

# 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.

### **Some Useful Information**

#### **A) Academic Schedule: Tentative.**

##### ***First Semester: July to Oct 31<sup>st</sup> 2008***

November 2008: Preparation leave and Examination

December 2008: Internship

##### ***Second Semester: January 1<sup>st</sup> to April 30<sup>th</sup> 2009***

May 2009: Preparation leave and Examination

June and July 2009: Internship.

##### ***Third Semester: August 3<sup>rd</sup> to Oct 31<sup>st</sup> 2008***

November 2008: Preparation leave, Projects, Exams

December 2008: Internship.

##### ***Fourth Semester: Jan 1<sup>st</sup> to April 30<sup>th</sup> 2009***

May 2009: Project and Exam.

(This is a provisional schedule and subject to change. The exact dates for commencement of course, examination and internship would be announced at appropriate time)

#### **B) Credit System and Evaluation:**

**The Revised syllabus will be implemented for the first year students from the Academic Year 2008-09 and for the second year students from the academic year 2009-10. The pattern is Semester Credit System.**

**Total Credits : 100**

Credits Per Semester : 25

Credits Per Subject : 05

#### ***Evaluation***

Students will be evaluated for 100 marks for each paper. This will include external examination for 50 marks and internal assessment for 50 marks. The internal assessment will be carried out on the basis of various assignments, presentations, class test etc. The exact details of internal assessment will be shared by the respective teachers.

The cumulative marks obtained by the students will be converted into grades and grade points under the following formula:

<b>Marks Obtained</b>	<b>Grade</b>	<b>Grade</b>
<b>Points</b>		
100-90	A+	10
89-80	A	09
79-70	A-	08
69-60	B+	07
59-55	B	06
54-45	B-	05
44-40	C+	04
39 and less	C	00

$$\text{Grade Point Average} = \frac{\text{Grade Points Earned}}{\text{Total Grade Points for the Exam}} \times 10$$

# 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

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## **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. Introduction to Computer**

- Different parts of Computer-CPU, Peripherals, Memory
- PC-Block Diagram and Architecture Microprocessor etc.
- Functioning of a Computer
- Hardware, Software, Languages, Packages, Viruses, ICS
- Characteristics of Computer: Speed, Memory (Storage),

#### **Organisation of Computer System**

- Working and functions of Different Subsystems
- ALU,
- CPU,
- Memory Storages
- I/O Interfaces- Audio- Video cards

#### **Computer Memories.**

- Different Memories
- Primary Memory Storages
- Secondary Memory Storages
- Storage Hierarchy

#### **I/O Devices**

- Input Devices: Mouse Keyboard, Light pen, Scanners, Microphones, Kiosk
- Output Devices: VDUs, Printers, and Plotters
- Applications of I/O Devices

#### **Concepts of Operating System**

- Concepts
- Working
- Different Types of O.S
- Characteristics O.S.

#### **Network Topologies**

- Types of Network Topologies
- Applications

## ***Data Communication***

- Communication Models
- Communication Concepts
- Satellite Communication
- Optic Fiber Communication
- Communication Media
- Standards Protocall

## ***Internet Technology***

- Client-Server
- Web browsers
- Concepts
- HTML coding

### **4.Introduction to packages (operational level)**

#### **(Intro to windows, GUI Features of GUI)**

- MS WORD – Creating, formatting, printing a file (document)
- Assignments: Reports. Manuscripts, Questionnaires, Scripts, presentations, and documentation.
- MS Excel- Creating, editing, formatting, printing a worksheet
- Assignments: - Tables, Charts, Graphs, Statistics, etc.
- MS ACCESS: - Creating, editing, printing, Database Assignments: - Creating database, sorting data, questionnaires etc.
- MS POWERPOINT: - Creating, editing, formatting, presentation, slide-show with multimedia and special effects
- Windows media players

### **5. Networking (concept) communication between computers, advantages needs for communication etc.**

- File transfer, sharing resources
- Types/Classification of Networks-LAN, MAN, WAN
- Multimedia –Technology (concept)
- Internet (Introduction-E-Mail)

### **6. Points to consider while purchasing a PC: -**

- Specifications like- Processor, Hard disk, Memory (RAM) Monitor, Printer etc.
- Branded Assembled PC, Technology/software to load, multimedia, Internet, O.S. etc.
- Mac as System/ Apple

## **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
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### **Module 1:** Computer fundamental

- a) Organization of computer System
- b) Computer Memories (Primary & Secondary)
- c) I/O Devices
- d) Data Representation (Digital codes)

### **Module 2:** Communication

- a) Concept of operating system
- b) Data Communication
- c) Introduction to compute Networks
- d) Internet Technology
- e) Mobile Communication

### **Module 3:** Software Module

- a) Windows XP-Operating & Accessing
- b) Ms-Office
- c) DTP : Quark Express / In Design
- d) Computer Graphics Adobe Photoshop

### **Module 4:** Computer Application

#### Introduction

- a) BPO / KPO - (Introduction /Globalization / Services/ Employment Opportunity)
- b) Concepts of e-Learning – ( Introduction / CBT / WBT / online University / Standers Understanding
- c) e-commerce ( Registration/ Online trading/ financial transaction / second payment
- d) Media Production & Multimedia - Multimedia S/W / Application/ multimedia H/W / Organization

### **Module 5:** Assignment

- : Presentation

## **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.
- \* Set-top-box

#### **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 CD & VCD
- \* 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 Colour TV, Colour TV 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- why Digital?
- \* Compression Techniques—MPEG-1,
- \* Digital- increased capacity for Terrestrial & Satellite Transmission
- \* Digital HDTV-Global Standards.
- \* Film production on HDTV
- \* Cable TV

## **5 SOUND TV & RADIO**

- \* 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.
- \* Difference between lighting for B/W & Colour.
- \* Lighting Sources.
- \* Dramatic lighting
- \* Colour temperature, use of filters .
- \* 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.

## **8 NEW RECORDING / STORAGE TECHNIQUES:**

- \* Digital Video disc (DVD), optical & magnetic disc, CDROM
- \* Fluorescent multiplayer disc (FMD)
- \* Hard disc
- \* Introduction to equipment
- \* Basic information
- \* Recording & Editing

**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 Donold 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 (Creative)
- 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.
- **Practicals:-** Writing and event consulting, Shooting

## **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, 3<sup>rd</sup> , 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 Fairurether.
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. Growth and Development: A. P. Thrithwala.
6. India: 2020.
7. Indian Economy – Latest edition.
8. Disappearing Daughters: Geeta Arvamudam.
9. Development as freedom: Amarty Sen.

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## **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 Film, TV and Radio

- **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 Ien (Routledge Publications)
6. *www.thehoot.org*
7. *www.indiantelevision.com*
8. *www.media4exchange.com*
9. *www.agencyfaqs.com*
10. *www.mediawatch.com*

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## **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 Hawkrige and John Robinson, UNESCO/Croom Holm, U.K.
9. Essential of Management: Harold Koony and Heilg Weihrich.
10. Principles and Practice of Management – Dr. P. C. Shejwalkar & Dr. A. A. Ghanekar.

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## **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.
- \* Video-Conferencing , Mobil, Internet & Internet Radio

### **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 21<sup>st</sup> Century.**

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#### **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 Mcgrew— 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
- Design of 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*

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# **301: Broadcast Journalism & Media Ethics**

(Compulsory Paper for Both Specializations)

## **Objectives:**

1. To help students realize the power of news & related information.
2. To familiarize students with the organizational set-up production processes and news gathering.
3. To study the ethical concerns related to journalism.

## **Syllabus:**

### **1. TV News & Historical Perspective:**

- TV News- Historical Perspective
- 1970s and Early 1980s – Golden years
- Lot of sponsors and Good Advertising business
- Newscast time increase from half hour to full hour
- Exciting time for Technology
- Switching from film to video Tape, OB vans with microwave Transmitter
- Advent of cable TV and challenges posed.
- Advent of VCRs and Cassette movies.

### **2. Setting up a 24 hours News Channel**

- Organization, Operation & Management.
- Economics: Ad spent, Sponsorship, News share
- Technology: Ever fast changing.
- Facilities: studio / editing, uplink-Satellites, Earth stations, MW links, Archival facilities
- Collaboration / Competition with other News channel / News Agencies from abroad.
- Manpower: (special)
- Journalists, News analysis.
- TV News Readers, Anchors
- Engineers, Technicians.
- Camera crew sound recordist
- Managers, Financial Controllers
- Consultants, Subject specialist
- Stringer, special correspondents.
- Weather

- TV & Radio News room terms, Basic News scripts, Reader, Character Generator, Voice-over, Sound Bite, Voice-over/Sound Bite.
- Story Types- Spot News, Hard News, Backgrounder, Side bar, Documentary,
- Item selection and order
- Putting the show together

- Important Terms: Editing, Land line, Closed circuit, teleprompter, Network ability, market, Ratings, consultant, cut ins
- Writing for Broadcast- conventional, News writing, Broadcast style Book
- TV & Radio News Jobs and Newsroom Organization
- News Reader / Anchors, Weather caster, Sports caster, News Director
- Assistant News Director, Assignment Editor, Executive Producer
- Producer - Assistant Producer, Reporter/correspondent, Photographer/ Video Cameraman, Production Assistant, Video Archivist, News Reading mechanics.

### **3) News Gathering, News Broadcasting**

- In Normal Routine Day & Special situations
- Daily News and News analysis
- Special events, happening coverage
- War / Conflicts, & Crime
- Disasters: fires, droughts, floods, earthquakes epidemics etc
- Elections: National, regional
- Civil Disturbance, riots, ethnic violence, acts of terrorism
- Work of NGO's
- Cultural festivals, social functions
- National & International conferences: UN/WTO/Environment etc
- Interview of Foreign dignitaries: President, PMS etc
- Interview of National VVIPs, Eminent personalities
- Public Debates & issues of National interests
- Science & Technology happenings
- Investigative Journalism contacts with Govt. agencies (CBI) Raw
- Indian Parliament proceedings & state Legislative Debates
- Business & stock Exchange News & analysis / predictions
- Sports – World / Cups (Football / Cricket / Tennis) Championships, Olympics, Indian games
- Weather News & / Forecasts: global, National local

### **4. A Typical News Room Day**

### **5. Business aspect of Radio News**

- Radio Market
- Market size and career
- Interviewing

### **6. Business Aspects of TV News**

- T.V. Market
- Market size and career
- Interviewing

### **7. The TV Ratings**

- Ratings points and share

## **8. Ethics of Journalism**

- Need for code of ethics for journalists
- Role of Press Council
- Relations with business and advertising
- Code of publication for advertisements
- Relation with state and central government
- Code for Commercial Broadcasting

### **Books Recommended:**

1. TV News- Building a Career in Broadcast Journalism-Ray White
  2. Broadcast Journalism –Techniques of Radio and TV News- Andrew Boyd
  3. Ethics for Media- William Reeves and Cleave Mathews
  4. Ethics in Journalism- Jeffrey Olen
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## ***302 A :- Advanced Research Methods***

### **Objectives**

#### **1. Data Collection Methods Revisited**

- Sampling issues
- Focus group discussions
- In-depth interviews
- Observation methods
- Interplay between quantitative and qualitative methods

#### **2. Research Design I- Content Analysis**

- Definition and quantitative orientation
- Uses and limitations
- Steps in content analysis
- Categories and analysis
- Reliability and validity

#### **3. Research Design II- Longitudinal Research**

- Development
- Types of longitudinal research
- Panel design
- Mixing both the approaches
- Applications

#### **4. Research and Analysis Tools**

- Statistical methods revisited
- Introduction to SPSS
- Use of Internet
- Usages of research journals, abstracts
- Evaluating research projects

#### **5. Qualitative Research Methods**

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

#### **6. Research Applications I - Production Evaluation**

- Formative research
- Summative research
- Feasibility studies
- TMP analysis
- Idea to telecast research

## **7. Research Applications II- Marketing Communications**

- Quantitative methods in PR- media survey
- Relevance of Qualitative methods
- Case Studies
- Grounded theories
- Discourse analysis

## **8. Research Applications III- Internet**

- Nature of Internet medium
- Research and Internet- a background
- Data Collection approaches
- Various issues for internet research
- Challenges of internet research

## **9. Research Application IV- Policy**

- Importance of policy research
- Policy research process
- Multi-pronged strategy
- Recommendation
- Communicating policy research to policy makers

## **10. Publishing Research**

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

### **Books Recommended:**

- 12) Mass Media Research- Roger Wimmer & Joseph Dominick
- 13) Mass Communication Research Methods- Hsia H.J.
- 14) The Practice of Social Research- Babbie E. R.
- 15) Methods in Social Research- Kothari C. R
- 16) Basics of Qualitative Research- Strauss Anselm, Corbin Juliet
- 17) How to Publish Communication Research- Edt- Alison Alexander et al
- 18) Qualitative research methods in Public Relations and Marketing Communication- Daymon Christine and Holloway Immy

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**Notes:**

## **302 B: Research for Video Production**

### **Objectives:**

1. To introduce and make the students understand characteristics of research for video production in learning the objectives, scope, evolution and setting the contexts appropriately.
2. To understand the goals with correct perspectives so as to grasp the relationship of information and quality towards the focused final design, scope and impact of the video production i.e. content and form in unison to improve the total quality of video production with macro and micro level links with the research.

### **Syllabus:**

- Role of Research
  - Research for Type of business
  - Research with reference to organization, function, policy, market, audience, etc.
  - Research related to type of production
  - Role of Researcher-Knowledge, attributes and skills of Researcher.
  - Research Process – Starting, Method, Using Sources, Combining Sources
  - Collecting Information-Presenting Findings
  - Finding Contributors, Selecting and using Contributors
  - Illustrative material, Archival material
  - Using Libraries-Books, Other print material, Photos, Films, Videos, Audio tapes, Other Sources-Interviews-preparing and conducting
  - Pre Production Research
  - Ideas Origination- developing Treatment, methods of presentation selling the production
  - Research for Script Writing-Script Testing- Feedback
  - Research for format and genre
  - Research for Characters-Dialogues-History-Economic-Political – Cultural and Social Status
  - Research for Non-Fiction-Documentary
  - Research for Writing Narration – Commentary
  - Research for Visual Design, Location, Setting, etc.
  - Research for Costume, Make-up , Properties.
  - Research for the Genre-Visual Style.
  - Research and its Audio-Visual Applications
  - Updating Research for Various subjects and references.
  - Contacts with experts from various fields
  - Research credibility and effectiveness
  - Research Law copyrights-Music, Photographs, Material in other forms
  - Research for Talents
  - Various aspects of Research for TV Commercial.
  - Post-Production Research, Testing and Feedback
- The Coordinated exercise for Research and Production students together forming a team may be given.

- Assignments for demanding-utilization-application of research of various aspects of video production may be given.
- Analysis of research- production relatedness for decisions and impact separate exercises may given with specific objectives

**Books :**

1. Belson W. A.- The Impact of Television
2. Rutan Leonard- Evaluation Research Methods- Basic Guide
3. Schramm Wilbur- Mass Media and National Development
4. R. B. Musbugger-ENG
5. Focal Pres Inc.- Video Production Handbook
6. G. Kalton-Introduction to Survey Sampling

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**Notes:**

## 303 A: Mass Media Audiences

### Objectives:

1. To help students appreciate the centrality of concept of mass audiences in mass communication discourses.
2. To help students understand the theoretical complexities and practical difficulties in the study of mass audiences.
3. To introduce the structural tradition of audience study in detail with special emphasis on audience measurement systems.
4. To introduce students to some important empirical methods in the study of audience with respect to uses and gratification, interpretation of content etc.
5. To introduce the broader concept of audiencehood as a social practice.

### Syllabus:

The syllabus should be seen as signposts to assist in the exploration in the world of communication. These points in the syllabus are not mutually exclusive or linear. It aims to structure inquiries and not to limit them.

#### 1) **Why Study Mass Audiences?**

- Centrality of audiences in communication discourse
- Rise of media of mass communication
- Academic origin and concerns
- Demands from media industries
- 'Audiences' as an important socio-cultural phenomenon

What is mass audience, anyway?

#### 2) **Development and characteristics of Audiences**

- 'Receivers' to 'Audiences'- a media continuum
- From 'Group' to 'Market'- a social continuum
- 'Mass-ness' of audience
- 'Audience-hood' in people, places, content and experiences
- Audiences as different constructs'

Locating audiences in space and time

#### 3) **Understanding Mass Audiences**

- A typology of mass audiences- society- media & micro-macro
- Mass audiences in critical perspectives
- Revisiting Structural tradition- Too simple?
- Revisiting Behavioral tradition- Questioning U&G

- Revisiting Cultural tradition –Escaping effects?

*An elephant and several blind men!*

#### **4) Reaching Mass Audiences**

- Audience in a flux
- Forces of change: Social, Economic and Technological Factors
- Abundance and Fragmentation: Moving away from ‘Mass’?
- Need to ‘reach’ audiences and ‘know’ them too
- Scheduling and packaging

*So near, yet so elusive!*

#### **5) Measuring Mass Audiences**

- Various pressures for measuring audiences
- Key concepts for measurement-viewer, reader, listener
- The history and economics of audience measurement
- The rating systems and business
- Indian context of measurement- TAM, INTAM, NRS, IRS etc.

*Turning audiences into money and market*

#### **6) Measurement Tools and Techniques for Television & Radio**

- Goals of measurement
- Sampling methods
- Reliability and validity
- Survey methods for TV- & Radio People meter, Diary, Telephone etc
- Ratings: variables, terminologies, formulae

*Crunching numbers, munching audiences!*

#### **7) Measurement Tools and Techniques for Print Media**

- Circulation and Readership
- Key measures: Average Issue Readership and Reading Frequency
- Data Collection Methods and Techniques
- Analysis of data and relating variables
- NRS and IRS: some basic information

*‘Reading’ a little too much!*

## 8) Interpreting Measurements

- Luring and selling the audiences
- Measurement for scheduling, programming, packaging
- Measurement as managerial tool for control
- Measurement as 'manipulation'
- Critics and measurement

*Minting money, managing media!*

## 9) A View from the Audience Side

- The concept of active audience
- Use and Gratification: Concepts and Issues
- U&G: Empirical Method
- Negotiating Meanings: Semantic Differential Method
- Media, Audiences and Cultivation

*Not just 'receivers', but 'seekers' too*

## 10) Audience-hood as a Social Construct

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

*The panoramic view*

### **Resources Recommended:**

Students are advised to read following books or visit following websites for this paper. However, their reading should not be limited to these books only.

- 19) Audience Analysis- McQuail Denis (Sage Publications)
- 20) Mass Communication Theory- McQuail Denis (Sage Publication)
- 21) Introduction to Communication Studies- Fiske John
- 22) Electronic Meter Ratings- Buzzard Karen (Focal Press)
- 23) Measuring Media Audiences- Kent Reymond (Routledge Publications)
- 24) The Audiences and Its Landscape- Hay James et al (Westview Press)
- 25) A Handbook of Qualitative Research Methods for Mass Communication – Jensenr K.B et al (Routledge Publications)
- 26) Desperately Seeking the Audiences- Ang Ien (Routledge Publications)
- 27) Questioning the Media- Downing John et al (Sage Publication)
- 28) Mass Communication in India- Kumar Keval (Jaico Publication)
- 29) Women Viewing Violence- Schlesinger Philip (Routledge Publications)
- 30) [www.media4exchange.com](http://www.media4exchange.com) and [thehoot.org](http://thehoot.org)
- 31) [www.agencyfaqs.com](http://www.agencyfaqs.com), [imrbint.com](http://imrbint.com)

\* No readymade notes. Students are expected to prepare their own notes.

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## **303 B : Script Writing**

### **Objectives:**

1. To develop the writing skills for the moving image electronic media.
2. To understand the various approaches and the Creative stages in developing scripts of various formats for Video Programming.
3. To create the scripts with a complete understanding of Audio –Visual Language-Narrative- Audiences-Culture and Ideology.
4. To learn the purpose and the function of the Script Writing with reference to Text, Meaning and genre.
5. To write and sell the ideas for Video Programming.

### **Syllabus:**

- The nature and Characteristics of Media Writing
- Basic concepts of writing for audio-visual moving image media
- What is script, screenplay, and scenario?
- What is narrative –elements of Fiction Narrative? Idea, Clarity, Purpose, Direction Idea, One Line Definition, One Page Synopsis, Theme, Story, Plot
- The step outline, Treatment and Development
- Framework, Main story and genre
- 3-Act linear structure- Introduction, Exposition (Setting Up situation conflict, goal Climax, Resolution
- Development, Depth and meaning to the concept, crisis deepening. Reversal and various stages-climax structuring, resolution
- Total Dramatic Construction
- Creating your Characters (Function, Category, Types, Background, History)
- Character growth, motive, intention, goal
- Main characters, supporting characters, minor characters, chart and design. Transformational flow, motivational flow (information momentum and emotional momentum
- Deep structure, construction of sequence-scene, creating a scene
- Revealing, Concealing Information, Understanding Subtext
- Actual Writing the craft of re-writing
- Dialogue Writing
- Shooting Script, Directors Script and Story- board
- Elements of Non-Fiction Narrative
- Classification of genre (News, Current Affairs, Features, Documentary, Docu-Drama Game and Quiz Show, ETV, ITV, Corporate Video, etc.)
- Developing your program ideas, Collecting raw material, testing the subject
- Strategies and Limitations Subject Driven, Genre Driven
- Research Proposal Thematic Structure. Treatment Deciding Action, Development, Growth, facts and narrative Working hypothesis form and structure construct Ethics related to writing-subject, events, persons
- Language and Connecting
- Commentary, narration writing, facts, information, emotion, style, intimacy and value.

- Writing for TV Commercial –Public Service Social advertisement Image – Imagery, Sound Sensibility, metaphor Preciseness of Technical execution
- Story Board
- Use of Research in writing scripts
- **Practical Exercises:**
  - Idea Diary Writing Script analysis Exercise, Writing Exercises- assignments for characters and plots, Dialogue writing exercise, commentary writing exercises,
  - TV news Writing exercises, 10 – min Non-fiction script assignment,20 –min. Fiction script assignment, TV Commercial Script writing assignment

**Books:**

1. Lagos Egri- Writing
2. Millard Robert- Writing for Television and Radio
3. James Thomas-Script analysis for Actors, Directors and Designers
4. Charles Waiwrigh – Television Copywriter

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**304B, 305B: Video Production Project**

**Notes:**

## **304A : Research in Advertising and Marketing**

### **Objectives**

1. To study the concept of marketing products
2. To study the role of research in advertising and marketing
3. To study the importance of audience research

### **Syllabus:**

#### **1. The concept of Marketing product**

- Price, promoting and physical Distribution
- Marketing Environment in India.
- Promotions mix elements-personal selling, advertising sales promotions. Public relations and publicity, necessity of research in these elements.

#### **2. Role of Research in Advertising and Marketing**

- The need for Research
- Quantitative and Qualitative approaches and their limitations
- Consumer profile

#### **3. Advertising Research**

- Pre-tests, and post-tests
- Critique of recall, perceptions and image research
- Testing copy and visuals
- Role of culture in 'Reading' advertisements
- Codes in advertising

#### **4. Market Research:**

- Market segmentation
- Techniques identifying target groups, Time of the day
- Themes for advertising campaigns
- The advertising budget
- Indian Organizations in market research
- Critique of their research method
- Relevance of western style market research

#### **5. Product Research**

- Product Vs Brands
- Product positioning
- Brand personality and brand image
- Brand equity

## **6. Consumer Research**

- Motivation research-
- Quantitative and qualitative method-limitations.

## **7. Relevance of Audience Research for Advertisement**

- Circulation and readership
- Role of ABC, NRS, TRP in process of advertising

## **8. Advertisement and Social Images**

- Representation of Gender and Minorities, Children
- Stereotyping –Nature of Advertising Language

## **9. Practical Exercises.**

### **Books:**

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

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### **Notes:**

## **305 A : Corporate Communications**

### **Objective**

1. To help students understand the growing importance of communication in various functions of a corporate.
2. To introduce basic concepts and their development in corp. communication.
3. To help students understand the place and relationship of corporate communication department within the hierarchy of a company/institution
4. To introduce some applications of research and content development in corporate communication

### **Syllabus:**

#### **1. Corporate Communication Concept**

- Changing nature of business today
- Role in evolving strategies, identity
- Shift from PR to Corporate Communication

#### **2. Corporate Communication Practices**

- Skills for Corporate Communication professional
- Role in evolving strategies, identity
- Relations with other units of organization

#### **3. In- house Communication**

- House Journals-Concepts and design
- Customer Journals/Manuals
- Brochures and Presentations

#### **4. Public Relations**

- Press Releases
- Press Conference and News occasions
- Tracking media, special events
- Media access

#### **5. Exhibitions/ Seminars**

- Planning and Conceptualization
- Corporate Dossiers
- Corporate Presentations Niche
- Addressing Niche Markets

#### **6. Employee Perception**

- Need and ways to know employees' perceptions
- Organizational Communication
- Communicating policies

## **7. Human Resource Development**

- Basic Concepts of HRD
- HRD- Corporate Communication Interface
- In-house Communication Scheme
- Employee retention and attrition
- Internal Niche Corporation Com.

References :

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# **401 A : Advertising Media Planning**

## **1. Introduction to Media Planning:**

- Understanding Medium, Messages and Consumers
- Classes of Media
- Media Planning Concept
- General Procedure of planning

## **2. Media, Advertisers and Consumers**

- Media and Consumer Choice
- The Buying Behavior
- Media Vehicles
- Audience Measurement

## **3. Reach and Frequency**

- Reach and Frequency in Print Media
- Reach and Frequency in Broadcast Media
- The Concept of Effective Frequency and Reach
- Need of Effective Frequency and Reach

## **4. Understanding Marketing Strategy**

- The Basic Data and Guidelines
- Marketing Strategy and Plan
- Sources of Marketing Data
- Analysis of Media Expenditure

## **5. Evolving Strategies**

- Analysis of Markets and Consumers
- Selecting the Targets
- Where to Advertise
- When to advertise: Time, Date & Season

## **6. Reach, Continuity and Reinforcement**

- Geographical Weighting and Reach & Frequency
- Continuity, Flighting, Consistency
- Inter-media Comparison
- The Media Mix

## **7. Selection of Media Vehicles**

- Determining Media Values
- Target Reach and Cost Efficiency
- Qualitative Value of Media
- Ad Positioning

## **8. The Organization of Plan**

- Determining Media Objectives
- Creative Media Strategy
- Assembling Elements of Plan
- The Media Schedule

## **9. Budgets and Costs**

- Setting the Budgets
- Allocating the Advertising Budget
- Issue of Media Cost
- Process of Media Buying

## **10. Tools and Techniques in Media Planning**

- Computers in Media Planning
- Representative Media Models
- Statistics in Media Planning
- New Trends in Media Planning

### **Books Recommended:**

1. Advertising Media Planning – Jack Sissors and Linclon Boomba
2. Electronic Meter Ratings – Buzzard Karen
3. Measuring Audiences – Kent Raymond
4. Audience Analysis – Mc Quail Dennis
5. [www.imrb.com](http://www.imrb.com)
6. [www.agencyfaqs.com](http://www.agencyfaqs.com)
7. [www.indiantelevision.com](http://www.indiantelevision.com)
8. [audiencewatch.com](http://audiencewatch.com)
9. [exchange4media.com](http://exchange4media.com)
10. Periodicals like Pitch, Impact etc.

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### **Notes:**

**Proposed Course Structure for  
Masters in Communication Studies (M.Cm.S)  
(Under Credit System)**

Syllabus for New Subject :- Corporate Communication

- 1. Corporate Communication Concept**
  - Changing nature of business today
  - Role of corporate communication towards IMC
  - Shift from PR to Corp Commn
  
- 2. Corporate Communication Practices**
  - Skills for Corp Commn professional
  - Role in evolving strategies, identity
  - Relations with other units of organization
  
- 3. In- house Communication**
  - House Journals –Concepts and design
  - Customer Journals/ Manuals
  - Brochures and Presentations
  
- 4. Public Relations**
  - Press Releases
  - Press Conference and News occasions
  - Tracking media, special events
  
- 5. Exhibitions / Seminars**
  - Planning and Conceptualization
  - Corporate Dossiers
  - Corporate presentations
  
- 6. Employee Perception**
  - Need and ways to know employees' perceptions
  - Organizational Communication
  - Communicating policies
  
- 7. Human Resource Development**
  - Basic Concepts of HRD
  - HRD- Corporate Communication Interface
  - In-house Communication Schemes

## **401 B : Advanced Video Production**

### **Objectives:**

1. To evolve the total understanding regarding the unified vision in creating video production – programs with the control and command over all the aspects such as audio-visual design, sets, costume, make-up, graphics, animation, etc.
2. To study the importance of creative human factor in handling talents, performers and actors. Perfecting the skills in actualization and execution of the designed projects with the creative, critical and accurate perspectives with different needs, motivation, goals towards a high quality program production.
3. To achieve professional perfection.

### **Syllabus:**

- Creative Production Techniques
- Art Direction-imagination, illusion, reality, craft- setting and staging.
- Basic Design objective and practical aspects
- Scale of Production- Economic Time, Space, Persons Production conditions, and methods of Productions.
- Scale plan, Studio Floor Plan
- Elevation- Scale Model- Scenic Design, Scale Perspective, Illusion.
- Constructing- Co-ordination with action-Movements- Lighting- Costume- Special Effects-make-up-alteration-convenience and other production related aspects
- Properties-various types, purpose, utility, aestheticism
- Costume: Basic concepts of designing Research, Actual Designing, style, budgeting trials Costume co-ordination and management Creative, aesthetic and interpretative aspects Purpose, Utility, authenticity, Credibility, Safety, etc.
- Make-up: Purpose and Function Script - Character Analysis Basic elements and types Make-up material budgeting and management
- Special Effects: Necessity, Function, Purpose Camera FX, Sets FX Props FX, Chemical FX, Lighting FX, Gadgets FX, Make-up FX, Scenic FX Chroma-Key, Miniature models, Matte
- Animation – 2-D, 3-D animation, object animation, pixelation, clay animation, computer animation
- Computer generated FX Post Production Activity.
- Sound, Sound FX, Digital, Sound Mixes,
- Director and Actor- performers Talent Hunting –search, Agency, Auditions Skill in handling the actors Handling of non-actors Interview Techniques
- Other performers- compeer, anchor, presenter, interviewer, choreographer, singer, stunt persons, etc.
- Grammar of acting complete process, final result, rapport
- Body language, Dialogue, Inner life.
- Creative Directing Techniques Director – Actor Relations (personal, emotional, psychological, creative)
- Directorial Practice, Techniques Composing Shot- Spatial Connections, Line Force Dynamics
- Editing- Technical and Creative Connections Dialogue Sequence, Action Sequence, Comedy Sequence, Song- Music Sequence

- Post Production – Sound designing and execution
- Norms, Codes, Copyrights, Publicity, Laws
- Feedback and the Post Production Responsibility
- Image Sound Screen Technology and Creativity Digital World, Multimedia, Virtual Reality and Cyber Space

- ***Practical Exercises:***

1. Preview analysis of various programs
2. Editing Exercises of smaller duration
3. Music listening sessions
4. News Event coverage and editing-sound bite writing
5. Floor plan drawing, Location Plan Drawing
6. Make-up Demonstration
7. Actor handling workshops
8. Story Board creation exercises
9. Piece to Camera Exercise
10. 10- minute fiction/ non-fiction project
11. Project Diary –Dossier submission

**Books:**

1. G. Miller son: Basic TV Focal Press
2. Miller son: TV Scenic Designers Handbook, Focal Press
3. Royalanghton: TV Graphics, Rei-hold publisher Co-operation, New York.
4. Richard Gates: Production Management for Film and Video, Focal Press.
5. Benard Wilke: Technique of Special Effects in TV, Focal Press.

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**Notes:**

## **402 A: Political Communication**

### COURSE DESCRIPTION

This course provides an overview of political communication theories, modes, means and institutions and serves as an introduction to how communication scholars study politics and the media. 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.

### COURSE OBJECTIVES

8. To become well-versed in the basics of political communication
9. To learn about the latest research and trends in political communication research.
10. To practice and think about political communication theory and research critically.
11. To prepare work that can be presented at a communication conference and subsequently published.
12. To create and maintain a political resource website.

### PAPER 402 A- POLITICAL COMMUNICATION

1. Understanding the relationship between communication and political knowledge.
2. Recursive Governance- Contemporary Political Communication and Public Policy
3. Comparing Political communication- Theories, Cases and Challenges- New Frontiers
4. The News media as a political institution- Projections of power- Patterns of Content homogenization.
5. CNN effect. National Identity, Political elites and Patriotic Press.
6. Media and Democracy- Bargaining through arguing. Agenda setting and spirals of silence. The effect of political discussion in producing informed citizens. The role of information, motivation and elaboration.
7. Trust, civic engagement and Internet. Frames of Protests- Bias, Social and grassroot movements. Gender and alternative Sexuality. Entertain Politics-New Political TV and civic culture. The Values divide- Indian Politics and Culture in transition.
8. Media and Conflict—Framing Issues, making policy, shaping opinions. Framing controversies. Media discourse on Globalization and Terror. War reporting and representations of ethnic violence. Framing Terrorism-The news media, Government and the Public.
9. Transformations of War- Implications for Democracy and the media. Weapons of Mass Deception- The uses of propaganda. Weapons of Mass Persuasion-marketing war. Selling Intervention and war
10. Assessing Partisan bias in political news. Media favoritism and political nominations. Mobilizing information- local news and the formation of a viable political community. Noam Chomsky and the manufacture of consent in foreign policy.

## READINGS

Please add to the existing readings

Journal of Political Communication[London: Routledge]

1. Hacker, K and van DijkJ.,[2000]. Digital Democracy: Issues of theory and practice[ Thousand Oaks:, Sage]
2. Hague,B&Loader.B.,[1999]. Digital Democracy. Discourse and Decision making in the information age[ New YORK:Routledge]
3. Iyengar,S [1991] Is anyone responsible? How Television frames political issues [University of Chicago Press].
4. -----[1997] Do the media govern? Politicians, Voters and Reporters in America[Thousand Oaks: Sage]
5. McCombs,M.Shaw, D.L.Weaver,D.[Eds] [!997] Communication and Democracy- Exploring the intellectual frontiers in agenda setting theory
6. Trent,J.S.& Friedenborg R.V.[1995] Political Campaign communication [Westport:Praeger]
7. Reese, S.D., Gandy, O.H.Grant, A.E.[2001] Framing Public Life- Perspectives on media and our understanding of the social world [Mahwah:LEA]

# **402 B : Animation, Computer Graphics, Multi-media, Digital Video Effects**

## **Objectives:**

To help students understand and create different media content using latest software and hardware.

## **Syllabus:**

### **1. Multimedia:**

- Technology
- Element of Multimedia
- Multimedia product development life-cycle
- Multimedia applications in education, training, information, user interfaces
- Hyper-media and hyper –text
- Multimedia delivery system-image compression
- Digital motion video
- Multimedia systems

### **2. Computer Graphics & Computer Animation:**

- Print media- (Adobe Photoshop and Corel Draw)
- Animation Tools and usages (Macromedia Flash and GIF Animation)
- Conceptualization to production
- Aesthetics animation
- Sound editing and Synchronization
- Process of cell Animation
- Concept of 3D Modeling & Animation
- Application of 3D Animation in Virtual Reality

### **3. Animation:**

- History of animation
- Various techniques of animation
- Planning for animations, cell animation
- Puppet or object animation
- Different methods and techniques used in animation

### **4. Digital Video Effects:**

- Theory of digital video effects
- Switcher
- Keyer commands for preparation and execution
- Digital effects in various formats and Use- Digital effects in Post-Production
- Transition & Special effects.

## **5. Technology Base Training**

- Concepts of Learning and Training System
- CBTs and WBTs
- ADDIE Model
- Prototyping
- Designing of Training Module
- E-learning- Scorm standards Sychroum & Asunhronous lerning Lms & Lcms

### **Books Recommended:**

1. Graphic Arts Studio Manual – Bert Braham
2. Film Animation: A Supplied Approach- John Halas
3. The Animation Stand-Zoran Perisic
4. Multimedia, CD-Rom& Compact Disk-Francis Botto
5. Computer Graphics-Donald Hearn & M. Pauline Baker (Prentice Hall)
6. Computer Graphics (Principles & Practice) – Foley Van Dam, Feiner, Hughes (Addison –Wesley, 1993)
7. Multimedia & Graphics – Jon Peddie (Winderest/McGraw-Hill)
8. Multimedia Systems-John F. Koegel BuFord (Addison –Wesley, 1994)
9. Multimedia Applications Development –Mark J. Bunzes, Sandra K. Morris (McGraw Hill, 1994)
10. Marking Multimedia Work- Michael Goodwin (Comdex – 1996)

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## **403, 404B, 405B: Video Production**

### **Notes:**