

101: Introduction to Communication Studies

Objectives:

1. To help and encourage students for a greater understanding of the nature and process of human communication with special emphasis on Interpersonal Communication
2. To help students realize the centrality of culture and society in the process of communication and structure their enquiries accordingly
3. To help students improve and diversify their competence in interpersonal and group communication by application

Syllabus :

1. The World of Communication

- Centrality of communication in the living world
- Communication and culture
- Communication and relationships
- Communication and commonalities
- Spectrum of communication- intrapersonal to mass commn.

2. Studying Communication

- Interdisciplinary nature of the subject
- Qualities of students of communication studies
- Relevance of communication studies
- Academic origin
- Practical concerns and academic issues

3. Cornerstones of Communication

- Theorizing and modeling
- Indian and Western perspectives
- Two schools of communication studies
- Question of Culture
- Communication as a dynamic process of meaning making

4. Types and Forms of Communication

- Types on the basis of participants, medium etc
- Forms and structures- Verbal, non-verbal etc.
- Non-verbal communication- Context of culture
- Medium- Strengths and weaknesses
- Medium and Messages

5. Making Meanings: The Semiotic Approach

- Signs, symbols and Codes: Basic concepts
- Signification: Connotation and Denotation
- Myths and Metaphors
- Communication as discourse

- Role of ideology in communication

6. Rhetoric : An Introduction

- Origin and evolution
- Functions of rhetoric
- Rhetorical devices and schemes.
- Rhetoric: Some modern concerns.
- Creating and Analyzing rhetoric.

7. Communication Competence

- Some myths of communication competence
- Dimensions of competence
- Written communication
- Presentation and Representation
- Interviews and conversations: Cases of impression management

8. Group Communication Basics

- Group as a social and communicative unit
- Group dynamics
- Leadership and team work
- Organization as a group
- Basics of organizational communication.

Books Recommended:

1. Introduction to Communication Studies: Fiske John
2. What is Communication Studies: Watson James
3. Communication: Rayadu C.S.
4. Impression Management: Schlenker B. R.
5. Cultural Studies- Jeff Lewis
6. Mass Communication in India: Kumar Keval
7. Basically Communicating: Berko Roy
8. Interpersonal Communicating : Roloff Micheal.
9. Communication as Culture : James W. Carey
10. Communication Skills: Ghanekar Anjali

102: Introduction to Information Technology

Objectives:

1. To introduce students to the conceptual, theoretical and practical aspects of Information Technology with reference to computers.
2. To introduce Computer Graphics software and Desk Top Publication (DTP) packages to students.
3. To give hands on experience to students with respect to various Computer Operations and Applications.

Syllabus:

1. Understanding Computer Fundamental

- Different parts of Computer-CPU, Peripherals, Memory
- PC-Block Diagram and Architecture Microprocessor etc.
- Functioning of a Computer
- Hardware, Software, Languages, Packages, Viruses, ICS
- Antivirus Package, Fuzzy Logic (concept), Types of Rom & RAM
- Characteristics of Computer: Speed, Memory (Storage),
- Application of Computer (CAD,CAM, Industries, Banking)

2. Computer Organization System

- Working and functions of Different Subsystems
- ALU,
- CPU,
- Memory Storages
- I/O Interfaces
- Different Memories
- Primary Memory Storages
- Secondary Memory Storages
- Storage Hierarchy
- Input Devices: Mouse Keyboard, Light pen, Scanners, Microphones, Kiosk
- Output Devices: VDUs, Printers, and Plotters
- Applications of I/O Devices

3. Communication with/from computers

- **Operating System**
 - Working with Operating System
 - Operating System Concepts
 - Different Types of O.S
 - Characteristics O.S.
- **Computer Network**
 - Network Topologies
 - Types of Network Topologies
 - File transfer, sharing resources
 - Types /Classification of Networks-LAN, MAN, WAN
- **Data Communication**

- Communication Models
- Communication Concepts
- Satellite Communication
- Optic Fiber Communication
- Communication Media
- **Internet Technology**
 - Client-Server
 - Web browsers
 - Concepts
 - HTML coding
 - Message switching, circuit switching and packet switching, partially connected network.
 - Synchronous and A Synchronous Transmission – down & uploading, business communication.
 - Serial and parallel transmission.

4. Introduction to packages (operational level)

- **Working with Windows XP**
- **DTP: Quark Express / In-Design**
- **Working with MS-Office**
 - MS- WORD – Creating, formatting, printing a file (document)
 - MS Excel- Creating, editing, formatting, printing a worksheet
 - MS ACCESS: - Creating, editing, printing, Database
 - MS POWERPOINT: - Creating, editing, formatting, presentation, slide-show with multimedia and special effects

5. Computer Application

- **BPO and KPO**
 - Introduction
 - Globalisation
 - Services provided – Voice and Non-voice
 - Employment Opportunity
- **Concepts of e-Learning**
 - Online Education and Universities
 - Learning Management System
 - E-Learning standards
 - Computer Based Teaching (CBTs)
 - Web Based Teaching (WBTs)
- **Multimedia –Technology**
 - Multimedia components
 - Media Applications
 - Multimedia Hardware and Digital Device
 - Multimedia Tools and Software
- **Internet and e-commerce**
 - Introduction-E-Mail/chatting, Blogs, websites etc
 - Online transactions and trading
 - Financial transactions and secure payment
 - Cyber Laws
 - Hacking
 - Internet Ethics
 - Security on the Internet

Books Recommended: -

1. IBM, PC, XT User' Handbook
2. Personal computer Book- Robin Bradbeer
3. Computer Handbook- Peter Rodwell
4. ET & T Series (Windows, Word, Excel, PowerPoint, Access)
5. Basic programming –A.P. Stephenson
6. The Beginner's Computer Handbook –USBORNE
7. Comprehensive Computer Studies- by Peter Bishop

103: Introduction to Broadcast Technologies

Objectives:

- 1 To help students understand Television as a medium of Mass Communication.
- 2 To help students understand the importance and relevance of Television Technology for production of TV programmes.
- 3 To equip the students with the basic understanding of TV production techniques.

Syllabus:

1 HISTORY & DEVELOPMENT OF TELEVISION:

- * World TV—NTSC,PAL,SECAM
- * Television In India—Black & White, Colour, satellite, DTH, CAS, Cable TV.
- * Development of Digital TV and Digital High Definition TV (DHDTV), Set-Top-Box/IRD(Integrated Receiver Decoder).
- * Video Conferencing, pay TV, pay per view, Video on demand.
- * Convergence of Technologies.

2 TV STUDIO AND TV EQUIPMENT:

- * TV cameras and Multi Camera set up.
- * Contributory Video and Audio sources in TV production.
- * Production Control Room—Equipments used and Master Control.
- * Video Tape/ Compact Video Disc recording, Tele-cine, Character Generator, computer Graphics, Virtual sets, Digital video effects, Still storage.
- * Electronics News Gathering(ENG), Satellite News Gathering(SNG), Digital Satellite News Gathering(DSNG).

3 HOW TV WORKS:

- * Working of Black & white and colour TV cameras--concept of Three basic colours.
- * Compatible Television-- Black& White and ColourTV, ColourTV and High definition TV.
- * Band width—Black & White, Colour and HDTV.
- * Scanning process.
- * Composite and Component TV.
- * Amplitude and frequency Modulation—Ghost and Moire Pattern.
- * Transmission—High towers/Hills, satellite, optical fibre, cable TV.
- * White Balancing.
- * Camera Lenses—Fixed and Zoom.
- * DVDs,VCDs,LCD, Plasma, Trinitron and Delta picture tubes.

4 ANALOGUE & DIGITAL TV:

- * Basic Concept.
- * Compression Techniques—MPEG-1, MPEG-2, MPEG-3, MPEG-4; Increased capacity for Terrestrial & Satellite transmission.

- * Digital HDTV-Global Standards.
- * DHDTV to replace conventional film production.
- * Mobile TV on Cellular Handset (Mobile Telephone).
- * Channels going Digital—Economic angle.

5 TV and RADIO SOUND:

- * Physical and Electrical sound.
- * Microphones: types & Usage in various TV situations—Unidirectional, Cardioid, Omni-directional, Wireless (Radio), Lapel, Boom (for VIP press conferences).
- * Microphones Holding techniques.
- * Lapel Microphone wearing techniques.
- * Difference between Radio and TV microphones(speaking to Camera).
- * Reverberation—Enrichment of music
- * Stereophonic sound—technique of modern way of music balancing both for mono and Stereo sound. Old method of music balancing.
- * Dolby Sound – noise reduction.
- * Surround sound.

6 TV LIGHTING:

- * Three Point Lighting—Purpose of each light, their proportion.
- * Lighting for Black & white and Colour TV production.
- * Lighting Sources.
- * Lighting for Drama, Music and discussion type programmes.
- * Colour temperature, use of filters to correct colour Temperature.
- * Day and night Sport events (Cricket matches)—emphasis on colour temperature.
- * Cold lighting techniques—latest modern techniques, saving in electricity and A/C.

7 OUTSIDE BROADCAST:

- * Survey points,
- * Line of action concept: Placement of cameras for sport events.
- * Multi-Camera setup for cricket (up to 30), cameras for actual telecast, rest for slow motion Techniques.
- * International sport events-brought to Indian viewers-type of satellites used- role of INTELSAT and INSAT, Delhi for advertisement insertions.

Books Recommended: -

1. Video Technique – Gordon White
2. Basics of TV & video Systems – Bernard Grab
3. TV Technology: Fundamentals and Future Prospects – A. Micheal Noll
4. TV Operation Handbook – Robert Ovibgel
5. TV Broadcasting – Robert Hilliar
6. The techniques of TV production – G. Millerson.

7. Voice and Data Communication Handbook, 2001, by Regis J. (Bud) Bates and Donald W. Gregory, Tata Mcgraw Hill.
8. Television Technology Demystified, A non-technical guide -2006; by Akek Sandar LousTodonovic.
9. Modern Digital and Analog Communication Systems by B.P. Lathi—2004.
10. BES Review (Broadcast Engineering Society) qrly. Address: Hon. secretary, BES, 912, Surya Kiran Building, 19, K.G. Marg, NewDelhi:110001, Tel: 011-43320895. E-mail: bes@besindia.com

104: Introduction to Video Production

Objective:

1. To inform and orient the students from various disciplines to the new field of video production.
2. To equip them with the appropriate context of technology – audio-visual language-narrative and basic elements of creative and production processes to help them to understand broader perspectives of TV video production as a social professional practice.

Syllabus:

- Nature of the moving image medium
 - Fundamentals and history of Cinema, TV, Video and beyond.
 - Culture of Eye (image sound) TV medium form, Function, Institution, Production, Reception, Pleasure, Knowledge, Culture and Political Economy.
 - Overview Broadcast, Non-broadcast, Audience, Client Facility.
 - Moving Image Theory – Media Language, Semiological Process Codes. Manipulation, information, Education, Entertainment, Knowledge, Technique of persuasion.
 - Film and TV genre (Fiction & Non-Fiction, Advertisement, Corporate Video, Video Art)
 - Technology and equipment application aspects and methods.
Camera: Basic Concepts
Lighting: Basic Concepts
Sound: Basic Concepts
Editing: Basic Concepts
Graphics: Basic Concepts
 - Idea to screen – complete production process
Pre-Production, Production and Post-Production-Panning, Organizing, Execution
Single Camera, Multiple Camera, Studio and Location

Key Persons Technical Team, Production Team, Management Team.
 - Creative and Aesthetic approaches – conceptualization & visualization
 - Real Life Event, Media Created Event.
Basic Concepts of space and time restructuring purpose and methods
Definition of shot, Basic shots, Context Value Dynamics.
 - Screen Craft, Screen Grammar
Shooting Rules, Line of Action, Continuity – Space, Time, Position, Movement, etc.
Writing continuity.
 - Basic planning and procedures – Idea Meeting, Planning meeting, floor plan, Technical arrangements planning on paper, Execution and Time Management measuring progress – avoiding problems.
 - Elements of Directing, Designing and Blocking
 - Basic Elements of Composition: Media (TV and Video) and other Arts Shot Composition, Pictorial Balance, Dynamization of Space, Value of Shot in Editing, Action, Punctuation, Pace-Rhythm
Sound: Adding, editing and balancing
 - Basic Elements of Writing for the moving image: Writing for Media
Visual thinking, Research, Idea, Concept, Premise, Synopsis, outline, story-telling Fiction and Non-Fiction Formats.
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Practical Assignments for Internal

Equipment: Familiarization

1. Camera and Accessories
2. Sound : Microphone – Recorders – Mixers
3. Editing : Equipment, Connecting procedures, practices.
4. Lighting : Instruments and accessories.

Basics of utilization- Operation and Usage.

Exercises : Individual and Group. Under the guidance of faculty.

Practical Assignments:

1. Single shot: taking (Viewing & Analyzing to be followed)
2. 5 shots : Construction, Understanding, basic continuity.
3. 10-15 shots: 60 to 90 seconds edited length. One time one space event.

Writing for Understanding Basics:

1. Actuality (Visit- Report writing with audio visual aspects)
2. Scene viewing and writing the shots.

Additional: Art Appreciation

1. Music listening sessions with guidance.
2. Viewing and Analyzing TV – Video- Film – material.
3. Visual Arts: Viewing – Appreciations. (Paintings, Graphics and other arts)

Books Recommended: -

1. TV Production – Alan Wurtzel and Steohen R. Acker, 3rd , MacGraw Hill.
2. TV Production – Gerald Millerson, Focal Press.
3. TV Sound – Alkyn
4. TV Production – Burrows/Wood/Gross
5. Video Techniques – Gordon – White Heinemann
6. TV Production for Education – Peter Combs & John Tiffin.
7. Inside TV Producing – Richard D. Lindheim.
8. The Independent Producer – Amanda Harcourt, Neil Howlett, Sally Davies, Naomi Moskovie.
9. Introduction to Media Production from Analog to Digital
– Grham Kindem
- Robert B. Musberger.
10. Basic Studio Directing – Rod Fairurenther.
11. The Continuity Hand Book. A Guide to single camera shooting – Avril Rowlands.
12. Single Camera Video Production – Media Manual.
13. How to Read A Film – James Monaco.
14. Film and Video Lighting terms and concepts – Richard K. Ferncase.

105: Development Communication

Objectives:

1. To Study the concept of growth and development
2. To study the role of communication in socio-economic development
3. To give the basic knowledge of relationship between communication and development
4. To study the new trends in development with the help of communication system.

Syllabus:

- **Development**

Concept, Meaning of development, social and economic approaches, Indicators of Development, Characteristics of developing & societies, Gap between developed and developing societies, characteristics of Indian Economy, brief introduction of various sectors of economy.

- **Development Communication:**

Meaning, Concept, Definition, Process, Theories, Role of media in development communication, Socio-cultural and economic barriers, Case studies & experiences, Strategies & action plan: world, national, State, regional district & village levels.

- **Agricultural Communication & Rural Development**

The genesis of agricultural extension approach system, Approaches in agricultural communication models of agricultural extension, Case studies of communication support to agriculture

- **Development Support Communication:**

Population & family welfare, Health, Education & society, Formal and non-formal education, Open education- National, state level, Right to education, old age gender, Human Resource Development.

- **Environment & development:**

Sustainable development, Alternatives in communication, Issues: Water, Shelter Poverty/Hunger, Food-self-sufficiency & political sovereignty, Problems faced in development support communication

- **Development & Rural Development Extension Agencies:**

Government, Semi-government, NGOs, Problems faced in effective communication, Case studies-personalities, organizations, Development communication programmes, Micro-macro economic framework available for developmental activities, Writing developmental messages for rural audience, Specific requirements of media writing with special reference to radio and TV.

Books:-

1. N. Jayaweer and Amunagama (Eds.): Rethinking Development Communication, Singapore: AMIC,
2. Duchi (Ed.): Development Communication at Grassroot Level,
3. R. Ostman (Ed.): Communication and Indian Agriculture, New Delhi: Sage:
4. U. Narula and B. W. Pearce: Development as Communication.
5. A. P. Thrithwala: Growth and Development.
6. India: 2020.
7. Indian Economy – Latest edition.
8. Geeta Arvamudam : Disappearing Daughters.

201: Mass Communication, Culture and Society

Objectives:

- 1. To introduce students to basic framework, key concepts and important issues in the academic discipline of Mass Communication.**
- 2. To help students realize the role of mass media as an important social and economic institution in a modern society.**
- 3. To help students realize the centrality of culture, power, economy and technology in the works of mass communicators.**
- 4. To help students monitor, analyze and understand the contemporary media situation in the context of various theories and issues in mass communication.**

Syllabus :

- 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**

Books Recommended:

1. Mass Communication Theory- McQuail Denis (Sage Publication)
2. Questioning the Media: Downing John et al (Sage Publication)
3. Mass Communication in India- Kumar Keval (Jaico Publication)
4. The Audiences and Its Landscape- Hay James et al (Westview Press)
5. Desperately Seeking the Audiences- Ang len (Routledge Publications)
6. www.thehoot.org
7. www.indiantelevision.com
8. www.media4exchange.com
9. www.agencyfaqs.com
10. www.mediawatch.com

202: Media Management

Objective:-

1. To study the basic principles of management
2. To study the importance of management in media
3. To study the organizational behavior and structure of media organizations
4. To study the role of manager in media houses at various stages
5. To study the basic characteristics of deferent areas.

Syllabus:-

1. Principles of Management

- Functions of Management
- Planning-Its importance and coordinating
- Organizational Behavior
- Structure
- Systems
- Strategies
- Inter-personal relations
- Human Resources Development
- Motivation incentives/rewards and punishment
- Management tools: for planning, Budgeting, Scheduling
- Budgeting and Financial Systems and the use of Computers.
- Management information Systems and the use of Computers.
- Marketing/Promoting: Costing and pricing.

2. Features of Media (Focus on TV and Radio):

- Characteristics of different Media.
- Structure of electronic Media in India.
- Structure of typical Programme production set up
- Present and emerging technologies.
- Role and functions of each position in a media set up
- Needs for team efforts.

3. Management of Media Organizations:

- Role of the manager.
- Creativity and management of creativity
- Planning and Scheduling.
- Financial aspects.
- Inventory management.
- Making use of the Research and Feedback.
- Cyber laws, ethics of media, broadcast code.

Books Recommended:

1. Media and Communication Management-C.R. Rayudu
2. Management Principles and Practice-S. B. Banerjee.

3. Management – An Integrated Approach -(ed.) R. S. Dwivedi, Nahal Publishing House
4. Gems of Management - Mrutunior Banerjee, Jaico.
5. Management Principles and Practice- Dalton E. McFarland.
6. Essentials of Advertising – J. S. Chauhan, Jagajit Singh, P. N. Malhan, Oxford and IBH Publishing Co.
7. Advertising and Communicating Management: Michael L. Ray, Prentice Hall
8. Organizing Educational Broadcasting: David Hawkridge and John Robinson, UNESCO/Croom Holm, U.K.
9. Essential of Management: Harold Koony and Heilg Wehrich.
10. Principles and Practice of Management – Dr. P. C. Shejwalkar & Dr. A. A. Ghanekar

203: Telecommunications, Satellite Communication and Information Technologies.

SECTION: A

Objectives:

- 1 To study the basics of Information Technologies and Telecommunications. They form the backbone of Today's communication Technologies.
- 2 To make the students aware of the advances in Cellular Technology which is the most modern of all the Communication Technologies of today.

Syllabus:

1 Telecommunications:

- * Development in Telecommunications: Role of Satellites and computers.
- * Mobile Radio Communication, Satellite services, Satellite for various types Of communication— V-SAT, Spying, war coverage, Remote sensing, TV Broadcast, Voice and Data communication.
- * Optical fiber communication—Types-single mode, multimode and Graded Index fiber.
- * Nanotechnology—Emerging Technology.
- * Digital Subscriber Line (DSL)—Various types, particularly ADSL Used for broad band, Internet on Cable TV, Interactive video, Wireless in Local loop (WLL).
- * Multiplexing.
- * Serial and Parallel Transmission.

2 Cellular Telephony:

- * Basic principles—base stations, mobile switching center, interface with PSTN, GSM, CDMA.
- * Operating frequencies, reuse of frequencies, Routing and switching hierarchy in cell phone system.
- * Important parameters which have made cellular system a global success.
- * SIM card components.
- * Value added services in cellular system.
- * Roaming—National and International.

3 Satellite Communication:

- * Basic principles, Up link and down link, different frequencies for up link and down link, power aspect In satellites, parameters determining the life span of the satellite.
- * Transponders, TV and voice channels carried in analogue and digital systems by a transponder.
- * Auction of Frequency spectrum and economic implications.
- * Direct-To-Home (DTH) and KU band, experiments with KA band (21GHz) by advanced countries.
- * Dish antennas, spot beam techniques.
- * Insat and Intelsat—role of ITU.
- * Direct Broadcast Satellite.
- * Video conferencing.

4 V-SAT (Very small aperture terminal):

* Point-To-Point network, Point-to-multi point, multi-point to point, Multi-point to Multipoint.

* Components of V-SAT network—Hub and small terminals.

* Cost effectiveness depending upon number of terminals, Hiring facilities for small operators.

* Type of connectivity—Star and Mesh networks.

* Absorption / Attenuation by rain, scattering of energy by rain drops/heavy rain.

5 Transmission:

* Terrestrial, optical fiber, satellite, internet and integrated network involving all or part of the systems mentioned earlier.

SECTION : B

1. Information Society (Survey of):

- Information flows/Barriers: Right to Information; Right to communicate information; Access to information; Asymmetry of information; Information Awareness; No place to hide-loss of privacy
- Digital Divides- Class; Gender; Generation; Urban / Rural, Developed/ Developing Countries
- Digital Dilemmas- Democracy; Privacy; Copyrights; Future of Internet.

2.Information Societies and Globalization:

- IT and Globalization- Globalization- a process of privatization, Liberalization and economic stability, The role of IT in promoting and spreading globalisation
- The role of global institutions: World Bank, IMF and WTO
- Globalization and its Discontents:- Globalization (today) is not working Mismanagement(?)
- Globalization – The poor, Environment, Stability of Economy
- Globalization and Pressing Concerns-Unemployment, Hot Money Bankruptcy etc. The need for tough decisions
- IT, Globalization and The Power of Now- The Real time Companies
- Communicating Globally: Integrated Global Marketing Communication

3.Knowledge Society:

- Economics of knowledge Society,
- Knowledge worker
- Intellectual property
- Copyrights, Patents

4. Natural Intelligence Vis-à-vis Artificial Intelligence:

- Human Intelligence: growth, Consciousness, How Mind Works (?) Language
- Artificial Intelligence and its Applications: Expert Systems, Robotics, Speech Synthesis, Speech Recognition, Machine Translation, Embedded Intelligence, Software defined Radio etc
- Convergence of Human and Artificial Intelligence

5. Frequency Spectrum Policy:- Issues and Initiative.

- Principles of Spectrum Management- Allocation, Assignments and Enforcement,
- The role of ITU and National Agency (WPC)
- Economics of spectrum Management (Frequency Auctions)

6. Convergence of Information, Communication & Entertainment (ICE) Technologies.

- Impact on society – economics, social, cultural, political, psychological, educational, philosophical terms
- Convergence of disciplines: Science, Technology and Humanities
- Convergence of newly emerging technologies- Nano-technology, Biotechnology (BT), Genetic Engineering
- Impact of new convergences: AI, IT, Rise of knowledge Society

7. India in the 21st Century.

Books Recommended:

- 1 New Information Tecnnology by Tom Forrester (ED).
- 2 Communication Technology, The New Media In Society: Newyork, free Press.
- 3 India's Information Revolution by A. Songhala and E.M. Rogers.
- 4 UNESCO: World Communication Reports.
- 5 Communication Services Via Satellite: Butterworth Heinmann.
- 6 Globalisation and Its Discontents: Joseph Stiglitz.
- 7 Spectrum Auction: Peter Cramton" Handbook of Telecommunication Economics.

- 8 Internetworking Technologies Handbook: Techmedia.
- 9 Wireless Communication, Principles and Practice by Theodore S.Rappaport:
2002
- 10 The essential Guide to Telecommunications by annabel Z. Dodd.
- 11 Communication Technology Update: by August E. Grant and Jennifer H.
Meadows--2004.
- 12 The wireless Mobile Internet by Abbas Jamalipour-2003.
- 13 Data Communication and Networking by: Behrouz A. Forouzan, Tata
McGraw—2004.
- 14 Computer Networks by Andrews Tanenbaum--2003.

204: Video Production

Objectives:

1. To encourage, learn and assimilate the creative processes of video Production with Aesthetic approaches.
2. To understand the crafts and skills of directorial practice and procedures in generating and executing various types of video productions.
3. To develop the complete understanding regarding the professional practices-techniques for the brighter professional performance.

Syllabus:

Creative processes

- Video-genic form to program ideas
- Construction of narrative- cause & effect relations to elements within (audio-video)
- Aesthetic principles and program production

Space time design

- , Creative conceptualization, Object, body & event in space design,

Realizing time design

- Story Time, Plot Time, Screen Time, Audience Time, Synthetic Time, Internal and External Time

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.

Single Camera, Multiple Camera.

- Studio & Location productions – O.B. Events Actuality Live Production.

Role of a Director

- Film, TV, Video and other video genic and interactive forms.
- Skill of the Director
- Process of a Director,
- Method of a Director
- Shot by Shot method, Master shot method, Planning for unscripted.
- Directing Single Camera, Making, Setup, Shooting, Taking.
- Directing Multi Camera, Floor Plan, Positioning Camera, Making setup, Taking – Recording.
- Directing for continuous shot organization.
- Recording Fiction- Non- Fiction Formats
- Basics of TV news Production
- Basics of Directing TV commercial
- Directing ENG, EFP, SNG, OB
- Production Management, Production Strategies.
- Proposal Writing and Presentation
- Financial Management
- Organization, Personnel Management, Tasks
- Budgeting for Video Production
- Broadcasting Business

Practical Assignments for Internal

1. Fiction – Event – Dramatic

2-2.30 dialogue – event –

To be scripted shot and edited.

Non-Fiction

A) Actual event.

To be shot, edited – 60 seconds edited length.

B) Interview to planned.

Shot and edited for 2 to 3 minutes.

Writing

1. Sequence- Scene shot
Structural Analysis of Video Production
2. Idea generation and writing synopsis.
3. Writing the scripts for the above given Video Production exercises.

Viewing and Analysis of various genres of TV – Video and Film material.

Additional exercises for camera operations. Editing and graphics under the guidance of faculty supervisor.

Books Recommended:

1. The world of film or Video Production. Aesthetics and Practices - Ken Dancyger.
2. Non linear Editing Basics, Electronic Film and Video Editing – Steven E. Browne.
3. Television Programme Making – Everything you need to know to get started – Colin Hart.
4. The Avid Handbook – Steve Bages.
5. Vales Technique of Screen and Television writing – Engene Vale.
6. Video Editing and Post Production – A Professional Guide – Gary H. Anderson
7. Directing and Producing for Television. A Formal Approach – Ivan Cury.
8. Cinematography Image making for Theory & Practice.
9. Studio and Outside – Broadcast Camera Work – Peter Ward.

205: Basics of Media Research

Objectives:

1. To introduce some basic concepts in research and explain their association with development of scientific methods
2. To help students realize the strengths and weaknesses of scientific methods and principles in the context of social sciences with special reference to communication studies
3. To introduce various applications of research in communication studies with special reference to media studies
4. To introduce various approaches, elements, and data analysis methods used in media research
5. To help students prepare research design for various media related topics and conduct a small research project

Syllabus:

1. Science and Research Methods

- Different method of knowing
- Concept of research
- Nature of scientific enquiry
- Historical development of research methods
- Lessons learnt from scientific methods

2. Social Sciences and Research Methods

- Influence of scientific methods on 'social sciences'
- Challenges to objectivity
- Theories shaping observations
- New paradigms of research
- The qualitative and the quantitative

3. Research in Communication

- Working towards 'science of communication'
- Early methods and models
- Four stages of effect research
- Main issues of research- audience, content, effect
- Applications of research in media industry

4. Approaches to Research in Communication

- Reductionist and holistic
- Qualitative and Quantitative
- Analytical and Descriptive
- Fundamental and Applied
- One time and longitudinal

5. Elements of Research

- Variables and constants

- Hypothesis
- Concepts and constructs
- Measurements and scales
- Theories and facts

6. The Research Process-I

- The concept of research design
- Research issues
- Deciding the research topic- relevance
- Importance of theory, literature review
- Time, money and personnel

7. The Research process- II

- Types of research design- exploratory, experimental, explanatory etc.
- Aims and objectives
- Approaches to research
- Methods of data collection
- Analysis to conclusions

8. Sampling

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

9. Data Collections Methods

- Quantitative surveys
- Focus Group Discussion
- Personal Interviews
- Field Observations
- Comparative advantages and disadvantages

10. Focus on Survey and Content Analysis

- Surveys- advantages and disadvantages, types
- Questionnaire
- Uses of surveys in media industries
- Content Analysis- basic concepts, uses
- Characteristics of quantitative content analysis

11. Introduction to Statistical Analysis

- Importance of statistics in media research
- Descriptive statistics
- Correlations
- Inferential statistics- chi square, t test

- Practical examples

Books Recommended:

- 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) *indianstat.com*
- 6) *imrb.com*
- 7) *www.thehoot.org*
- 8) *www.indiantelevision.com*
- 9) *www.media4exchange.com*
- 10) *www.agencyfaqs.com*
- 11) www.mediawatch.com

Department of Communication Studies
University of Pune

Proposed Syllabus for the First year students from the
Academic Year 2008-09.

The Department of Communication Studies is a part of the Faculty of Science in the University of Pune. The department focuses its teaching video production and research on the whole spectrum of media: mass media, film, radio, television, and digital media.

Elements from the study of media and mass communication as well as cultural studies are utilized in teaching and research. In combining the traditions of humanities and social sciences, Media Studies and video production offers ample possibilities to explore particularly the relations between media representations and their use, and the rapid changes taking place in these areas of studies.

Media Studies acquaint the students with the history and fields of media culture, the methods of media analysis and critique, and the theoretical and methodological foundation of the branch of study. Different parts of media culture and their development are studied and taught as historical, aesthetic, technological, and socio-economic phenomena. We will cover prevalent political communication theories and trends, the relationship between political institutions and the press both in India and in other countries, election debates, political campaigning and advertising, new media and politics, political socialization, education, politics and popular culture.

The Department of Communication Studies runs '*Vidyavani*' FM Radio Station of University of Pune since last 3 years. The students will be exposed to Radio Programme Production and associated research work.

The primary goal of the Department Communication Studies is to provide teaching and research that serves directly practical purposes, and to offer vocational training in media professions. The aim is to educate well-versed, critical experts of media culture that can be employed in the fields of research, teaching, the private sector, or public administration.

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

OBJECTIVES:

1. 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.
2. To become well-versed in the basics of communication studies.
3. To learn about the latest research and trends in communication and media research and video production.
4. To practice and think about communication theory and research critically.
5. To prepare work that can be presented at a communication and media conference and subsequently publish in reputed publications.
6. To create and maintain a communication and media resource website.

7. To focus on mass media in general and electronic media in particular. Special emphasis on recent advances in the first changing field in the communication studies.