

B. Sc. Visual Media Syllabus

18CUR211**CURRENT AFFAIRS I****0 0 1 1**

Choosing topics: Using the Library, internet and research studies

Writing leads differently: going beyond the inverted pyramid

Writing of Hard core story, Article, Features and Infographics

Editing Relevance of stylebook. Editing for consistency, accuracy and structure.

Interviews

Analysis of coverage of Social inequality in newspapers and magazines: Poverty, Caste, Race, Education, Ethnicity, Prejudice, Gender Stereotypes, Feminism, Power Relations, Health, Substance Abuse, Economic Policies, White Collar jobs, alcohol consumption, Corruption, Urban and Rural Life, Social issues- crime, Environmental Issues... Politics, Business and Sports, Positive and depth reporting

Assignment:

a) Individual presentation of weekly News.

b) Maintenance of record book – Students report with paper clipping the actual news item.

18CUR301**CURRENT AFFAIRS II****0 0 1 1**

Analysis of significant conflict reports in national and international media – Group discussion on News bulletins and News based programmes in TV and their relevance in today's context. Critical analysis of news and its social relevance- In-depth analysis on India's economic and political

Analysis of coverage of Social inequality in TV channels and online media: Poverty, Caste, Race, Education, Ethnicity, Prejudice, Gender Stereotypes, Feminism, Power Relations, Health, Substance Abuse, Economic Policies, White Collar jobs, alcohol consumption, Corruption, Urban and Rural Life, Social issues- crime, Environmental Issues... Politics, Business and Sports, Positive and depth reporting

Assignment:

a) Individual presentation of weekly News.

b) Maintenance of record book – Students report on various issues.

18ELL234**TECHNICAL AND PROFESSIONAL WRITING****2 1 0 3**

Objectives

Produce workspace documents, including memos/letters, instructions, and proposals; create usable, readable, and attractive documents; prepare and deliver oral presentations; collaborate with others; write coherent, concise and correct sentence; dit for clarity.

UNIT 1

Introduction – review syllabus – Computer lab assignment – the writing process – Grammar tutorial: word often confused – interview paper frequently asked questions in interview. Webpage design and writing for the web. Graphic. Present interview findings to the class. Grammar Basics. Punctuation, proof reading.

UNIT 2

Special technical documents – Thesis, dissertation and article. Memos, letters and E-mail –correspondence - Computer lab assignment, Editing for styles – Grammar. Tutorial, Instructions, Suggestions, Recommendations. Ethics in job and globalism in workplace.

UNIT 3

Producers and politics in Describing and Summarizing Technical Information – Technical proposals and reports, Bibliography. Small group meeting: brainstorming - Collaborating on writing projects – reports, researching. Abstract and Executive Summaries – Discuss Oral presentations – professional presentations – Oral Presentations. Style in Technical writing.

UNIT 4

Resume (cover letter, resume, and vitae) Memorandums (regarding weekly reading) Interview a Professional Business letters (letters of apology, customer response, and persuasion) Writing Instructions & Directions.

UNIT 5

Editing and proofreading , Portfolio, Participation, Meetings – Minutes, agenda, Chair. Conferences (Two conference) Mock interview, Conduct Meetings. Presenting a technical paper.

REFERENCE BOOKS:

1. *Mc Nair, "New Technologies and Your Resume"*
2. *Haur, "Writing Technical Documents for the Public"*
3. *Business Communications, Concepts, Case and Applications, P D Chaturvedi, Person.*
4. *Functional Grammar and Communicative Skills, S Sreenivasan, Century Publishers.*
5. *Technical Communication, "Desk Top Type: Traditional and Technology"*
6. *Technical communications: A Practical Approach – William Sanborn Pepfeiffer, TVS Padmaja, Pearson (6th Ed)*

18FNA101**MASS COMMUNICATION - THEORIES AND MODELS****2 1 0 3**

Objective: To introduce students to the concepts of communication.

Unit I

Conceptual framework of Communication: Definition of communication- need for communication- Communication and Language- Communication and Information- Types of Communication-Intrapersonal, Interpersonal, Group and Mass Communication- Elements of Communication-Barriers to communication

Unit II

Functions of Mass Media -7 Cs of Communication -Diffusion and Adoption Process. Stages of Adoption

Unit III

Models of Communication: Aristotle's Model, Lasswell's Model, Shannon and Weaver's Mathematical Model, Osgood and Schramm's Model, New comb's Model, Westley and Mac Lean's Model, Gerbner's Model

Unit IV

Mass Communication theories- Normative theories of Mass media- Media effects theories

Unit V

Origin and development of Print media in India- Origin and Development of radio and television in India-
Introduction to Folk and Traditional media

Texts

Keval J. Kumar- Mass Communication in India, Jaico, 2010

References

John Fiske-Introduction to Communication Studies- Routledge (2010)

VirBala Aggarwal and V.S. Gupta-A Handbook of Journalism and Mass Communication - Concept Publication Co. New Delhi - 110 059

18FNA102

MULTIMEDIA, GRAPHICS AND ANIMATION

3 0 0 3

Objective

This is a course about the basic part of Multimedia as much as about how to sew these parts together with current technologies and tools and that shows you how to use the text, image, sound and video to delivering your message and content in meaningful ways.

Unit 1

Introduction: What is Multimedia? – Introduction to making Multimedia- Media Skills – Macintosh and Windows Platforms – Basic software tools

Unit 2

Making instant Multimedia – Multimedia Authoring tools

Unit 3

Multimedia Building Blocks: Text – Sound – Images

Unit 4

Multimedia Building Blocks: Animation – Video

Unit 5

Multimedia and the Internet: The Internet and how it works – Tools for World Wide Web – Designing for the World Wide Web

Textbook:

Tay Vaughan – Multimedia (Making it work) - Tata Macgraw-hill – ISBN-0-07-047276-9

Reference:

Nigel Chapman – Digital Multimedia – Wiley – ISBN – 81-265-0489-7

John F. Koegel Buford – Multimedia Systems – PEARSON – ISBN – 81-78-08-162-8

18FNA103

PRINT JOURNALISM AND FEATURE WRITING

2 1 0 3

Objective: To equip students to write well-constructed news stories.

To impart relevant skills for finding and creating story ideas, locating news sources and gathering news.

Unit 1

Concept of news- news values-need for news values- making of a newspaper-bureau, desk-major responsibilities of reporters and editors

Unit 2

Speed Vs accuracy, objectivity, and credibility - challenges posed by new media to newspapers.

Unit 3

Writing for newspapers - inverted pyramid structure- other news writing techniques – formatting lead, body, and conclusion – different types of lead -Practical exercises to construct news story - newspaper layout – photo journalism.

Unit 4

Types of interview – Different Interviewing styles and techniques – interview writing methods -do's and don'ts.

Unit 5

Magazine journalism-difference between writing for magazines and newspapers – Trends in reporting - Genres of journalism

Texts

James Glen Stovall- Journalism; Who, What, When, Where, Why and How. PHI New Delhi(2005)

References

1. H F Harrington and Elme Scott Watson - Modern Feature Writing , Harper & brothers, New York and London(1993)
2. Carole Rich- News Writing and Reporting, Cengage Learning(2010)
3. F. Fedler - Reporting for the Print Media, Oxford University Press, USA; 9 edition (March 24, 2008)
4. P. N. Williams - Investigative Reporting and Editing, McGraw Hill,USA

18FNA105**INTRODUCTION TO PHOTOGRAPHY****1 13 3****Objective**

The course intends to make the students to observe and describe visual qualities that characterize the photographic image; solve visual art problems; communicate ideas visually; develop proficiency in handling tools related to the photographic print; interpret the meanings of artistic works in photography; identify historical influences on photography; and investigate the role of the photographer in the community. Overall the students will improve their picture taking skills by taking photographs and techniques required to understand and operate the camera

Unit 1

History of photography- Pinhole Camera, Camera Obscura, Normal Human Eye and Process of Seeing- Human eye and camera

Unit 2

Camera principles- Compact cameras and SLR's - Working of SLR camera- Different image sensors-CCD and CMOS

Unit 3

Different parts of SLR camera-Creative mode and basic modes in SLR camera-Basic features of SLR camera- Focusing- Aperture-shutter speed-slow and fast shutter speeds, applications of slow and fast shutter speeds, ISO, when to use ISO function.

Unit 4

Angle of view- Different types of lenses-normal lens, wide angle lens, fish eye lens, prime lens, telephoto lens. Depth of Field-Shallow depth of field, large depth of field, Depth of focus - circles of confusion

Unit 5

Different Image capturing formats-RAW, TIFF, JPEG, Storage Devices- SD card CF card, etc. Different camera accessories

18FNA111**INTRODUCTION TO VISUAL ARTS****1102****Objective**

Introduce the students to the world of Visual Arts so as to be enabling them competent and proficient in acquiring the knowledge about Visual Arts and Mass Communication.

Unit 1

History of Western Art: Principles of Composition-Prehistoric Art-Egyptian Art-Greek Art-Roman-Byzantine-Gothic Art-Renaissance-Baroque Art-Romanticism

Unit 2

Modernist Movements: Impressionism - Expressionism - Dadaism and Surrealism - History of Indian Art : Indus Valley to Vedic Art - Buddhist Art - Medieval Hindu Art - Mughal Art - Indian Miniature Tradition

Unit 3

Indian Art in the 20th century-Raja Ravi Varma, Amrita Shergil-RabindraNath Tagore and the Bengal School - Modernist Movements in Indian Art

Unit 4

Principles of Composition:Perspective - Space (Negative and Positive)

Unit 5

Directional lines-Golden Section and Rule of the Third, Colour Theory

Texts

1. Art & Visual Culture 1100-1600: Medieval to Renaissance edited by Kim W. Woods
2. Art History: The Basics By Diana Newall, Grant Pooke

Reference

1. Art and Illusion in The Winter's Tale By B. J. Sokol
2. A World History of Art By Hugh Honour, John Fleming
3. Art History: A Very Short Introduction By Dana Arnold

18FNA112

PHOTOGRAPHY

2103

Objective

The course intends to make the students to observe and describe visual qualities that characterize the photographic image; solve visual art problems; communicate ideas visually; develop proficiency in handling tools related to the photographic print; interpret the meanings of artistic works in photography; identify historical influences on photography; and investigate the role of the photographer in the community. Overall the students will improve their picture taking skills by taking photographs and techniques required to understand and operate the camera

Unit 1

Composition principles-vertical framing, horizontal framing, diagonal framing- symmetry, perspective, balance, background and foreground, Rule of Thirds, frame balancing, leading lines, frame within a frame

Unit 2

different types of shots, ECU, CU, MCU, MLS, MS, LS, ELS different camera angles- High angle, low angle, eyelevel, birds eye, worms eye. Different camera movements-tilting-panning

Unit 3

Tackling different photographic subjects- People, places animal portraits, landscapes, close up subjects, action and sports photographs

Unit 4

Introduction to Lighting-natural lights, outdoor lighting, studio lighting, still life Photography-Three Point Lighting-Key light, fill light, back light, light meters and their working, different lighting instruments, lighting accessories used- soft box, reflector, umbrella reflector, snoot, trigger, diffusers- working under different lighting conditions

Unit 5

Genres of Photography

Texts

1. The Basic Book of Photography by Tom Grimm and Michele Grimm, 4th Edition
2. The Manual of Photography: Photographic and Digital Imaging by Ralph E Jacobson, Sidney F Ray, Geoffrey G Attridge, Norman R Axford, 9th Edition

References

1. The Basic Photography, 1973, Focal press
2. Advanced Digital Photography by Tom Ang, Mitchell Beazley

18FNA113

TECHNOLOGICAL FOUNDATION FOR VISUAL MEDIA

2103

Objective

The course provides an insight to the students about the basic optics used in Visual Media.

Unit 1

Fundamentals of Optics – Dual nature of light. Optical phenomena

Unit 2

Lenses – types, properties, aberrations.

Unit 3

Photographic Optics – camera lenses – technical development

Unit 4

SLR camera – structure and working

Unit 5

Anatomy of human eye and camera

Texts

1. Optical Methods of Measurement: Wholefield Techniques, Second Edition, Rajpal S. Sirohi, Amity University Rajasthan, Jaipur, India
2. Basic optics and optical instruments, by Fred A. Carson

References

1. Optics in Photography (SPIE Press Book) Author(s): Rudolf Kingslake

18FNA114

VIDEOGRAPHY AND VIDEO EDITING I

2103

Objective

This course was designed to provide students with introductory skills and knowledge about Videography and video editing.

Unit 1

Normal Human Eye and Process of Seeing, Basic Principles of motion picture-Persistence of Vision, Phi-Phenomenon, flip books ,History of Motion Pictures and, Differences between video and film medium

Unit 2

Editing-introduction to editing, different functions of editing-Grammar of editing, different transitions and their meanings-Cut, dissolve, fade and wipe, Introduction to editing theories.

Unit 3

Parts of Video Camera, main features of video camera, Different techniques- depth of field, deep focus, rack focusing, Camera support systems

Unit 4

Linear editing and nonlinear editing - Work flow, on line and off line editing

Unit 5

Principles of Visual Grammar, Composition principles, Concept of shots, Different types of shots

Texts

1. VasukiBelavadi, Video Production, Oxford University

References

1. Technique of Film Editing-KarelReiz and Gavin Millar- Focal Press
 2. Television Production Handbook - Herbert Zettl- Wadsworth Publishing, 8th Edition, 2002
 3. Cinematography :Theory and Practise-Blain Brown
 4. Five Cs of Cinematography : Joseph V. Mascelli
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5. Television Production : Allen Wartz

18FNA181 MULTIMEDIA GRAPHICS AND ANIMATION LAB I 0 1 3 2

Image Editing Software - Working with Layers, Making Selections, Incorporating Color Techniques, Placing Type in an Image, Using Painting Tools, Working with Special Layer Functions, Creating Special Effects with Filters, Enhancing Specific Selections, Adjusting Colors, Using Clipping Groups, Paths, & Shapes, Transforming Type, Liquefying an Image, Performing Document Surgery, Annotating a Document, Creating Web Documents

18FNA183 PHOTOGRAPHY LAB 0 1 2 2

Introduction to different types of cameras
 Working with compact cameras
 Introduction to DSLR
 Focusing
 Framing
 Experimenting with different shutter speed
 Aperture and depth of field
 Usage of ISO function
 Studio Lighting
 Different photography assignments
 Image editing using software's

18FNA184 MULTIMEDIA GRAPHICS AND ANIMATION LAB II 0 1 2 2

Vector Drawing - Draw basic shapes, Draw objects, Create vector images, then edit those vector images quickly and easily, Add colour to your work, Use blends, gradients, and patterns, Create symbols to place into your work to save time, Create layers and masks, Draw landscapes such as buildings and houses with ease using perspective, Add graphs to your documents, Add text to your documents – and even to your objects and shapes, Create drawings, business cards, brochures.

18FNA185 VIDEOGRAPHY AND VIDEO EDITING LAB I 0 1 2 2

Familiarizing Video Camera and accessories
 Different types of Tapes
 Working with Tapeless systems
 Familiarising interface of editing software
 Introduction to editing workflow
 Basic tools of editing software
 Basics of audio editing
 Exporting media from editing software
 DSLR cinematography Introduction
 Different types of Shots
 Working under different Light Sources
 Capturing Video using capturing devices

18FNA201

BROADCAST JOURNALISM

2103

Objectives: To develop news packages complete with voice overs, SOTs, Wrap ups etc and to provide insight to students on ENG techniques and news room functioning

Unit 1

Introduction to broadcast journalism- features and unique aspects - Nature and Characteristics of the medium-origin and development of Radio and television- underground radio- AIR - privatization of radio in India.FM and AM radio technology - PrasarBharathi Act- AIR –DOORDARSHAN Code of ethics

Unit 2

Structure and functioning of newsroom-presenting techniques - do's & don'ts (TV / Radio) - Types of news programme, SCP & MCP, CCU - Breaking news

Unit 3

Radio station- writing for radio, radio journalism, functions of radio commentators, editors, radio dramas and documentaries.

Unit 4

Television station –news sources, different formats of news, Planning and production of TV programs: writing scripts – voice overs, sound bytes, sound on tapes, wrap ups etc., filing news stories.

Unit 5

Electronic news gathering methods, OBVans, DSNG, Production of news packages PCR, role and importance of production control room, delivery pattern of live reports, - interviewing – types of interview – how to plan an interview -do's and don'ts

Texts

Writing for Visual Media, Friedmann Anthony: Elsevier, 2006

References

1. Hand Book of Broadcasting – Waldo Abbot and R Rider (McGraw Hill)
2. Techniques to TV Production – Rudy Bretz (McGraw Hill)
3. Writing and Producing Television News- Eric K.Gormly, Surjeet Publications(2005)
4. Video Production – VasukiBelavadi – Oxford University Press(2008)
5. Radio: A Guide to Broadcasting Techniques – E Evans

18FNA202

INTRODUCTION TO ADVERTISING

3104

OBJECTIVE

The students are introduced to the various domains of professional practice in the process of developing an advertisement in all the formats like print, broadcast and new digital media. They are also taken through a thorough understanding of the function of an advertisement agency and the career profile of practitioners.

Unit 1

What is Advertising? – Evolution - Advertising as Communication Process - Advertising as a Business Process - Advertising in Business and Society - Audience Categories and Geographical Factors – Types of medium in advertising. Print Media (Newspaper & Magazines, Pamphlets, Posters & Brochures), Electronic Media (Radio, Television, Audio Visual Cassettes), Other Media (Direct Mail, Outdoor Media), Characteristics, merits & Demerits of above media, media scenes in India.

Unit 2

Types of Advertising :: Commercial, Non-commercial, Primary demand and Selective Demand, Classified and Display advertising, Comparative advertising, Co-operative advertising. Introduction to advertising agency- Structure and functions of an agency - Leading agencies in India- Diversification and competition – full service agencies – multinational clients – challenges and opportunities.

Unit 3

Foundations of Modern Advertising : Marketing and Consumer Behaviour – Conventional Advertising and Advertising Agencies – Problems of reaching in rural audience and markets. - Factors influencing the choice of Media -Media Scheduling - Evaluation of Advertising effectiveness. Importance and difficulties, Methods of measuring advertising effectiveness, Pre-testing and Post testing

Unit 4

Advertising campaign: objectives, creative strategy: message, appeals, target market, level of response, media Planning, advertising budget. career path in the Advertising industry - Research for Advertising and Promotion

Unit 5

Professional ethics in advertising- cases of ethical violations -Advertising Standards Council – Social and cultural issues – Global regulations Practical component .

Students should create advertisements related to - Classified advertisements- visual dominant advertisement - public service advertisement - testimonial advertisement - ad. with emotional appeal – Ad with humour as appeal

Text

Contemporary Advertising, William F Arens, Tata McGraw-Hill Publishing Company Limited, New Delhi, 10 e, 2008.

References

1. Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.
2. Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, KeyoorPurani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.
3. Kleppner, Otto; Fundamentals of Advertising; Prentice Hall; New Jersey. 1980.

Unit 1

Getting Familiar with Web Pages - Creating Your First Web Page. Web Design Principles.

Unit 2

Adding Text - Formatting Text - Adding Images - Adding Links - Working with Tables
Creating Forms

Unit 3

Creating Style Sheets - Formatting Text with Style Sheets - Controlling Layout with Style Sheets

Unit 4

Adding Multimedia and Other Features - Publishing Your Web

Unit 5

Text Format-Importance of Fonts in a Web site - Differences between Serif and Sans-serif -Image maps-
Privacy and Security

Texts

1. Microsoft Web Publishing: Illustrated guide to web design techniques using FrontPage
2. Philip and Alex's Guide to Web Publishing by Philip Greenspun

Reference

1. *CREATING WEB PAGES Simplified* by Mike Wooldridge Wiley Publishing, Inc

18FNA204**VIDEOGRAPHY AND VIDEO EDITING-2****2103****Objective**

After the completion of this course students are expected to acquire a thorough understanding about Videography and editing.

Unit 1

Lighting Principles-goals of good lighting in video, properties of light, colour temperature-Three point Lighting, -Lighting ratio-hard and soft Lighting, high key lighting and low key lighting, available natural light, bounce light, practical lighting, lighting through the window Lighting for HD video, Lighting instruments, Lighting accessories

Unit 2

History of Editing-Editing in Silent films, the beginning of continuity editing, Editing in early films of Edwin S Porter and D.W Griffith, Dramatic emphasis in Griffith's films,Kuleshov Effect, Soviet montage theory, Pudovkin and constructive editing, Eisenstein's contributions, Methods of Montage-Metric, rhythmic, tonal, over tonal, intellectual montages, Editing in the sound films, editing techniques in modern cinema, development of alternate editing methods

Unit 3

History and development of video recording-Different video tape formats

Unit 4

Different theories of editing, continuity editing, Major Issues in continuity, 180 degree rule-breaking 180 degree, cut in shots and cut away shots, screen direction and action axis,the 20% and 30 Degree Rules,

jump cuts, Moving shots, cross cutting or parallel cutting, cutting in action, different types of cuts. Sound editing principles.

Unit 5

Media distribution and storage, - difference between interlaced and progressive scanning techniques, Broadcasting standards-Analogue and digital, Transmission Technologies- terrestrial transmission, satellite and cable broadcasting, DTH, CAS, IPTV, SMATV

Texts

VasukiBelavadi, Video Production, Oxford University

References

1. Film Language - Christian Metz, University Of Chicago Press, Reprint Edition, 1991
2. Television Production Handbook - Herbert Zettl- Wadsworth Publishing, 8th Edition, 2002
3. Cinematography :Theory and Practise-Blain Brown
4. Technique of Film Editing-KarelReiz and Gavin Millar- Focal Press
5. What Is Cinema? - Andre Bazin, University Of California Press, 1989
6. Film Theory - Siegfried Karacauer
7. The Montage of Film Aesthetics - S. Eisenstein

18FNA211

FILM STUDIES AND ANALYSIS

2 1 0 3

Objective

To introduce the students to the world of cinema and study its different aspects thereby enabling him to develop the analysing culture. Students will also expose to the different approaches in understanding of film studies that students develop in the classroom to professional experience in the workplace.

Unit 1

Film studies-Introduction- Basic Aspects of Film Language- Concepts, Techniques,-Relationship between time and space - Types of shots and movements.

Unit 2

History of world cinema and Indian cinema -

Unit 3

Introduction to miss-en-scène – Lighting – Cinematography – Settings – Pros – acting - makeup

Unit 4

German Expressionism - Expressionist mise-en-scène: Robert Wiene's The Cabinet of Dr. Caligari/ Murnau's The Last Laugh /Fritz Lang's Metropolis. - Soviet Montage - Constructivist Approaches to Cinema- Battleship Potemkin/Strike/Mother.- Italian Neo-realist Cinema- An 'Aesthetics of Reality' Outside the Studio: Vittorio De Sica's The Bicycle Thieves. - Indian 'New Wave' - Characterizing the Indian 'New Wave' (A Representative Film of any one of the Directors: Mrinal Sen, Mani Kaul, Kumar Shahani, Ketan Mehta, Adoor Gopalakrishnan)

Unit 5

Film analysis- analysis of specific film texts

Texts:

Film Art: An Introduction - David Bordwell, Kristin Thompson
 MalayalaCinemayude Katha –Vijayakrishnan

References

The Art and Science of Cinema - Anwar Huda
 Key Concepts in Cinema Studies - Susan Hayward
 Film as Art - Rudolf Arnheim
 ChalachithrathintePorul - Vijayakrishnan
 Movies and Meanings - Stephen Prince
 How to read a film? Movies, Media, Multimedia - James Monaco

18FNA213**WEB JOURNALISM AND CONTENT WRITING****2103****Objective**

To provide insight to students on different aspects of web journalism. Equip them to write online news stories and to use keywords while developing content.

Unit 1

Introduction to online journalism-Newsrooms going online - Basic concepts/unique principles of web content writing - interactivity, hypertexts, multimedia features - Shift in the taste of the audience - peculiarities of online audience

Unit 2

Unsubstantiated opinions - bloggers as journalists - Blogger's ethics - Citizen Journalism initiatives in online medium - managing user-generated content

Unit 3

The impact of effective online research on web content development - Search engine optimization – SEO techniques - Importance of keywords in web content development - how to boost online traffic

Unit 4

Writing for the web – techniques of crafting online story-knowing your audience - online conversations - traditional media Vs new media

Unit 5

Importance of accuracy and verification –how to develop content effectively -Evaluating different online sites

Texts

1. Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
2. Digital Newsroom, BalakrishnaAiyar, Authors Press Publishers

References

1. Online Journalism Ethics: Traditions and Practice , Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd
2. Journalism Online, Mike Wart, Elsevier Publications

18FNA231

DEVELOPMENT COMMUNICATION

2 1 0 3

Objective

To make the students understand the development and the role of communication and media in development.

Unit I

Development: Definition, nature and scope- Development indicators- Development studies

Unit II

Development Communication- Definition and significance- Development Communicators- Dominant Paradigm of development. Various models of development. Alternative paradigms of Development and Development Communication

Unit III

Development Journalism- Definition-health, nutrition, social issues, resource use. Literacy, agriculture and environment . SITE and Kheda Projects- Development Support Communication- Participatory approaches

Unit IV

Media and Development- Role of media in development- use of print, radio, TV, Film, Video-Traditional and interpersonal communication methods-field publicity- National Communication policies

Unit V

18FNA232

INTRODUCTION TO BRAND MANAGEMENT

2 1 0 3

Objective

To comprehend the contemporary concepts of professional practice in branding, brand equity and strategic brand management , design and implementation techniques for all the presentable formats like print, broadcast and new digital media.

To understand the concepts through case studies from advertisement industry from a perspective of Integrated Marketing Communication (IMC).

Unit 1

Meaning, Brand vs product, Process of branding, Brand building blocks (obstacles to/difficulties in building strong brands) - Brand vision with respect to generic brand status. Product vs corporate branding

Unit 2

Branding strategies - Manufacturer branding (national brand) and distributor branding (private/store brand) – Multi product branding strategy - Multi branding strategy- Mixed branding, Brand licensing, Co-branding, Composite co-branding, Ingredient co-branding Brand product matrix, Brand hierarchy

Unit 3

Brand Promotion and Strategic Brand Management - Building a Strong Brand : FOUR Steps in Brand building - Direct Marketing, Public Relations (PR) and Corporate Advertising for Brand Building - Sustaining and Growing the Brand after the Launch, Media Selection, Trade Promotion and Selling, CRM, Personal Selling, Web Marketing.

Unit 4

Corporate Image and Brand Management - IMC to build Brand Equity, Evaluating the Brand Performance, Capturing Market Performance, Design and Implementation of Brand Strategies, Brand – Product Matrix and Hierarchy Levels, Achieving the Ideal the Brand Portfolio, Managing Brands over : Time, Market Segments and Geographic Boundaries, Revitalising and Changing the Brand Portfolio.

Unit 5

CASE STUDIES IN BUSINESS SECTORS : Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc.

Texts: Integrated Advertising, Promotion and Marketing Communications, Kenneth. E. Clow and Donald Baack, Prentice Hall of India Pvt. Ltd., 3e, 2007.

References:

1. Strategic Brand Management, Kevin Lane Keller, M.G. parameswaran and Issac Jacob, Person (Prentice Hall), New Delhi, 3e, 2011.
2. Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009
3. Advertising and Promotion – an Integrated Marketing Communications Perspective, George E Belch, Michael A Belch, Keyoor Purani, Tata McGraw-Hill Publishing Company Limited, New Delhi, 7 e, 2010.

18FNA233

WEB DESIGNING

2103

Objective

Effective Web Design introduces basic methods for the creation and design of user-centric web sites using the XHTML language in Dreamweaver.

Unit 1

Starting with a Plan - Defining the Audience - Gathering Content - Choosing the Right Tools
Defining the Look and Feel - Mocking Up the Design

Unit 2

Slicing and Optimizing Web Graphics - Organizing Content with Tables and Lists - Creating Web Layouts - Designing Web Forms - Making Your Pages Interactive

Unit 3

Web Standards and Testing - Following Web Standards - Testing, Accessibility, Compliance, and Validation

Unit 4

Domain Registration and Hosting - Publishing Your Site - Search Engine Optimization and Site Maintenance

Unit 5

Final project

Text

1. Sue Jenkins's *Web Design ALL-IN-ONE FOR DUMMIES* Wiley Publishing, Inc

18FNA241

ADVERTISING CASE STUDIES

2 1 0 3

Objective

The students are exposed to the art of creative thinking, planning and executing involved in the production of an advertisement for formats like print, broadcast and new digital media. From a professional standpoint they also get exposure to the important role of copy writing and its quality, consistency and value in the marketing. They will understand the key concepts through case studies from the creative segment of the advertisement industry.

Unit 1

Role of Creativity in Advertising - The Craft of Copy Writing - Need for Creative plans Formulating Advertising. Strategy and Execution- Detail Components with Input Guidelines - Effectiveness case - How Brand Message Execution Planned? Copy Platform - Message Consistency- Consistency Triangle and Challenge.

Unit 2

Creative Process : Various Formatting Alternatives for Copy Writing and Guidelines, Its Role in Communication, Infomercials, Use of Internet and Interactivity - Copy Writing for : Integrated Marketing Communication (IMC), Print - Headline, Sub heading, Body Copy, Guidelines , Cyber space – e Commerce, Broadcast advertising, Radio - Music, Dialogue, Announcement, Celebrity Announcer, Guidelines, Production, Multimedia, Direct mail, Outdoor Media, Scripting for Audio- Visual, - Copy Writing for TV - Demonstration, Problem and Solution, Music and Song, Spokesperson, Dialogue, Vignette, Narrative, Guidelines, Slogans and Taglines.

Unit 3

Creative Execution : Art and Copy - Check lists for Print, Radio and TV Commercials – Advertising Design and Production Process for Print, Radio and TV – The Role of Advertising Artists like Art Directors, Graphic Designers, Illustrators, Photographers, Production Artists etc., - Portfolio Review- Copy Approval Process.

Unit 4

Ways to Market on Radio and TV - Buying Time for Commercials, Mistakes in Copy Writing - Strength and Weaknesses of Print, Radio and TV media, Quality Control and Ethical Issues, Advertising and its Effects on Societal Economy, Life Style and Value Systems.

Unit 5

CASE STUDIES of Copy Writing for live Examples in Tourism, Hotel, Healthcare, Travel, Education, Automobile, General Business etc., for different formats of production.

Text

Advertising and Integrated Brand Promotion, William F Arens , Thomson South Western, VikasPublishing House, 3e, 2003.

References:

1. The Copy writer's Handbook, , Robert W. Bly, Henry Holt and Co., 1990.
2. Advertising Basics – a resource guide for beginners, J V Vilanilam, A K Varghese, Response Books (a division of Sage Publications), New Delhi, 6th printing, 2009.
3. Advertising Management, Rajeev Batra, John.G. Myers and David. A. Aaker, Pub : Pearson – DorlingKindersley (India) Pvt. Ltd., 5e, 2006

18FNA242**INTRODUCTION TO NICHE JOURNALISM****2 1 0 3****Objective**

The course is intended to make the student aware of the history, development and current status of magazines in India and also introducing them to specialized journalistic writing.

Unit 1

Definition and types of magazines - news, special interest, general, lifestyle, glamour, gossip-Brief history of the development of magazines, reasons for its success in and outside India, the magazines that boom in India and the glorious years of the news magazine

Unit 2

Magazine formats and their difference from other media, magazine formats within a genre - unique features of different magazines

Unit 3

Overview of English and other Indian language magazines today

Unit 4

Writing for a magazine-Editing for a magazine-Scope of 'niche' journalism

Unit 5

Sports-Media vehicles used for the niche-Most dominant sports and some background about them-Pre-contest coverage-Preparation of complete game story-Watching the game- Vital aspects to cover using significant statistics-Columns-speculation, post-contest analysis, personal reflections-Covering a game for TV / Radio-Comparing coverage in different media-Health-Health as a niche-areas usually covered-Different media vehicles-Entertainment and lifestyle-Examining different kinds of magazines in this wide category-Importance of style and kinds of matter that makes stories-Travel-Developmental-Civic journalism-Public journalism-Alternative media and people's issues

Texts

1. Convergence Journalism: Writing and Reporting Across the News Media by Janet Kolodzy
2. An Introduction to Journalism by Richard Rudin and Trevor Ibbotson

Reference

1. Journalism Writing Techniques by M H Syed

18FNA281	BROADCAST JOURNALISM PRACTICE	0 0 2 1
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Writing for radio - different narrative techniques - tips, dos and don'ts-Practical exercises-Writing for television - different narrative techniques – patterns of news delivery- Writing features, other special audience programs; Sponsored programs, radio and television commercials. Practical exercises

18FNA282	MULTIMEDIA, GRAHICS AND ANIMATION LAB III	0 1 2 2
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Animation Basics, Creating 2D Animations, Flash Websites, Basic Action Scripting.

18FNA283	VIDEOGRAPHY AND VIDEO EDITING LAB 2	0 1 2 2
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Practising with lights (Additional lights and Natural lights)
 Working with different video cameras
 Working with DSLR cameras and different accessories
 Track and Trolley
 Studio Visit and Crane Operations
 Video production Assignments
 Shot division and planning of projects
 Advanced areas of Video editing using software

18FNA284	WEB PUBLISHING LAB	0 0 2 1
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Designing and Publishing web sites.

18FNA285	ANCHORING AND MEDIA PRESENTATION SKILLS	0 0 2 1
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Training in Anchoring, Television Programs including Reality Shows.
 Training in co-ordinating Talk Shows and News Programs.
 Training in conducting interviews.

18FNA286	AUDIOGRAPHY LAB	0 0 2 1
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Working with different microphones, and audio mixers
 Introduction to editing software
 Audio recording and editing in studio
 Advanced audio editing techniques

18FNA287	CRITICAL VIEWING AND READING ANALYSIS LAB	0 0 2 1
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Comparison and analysis of various trends in media

18FNA288	INTRODUCTION TO AUDIO	0 1 2 2
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Unit1

History of sound recording

Unit 2

Introduction to basics of sound- properties of sound

Unit 3

Different equipment- Mixers, microphones, basic principles of microphones loud speakers, amplifiers

Unit 4

Different types of sound in video and film - Diegetic and Non-diegetic sound, SFX, dialogue, Background music, Sync sound, Art of folleying

Unit 5

Sound Editing Techniques – Transitions, Sound Bridge, off-screen sound, sonic flashbacks

18FNA289

VIDEO PRODUCTION LAB

0 0 2 1

Working in the studio

Television programme production

Documentary production

Short film (fiction) production

Introduction to Multicamera set up

Making ad films

18FNA301

CONSTITUTION AND MEDIA ETHICS

2 1 0 3

Objective

The course aims to provide the students an understanding of Indian Constitution and Press Laws.

Unit 1

Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2) - Laws applicable to mass media in general - The Indian Telegraph Act, 1885 - The Official Secrets Act, 1923 - The Contempt of Court Act, 1971 - The Civil Law of Defamation - Libel – Slander - The Indecent Representation of Women (Prohibition) Act 1986 - The Indian Post Office Act, 1998 - The Press Council Act, 1978 - PrasarBharati Act, 1990

Unit 2

Mass media ethics - Social commitment of media - Norms of journalistic conduct: Principles and ethics - Accuracy and fairness - Pre-publication verification - Right of the Press to comment on the acts and conduct of public officials - Conjecture, comment and fact – Corrections - Right to reply - Letters to editor

Unit 3

Obscenity and vulgarity – Right to privacy Vs right to expression – How to cover communal disputes/ clashes
–How to cover court proceedings - Plagiarism

Unit 4

Role of Press Council of India as watchdog of the press-PCI guidelines – PCI norms of conduct for media professionals - The Code of Advertising Practise of the Advertising Standards Council of India

Unit 5

Media ethics – Case Studies and discussion of practical cases

Texts

1. "Mass Communication in India" by Keval J Kumar, Jaico Publishing House, 2003
2. "Theory and Practice of Journalism" by B N Ahuja, Surjeet Publications, 2003

References

1. "Press Laws of India"
2. "The Journalist's Handbook" by M V Kamath, Vikas Publishing House Pvt. Ltd. 2002

18FNA302

INTRODUCTION TO MEDIA ORGANISATION

2103

Objective

To provide an understanding of media organisation, ownership structure.

Unit 1

Principles of management. Management as a process. Functions of management.

Unit 2

Theories of management. Media as business and social institution. Greiner's development model of a company.

Unit 3

Electronic Media Management: Organisation-structures and functions. Responsibilities and duties of different media organisations- Audience Ratings- Methods of TRP rating

Unit 4

Project management-Production Project Cycle, Pre production, Production process, production strategies. Risk and impact assessment. Contracts and legal arrangements

Unit 5

Evolution of Media Economics-Traditions in Media Economic Scholarship-Contemporary and Future Issues
Defining Media Consolidation- Media Consolidation in the context of Economics

Texts

1. Block et al, Managing in the Media. Focal Press
2. Balancing on the Wire – The Art of Managing Media Organizations: James Redmond & Robert Trager, Atomic Dog, 2004.

References

1. Handbook of Media Management and Economics- Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Lawrence Erlbaum Associates, Publishers, New Jersey(2006)
2. Management of Electronic Media: Alan B. Albarran, Wadsworth, 2002

18FNA331**ART DIRECTION FOR ADVERTISING****1 1 3 3****Objective**

To show light to the aspiring art directors towards the basic principles of advertising through visual media along with demonstrating the principles of graphic design, layout and production of advertisements for various medias. The course also ensures an understanding of the importance of cost control in all areas of art direction.

Unit 1

Art Direction in Advertising: an introduction- roles and tools of the art director, Graphic Conceptualization: visual metaphor, languages- meaning full lettering, Logo Designing

Unit 2

Graphic basis: Typography, colour, visual composition, techniques and technologies, Tracing and transfer techniques

Unit 3

Strategy and creativity: Art Direction in Advertising, visual corporate identity, study of packaging, Art direction fields: deconstruction of successful advertisements, layout techniques

Unit 4

Photographic techniques, photography with characters, still-life photography, illumination, the photo montage, type photography, the photographic finishing touch, illustration techniques

Unit 5

Illustration techniques using the grid system, traditional techniques of image reproduction and enlargement- Designing illustrations from photographs

Texts

1. *Kleppner's Advertising Procedure*, Otto Kleppner 17th Edition

References

1. Advertising Concept Book by Pete Barry
2. Advertising Layout and Art Direction (Marketing) by Stephen Baker

18FNA332**PUBLIC RELATIONS AND CORPORATE COMMUNICATION****2 1 0 3****Objective**

To make the students aware of the importance of Public Relations in Corporate Communications. This course needs to be detailed out. One- liners don't offer clarity about the depth to which the concepts need to be penetrated. The course should serve as an introduction and should offer scope for comprehensive understanding.

Unit 1

Definition of PR, its scope and significance, PR as a Two-way Communications, PR as an Industry, Need for Public Relations PR as a management discipline, PR as a marketing communication tool: 4 Ps, IMC and PR, Publicity, Propaganda, Advertising and Public Relations.

Unit 2

Evolution of Public Relations : History of PR – World and India, The Eras of PR. PR in UK, U.S. Contributions of Ivy Levy and Edward Bernay. PR in India- During Freedom Struggle & Post Industrial Revolution, PRSI. PR agency structure: Full Fledged/ Part/ Adhoc/ Departments in Governments / Corporates, Role and responsibilities of the personnel.

Unit 3

Publics: Internal Publics and External Publics, nature and type of publics, factors about Public that affects a PR activity. Steps in Organising a PR activity, Significance of research in PR: PEST, SWOT analysis, Communication and Social Audits, the various Communication tools for effective PR.

Unit 4

Functions of Public Relations: Employee Relations, Customer Relations, Community Relations, Government Relations, Investor Relations, Media Relations. Skill set for PR personnel: Qualities of an effective PR person and Ethics in PR.

Unit 5

Speeches, Visits, Personal Calls, Tours, Conventions, Conferences, Meetings, Educational Courses and Training Programs, Community and Corporate Social Responsibility Projects and Special Events, Welcome Letters and Offers to New Shareholders and Investors, Annual Reports, Annual Meetings, Digital PR, press kit, Event Management, Crisis Management: Kinds of Crises, Public Relations in Crisis Management, Ten Commandments of Crisis Management

Text

1. Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2005.
2. Cutlip, S.M., A.H Center and G.M Broom. Effective Public Relations. 2nd Ed. New Jersey: Pearson Education, 2006.
3. Lesly, P. Handbook of Public Relations & Communications. 3rd Ed. Mumbai: Jaico Publishing Company, 2008.
4. Sachdeva, I.S. Public Relations: Principles and Practices. New Delhi: Oxford University Press. 2009.

18FNA333

RESEARCH METHODS FOR MEDIA STUDIES

2103

Objective

To introduce the students to media research. It aims to enable the students to critically analyse media content and expose them to tools and techniques of analysis for media studies.

Unit 1

Research: Definition and Characteristics. Types of research-Social science research-

Unit 2

Research process - Elements of research- concept, variables etc. -

Unit 3

Research Approaches: Qualitative and Quantitative approaches- Survey Research, Content Analysis, Textual Analysis- Focus group

Unit 4

Research Ethics

Unit 5

Research in Media Effects

Texts

1. Wimmer, Roger D & Dominick, Joseph R (1994): Mass Media Research: An Introduction (Wadsworth Publishing Company)
2. Berger, Arthur (2000): Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (Sage Publications)

References

1. Bertland, Ina & Peter Hughes (2005): Media Research Methods: Audiences, Institutions, texts (Palgrave Macmillian)
2. Renjit Kumar- Research Methodology: A Step by Step guide to Beginners
3. Jensen, Klaus Bruhn (2002): A Handbook of Media and Communication Research (Routledge)
4. Buddenbaum, Judith M& Novak, Katherine B (2005): Applied Communication Research (Surjeet Publications)

18FNA341

COPY WRITING FOR ADVERTISING

2103

Objectives

To familiarize the students with the evolving of an advertising concept and copy from the creative brief and to guide them in writing successful advertising copies

UNIT 1

From the marketing brief to the creative brief – creative brief to creative strategy – strategy formulation – concept – concept development – from concept to copy - Brainstorming - big idea – development of headline – body copy – tagline – visual – merging of copy and visuals

UNIT 2

Introduction to different types and categories of advertisements – brochures, outdoors, posters, direct mails, sales promotion, sales literature, POP, content .Appeals and approaches used-ways of treatment given.

UNIT 3

Writing headlines, body copy, tagline for advertisements – outdoors- brochures - posters- leaflets- direct mails - sales promotion - sales literature- POP -public relations writing.

UNIT 4

Writing for television ads, Radio ads, online ads and multimedia

UNIT 5

Ethics to be maintained while writing copy

Reference:

1. Foundations of Advertising – Theory and Practice – S.A.Chunawalla and K.C. Sethia – Himalaya Publishing House
2. Principles of Advertising and IMC – Tom Duncan – Tata McGraw Hill publication
3. The Craft of Copywriting – June A. Valladares – Sage publications

18FNA342**ONLINE MARKETING****2103****Objectives**

To familiarize the students with the online marketing aspects.

Unit 1

Search Engine Optimization (SEO) - Introduction to Online Search. Understanding How Search Engines Work. Understanding Google Page Rank. Introduction to Search Engine Optimization. How to Build an Accessible Site. Keyword Search and Optimization. Link Building Strategies. Useful Tools for SEO. The Past, Present and Future of SEO.

Unit 2

Search Engine Marketing (SEM) - Introduction to Internet and Search Engine Marketing. Getting Started with Google Adwords. Adwords Account Structure. Navigating in Google Adwords. Working with Keywords. Creating Ads in Google Adwords. Creating and Managing Your First Ad Campaign. Adwords Reporting and Account Performance Reports.

Unit 3

Social Media Marketing (SMM) - Beginners Guide to the World of SMM. Why Social Media? Getting Started with Social Media. Building Relationship with Social Media. Building Relationship via Facebook. Building Relationship via Twitter. Building Relationship via LinkedIn. Marketing Through Youtube. Handling Positive and Negative Comments. Social Media Content base Creation. Who is Doing it Right?

Unit 4

Web Analytics - Analytics 101. Web Analytics and Intelligence Tools. Basic Metrics Demystified. Introduction to Google Analytics. Goals and Actionable Insight. Data Management. Social Media Analytics. Social Media Analytics. Social Media Goals and KPI's. Tools for Social Media Analytics.

Unit 5

Online Reputation Management - What is Rom? Need and benefits of ORM. Case Studies. Getting Started with ORM. Building it Right and Tools Required.

Texts

Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation Mar 2012 by Calvin Jones (Author), Damian Ryan (Author)

Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media – Import, 19 Dec 2012 by Eric Morrow (Author), Shannon Chirone (Author)
 The Best Digital Marketing Campaigns in the World: Mastering The Art of Customer Engagement Paperback – 3 Jun 2011 by Calvin Jones (Author), Damian Ryan (Author)

18FNA343

SHORT FILM MAKING

1 1 3 3

Objectives

To impart training in producing and directing short films and documentaries.

UNIT 1

Finding inspiration for stories; Building real life situation; Searching for literary sources.

UNIT 2

Learning the mechanics of story constructions; Building up story units.

UNIT 3

Preparation of shooting scripts; Film direction.

UNIT 4

Combining various elements of films production

UNIT5

Editing the film.

Texts

1. *Writing the short film* by Cooper, Ken Dancyger

References

1. *Producing and directing the Short Film and Video* By David K. Irving, Peter W.

18FNA390

MINOR PROJECT

4

Minor Project(Optional) leading to Paper Publication

To enable the students to produce a fiction / non-fiction film of 3 minutes' duration using the different multimedia tools such as video camera and its accessories with the application of video and audio editing software's.

- Video Production and Photography
To enable the students to produce an animated film of 3 minutes duration using the different multimedia tools.
- Animation
To enable the students to produce various Graphic and Web Design models.
- Graphic / Web Designing / Advertising

18FNA392	INTERNSHIP AND PORTFOLIO PRESENTATION	6
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Students must undertake internship for one month in the industry. At the end of the semester the portfolio (various streams) should be exhibited in public platform.

18FNA399	PROJECT	10
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To enable the students to produce a fiction / non-fiction film.

To enable the students to produce various Graphic and Web Design models. Graphic / Web Designing / Advertising
