based on Technological-Cultural Origin of Media in Specific Historical Contexts

Content :

Unit – 1

Technology and Society - The Social Needs that Produce Technologies - Effects of Technology on Societies - Social Contexts of Technological Inventions - Understanding Raymond William's Essay The Technology and Society

Unit – 2

Technological Media - What is Technological Media? - Media Forms as Assemblages of Technologies - Relations between Modern Technologies and Media Forms - Origins and Transformations of Technological Media Forms

Unit – 3

Media and Social Change: Modernity and Media - Media's Role in Social Transformations with Focus on Media Technologies and Centrality in Them Democracy and Media Forms - What Aspects of Media become Instrumental in the Evolution of Societies and in the Emergence of Modern Social Institutions? - Tradition, Modernity and Technology Discussion on Elizabeth Eisenstein's Essay on Print Media as an Agent of Change

Unit – 4

Mass Media, Culture and Politics - Discussions on Technological Media's Role in Changing Traditional Societies - Exploring the Links between Media, the Common People



Empowerment and Political-Cultural Change - Marxist Approaches to Understanding Media's Role and Effects

Unit – 5

‘Culture Industry’, Politics and Media Technologies - Understanding Theodore Adorno and Max Horkheimer's Essay - ‘The Culture Industry: Enlightenment as Mass Deception, Discussions on Emerging New Media Forms - Technological Convergences and Contemporary Society - Understanding Frankfurt School's Interventions in Studies on Media, Masses and Politics

Assignments

Group Discussions

Seminars

Presentations

Methodology

Classroom Lectures

Group Discussion

Workshops

Guest Lectures

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Written 100 Marks

Reference Books

- Williams, Raymond. The Technology and the Society. In The Anthropology of Media: A Reader, Blackwell Publishers, 2002.



- McLuhan, Marshall. The Medium is the Message. In The Anthropology of Media: A Reader, Blackwell Publishers, 2002.
- Habermas, Jurgen. The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society, trans. Thomas Burger, MIT Press, Cambridge, 1989.
- Anderson, Benedict. Imagined Communities: Reflection on the Origin and Spread of Nationalism. London
- Jeffrey, Robin. Capitalism, Politics and the Indian Language Press. India's Newspaper Revolution: Capitalism, Politics and the Indian Language Press, Oxford University Press, New Delhi: 2000. pages 1-19

16PDJ4ES01: ETHNOGRAPHIC RESEARCH

SEMESTER IV	CREDITS	6
CATEGORY MC(L)	NO.OF HOURS/ WEEK	6

Objective

- Develop Critical Understanding of Ethnographic Research as Theory and Method
- Gain Hands on Experience in Collecting, Analyzing and Writing Research Paper Using a Variety of Ethnographic Techniques

Content:

Unit – 1

Communication Research -Different Types of Research - Interdisciplinary, Multidisciplinary, Cultural Studies - Anthropology, Visual Anthropology, -Research Methods - Ethnography

Unit – 2



Qualitative Research Techniques - Introduction to Ethnographic Research - Communities, Ethnos and Culture-Ethnographic - Data Collection Methods - Field Observations, In-depth Interviews, Observation Method - Participant Observation Research

Unit – 3

Different Forms of Ethnography - Realist Ethnography - Critical Ethnography - Video Ethnography - Ethnographic Studies - Review-Procedures, Tools, Case Studies

Unit – 4

Online Ethnography - Virtual Communities – Netnography - Online/Offline Observation Social Media Research, Case Studies - Evaluating Ethnographic Writing

Unit – 5

Conducting Ethnographic Research - Ethnographer, Skills of an Ethnographer – Ethnology - Ethical Issues in Ethnographic Research Challenges

Assignments

Ethnographic Research Work

Netnography

Methodology

Classroom Lectures

Group Discussion

Workshops

Seminars

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks



External 50% - End Semester Evaluation – Project 50; Viva-voce 50; Total 100 Marks

Reference Books

- Diane, Margaret. Designing and Conducting Ethnographic Research,,2010
- Gelding, Nigel G. and Lee, Raymond M. Online Research Methods, Sage Publications, London, 2008
- Emerson, Robert M and Fretz, Rachel I. and Shaw,Linda. Writing Ethnographic Fieldnotes. University of Chicago Press, Chicago 1995.
- Fabian, Johannes. and Rooij, Vincent de. “Ethnography.” in The Sage Handbook Of Cultural Analysis. Sage Publications, London, 2008

16PDJ4ES02: SCRIPTWRITING AND RESEARCH

SEMESTER IV	CREDITS	6
CATEGORY MC(L)	NO.OF HOURS/ WEEK	6

Objective

- Understand Key Concepts of Scriptwriting
- Write Scripts for Various Programme Formats
- Familiarize with Scriptwriting Softwares

Content:

Unit – 1

Concept – Artistic and Communication Goals - Medium Feature Film, Short Film, Teleserial, Miniseries, Documentary - Target Audience

Key Elements of the Concept

Premise – Setting – Genre - Central Themes -Primary Mood/Tone - Broad Character Arcs Major Narrative/Plot Points – Structure - Light, Sound, Colour, Music

Unit – 2 : Research



Identify, Research and Understand Key Elements of the Concept - Procuring Information and Background Material - Primary Resources (Interviews, Discussions) - Secondary Resources (Reports, Statistics) - Relevant Social, Cultural and Political Issues

Unit – 3: Detailing the Concept

Taglines – Loglines – Pitches - One Page Synopsis – Exposes - Running Diary/ Annotations Storyboards

Unit – 4

Basics of Scriptwriting – Style, Format, Structure and Length - Story Outline – Story Plot, Structure, Theme, Setting, Character Profiles, Turning Points in the Story - Narrative Templates - 3-Act Structure, Plot Point - Blake Synder’s Beat Sheet, Hero’s Journey - Story Structure Characterization

Unit – 5

Scriptwriting Software

Final Draft, Movie Magic, Celtx

Assignments

Visualise Concepts

Write Scripts for Various Programmes

Methodology

Classroom Lectures

Group Discussion

Workshops

Seminars

Evaluation



Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Project 50; Viva-voce 50; Total 100 Marks

Reference Books

- Straczynski, J Michael. The Complete Book of Scriptwriting , Writer’s Digest Books, Ohio
- Trottier, David. The Screenwriter’s Bible : A Complete Guide to Writing, Formatting and Selling Your Script, Writer’s Digest Books, Ohio, 2002
- Field, Syd. Screenplay : The Foundations of Screenwriting, Bantam Dell Publishers, USA, 2005
- McKee, Robert. Story : Substance, Structure, Style and the Principles of Screenwriting, Harper Collins Publications, New York, 1997

16PDJ4FC01: PORTFOLIO

SEMESTER IV	CREDITS	4
CATEGORY FC(L)	NO.OF HOURS/ WEEK	4

Objective

- Creating Effective Portfolio
- Accomplish, Organize and Preserve Work Online
- Prepare for Professional Realm of Writing

Content:

Unit – 1

Portfolio Creation Basics - Introduction to Portfolio Creation
- Types of Portfolios - Physical and Online Portfolio Creation
- Strategies for Effective Portfolio Creation - Outline, Drafting, Preparation

Unit – 2



Physical Portfolio Creation: Broad - Non Client Based Samples - Include Case Studies and Examples - Redrafting, -Efficient Print Presentation Techniques -Print Portfolios, Photographs, Illustrations, Ad campaigns, Design Projects

Unit – 3

Digital Portfolio Creation - Introduction to Portfolio Websites - Yola.com, Joimdo.com, Weebly.com - Portfolio Creation Tools, Use of Visuals - Online Portfolio Creation Techniques

Unit – 4

Presentation Techniques - Portfolios for Business - Etiquettes for Business Presentations Key Selling Strategies for Business - Developing Effective Presentation Designs for Portfolios

Unit – 5

Final Portfolio Creation - Portfolio Creation - Physical and Digital Portfolio Creation

Assignments

Physical Portfolio

Digital Portfolio

Methodology

Classroom Lectures

Workshops

Lab Sessions

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks



External 50% - End Semester Evaluation – Project 50; Viva-voce 50; Total 100 Marks

16PDJ4PJ01: DISSERTATION

SEMESTER IV	CREDITS	6
CATEGORY MC(P)	NO.OF HOURS/ WEEK	6

Objective

- Gain Research Experience
- Engage in In-depth Study, Data Collection, Analysis and Interpretation
- Write Thesis in Professional Manner

Content :

Students will individually choose a relevant topic for research in the area of new media and communication with clear objectives and conduct research applying appropriate research methodology. Students will do review of literature on the concerned research area and engage in intensive data collection. Student's ability to conduct research independently, apply relevant theory and analyses and interpret data will be assessed throughout the project. Evaluation will be based on the thesis and viva-voce.

Evaluation

Internal 50% - CA I & CA II = 80 Marks and Faculty Evaluation = 20 Marks

External 50% - End Semester Evaluation – Viva-voce = 100 Marks

16PDJ4TP01: INTERNSHIP II

SEMESTER IV	CREDITS	4
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CATEGORY TP(P) NO.OF HOURS/ WEEK 4

Objective

- Exposure to Actual Situations and Day-to-day Functioning of the Media Industry
- Understand Expectations of the Industry and Acquire the Required Skills

Content:

The student will be interning in an Online Media house for a period of 8 weeks. The faculty will closely monitor the progress of the Internee in coordination with the Guide in the Media. Evaluation will be based on the internship report and viva-voce.

Evaluation

Internal 50% - Diary and Report – 60Marks; Industry Work Guide – 40 Marks

External 50% - Final Report – 40 Marks; Viva-voce and Presentation – 60 Marks