

## VRINDAWAN UNIVERSITY

**Programme Name: BACHELOR OF ARTS IN JOURNALISM & MASS COMMUNICATION (BAJMC)**

**Total Credits of the Program: 165**

**Semester : First Semester**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	FMC-331	Communication & communication Theories.	3	0	0	3	Regular
2	FMC-332	Television & Film Production Analysis	1	0	2	3	Regular
3	FMC-333	Introduction to Print Journalism	2	1	0	3	Regular
4	FMC-334	Media Laws & Ethics	3	0	0	3	Regular
5	FMC-335	Creative Writing.	2	1	0	3	Regular
6	COMP-306	Fundamentals of computer	2	0	1	3	Regular/ Offered by
7	LNG-304	Professional Communication & Technical Writing	2	0	1	3	Regular/ Offered by
8	GPT-301	Moral Value & Education	3	0	0	3	Regular/ Offered by
Total Credits						24	

**Semester : Second Semester**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	FMC-336	Reporting	2	1	0	3	Regular
2	FMC-337	Advertising & Public Relation	3	0	0	3	Regular
3	FMC-338	Development Communication	3	0	0	3	Regular
4	FMC-339	Modern Communication Technology	2	1	0	3	Regular
5	COMP-405	Computer Applications in Media	2	0	1	3	Regular/ Offered by
6	COMP-561	Internet & Web Technology	2	0	1	3	Regular
Total Credits						18	

**Semester : Third Semester**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	FMC-341	Still Photography	1	0	2	3	Regular
2	FMC-342	Editing (Print)	2	1	0	3	Regular
3	FMC-343	Acting	1	0	2	3	Regular
4	FMC-349	Broadcast Production (Radio)	1	1	1	3	Regular
5	FMC-345	Video & Audio Editing	1	0	2	3	Regular
6	FMC-346	Fundamentals of Direction	2	1	0	3	Regular
Total Credits						18	

**Semester : Fourth Semester**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1.	FMC-347	Introduction to Cinematography & Lights	1	1	1	3	Regular
2.	FMC-348	Animation & Graphics Design	1	0	2	3	Regular
3	FMC-344	Media Economics	2	1	0	3	Regular
4	FMC-350	Design & Printing	2	1	0	3	Regular
5	FMC-351	Video Production-I	1	0	2	3	Regular
6	ECE- 307	Introduction to TV & Satellite Communication	2	1	0	3	Regular/ Offered by
7	FMC-387	Experiential Learning				15	Non Credit
Total Credits						33	

**Semester : Fifth Semester**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	FMC-352	Communication Research	2	1	0	3	Regular
2	FMC-353	Photo Journalism	1	1	1	3	Regular
3	FMC-354	Media Psychology	2	1	0	3	Regular
4	FMC-355	Video Production-II	1	0	2	3	Regular
5	FMC-319	Industrial Training				20	Non Credit
6	FMC-357	Short Film Production-I	0	0	10	10	Regular
Total Credits						42	

**Semester : Sixth Semester**

S.No.	Course Code	Title of the Course	Credit Hr.				Regular/ Deficiency
			L	T	P	Total	
1	FMC-389	Short Film Production-II	0	0	15	15	Regular
2	FMC-358	Project & Dissertation				15	Non Credit
Total Credits						30	

# Syllabus

## Communication & Communication Theories (FMC-331)

Credits Hr.: 3(3+0+0)

### UNIT-1

Communication & Basic Models: Definitions, Elements of Communication, Communication act, Sender, Message, Channel, Receiver, Effects, Feed Back, Communication process, Basics models of communication

### UNIT-2

Types of Communication: Intra personal – Inter personal, Group, Mass communication and Mass-Line communication – Functions of communication – Effects.  
Speech communication – cognition – Selective perception – Selective retention – Selective expression – Verbal and non-verbal communication

### UNIT-3

Mass Communication, 'Mass' Concept, Characteristics of mass audience, Typology of audience, Classification of Media, Functions of Mass Communication, Mass Society

### UNIT-4

Group Dynamics, Dynamics of Primary and Secondary groups – Personal influence theory – Fragmentation vs. Unification – Dynamics of social change – Dysfunction

### UNIT-5

Press Theories, Media Manipulation, Four Theories of Press – Political Communication, Political Socialization, Communication Politics

## Television & Film Production Analysis

(FMC-332)

Credit Hours 3(1+0+4)

### Unit -1

Introduction to Indian Motion Picture Industry  
Motion Picture Production Process ,Research in Motion Picture Production  
History of Cinema ,Screen Grammar

### Unit -2

The Art of Story Telling  
Motion Picture Production and Management ,Motion Picture Censor Certification, Distribution & Exhibition  
,Production of Short Film : Writing, Shooting, Editing and Directing narrative motion picture.

### Unit -3

Dynamics of picture and sound,Types of sound in film production  
The creative, technical and business aspects of motion picture production  
The challenges, opportunities in and the current status of the entertainment  
Industry , Motion picture production process  
Pre-production planning stage ,Production stage . Post production stage of making a finished motion picture  
production

### Unit -4

*Elements of* the composition of static shots  
Elements of the composition of moving shots  
Elements of the editing the moving shots  
Elements of the sound track in motion picture

### Unit -5

film as an art; prescriptive and descriptive theories  
Expressionist, realist, formalist, montage and semiotics theories  
Film and culture, film and society, film and the observer  
Detailed analysis of a well made feature film

## **Introduction to Print Journalism**

**(FMC-333)**

**Credits Hr.-3(2+1+0)**

### **Unit-1:**

Concept and Origin of Journalism. Role of English Press and Regional Language in Journalism, Principles of Journalism, Role and responsibilities of Journalists,

### **Unit-2:**

Invention of printing press and paper, pioneer publications in Europe and USA, Early Communication systems in India-development of printing-early efforts to publish newspapers in India, Newspapers and magazines in the nineteenth century- First War of Indian Independence and the issues of freedom, both political freedom and press freedom, Birth of Indian language press, birth of the Indian news agencies

### **Unit-3:**

An overview of the history of Press in India - A brief history of various eras - Raja Ram Mohan Ray and other Social Reformers, Lokmanya Tilak Era, Mahatma Gandhi Era and the Role of Press in National Freedom Movement, The Development of Press in National Freedom. Post-independence press and language press in India.

### **Unit-4:**

National Press, Regional Press, District and Tehsil Level Press, Electronic Medium and Internet Journalism, Representative Newspapers and Magazines (Anand Bazar Patrika, Enadu, Navbharat Times, Jansatta, Malayalam Manorama, Nai Dunia, Bhaskar, Aaj Punjab Kesari, Kaumi Awaz, Sakaal, Hindu, Times of India, Dinman, Dharmyug, Illustrated Weekly, Outlook, India Today – Brief Introduction)

### **Unit-5:**

Press and Post Independence Challenges, Post Independence Governments and Press Regulations, Press and Political System (Parliament, Constitution, Political Parties etc), Changing Nature of India Press after Independence (Publication of New National and

**Media Laws & Ethics**  
**(FMC-334)**

**Credits Hr.-3(3+0+0)**

**Unit-1:**

Nature and Principle of Constitution Of India

(a) Fundamental Rights (b) Right to Information (c) Freedom of Expression (d) and Freedom of Press in various political Setup

**Unit-2:**

Constitutional Restrictions on Media

Privileges of Media Personnel, The Indian Penal Code, Indian Evidence Act , Libel Slander , Defamation ,Contempt of Court.

**Unit-3:**

Acts

The Press Registration of Books Act 1867, Copy Right Act – Periodical Changes, Post and Telegraphy Act , Official Secrets Act of 1923.

press Council – Working Journalists Act – MRTPC (Monopolies and Restrictive Trade Practice Commission) – Industrial Dispute Act – Indecent Representation of Women Act of 1986.

Unit--4:

Rights & Liabilities

Rights and Liabilities of the Editor, Printer and Publisher – Editorial autonomy and Independence – Govt. Information Services and their controls – PIB.

UNIT-5 Freedom and Social Responsibility Of Media

Tabloid Journalism , Investigative Journalism.Advertising Standards – Advertising Councils , Film Censorship – Press council , Broadcasting policy , Prasar bharti.

**Unit – 5:**

Censorship Law and Internet – emerging trends – Laws relating to cable and satellite TV – Cyber Law – Cyber Crime – Cyber Ethics - Convergence Bill – Communications Commission of India (CCI) – Intellectual Property Rights – Rights to Privacy and Internet.

**Creative Writing**  
**(FMC 335)**

**Credits Hr.-3(2+1+0)**

**Unit-1**

Introduction to writing skill  
How to achieve lucidity and directness  
Authenticity and credibility  
Authorial voice

**Unit-2**

Preparation for writing  
Opening  
Building climax  
Appropriate ending

**Unit-3**

Dialogues and monologue  
Basic elements of a short story Plot, structure, atmosphere, Character, narration

**Unit-4**

Television and its potential: An introduction  
Types of programmes  
Essential production techniques  
Plays and serials

**Unit-5**

Documentary Script Writing  
Screenplay Writing

## **Fundamentals of Computers**

**(COMP-306)**

**Credits Hr. - 3(2+0+1)**

### **Unit-1:**

History of Computer .

Types of Computers:Digital & hybrid Computers

Application of Computers.

### **Unit-2:**

Basic components of a digital computer(block diagram explanation)

Elements of computers;

Hardware : Central Processing Units, I/O and Storage devices.

Software : Software Concepts and Terminology

### **Unit-3:**

Operating System ;DOS Window and Unix

Introduction to Computer networks and emerging trends.

### **Unit-4:**

Windows

Basics Accessories

File Manager and Program Manager

### **Unit-5:**

Internet concepts and their applications.

Concept of e-commerce and e-Governance.

Computer Viruses and Security Threats.



**REPORTING**  
**(FMC-336)**

**Credits Hr.-3(2+1+0)**

**Unit I: News**

Introduction, Definition of News, Ingredients of News, News Values, Fundamental qualities of news, News Sources.

**Unit II: Types of Reporting**

Introduction, The Lead, The Body, Different types of Reporting: Objective, Interpretative and Investigative Reporting, Crime Reporting.

**Unit III: Qualities & Responsibilities of a Reporter**

Introduction, Essential Qualities of a Reporter, Nose for News, Responsibilities of Reporter towards Organisation, Sources, Readers and Society, Dealing with Corporate News, Reporting Communal Conflicts.

**Unit VI: Interviewing Skills**

Introduction, Interview, Importance of Interview, Preparation of Interview, Research, Strategy, How to get an Interview, Dos and Don'ts of an Interview, Tips for LIVE Interview, Interviewing Skills, How to establish Rapport.

**Unit V: Introduction to TV reporting**

Definition, Formats of TV news, News Gathering, Writing for TV News, Copy Editing, Live Reporting, Reporting for different beats.

**ADVERTISING & PUBLIC RELATION**  
**(FMC-337)**

**Credit Hours 3(3+0+0)**

**UNIT-1:**

**INTRODUCTION TO ADVERTISING**

Meaning & Definition of Advertising, History of Advertising, seven guidelines to evaluate an advertising, objective & Importance of Advertising

**UNIT-2:**

**ADVERTISING AGENCY**

Function & services of an advertising agency, AGENCY SETUP, Type of Advertising, How an agency works, evolution of promotion & Advertising brands, social Aspects of Advertising & Branding, Ethics & Advertising, Advertising and Promotion, Consumer Behavior,

**UNIT-3:**

**COPYWRITING**

Meaning, objective of any copy, Requirements of copy, layout of copy, Planning an advertising campaign, Visualization advertisement: celebrity advertising and sponsorship/Event marketing

**UNIT-4:**

**DEVELOPMENT OF PUBLIC RELATION**

Historical perspective, present status of PR and future scope, Distinction between PR, Publicity & propaganda, development of PR in India public sector historical perspective, objective of PR in public sector vis-a-vis private sector Meaning, Definition of PR, objective and Function of PR

**UNIT-5:**

**ETHICS AND PR**

Code of ethics, PR Law, defamation, libel, SOLAADS, slander, privacy, copyright, press conference, type of press conference, press release, how to write a press release checklist for press conference

## **DEVELOPMENT COMMUNICATION**

**(FMC-338)**

**Credits Hr.-3(3+0+0)**

### **UNIT-1:**

Concepts Of Development Definition, Concept, Role of Communication in development, Development support communication, Communication approaches-vertical, horizontal,

### **UNIT-2:**

Origin of Development Communication Philosophy of development communication, Concept, Post Second World War period, Early Ears of development in India, Communication development, Strategies in development communication.

### **UNIT-3:**

Development Communication Theories & Concentrations  
Economic Theories, Models-cultural model, Gandhian model etc. Modernization- revival of modernization, relevance of western theories in India. Focus of agricultural development: shifting emphasis, Funding Agencies-U.S.Aid, Ford Foundation, World Bank Etc, Development communication experiments- SITE.

### **UNIT-4:**

Communication Profile of India. Role of the media in development communication, Need of resources, Reach-Access, Various media systems, Radio & T.V Development programmes-Agriculture, Health, Environment etc, National integration-role of press.

### **UNIT-5:**

Development Communication: Strategy & Research Methodology  
Media Selection-Small media appropriation-media mix, Research methods in social sciences, Qualitative & research- Hypothesis-Concepts- Research Design, Methods of data collection, Survey analysis, Case studies, Writing the report.

**Modern Communication Technology  
(FMC-339)**

**Credits Hr.-3(2+1+0)**

**Unit-1 :**

Communication Technology – Electronic Revolution – Elementary idea about Electronic devices.

**Unit-2:**

Sound – Engineering – Importance of Sound Manipulation – Hardware & Software details.

**Unit-3 :**

Visual Media – Video – Graphics.

**Unit-4 :**

Functional aspects of TV. Transmitters – Receivers – TV. Studio and Equipments – Monitors – VCRs – Mixers – Tape Recorder Etc.

**Unit-5:**

Film & Video Technology – Basic concepts of Film & Video Technology – Video-graphy - Editing.

**Computer Application in Media  
(COMP-405)**

**Credits Hr-3(2+0+2)**

**UNIT-1:**

**COMPUTER FUNDAMENTALS**

Definition, Generations and basic components of Computer.,Input/output devices, Memory and other peripherals,Introduction to Operating System (Windows 98/XP), Functions and features of Operating System (Accessories, Control Panel, Desktop,Windows Explorer).

**UNIT-2 :**

**OFFICE AUTOMATION TOOLS: MS Word**

Introduction to MS Office Suit.,Introduction to Word Processing.,MS Word interface, Tools and Menus,Document editing and formatting, Mail Merge and other tools.

**UNIT -3:**

**OFFICE AUTOMATION TOOLS: MS Excel and MS PowerPoint**

MS Excel Interface, Tools and Menus,Creating Spreadsheet, Use of functions, Charts and Graphs,MS PowerPoint Interface, Tools and Menus,Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering,Presentations.

**UNIT-4:**

**INTRODUCTION TO INTERNET**

Brief history and services of Internet (E-mail, Video Conferencing, Internet Telephony,Chating, Blogs, Usenet).Internet Protocols (FTP, HTTP, TCP/IP).Websites, Portals and Search Engines; Online newspapers/channels/magazines.Advantages and threats in Internet Communication.

**UNIT-5:**

**INTRODUCTION TO ADOBE PHOTOSHOP**

Introduction to Graphics, Colour models and modes,Graphic file formats and their applications.Adobe Photoshop Interface, Tools and Menus,Working with Layers, Filters, Masking and other tool

## **STILL PHOTOGRAPHY**

**(FMC-341)**

**Credit Hours 3(1+0+4)**

### **UNIT-1**

#### **INTRODUCTION**

Camera history & lenses

Early experiment and later developments camera history: its type and functions

Pin hole, box, studio, field, pocket, folding, slr, tlr, miniature, stereoscopic, panoramic, video, cine & digital cameras and choice of camera & sizes

Principal parts and their function- various shutters, view finders, rising and folding, cross movement and swing back focusing systems, attachments and accessories.

### **UNIT-2**

#### **ELEMENTARY PHOTOGRAPHY OPTICS**

Refraction of light, dispersion, image formation, principal focus & focal length,

size of images, intensity of images, speed of lenses, diaphragm notation,

principles of axis, depth of field, depth of focus, factors controlling of depth of

field & focus, variation of aperture with distance of subject, defects of images,

chromatic and spherical aberration, curvature of field, distortion astigmatism.

### **UNIT-3**

#### **DARKROOM**

Layout and equipment, safelight, development theory & technique, Various.

constituents of the developer, characteristic curve, elementary ideas of developers & their

sections, various developing agents & developers and their comparative study, velocity and

time of development.

### **UNIT-4**

#### **SPECIAL TECHNIQUES OF PHOTOGRAPHY**

Infrared, ultraviolet, x-ray, polarized, copying, micro photography, microfilming and

lanternslides, shadow grams, macro photography, finger prints & document

photography, commercial, industrial and advertising photography, photo-engraving,

color separation, principles of photographic pictorials - elements composition,

arrangements of lines and tones, rendering color contrast in monochrome, principles of

perspective.

### **UNIT-5**

#### **PRINTING**

Papers characteristics, grade and selection, paper exposure, development, fixing,

washing, drying, types of enlargers and methods of illumination, determination of

exposure, selection of papers, projection control of the image.

**Editing (Print)**  
**(FMC-342)**

**Credits Hr.-3(2+1+0)**

**UNIT-1:**

**INTRODUCTION:**

Editing - Meaning, objectives and tools,copy selection and copy testing, tightening the copy and its fine tuning Style sheet - Guidelines for editing,Editing symbols, proof reading symbols Headlines - Functions/Purpose, Types/Patterns, Size and Decks Headlining - Characteristics, guidelines for writing headlines

**UNIT -2:**

**BASIC EDITORIAL SET**

Position of Editor (Chief editor, Editor - in Chief. Executive editor, Resident editor, Managing - editor, Assistant editor (s) - their functions, Editorial writers their functions, Importance & Significance of the Editorial Page, Editorial department of a daily - its set up and hierarchy of functionaries

**UNIT-3:**

**CO-ORDINATION PROCESS:**

Co-ordination of The News Room With The Press And Its Various Sections. Namely - Composing, Proof - Reading, Processing, Make-UP, Dark - Room, Printing And Such Others And Their Functions. With The Advertisement Department. With The Circulation And Promotion.

**UNIT-4:**

**EDITING NEWS**

Responsibilities and tools of a copy editor; use of style sheet. Selecting news to publish.Writing headlines.Editing copies of different sources, managing desk. On-line editing.

**UNIT-5:**

**GRAPHICS AND PHOTO EDITING**

Essentials of page make up; layout and design. Types of graphic presentations. Need and importance of graphics and pictures. Photo editing and caption writing. Editing photo features. Proof reading

**ACTING  
(FMC-343)**

**Credit Hours: 3(1+0+4)**

Unit: 01

**INTRODUCTION**

Origin and development of Acting, Types and Styles of Acting. Actor's improvisation, scene analysis, role scoring. Character development, and performance skills. Acting for the Camera

Unit: 02

**Physical Skills**

Develop physical flexibility, strength and expressiveness; learn to relax and isolate various muscle groups and "get in touch" with their bodies; learn to take physical risks as an actor - to free the body and get rid of "stiff" movements on stage. Expressive use of movement- sense of pace, timing and style. Expressive use of body postures & facial expressions. Expressive use of body postures & facial expressions.

Unit: 03

**Vocal Skill**

Develop an effective stage and speaking voice by developing relaxation and breathing techniques, improving articulation and pronunciation habits, and developing resonance capabilities. The techniques of verbal communication. Good and pleasing voice Clear and attractive speech. Feelings for the words. Skills in the use of language.

Unit: 04

**Mental Skills**

Develop ability to concentrate and maintain focus, further explore and develop imagination, creativity, sensory awareness, and spontaneity as they apply to acting. Identify the skills needed and demonstrate the ability to communicate effectively and work cooperatively .demonstrate the techniques of constructive evaluation of self and others in class and performances. Imagination Improvisation Empathy Emotions; emotional memory

Unit: 05

**Project**

Five minute video shoots for Acting Performance (Solo and group)



## **Media Economics**

**(FMC-344)**

**Credit Hours 3(2+1+0)**

### **Unit-1**

Economic development – concept and general perspective, common characteristics of underdevelopment; India as a developing economy and its international standing.

Strategies of development, balanced vs unbalanced growth strategy; wage goods strategy; basic need strategy; Mahalanobis' heavy import substitution strategy; export – led growth strategy.

### **Unit-2**

Capital accumulation as a factor in economic growth; role of education in economic development; population economic development (the two – way relationship).

### **Unit -3**

Marketing

Marketing Function – Product, Price, Placement & Promotions

Important bodies of Media Industries DAVP, INS, DPR, ABC, IBF, AAI, ASCI, TRAI,

Importance of Readership Research

Economics of Media Business.

### **Unit -4**

Tools for a Business Journalist

Media Management – Introduction, Definition, Principles and Significance of Management

Media Ownership Patterns in India – Proprietorship, Partnership, Private Ltd. ,

### **Unit-5**

Public Companies, Trusts, Co – Operatives, Religious Institutions (Societies) & Franchisee Chains)

Recruitment, Hiring & Training of Staff

Organization Theory, Functions & Organizational Structure of Different Departments

## **Video & Audio Editing**

**(FMC – 345)**

**Credit Hours 3(1+0+4)**

### Unit 1

1. Introduction to digital editing
2. Principles of editing.
3. Linear & Nonlinear Editing
4. On line & Off line Editing
5. Analysis of film sequences from editing point of view

### Unit 2

1. Introduction to Editing Software (Premier 6.5 & Pro.)
2. Introduction of Tools
3. Capturing Raw Data.
4. Editing - Action Sequence/ match cut / continuity match

### Unit 3

1. Sound Dubbing & synchronizing Punch
2. Sound Editing
3. Working with Multi Layers

### Unit -4

1. Effects, Applying Transitions, Compositing
2. Chroma Cutting
3. Video Output

### Unit 5

#### **(Practical Work)**

1. Script based Editing
2. Soft Story Editing & Hard Story Editing
3. News Editing & Ad Editing (10 sec. 15sec. 20sec)

## **Fundamentals of Direction**

**(FMC- 346)**

**Credit Hrs: 3(2+1+0)**

### **Unit:1**

Basic concept of direction, Visual language, visualization method, Director team and his role, the basic concept of narrative and non narrative visual communication. Knowledge and understanding of the vocabulary, codes and concepts inherent to the discourses of visual reproduction.

### **Unit:2**

Filmmaking: Visualization. The Axis of action. Representing visual space. Composition, Continuity, Figurative narration, Storyboard. Filmmaking: Practical cases. The camera in movement. Sequences. Use of mechanical movement. Introduction to fictional screenplay writing and the concept of audio-visual narrative.

### **Unit:3**

Knowledge and application of technique and procedure in filmmaking. Method and development of a filmmaking project. Analysis of the written contribution of film making to the thinking on the expressive qualities of cinema.

### **Unit:4**

Creative responses to set topics based on analysis and relating ideas. Learning the main concepts of expressions and technique in cinema and full scope of their expressive possibilities, Different kinds of floor plan.

### **Unit:5**

2 min fiction Fiction Film , Ad- film

## **Introduction to Cinematography & lights**

**(FMC -347)**

**Credit Hours 3(1+1+2)**

### **Unit-1:**

History of Photography, Origin and development of cinematography, evolution of Video camera and their application in present scenario, Different kinds of video production and camera formats and stocks, Qualities and responsibilities of Cinematographer, Coordination of cinematographer with director, editor and art director.

### **Unit-2**

Different aspects of cinematography, aesthetics of visual composition, different parts of camera and their functions, Camera lenses and their selection, camera exposure, Camera grip equipment and their movement, Assembling and de assembling of Camera trolley and 18 feet craine, Camera frame rate selection, Camera filter and their application in different light condition.

### **Unit-3**

Introduction about video signal, Camera Video Signal production and reproduction process, television scanning process in different video standard, waveform monitor and manipulation of Video signal, aspect ratio and cinemascope, Introduction about 3 CCD camera and their broadcast quality.

### **Unit-4**

Physical factors of lighting, Different kinds of lights and equipments, controlling the intensity of lights, lights diffusing accessories and their role, camera aperture and shutter speed, Choices of film stock according to light conditions. Subtractive Colors and color temperature. Lighting aesthetics, Practical of three dimension light for Interview and news production. Lighting problems

### **Unit-5**

2 Minute silent movie.

**Animation & Graphic Design**  
**(FMC-348)**

**Credits Hr: 3(1 +0+4)**

**Unit: 1**

- Computer Fundamental
- Basic of Computer & Internet
  - Concepts of Graphic
  - Power Point Presentation

**Unit: 2**

- Specialization: PhotoShop & Illustrations
- Basic of Art : Maging Designing, Logo Creation, Advertising Designing
  - Cartoon Creation & Image Editing
  - Special Effect: Filter & Plug ins , Adobe after effects

**Unit: 3**

- Web Designing
- Basic of web Designing
  - Web page Designing: Illustrator, Corel & Photoshop
  - Working with Front Page & Macromedia Dreamweaver

**Unit: 4**

- 2D Design & Animation
- Working with Flash programing
  - Text Animation in Flash

**Unit: 5**

- 3D Animation Suite
- Basic of 3D Animation STILL PH

**Broadcast Production (Radio)**  
**(FMC-339)**

**Credits Hr: 3(1 +1+2)**

Unit-1:-

History of Sound Broadcasting, Discovery of the Radio, Diode Rectifier Tube, How Radio Began, How Radio works.

Unit-2:-

Major Broadcasting System in the World, Broadcasting in the USA Broadcasting in Britain, Broadcasting in France Basic System of western Societies.

Unit-3:-

The function of a Radio Station, Management the program Department, Business Accounts, Team work in a Radio Station, Staff organization.

Unit-4:-

Use of Cassettes & Mikes in Broadcasting & their contribution to better performance.

Unit-5:-

The control Room & its functioning, Equipments of the Control Room, Technicians & Procedure, Communication between control Room & Studio.

## **Design & Printing**

**(FMC-350)**

**Credit Hours 3(2+1+0)**

### **Unit 1.**

#### **Print Design**

Design, Elements of Design, Designing principles, Designing factors, Forms of Design- Relationships, Colour- Natures, Causes, Notation & Organisation.

### **Unit 2.**

#### **Printing Materials**

Print planning, Typography, various kinds of printed products. Materials, Light sensitive materials, substrates, papers, Boards and their characteristics, Printing Inks - Constituents and general characteristics, Requirements of paper and ink for various printing processes.

### **Unit 3.**

#### **Typesetting**

Selection of Typesetting for various kinds of jobs, Proofing methods, Software used in Desktop Publishing; Digital imaging method, Scanners, , Colour Management, Laser Printer - Paper, Polymaster - Methods of Colour Proofing.

### **Unit 4.**

#### **Methods of Printing**

Principles involved in different printing processes, Plate making , Machines for letterpress, Offset, Gravure, Flexography and Screen Printing. Production Control - Workflow - Delivery and Drying Methods - Web Offset

### **Unit 5.**

#### **Finishing& Binding**

Ware House Operation - Forwarding, Covering and Finishing Operations -Production Control - Carton Designing and Flexible Packaging - Printing Process for Packaging - Surface Coating and Lamination.

**Video Production-I**  
**FMC -351**

**Credits Hr.: 3(1+0+4)**

**Unit-1**

Process- Development, Pre-production, Production, Post-production, Clearing up.  
Production team- Technical crew. Formats- Linear tape formats, Digital  
tape formats, Film formats. Breakdown- How to read Screenplay, property  
breakdown, dress breakdown

**Unit-2**

Learn the art and craft using Field Camera's basics  
Requirement of camera set up, Various types of Shots & Angles, handling the  
camera Cut in & Cut away shots multi camera production, Aperture & Depth of field  
& Multi Camera Production. Continuity- Dress continuity, Action continuity,  
Property continuity, Location continuity, Background continuity, Effect continuity.

**Unit-3**

News reading presentation & anchoring News presentation, News reading, Electronic news gathering, Electronic  
field production Reporting, Anchoring programs involving audience, the art of interviewing people, Talk shows,  
Discussion.

**Unit-4**

Lighting:  
Lighting- Concept of lighting, Uses of lights, Lights sources. Lighting Techniques- Indoors & outdoors Lighting  
Techniques Various types of lights- Hard lights, Soft lights, Spotlights, Multi lights, Uses of skimmer, Uses of  
reflector , Light set up- Lighting at Night, Three light setups, Studio lighting.

**Unit-5**

ENG & Documentary Film Production



**Introduction to T.V. and Satellite Comm.**  
**(ECE -307)**

**Credit: 3(2-1-0)**

**Unit – 1** Fundamental of Monochrome and Colour Television System, composite video and audio signal.

**Unit – II** **Television Broadcasting and Receivers**

Monochrome TV Transmitter and Receiver. Colour TV Transmitter and Receiver.

**Unit – III** **Introduction to Modern TV System**

Cable TV ; Satellite TV, HD TV, LCD TV.

**Unit – IV** Introduction to satellite communication, Geostationary and Synchronous satellite.

**Unit – V** Satellite and it's orbit, Attitude and orbital control system, Telemetry, Tracking and command.

## **Communication Research**

**(FMC-352)**

**Credit Hrs: 3(2+1+0)**

### **Unit-1:**

Communication and Research

Meaning of research, pure and applied research, scientific approach to research

Concept and scope of communication research, need and importance

### **Unit-2:**

Problem in communication research

Research problem, criteria for selecting a research problem

Formulation of research problem, Research Design, its types and components

### **Unit-3:**

Synopsis

Its meaning and importance

Concept, variables, hypothesis

### **Unit-4:**

Methods in research

Data Collection and Analysis

Methods of data collection: Historical, experimental, survey, case study, content analysis, interview and observation

Sampling

Measuring variables, levels of measurement, measure of central tendency, validity and reliability

### **Unit-5:**

Report Writing

Writing the research report, significance of bibliography, index Appendices, footnotes

## **Photo Journalism**

**(FMC-353)**

**Credit Hours 3(1+1+2)**

### **UNIT-1:**

Journalism:

Introduction of Photo Journalism, Concept, Importance, Requirements, Nature, Objectives, Purpose & Functions.

### **UNIT-2:**

News Media Operations

How news media functions? National media – How it nationalizes the news?, New categories of News, Approaches to Journalism.Press Organizations.

### **UNIT-3:**

News Agency Journalism:

Syndicates Photography – Elements and principles – visual language – meaning – photographer's jargon; composition of photography-subject and light.

### **UNIT-4:**

Photographic equipment

Cameras – types – formats – lens – their types and functions – film – types and functions-accessories.

Camera and Photo – Shots-focus – shutter – speed – selection of subject – different types of photographs – action – photo editing – procedure – pictures for newspapers and magazines – developing photographers' manual and computerized photography.

### **UNIT-5 :**

Photographing people

portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising ; conflicts – war – political and social photography.

News values for pictures – photo-essays-photo features; qualities essential for photo journalism; picture magazines – color photography; impact of technology, practical's, field assignments and their evaluation Portrait Photography,

Food Photography, Documentary Photography

## **Media Psychology**

**(FMC-354)**

**Credit Hours 3(2+1+0)**

### **Unit-1:-**

Meaning & Concept of Media Psychology, Need & Scope of Media Psychology, Media Psychology, Mass Communication & the Social Sciences.

### **Unit-2:-**

Media Audiences, the Audience or Market, Psychology of Audiences Group Influences, Typers of Groups.

### **Unit-3:-**

The 'Mass' Audience, Nature of 'Mass' Audience, The public & Public opinion, Public opinion, Nature of Public opinion, Mass Media & Public opinion.

### **Unit-4:-**

Public opinion Surveys, opinion polls & Elections, Assessing opinion polls, Mass Media & Politics.

### **Unit-5:-**

Propaganda & Persuasion, Audience Measurement, Audience Surveys, Readership Surveys.

## **Video Production-II**

**(FMC-355)**

**Credit Hours 3(1+0+4)**

### **Unit -1:**

Video as a medium of communication, the changing nature of video production, Stages and types of production, Functional and practical factors of production, Production planning, Ethics and Video production, Technical and aesthetics factors of video production.

### **Unit-2:**

Sound in the video field production, types of sound, Microphone characteristics, Camera mounted microphones, external microphones, standardized recording procedures, monitoring sound, Equalizing and filtering to improve sound quality, constructing the audio portion of the sound.

### **Unit-3:**

Desktop video production, Digital non linear video editing, three types of non linear editing system, component of non linear editing system, the process of non linear editing,

### **Unit-4:**

Graphic principles, functional and practical factors of graphic, computer base video graphic system. Integrating graphics and effects into a video production.

### **Unit-5:**

Making budget for feature film and television serials, making story board for shot selection and division, scheduling process and practical problems, coordination process among crew members for functioning of video production, Short Film Production Process.

## **Industrial Training**

**FMC-319**

**Credit Hours 3(0+0+6)**

The students will undergo training in different media house or corporate sectors for one month.

**Short Film Production**

**(FMC-389)**

**Credit Hours: 12(0+0+24)**

**Unit -1:**

Writing concept, story & screenplay for the short film

**Unit-2:**

Making budget for Short film

**Unit-3:**

Conceptualisation of Visual Effects (VFX) and Special Effects (SFX) according the film, Making story board for short selection and division,

**Unit-4:**

Scheduling process and production process,

**Unit-5:**

05 to 15 minute fiction film production