

M.Sc in ELECTRONIC MEDIA

SCOPE:

In India, there is an increase in the number of Television channels both in the government and also in the private sector for which required technical personnel are to be educated with the right skills and background. Looking at the rapid growth of activities in electronic media and a vacuum among the professionals in some areas of technical inputs, there is an urgent need to create a large number of media professional with on-the job training methods and the state-of-the-art technology. This course is designed to impart the information and knowledge on electronic media employed in TV, Radio, Video and Films in the world of multimedia applications.

The course aims to prepare the students to acquire the skills and capacity to meet the demands of modern media. The curriculum presented is having both theoretical and practical components. Every student undergoing this course is expected to complete one project in each semester (first semester- Documentary film; second semester- animation movie; third semester- Hypermedia E-contents and fourth semester- a short film). The students are also expected to learn and use all modes of media and their applications.

Structure:

This two year masters' degree course is designed to adopt semester system with choice based credit system with ample scope for showing their creativity and talent in developing media output.

Eligibility for admission: A minimum of 50 % marks in aggregate (Relaxation for Sc/Sts as per university norms) in a three year Graduate Degree with Journalism/ Business Management/ Physics/ Electronics/ Computer Science/ Mathematics/ Statistics and Visual Communication as one of the subjects.

OR

Any graduate 50 % marks in aggregate with one year Diploma in Computer Applications or one year working experience in video production.

Regulations: All the existing regulations governing the M.Sc degree Courses in Science of the University are applicable to this course.

COURSE STRUCTURE (SCHEME OF THE PROGRAMME)

semester	PAPER		HCore/ SCore	Total Credits
I	PAPER 1.1	Visual Media & Communication	H	3
	PAPER 1.2	Digital Media & Instrumentation	H	3
	PAPER 1.3	Videography	H	3
	PRACTICAL 1.1	Videography	H	2
	PRACTICAL 1.2	Editing Digital Video	H	2
	PRACTICAL 1.3	Editing Digital Audio	H	2
	PRACTICAL 1.4	Project-1	H	2
	II	PAPER 2.1	Production planning & Management	S
PAPER 2.2		Script writing for Electronic Media	H	3
PAPER 2.3		Graphics and Animation	H	3
PRACTICAL 2.1		Television Production	H	2
PRACTICAL 2.2		Graphics and Animation Tools	H	2
PRACTICAL 2.3		Multimedia Authoring tools	S	2
PRACTICAL 2.4		Project-2	H	2
III	PAPER 3.1	Multimedia & Internet Technologies	S	3
	PAPER 3.2	Advertising Media	S	3
	PAPER 3.3	Radio & TV Newscasting	H	3
	PRACTICAL 3.1	Radio Production	H	2
	PRACTICAL 3.2	Media Advertisement	H	2
	PRACTICAL 3.3	E-content Development	H	2
	PRACTICAL 3.4	Project-3	H	2
IV	PAPER 4.1	Media Ethics and Law	S	3
	PAPER 4.2	Media Quality and Standards	S	3
	PAPER 4.3	Media Research	H	3
	PRACTICAL 4.1	Production/ Dissertation + VIVA	H	12
				72

Softcore=17

HCore= 55

Semester-I

PAPER 1.1 VISUAL MEDIA & COMMUNICATION

Unit-1: Evolution of Human Communication. Types of mass communication. Elements of communication. Communication models. Barriers to communication. Mass media and functions of mass media. Educational Media. Traditional media. Fine arts, theatre arts. Introduction to Media, culture and society.

Unit-2: Visual Elements. Visual culture. Visual Pleasure and Visual Disruption. Reading Pictures. Vocabulary of color. Drawings. Portraits. Landscapes. Photo-features. Photographs and their communication. Visual thinking and Designing of Visual media. Illustration- Conceptual approach. Qualities of a good illustration. Illustration problems. Illustration techniques. Types of illustrations.

Unit-3: History of Film and Theatre. Evolution of Visual communication through films. Art Direction. Applications of visual communications in commercial contexts. Genre of films and their impact on society. Films divisions. Role of NGOs. History of Animated films. Panorama of twentieth century cinema. Milestones and turning points in film industries-global. History of Films in India.

Unit-4: Basics of Terrestrial Television. Evolution of Television. Technology Evolution. Television transmission Technology. TV picture resolution. Component and Composite Video. Ku- band, c-band, S-band and telecast channels. TV reception methods. Remote control systems. Global and National TV viewers. Growth of TV in India.

Unit-5: Modern methods of Visual Communication including mobile systems, cell phones. Digital Television-Transmission and Reception. Cable Television. Role of reach by visual media communications. Imax and 3D movies. Awards and recognition for visual media.

Reference Books:

1. Media and Communication management-C.S.Raghu, Himalaya Publishing House, Mumbai, 1993
2. Radio and TV Journalism, K.M.Srivastava, Sterling Publishers Pvt. Ltd., New Delhi, 1989
3. Media Education, Communication and Public Policy, K.S.Kumar, Himalay Publishing House, New Delhi, 1996.
4. The Process of Communication, David Berlo
5. Theories of Mass Communication, Melvin D. Fluer and Everette Dennis.
6. The Process and effects of Mass communication, Wilbur Schramm
7. Visual methodologies, Gillian Rose, Sage publications, 2001
8. Visual Media Communication, Pradeep Mandav, Authors Press, 2001.
9. Doing Visual Ethnography, Sarah Pink, Sage Publications, 2001.
10. Film production, Steven Bernstein, Focal Press, 2004.
11. Communicology: An introduction to the study of communication- Joseph A. Denito.

PAPER 1.2 DIGITAL MEDIA & INSTRUMENTATION

Unit-1: Components of Radio. Audio equipments, their types and their usage. Audio capturing, amplifying, transmitting and recording devices. Microphones. Cordless microphones. Audio storage media and types and uses. Types of audio delivery systems. Audio mixers. FM and AM tuning. Frequency bands used in Radio communications. ADCs and DACs.

Unit-2: Photographic equipment and types of photography. Digital and film photography. Digital images and their characteristics. Pixels and resolutions. Digital Camera and their types. Image printing equipment. Storage and memory issues of digital images. Scanners and their applications. Digitizing tablets and Electronic boards.

Unit-3: Basics of Video. Analog and Digital Video. Types of color video signals-Component Video, Composite video. S-video. Chroma sub-sampling, NTSC video, PAL Video, Digital Video. Video Scanning Formats. Video and audio compression. Definition, purpose and types of compression. MPEG video layers. Motion estimations. MPEG video bitstreams. Decoding.

Unit-4: Equipment for Videography. Handycam and Broadcast quality Video Camera. Features of Video cameras. Video capturing devices. Web Camera. PTZ camera. Video tuning cards. Video editing systems and their components. Video mixers. Video file rendering, storing and retrieving systems. Streaming of video over net. Block diagram of color TV receiver description of each element. CCU, signal stabilizers, special effect generators, character generators.

Unit-5: Computer components and other peripheral devices. Lighting and displaying equipment. CDROMs and DVDs and their characteristics. VCD players, DVD players. Compatibility and convertibility of various instruments and files. Monitors. LCD, Plasma screens, IPOD, PDAs, Multimedia projectors, IMAX theatre facilities, Computer networking and equipment. Types of cables and their uses.

Reference books:

1. Monochrome and Color TV, R.R. Gulati, New Age Int. (P) ltd., New Delhi, 2001
2. Color TV- Principles and Practice, R.R. Gulati, New Age Int. (P) ltd., New Delhi, 2001
3. Douglas V.Hall, Microprocessors and digital systems, McGraw Hill, 1983.
4. Handbook for Sound Engineers, Glen Ballou, Third edition, Focal Press, 2002.
5. The Sound Studio, Alec Nisbett, Seventh Edition, Focal Press, 2003.
6. Practical Recording Techniques, Bruce Bartlett and Jenny Bartlett, Third Editions, Focal Press, 2001.
7. Digital Camera Techniques, Jon Tarrant, Focal Press, 2002.
8. Digital Imaging for Photographers, Adrian Davies, Fourth Edition, Focal Press, 2001.
9. Digital Imaging, Joe Farace, Focal Press, 2001.
10. Videomaker Guide to Digital Video and DVD Production, Videomaker, Third edition, Focal Press, 2004.
11. Encyclopedia of Electronic Media, Christopher Sterling, Focal Press, 1998.
12. "Digital Computer Fundamentals" - Thomas C. Bartee, Tata McGraw Hill, 1996.
13. Computer System Architecture, Mano M.M, Prentice-Hall of India, IInd edition, 1993.

PAPER 1.3 VIDEOGRAPHY

Unit-1: Basics and Importance of Videography. History of Videography. Purpose and advantages of videography. Limitations and applications of Videos. Outdoor and Studio Videography. Elements of Composition. Framing, Image size, angle and lens. Practical Consideration while shooting. Planning for videography.

Unit-2: Lens and image formation – focal length, F-number, T-number, types of lens, image formation, magnification, wide and telephoto lens, filters, ND filter, normal lens, depth of focus. Video tapes & formats. Types of shots, camera angles, floor management, black body radiation, color temperature, white and black balance, gamma correction, beam splitters, tripod setting, hand held shots, tracks and trolleys.

Unit-3: Camera movements-panning, tilting, tracking, craning, and zooming. 180 axis of action rule. Imaginary line and continuity. Screen directionality. White and black balance. Gain control. Centering, registration. Filter selection. Color temperature. Vide finder adjustments. Genlock and other controls.

Unit-4: Basics of lighting. Key, fill, back light and background light, Use of reflectors, Out door shooting, matching indoor and out door lighting. Lighting and exposure. Lighting technology, direct light, diffused light, illumination, units of light - Lux, brightness, contrast.

Unit-5: High Definition and 24P cinematography. Picture quality. Display quality. Frame rates and scanning. On-board VTR usage. Professional Formats. Image set operations. Hazardous conditions. Safety and security measures. Role of videography in story telling. The future of Videography.

Reference Books:

1. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
2. Video production handbook, Gerald Millerson, Focal Press, 1992
3. Multimedia and Virtual Reality Engineering, Richard Brice, Newnes Pub., 1997.
4. Standard handbook of Video and Television Engineering , Jerry Whitaker and Blair Benson, McGraw-Hill, New York, 2000.

PRACTICAL 1.1 VIDEOGRAPHY

1. Using digital photographic equipment. Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects.
2. Using a Tripod, Recording sound, adjusting color and contrast, Basic lighting.
3. Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera
4. Indoor and Outdoor Shooting methods. Shooting of ceremonies and wedding, special occasions, sports and action, theatre performances, natural scenes, informal parties, family outings, class room lectures, group Discussions, quiz programmes. Adventure shooting, Innovative methods of shooting, Camera angles and movements. Shooting Micro objects. Wide angle shooting, trolley and crane shots.
5. Multi-camera setup. Tape-less recording. Computer video recording.

PRACTICAL 1.2 EDITING DIGITAL VIDEO

1. Editing software and consoles. Basic Editing technology. Criteria for editing - picture, narration and music. Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, non linear workstation . Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing, Non linear editing (basic softwares)
2. Principles of non-linear editing, proper start up and shut down procedure, finding files, savings, copying & back up, introduction & principles; terms, concepts & digital editing.

3. Logging and organizing the footage. Digitizing from format.
4. Trimming, graphic keying, motion effects, audio mixing, composting, media file management. Generating an EDL, a reference tape and online a final master. Exporting digital file formats including streaming media. Equipment required for non-linear editing system.
5. Use of Editing control tract, time codes, basic editing process, insert editing, offline versus online editing, variety of editing, continuity, sequence building, dramatic structure, narration & how to add music & effects.

PRACTICAL 1.3 EDITING DIGITAL AUDIO

1. Understanding Sounds, decibels and hearing. Frequency, noise, amplitude. Sound isolation.
2. Analog and Digital audio technology. MIDI and electronic instrument technology. Advantages of Digital audio. Sound files. Digital audio file formats.
3. PCM, telephony and text formats. Mono-stereo, surround, DTS, stereophonic, Dolby and Karaoke sounds. Signed versus unsigned.
4. Digital Audio Recording. On-line Recording. Monitoring. Noise reduction. Hum prevention. Judging sound quality. Volume and dynamics.
5. Filter and equalization. Line sources. Fades and mixes. Sound effects. Shaping sound. Delayed recording.
6. Methods of handling Media players and their applications. Audio editors.
7. Digital Audio mixing.
8. Applications of popular digital audio editing tools. Recording options in sound editors. Recording Device controls. Text to speech conversion. Speech to text conversion. Text to digital audio file creation. Audio for video.
9. Depth and dimension in recording, mixing and mastering. Digital music composers. Sound aesthetics- sound scripting, sound dubbing.

PRACTICAL 1.4 Project-1 (on Remakes/ Dubbing)

SEMESTER II

PAPER 2.1 PRODUCTION PLANNING & MANAGEMENT

Unit-1: Need for production planning. Elements of Production planning. Pre production and Post production planning. Duties and responsibilities of producer/director. Production Package, Production Designers. Production office. Best laid plans.

Unit-2: Planning of Studio operations. Set designing and make up – visualization and composition-aesthetics-directing the actors-directing the crew. Costing and budgeting of programme. Commissioned and sponsored programme.

Unit-3: Planning in career. Planning and Production of indoor and outdoor shootings. Planning and management of live shows. Functions, roles, and skills of media managers in broadcast, cable and corporate facilities, with emphasis on financial management, personnel management, programming, physical systems, and regulations.

Unit-4: An overview of management theory. Financing a production. Scaling Down the budget. Markets and marketing. Digital Asset Management. Rich Media. Streaming management. Re-purposing of assets. Storage management and archiving. Rights management. Contracts management. Anti-piracy measures.

Unit-5: Project planning. Project Development Life cycle. Sample business plan for a fictional company.

Reference Books:

1. Media Organisation and Production, Simon Cottle, Sage Publications, New Delhi, 2003
2. Filmmakers and Financing, Louise Levison, Focal Press, 2003.
3. Raindance Producers Lab: Lo-to-No Budget filmmaking, Elliot Grove, Focal Press, 2004.
4. Digital Asset Management, David Austerberry, Focal Press, 2003.

PAPER 2.2 SCRIPT WRITING FOR ELECTRONIC MEDIA

Unit-1: Script : meaning and types of script. Concept of content and form. Role of a scriptwriter in media. Elements of good script. Role of a script Writer. Importance of General Knowledge and understanding of a theme. Process of scripting: idea formation, research, sequencing, opening and concluding.

Unit-2: Writing Television Script. Writing for visuals. Concept of spoken language. Relation between narration and visuals. Script layout : treatment , screen play one page and split page, shooting and editing script etc. Writing for fictional and non fictional program.

Unit-3: Radio scripting and language. Writing to sound. Element of radio script. Stages of scripting and editing. Writing for different programmes like talk, news, news reel, documentary, drama and tele serials. Standardisation of TV Quiz.

Unit-4: Analysing the scripts of popular documentaries, films, teleserials and promotional videos. Script wiring for cartoon movies. Use of idioms and phrases, proverbs, statistical facts and adjectives in narration of a script. Use of common sense.

Unit- 5: Script writing for educational documentaries. Script writing for tele serials. Script writing for a feature film. Analysis of movie scripts, short-film script, enrichment programme script.. The concept of time in script. Scripting for commercials.

Reference Books:

1. Writing, Directing and producing Documentary films, Alan Rosenthal, Southern Illinois University Press, 1990
2. News, Public relations and Power, Simon Cottle, Sage Publications, New Delhi, 2003
3. Media making, Lawrence Grossberg, Sage Publications, New Delhi, 1998
4. Managing Presentations, Savita Bhan Wakhlu, Sage Publications, New Delhi, 2000
5. Script writing- Lagos Egri
6. Writing for TV and Radio- Millard Robert

7.

PAPER 2.3 GRAPHICS AND ANIMATION

Unit-1: Fundamentals of Computer Graphics. Concepts, elements, principles of visual design, layout principles, Balance, contrast and harmony, perspective design & communication. Electronic media design (television & computer) – Still & moving, visual only, text only, visual & text. Tools for creating visual design – for print and electronic media, automation and graphics. Language of color, form & color, theory of contrasts, illusions of Space & Form, design psychology.

Unit-2: Graphics input - output devices: Direct input devices - Cursor devices - direct screen interaction - logical input. Line drawing displays - raster scan displays. Two dimensional graphics. Raster graphics - Scan conversion of polygons - region filling - algorithms. File formats –GIF , JPEG ,TIFF , Graphics Animation Files , Postscript/Encapsulated Postscript files.

Unit-3: Curves and surfaces : Parametric representation of curves - parametric representation of surfaces - planes - curved surfaces - ruled surfaces. Three dimensional graphics : 3D transformations - normal, oblique central projections - 3D algorithms - hidden lines and hidden surfaces removal. Lighting, perception and depth of field.

Unit-4: The art of animation -animation aspects, color and texture, animation principles. Elements of animation. Preparing for animation. Steps of recording animation, Animating with space to time. Segment manipulation options. Introducing ink effects. Making multimedia Animation. Creating a cast number within paint, rotating cast members. Creating a film loop. Using the tools. Pallets. Importing cast members.

Unit-5: Choreographic sprites and loops. Introducing markers, using the tempo channels, adding sounds, using transition channels. Introducing interactivity. Non-linear animation, Flash animation, 3D illusion, asymmetry, overall composition, logo, and creation shooting and editing videos. Animation using flash, Director, Morph and other packages.

Reference Books :

1. John R.Rankin, "Computer Graphics software construction", Prentice Hall of Australia Pvt. Ltd., 1989.
2. William M.Newmann, Robert F. Sproull, "Principle of Interactive Computer Graphics", McGraw Hill International Book Company, 1989.
3. B.S.Hi., JP., "Computer Graphics" Maxwell Macmillan International editions, 1990.
4. James Alan Farrel, "From PIXELS to ANIMATION : An introduction to Graphics Programming", AP Professional, 1994.
5. Rod Salmman, Mel Slater, "Computer Graphics: Systems and concepts", Addison Wesley Publishing Company, 1987.
6. Roy A. Plastock, Gordon Kalley, "Theory and Problems of Computer Graphics", Schaum's outline series, McGraw Hill International editions, 1986.

PRACTICAL 2.1 T.V. PRODUCTION

1. Production planning, pre production and post production planning-duties and responsibilities of producer/director. Production techniques-video format; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials. Set designing and make up – visualization and composition-aesthetics-directing the actors-directing the crew. .
2. Planning and Production of indoor and outdoor shootings, planning and management of live shows.
3. Film transfer and Video processing. Video display systems. Multicamera production. Lighting systems- Lighting methods and needs. Mike positioning and arrangements.
4. Shooting plans and backgrounds. Getting organised for shooting.
5. Importance of backgrounds. Real and unreal backgrounds. Neutral background. Economical settings. Location selection. Post-production editing
6. Applications of Production techniques- Script, Length and style of scripts, Story boards and components, Pre and post-production techniques, Effective shots, File shots, Footages, Special effects. graphics and animation, Chroma key usage and Economy shooting methods.

PRACTICAL 2.2 GRAPHICS AND ANIMATION TOOLS

1. Graphic input functions. Three-dimensional computer graphics. 3D transformation and perspectives. perspective depth. Scan conversion. Hidden surface removal and shading. Graphics systems-display structures.
2. Two dimensional transformation -translation rotation. scaling. reflection. Transformation of plane objects. 3-Dim transformation. Modeling for CAD - Geometric modeling. Wireframe modeling. Surface modeling. Solid modeling. Applications of graphic designs using graphic editors and image processors. Graphic image clips for designing.
3. Animation- animation aspects. color and texture. Animation principles. Preparing for animation. Step recording animation. Animating with space to time. Segment manipulation options.
4. Introducing ink effects. Multimedia building blocks. presentation tools. NIFF. Production Tips Images. still images. color and Image file formats. Color models.
5. Animation for integration- Creating a cast number within paint. Rotating cast members. Creating a film loop. Using the tool pallet. Importing cast members. Choreographic sprites and loops. Introducing markers. using the tempo channels, adding sounds. Using transition channels.
6. Introducing interactivity. Non-linear animation. Flash animation. 3D illusion. Asymmetry. Overall composition. Logo. Image Morphing and warping.

PRACTICAL 2.3 MULTIMEDIA AUTHORIZING TOOLS

1. Multimedia Authoring Systems and Applications- Use of an authoring system. Multimedia Authoring Paradigms. Multimedia Programming vs Multimedia Authoring.
2. Content Design-Scripting (writing)- Graphics (illustrating)- Animation (wiggling)- Audio (hearing)- Interactivity (interacting).
3. Technical Design, Visual Design, Storyboarding, and Multimedia Authoring
4. Use of one web designing tool (Front Page).
5. Multimedia authoring applications. Types of Audio in Multimedia Applications. Types of Interactive Multimedia Applications-World Wide Web. Hypermedia courseware. Video conferencing. Video-on-demand. Interactive TV.
6. Creating a full-form multimedia authoring output in the form of a CDROM or a web site with graphics, animation, media and content.

PRACTICAL 2.4 Project-2. (Indoor Video)

SEMESTER III

PAPER 3.1 MULTIMEDIA AND INTERNET TECHNOLOGIES

Unit-1: Definition of Multimedia. Multimedia systems. Multimedia elements. Multimedia applications. Multimedia system architecture. Evolving systems of multimedia- HDTV, UDTV. Digital signal processing. Multimedia file formats, standards, communication protocols, conversions. Data compression and decompression. Types and methods of compression and decompression. Multimedia I/O Technologies.

Unit-2: Internet technology. An overview of OSI model. History of the World Wide Web. Web documents. Web servers, browsers and Web spiders. Search engines and applications. E-commerce. E-learning. E-Examinations. Active Server Pages. Personal Home Pages. URLs and Call activations. File transfers over the net. Mirror sites.

Unit-3: Internet Services. ISPs. Types of ISPs. Setting up of an Internet account. Connect to WWW by configuring your own TCP/IP. Installing and configuring the modem. Internet options and their usage. Multimedia application classes. Game systems. Interactive TV. Set top boxes. Video conferencing. Hypermedia mails.

Unit-4: Introduction to HTML. HTML Tags and their applications. Commonly used HTML Commands. Structure of an HTML program., Document Head. Document Body. Lists-Types of Lists (Unordered List (Bullets), Ordered Lists (Numbering), Definition Lists). Adding Graphics to HTML Documents.

Unit-5: Tables: Introduction to Header, Data rows, Caption Tag. Width, Border, Cell, color, span attributes. Linking Documents. Links (External Document References, Internal Document References); Images as Hyperlinks (Image Maps). Frames and their usage. Methods of creating web pages- in-line frames, handling of media elements in web pages.

Reference Books:

1. Designing TCP/IP Internetworks, Bennet Geoff, Galgotia Publications Pvt.Ltd, 1998, New Delhi
2. A Text Book of Internet & Web Page Design, Srivastav Raj Kumar, Dominant Publishers and Distributors, 2001, New Delhi
3. The Internet Book, Comer Douglas.E., Prentice Hall of India Private Limited, 2003, New Delhi
4. Internet With Web Page, Web Site Design Bible, Underdahl Brain & Underdahl Keith, Idg Books India (P) Ltd, 2000, New Delhi
5. Webmasters Handbook, Galgotia, Prima Publishing, 0, New Delhi
6. Hands On Html, Robertson Greg, Bpb Publications, 1999, New Delhi
7. Mastering Html 4 Premium Edition, Ray Deborah.S. & Ray Eric.J., Bpb Publications, 1999, New Delhi
8. The Complete Reference Web Design, Powell Thomas.A., Tata McGraw-Hill Publishing Company Limited, 2000, New Delhi
9. Professional Web Design - Theory and Technique On The Cutting Edge, Holzschlag Molly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi
10. Designing Interactive Websites, Mohler James.L. & Duff Jon.M., Thomson Learning, 1999, Africa

PAPER 3.2 ADVERTISING MEDIA

Unit-1: Nature and Scope of Public relations- Definitions of Public relations. Role of PR in modern society. Public opinion. Differences between publicity, propaganda and PR. Evolution of Public relations in India and developed nations. Organisation of PR office. Tools of public relations. Types of Public relations.

Unit-2: Changing role of Corporate Media. The key Players. Media Groups in the Corporate world. Content outline for corporate media. Creativity requirements. Treatment. Dialogue and narration. Structure and transitions. The role of Director. The role of the Chief Executive Officer. Human aesthetics, Audiovisual aesthetics, Technical aesthetics. General aesthetics. Post-production overview.

Unit-3: Nature and scope of advertising. Evolution of advertising in India and other nations. Advertising and market economy. Advertising and media industry. Electronic media as business. Programme management (Planning, scheduling, production and broadcasting). Nature and scope of new delivery systems. On-line marketing.

Unit-4: Media marketing. Market survey : media, product and audience profile. Television rating point (TRP). Agencies of rating, process and method of rating. Selling of a programme.

Unit-5: Overview and analysis of advertisement promos in popular TV and Radio Channels. Studies on advertising and sales functions in electronic media organizations, emphasizing the sales process, rating systems, and rate cards. Studies on advertising agencies, media buyers, and research organizations.

Reference Books:

1. Corporate Media presentation, Ray Dizazzo, Focal Press, 2003.
2. Media, Public Relations and Power, Simon Cottle, Sage Publications, New Delhi, 2003
3. Practical Public Relations, Sam Black
4. Advertising Principles and Practices, Sethia and Chunawala
5. Handbook of Public Relations, Robert L. Heath, Sage Publications, New Delhi, 2000
6. The Business of Media, David Croteau, Sage Publications, New Delhi, 2001
7. Advertising Basics, Vilanilam and Varghese, Sage Publications, New Delhi, 2004.
8. Advertising Culture, Sean Nixon, Sage Publications, 2003.

PAPER 3.3 RADIO & TELEVISION NEWSCASTING

Unit-1: History of Radio. Characteristics of radio medium. Radio production fundamentals. Purpose of production and type. Information and scripting. Interviewing. Methods of interviews. Location of recording. Narration Styles. Music recording. Magazines and sequences. Remote broadcasts. Evolution of radio broadcast in India. Radio as an educational tool. Radio programmes and formats.

Unit-2 News policy and practice. Structure of News Story. 5 Ws and 1 H of news. Inverted Pyramid style. Hard and Soft Leads. News reading and presentation methods. Pronunciation. Vocal stressing. Inflection. Quotation marks. Errors and emergencies. Headphones. Trails and promos. Phone-in programmes. Listener's letters.

Unit-3: Components of TV news. Live Telecast environment and its significance. Work elements. Video and Audio Elements. Interactive Elements. Technical elements. Types and Importance of news items. Priority Issues. Catchy items. Sequencing of TV news bulletins. Role of TV News editors. Role of Studio and media Professionals in TV News casting.

Unit-4: News production and requirement, electronic still, electronic news gathering, satellite news gathering. Role of OB vans. Webcasting Video Clips for News. Breaking News. Headlines. Repetitive cycles of news. Importance of archive and stock shots for news editing.

Unit-5: News production teams & their roles. Television News Language – Pronunciation, voice delivery (inflation and deflation), accent. TV news as compared to news in Print Media, news for Interval, news portals. Flash news scrolling. Logo and Weather updates. Risk Management in Newscasting.

Reference Books:

- 1, Radio Production, Robert Mc Leisch , third edition, Reed Elsevier, Oxford, 1994.
2. Multimedia and Virtual Reality Engineering, Richard Brice, Newnes Pub., 1997.
3. Standard handbook of Video and Television Engineering , Jerry Whitaker and Blair Benson, McGraw-Hill, New York, 2000.
4. Film Cultures, Janet Harbord, Sage Publications, 2003
5. News and News Sources, Paul Manning, Sage Publications, 2001.
6. The Globalisation fo News, Oliver Boyd Barret, Sage Publications, New Delhi, 1998.

PRACTICALS 3.1 RADIO PRODUCTION

- 1 Radio Programme fundamentals, Purpose, Type of radio programmes – characteristics – News, Drama, Music, Talk, Interview, Group discussion, Documentary.
- 2 Information and Script Writing for radio programmes – Standard Script forms
- 3 Writing for Radio – Style grammar – format writing tools, creative writing & editing
- 4 Sound recording Editing – Sound effects
- 5 Style of radio announcements – Compeering – Narration – Voice Modulation
6. Methods of Interviews, Location of recording, Music recording, Magazines, Remote broadcast.
7. News reading and presentation methods, pronunciation, vocals stressing, Inflection, quotation marks, errors and emergencies. Headphones, Trials and promos. Phone in programmes, Business letters.
8. making commercials and discussion programmes. Purpose and styles. Voicing and treatments. Music and effects. Controls of discussion programmes. Ending the programmes.
9. Satellite Radio- worldspace.

PRACTICAL 3.2 MEDIA ADVERTSIEMENT

1. Preparing the content, creating the story board for a media advertisement.
2. Planning procedures for media advertisement
3. Collection and shooting of video resources
4. Narration and music composition exercises
5. Timing and delivery of various media formats of same production.
6. Simple and complicated approaches.

PRACTICAL 3.3 E-CONTENT DEVELOPMENT

1. Elements of E-contents, E-books, E-learning and E-shopping.
2. E-content design concepts, design elements, tools. Design of user interface.
3. Use of a Content Development software. Hypermedia applications design- User interface design. Object display. Audio quality. Playback issues. 3D object displays.
4. Multimedia Programming: Scripting. Overview and Definitions. The Score and the Stage. Using The Score. The playback head- Channels, Frames, Sprites, Cast members. Markers, Editing Frames. Dot Syntax, Parentheses, Character spaces, Comments. Operators, Lists. Types of Scripts- Messages and Events.
5. Overlaying Regions- Support for Other Media - fitting media to regions- Synchronisation. Adding a duration of time to media – dur. Delaying Media -- the begin tag. Sequencing Media -- the seq tag . Parallel Media -- the par tag.
6. Developing a full-form e-content for a predetermined activity.

PRACTICAL 3.4 Project-3 (TV & Cartoon)

SEMESTER IV

PAPER 4.1 MEDIA AND LAW

Unit-1: Press freedom and Law. Constitution and freedom of speech and expression. Contempt of court. Official Secrets act. Right to information Act. Right to Privacy. Legal issues of media screening and display. Who owns what?.

Unit-2: Media and Laws. Civil and Criminal law of defamation. Indian Penal Code (importance of Sections - 124A,153AB,292,293). Criminal Procedure Code (Importance of Sections-93, 95, 96, 108, 144, 196, 327). Intellectual property rights. TRIP. Copy Right Act. Fair use of media policies.

Unit-3: Electronic Media Laws. Cinematography Act. TRAI. Prasar Bharti Act. Cable TV Network regulation Act. Information Technology Act. Convergence Laws. Cyber laws & regulations. Cyber crime.

Unit-4: Media Commissions and Committees. Press Commissions. Press Council - Media Council. Working Journalist Act. Autonomy of public broadcasting. Legal issues in community Radio, Theatres, CDROMS. Testing and Evaluation of media content. International agencies. Censors.

Unit-5: Media Codes and Ethics. Parliamentary Privileges: Article 105, 193 and 361A of constitution. Guidelines for Parliamentary coverage. AIR Code for election coverage. Uplinking rules. Doordarshan commercial code. ASCI. Advertising Council of India.

Reference :-

1. News, Public relations and Power, Simon Cottle, Sage Publications, New Delhi, 2003
2. Media and the Restyling of Politics, John Corner & Dick Pels, , Sage Publications, New Delhi, 2003
3. The Information Society, Armand Mattleart, , Sage Publications, New Delhi,2003
4. Ethics of Cyberspace, Cees J. Hamelink, , Sage Publications, New Delhi,2001.
5. Ethics and Journalism, Karen Sanders, , Sage Publications, New Delhi,2003
6. India's Communicatio revolution, Arvind Signal, , Sage Publications, New Delhi, 2001
7. Mass Media and Laws in india, B. Manna, Naya Prakash, calcutta, 1998.
8. Media Power, People , Plitics and Public Interest, Kanishka Publications, Delhi, 1999.
9. Media law for producers by Miller , Phlip H.
10. 11 Myths of media Violence by Potter, W James
11. Cyber Crime & law Enforcement by Dudeja, V.D.
12. Press Vidhi by Nand Kishore Trikha
13. Journalistic Ethics by PK Badhopadhyay and Kuldeep S. Arora
14. Press Laws by DD Basu, Prentice Hall Pub.
15. Mass Media Laws and Regulations in India, AMIC Publication.

PAPER 4.2 MEDIA QUALITY & STANDARDS

Unit-1: Basics of Terrestrial Television. Technology Evolution. Television transmission. TV pictures and cameras. TV picture resolution. Composite Video. S- band and telecast channels. TV reception methods. Receiver plans and devices. Remote control systems. Direct reception systems. DTH. Telecommunications Satellites. Indian Satellite missions.

Unit-2: Importance of Standards- Media standards. Classification and Definition of standards. Expert groups. Quality issues. Testing and Evaluation of media content. International agencies. Details and importance of Line/Field, FH, FV, FSC, Blanking Setup, Video Bandwidth, Audio Carrier, Channel Bandwidth. Embedded audio. VHF-UHF broadcasting bandwidths.

Unit-3: Digital Audio Compression Standard. Audio Channels. Satellite audio transmission. Audio Codecs. MPEG-1,2,3 audio coding. Advanced audio coding, Parametric audio coding, Loss-less coding. MPEG surround, Scaleable audio. Description standards for audio.

Unit-4: Television system standards- World Video Standards and usage. NTSC and PAL. French B/W and color TV systems. Video Standards and codecs. Video Compression. VCD/ SVCD/ DVD. 2D video coding. MPEG-1,2,4. Shape coding-non-rectangular. Advanced video coding, Scaleable video coding. Wavelet coding. 3D video coding- Multi-view video coding. Description standards for video. Declaration of digital items.

Unit-5: DTV standards. Widescreen component digital. Digital Standards for Television studios. Equipment standards. Signal Transmission standards. ISO standards for service and products.

Reference Books:

1. Multimedia and Virtual Reality Engineering, Richard Brice, Newnes Pub., 1997.
2. Standard handbook of Video and Television Engineering , Jerry Whitaker and Blair Benson, McGraw-Hill, New York, 2000.
3. Understanding MPEG-4, Sebastian Moeritz and Klaus Diepold, Focal press, 2004.
4. Digital Radio Broadcasting, Chip Morgan, Focal press, 2004
5. How Video Works, Diana Weynand, Focal press, 2004.
6. Digital Video and HDTV, Charles Poynton, Focal press, 2002
7. MPEG handbook, John Watkinson, Focal Press, 2001.

PAPER 4.3 MEDIA RESEARCH

Unit-1: Concept of research. meaning, definition and nature of research. Purpose of research. Communication research and Importance of media research. Area of Media Research. Problems of objectivity in research. Planning to carry out research.

Unit-2: Methods and techniques of research. Hypothesis and variables. Research design and its types. Methods of research. Research in language and literature. Research in sociology. Research in Journalism and mass communication. Census, Survey, Random, Sampling - meaning, types and problems. Survey research, experimental and field research, panel research. Reliability, validity and objectivity.

Unit-3: Tools and methods of research. Sources of data - primary and secondary source. Questionnaire and schedules. Observation - participatory and non participatory. Interview method. Case study approach. Content analysis of audio and video.

Unit-4: Research and electronic media. Importance of research in media. Application of research in electronic media. Formative and summative research. Ethical issues in media research. Media research as a tool of reporting.

Unit-5: Application of Statistics. Tabulation and classification of data. Data analysis, software for data analysis interpretation. Elementary statistics - mean, median and mode. Inferential statistics - correlation and regression and test of significance, principle and theory. Graphic and diagrammatic representation of data. Indexing, citation and bibliography. Research report writing.

Reference Books:

1. Qualitative Communication research methods, Thomas Lindlof and Bryon Taylor, Sage Publications, 2002
2. Media and Communication research methods, Arthur Asa Berger, Sage Publications, 2000
3. Media Analysis Techniques, Arthur Asa Berger, Sage Publications, 1998.
4. Media Research techniques, Arthur Asa Berger, Sage Publications, 1998
5. Media Resaerch methods, Arthur Asa Berger, Sage Publications, 1999

PRACTICAL 4.1 Media Production(5 to 15 minutes)/ DISSERTATION on Short-film + VIVA

Each production should be accompanied with the details of script, story board and the production plan. Thes plan should be presented to the expert committee/ faculty / BOS which comprises of media experts from DD/ AIR/ EMMRCs, at the beginning of fourth semester.