AFFILIATED INSTITUTIONS

ANNA UNIVERSITY

REGULATIONS - 2009

CURRICULUM I TO IV SEMESTERS (FULL TIME)

M.Sc. ELECTRONIC MEDIA (2 YEARS)

SEMESTER I

SL. No.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	EA9311	Theories of Communication	3	0	0	3
2	EA9312	Practical Journalism	3	0	0	3
3	EA9313	Applied Electronics For Media	3	0	0	3
4	EA9314	Radio Production	3	0	0	3
5	EA9315	Media Relations and Event Management	3	0	0	3
PRACTICAL						
6	EA9316	Language Lab	0	0	4	2
7	EA9317	Radio Production Lab	0	0	4	2
8	EA9318	Reporting Skills Lab	0	0	4	2
		TOTAL	15	0	12	21

SEMESTER II

SL. No.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	EA9321	Electronic Journalism	3	0	0	3
2	EA9322	Media Laws and Human Rights	3	0	0	3
3	EA9323	E-Content Creation	3	0	0	3
4	EA9324	Photography	3	0	0	3
5	EA9325	Computer Graphics for Media	3	0	0	3
PRACTICAL						
6	EA9326	Photography Lab	0	0	4	2
7	EA9327	Graphics Lab	0	0	4	2
8	EA9328	E-content Lab	0	0	4	2
		TOTAL	15	0	12	21

SEMESTER III

SL. No.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	EA9331	Media Research	3	0	0	3
2	EA9332	Media Management	3	0	0	3
3	EA9333	Science Communication	3	0	0	3

4	EA9334	Video Production	3	0	0	3
5	E1	Elective I	2	0	2	3
PRACTICAL						
6	EA9335	Video Production Lab	0	0	4	2
7	EA9336	Non-Linear Editing	0	0	4	2
8	EA9337	Summer Internship (Four weeks)	0	0	4	2
		TOTAL	14	0	14	21

SEMESTER IV

SL. No.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1		Elective II	2	0	2	3
2		Elective III	2	0	2	3
PRACTICAL						
6	EA9341	Project Work	0	0	20	10
		TOTAL	4	0	24	16

TOTAL CREDITS : 79

ELECTIVES FOR MSC ELECTRONIC MEDIA 2009

SL. No.	COURSE CODE	COURSE TITLE	L	T	P	C
THEORY						
1	EA9001	Computer Programming	2	0	2	3
2	EA9002	Web Designing and Production	2	0	2	3
3	EA9003	Java Script	2	0	2	3
4	EA9004	2D Graphics and Animation	2	0	2	3
5	EA9005	3D Graphics and Animation	2	0	2	3
6	EA9006	Digital Compositing	2	0	2	3
7	EA9007	Film Studies	2	0	2	3
8	EA9008	TV Commercials	2	0	2	3
9	EA9009	Development Communication	2	0	2	3
10	EA9010	Peace Journalism	2	0	2	3
11	EA9011	Environment and Media	2	0	2	3

EA9311   **THEORIES OF COMMUNICATION**

L T P C
3 0 0 3

AIM:
        To introduce the major theories about the roles and effects of communication among individuals, and in groups, organizations, and in society.

OBJECTIVES:
- To know how communication theories are developed and refined.
- To identify the strengths and weaknesses of theory as applied to a specific communication problem.

UNIT I   INTRODUCTION TO COMMUNICATION THEORIES   9
The origin of communication, Defining communication, Functions of communication, Models of Communication – SMCR, Lasswell , Osgood, Schramm, Shannon Weaver.Types of communication, Barriers to communication. Communication as a social science.

UNIT II   APPROACHES TO COMMUNICATION THEORIES   9
Nature and Scope of Mass Communication Theories, Power of the Media. Approaches to media – Mass Society, Propaganda Model, Cybernetic tradition, Functional Approach, Technological Determinism- Political Economy Approach (Marxist incl.), Powerful Media Thesis and Limited Effects Tradition and Their evolution-Cultural Studies Approach.

UNIT III   THEORIES OF COMMUNICATION   9
Mass society theory. Functionalist, Marxist, Critical Political Economy, Feministic perspectives. White's Gate- Keeping model. Socialist, Culturalist , Psychoanalytical and Behavioral Theories. Uses and Gratification and Expectancy Value theory.

UNIT IV   SHORT AND LONG TERM EFFECTS OF MEDIA   9
Early theories of Media Violence. Cultivation theory, Personal Influence model, Dependency model. Agenda-setting Model. Social Learning theory. Approaches to audience analysis. Definition and theories of Public Opinion, Spiral of Silence.

UNIT V   PRESS THEORIES   9
Free Market Model and Public Sphere: Normative Theories of the Press- new perspectives, New World Information and Communication Order (NWICO) Debate.

Total : 45 PERIODS

TEXT BOOK:
1. Mcquail, Dennis, "Mass Communication Theories",4th edition, Sage Publication, 2000.
2. Asa, Berger ,"Essentials of Mass Communication", Sage Publication, 2000.

REFERENCES:
1. Silverstone, Roger "Why Study Media ?",Sage Publication, 1999.
2. Rosenberg, Karl Erik "Communication, An Introduction", Sage Publication, 2000.
3. Webster, Frank "Theories of Information Society", Routledge, London, 1995.

EA9312   **PRACTICAL JOURNALISM**

                                                        L T P C
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AIM:
    To learn to write news with special attention to objectivity, accuracy and fairness; the responsible use of sources; and the style and structure of good news writing.

OBJECTIVE:
- To develop news concept and the critical thinking skills to recognize when news lacks fairness and credibility.
- To develop an understanding of the skills necessary for news reporting; to understand the concept of gate keeping and its importance to responsible reporting and publishing.

UNIT   I   SOURCES AND CONTACTS   9
Importance of Sources, Types of Sources, Credibility, Identifying , Establishing and Maintaining Contacts, Contact book, Phone Manner, Confidentiality , Paying the sources, Tip-Off, Check calls, Anonymity ,

UNIT   II   BEATS AND NEWS SELECTION TECHNIQUES   9
Beat Definition , Types of Beats, Skills required for the - Political Beat , Crime Beat , Court Beat , Sports Beat , Business Beat , News value, Factors of News Worthiness, Local Pulse, Proximity, Immediacy, Relevance, Nose for News , Timeliness, News Sense, Computer Assisted Reporting.

UNIT   III   CONCEPT AND STORY IDEA   9
Brainstorming, Story Idea, Story Mapping , Deciding Story angle and Approach, Research, Plus - Minus - Interesting Techniques, Story Board, Idea for Features, News Documentary,

UNIT   IV   WRITING NEWS SCRIPT   9
Basics of News Writing, 5Ws 1H, Inverted Pyramid ,Intro and Leads, Types of Lead, Writing Headlines, Sub - Editing , Feature Writing , Hour - Glass Structure, Telling the Story ,Placing the Key Words ,Developing the Story, Signposting , Ending the Story, Last line and the last word.

UNIT   V   NEWS EDITING TECHNIQUES   9
Quotation, Attribution, Spelling, Punctuation, Abbreviations, Figures, Hyperbole, Adjectives Editing techniques, Editing Softwares, Proof reading.

                                                        TOTAL : 45 PERIODS

TEXT BOOKS
1. Paul Manning , News and News Sources ,Sage Publications, 2004.
2. Robert L.Hilliard , Writing for TV, Radio , and News Media , Thomson Learning , 2005.
3. Antony Friedman, Writing for Visual Media, Focal Press , April 2001.

REFERENCES
1. Jan Johnson Yopp and Kathrine C. McAdams , Reaching Audiences: A Guide to Media Writing (3rd Edition) - 2002
2. Style Book, News Service Division , AIR Publications , 2004.

EA9313   **APPLIED ELECTRONCIS FOR MEDIA**

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AIM:

Students will be imparted knowledge in technological aspects of the audio, video and multimedia equipments they use as part of their electronic media programme productions.

OBJECTIVES:
- To learn the evolution of technologies of electronic media.
- To understand the basics of broadcasting technologies.
- To know the radio and TV transmission standards and systems.
- To introduce students to the emergent technologies in electronic media.

UNIT I   EVOLUTION   9

Development of Broadcasting and Cable television – Rise of the Internet and deployment of broadband services – regulatory philosophy - leading to dramatic changes in telecommunication industry – Developments and changes in new media – telephony to radio, mobile radio to visual radio, geo-stationary satellites, direct broadcasting satellites, narrowcasting, cable television, DTH – Types of television sets.

UNIT II   BROADCASTING BASICS   9

Analog radio, Digital radio, satellite radio, Audio blogging – RSS – Pod safe music - Analog television, digital television, cable television, Working principle of video camera, Consoles, Video hosting / Download services, Internet radio and television, Digital media production, sound and vision, Image capture techniques, Web-based social interaction.

UNIT III   TRANSMISSION STANDARDS AND SYSTEMS   9

NTSC, PAL, SECAM, IPTV, HDTV, ATSC Digital television, Transmission/Reception lines and other equipments, various modes of receiving systems, FM and TV antenna towers, translators and repeaters, transmitter remote controls. Cell phone media production: SMS, MMs, Cell phone media delivery: streaming and video on demand.

UNIT IV   TRANSMITTER SYSTEMS   9

Satellite distribution, Uplink terminals, Transmitter power system equipments, Masts, Towers and Antennas, Earth station types, Uplink earth stations, Downlink earth stations, Outside broadcasting vehicles and mobile control room, Microwave links for OB and ENG, Power generators and Electrical system for OB, Battery systems.

UNIT V MOBILE AND EMERGENT TECHNOLOGIES 9

Information technology: computer storage, computer networks, Internet streaming, web streaming, Audio and video streaming, Flash streaming, MP3 streaming (radio), Peer to Peer distribution, Digital video broadcasting via satellite services to Handhelds (DVB-SH) Technology, Wifi and Wi Max, podcasting, iPod, Information superhighways, Interactive portals.

TOTAL : 45 PERIODS

TEXT BOOKS
1. Graham Jones, A Broadcast Engineering Tutorial for Non-Engineers, Focal Press, 2005.
2 Brian Winston, Media Technology and Society: A History: From the Telegraph to the Internet, Rutledge, 2000.

REFERENCES
1. EPJ Tozer, Broadcasting Engineering Reference Book, Focal Press, 2004.
2. Borko Furht and Syed A. Ahson, Handbook of Mobile Broadcasting, Taylor & Francis, 2008.

EA9314   **RADIO PRODUCTION**

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AIM:

This course is designed to acquaint the student with all aspects of Radio production including advanced audio production techniques and radio broadcasting. Emphasis will be placed on methods and skills used the production of radio.

OBJECTIVES:
- To train the students in recognizing various audio aesthetics.
- To understand basic audio recording techniques.
- To familiarise the fundamentals of audio and post-production techniques with additional emphasis on advanced optional techniques.

UNIT I   HISTORY OF RADIO   9

Radio in today's Media Scenario; Introduction to acoustics – acoustic principles - psychoacoustics; different kinds of studios; Evolution of radiobroadcast formats; Principles of sound; the educated ear; varieties of Microphones; the broadcast chain; Recording & Transmission systems; Modulation (AM & FM) Antennas, Receivers, Amplifiers, Multi-track recording technique; Mono, Stereo; Recording & Editing Consoles; OB Van.

UNIT II   RADIO FORMATS   9

Scripting for radio; The spoken word/Interviews/Discussions/Symposia – Radio plays / Radio Features & Documentaries / Radio News / Music on Radio / Radio commercials, Special Audience programmes on Radio – Programme for Children, Women, Youth, Senior citizens, Rural Folk, Industrial workers, Defense personnel ; Develop competences in areas such as script materialization, approach angles, quality and variety of magnetic records.

UNIT III   PROGRAMME ANALYSIS   9

Discourses as a function of each radio broadcast type; Radiobroadcast styles depending on the epoch or the season of the year.. Analysis of existing formats, its form and contents as a distinctive characteristic of certain radio styles: news, interview, reportage, debate, open line, entertainment, opinion – characteristics and goals; Functions of sound with respect to speech, special effects and music – Strategies in designing sound.

UNIT IV   PRODUCTION MANAGEMENT   9

Principles of Production Planning and Course of Production; Pre-production, Production and Post-production; Management of personnel - . Improve work team leadership ability in studio environment; Financial and Technical resources; Budgetary planning - control-Direct and Indirect costs; Draw up a work plan to identify all technical, human and physical needs at logistic and budgetary level for radio production; subject – research; conducive and Non-conducive production conditions.

UNIT V INNOVATIVE DEVELOPMENTS IN RADIO COMMUNICATION 9

Field recording; Live recording; final editing and mastering; Science Fiction on the Radio; Audio Design: Creating multi-sensory images for the mind; Information Service Programmes on Radio - Disaster coverage News Bulletins – Emergency Management; Community Radio; satellite radio; Local Radio; Campus Radio; Private FM Radio stations.

TOTAL : 45 PERIODS

TEXT BOOKS
1. How to do community radio – Louie Tabing and UNESCO 2002
2. The Radio Handbook – Carole Fleming 2nd edition, Routledge , 2002
3. Randy Thom, Audiocraft: An Introduction to the Tools and Techniques of Audio Production, 2nd edition (National Federation of Community Broadcasters, 1989).

REFERENCES
1. Ministry of Information and Broadcasting, Govt. of India, Annual Report 2002-03.
2. All India Radio, Audience Research Unit, Prasar Bharat, 2002
3. William Moylan "The art of recording" – 2002 edition. Focal Press,2001
4. David Miles Huber "Modern Recording Techniques" 5th Edition Focal Press,2001
5. Carole Fleming "The Radio Handbook" 2nd Edition Routledge,2002

EA9315   MEDIA RELATIONS AND EVENT MANAGEMENT

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3 0 0 3

AIM:
Effective Media Relations is a key requirement of most companies and organisations. This course gives students the skills they will require to develop a career in PR.

OBJECTIVES:
- To learn various strategies of media relations.
- To understand the importance of various media forum and event through case study.
- Students should be able to write reports, captions, statements, speech notes and brochures, and demonstrate an ability to critically evaluate media coverage.

UNIT I   PUBLICE RELATIONS   9
Public Relations - Evolution & Growth, Definitions, Models and Theories of PR, Internal and External Communication, PR IN Government Departments, Corporates, PSUs, Specialized PR - Health PR, Crisis PR, Financial PR, Celebrity PR, Role of PR in designing Corporate Strategy , Mission and Vision Statement.

UNIT II   MEDIA RELATIONS   9
Media Relations - Preparing Media Lists and Establishing Contacts, Writing Media Release and Captions, Photographs release, Sample and Giveaways, Bought Editorials, Techniques for Print, Radio and Television Release, Handling Receptions, Press Conference, Seminars, Workshops, Special Events.

UNIT III   PR FUNCTIONS   9
PR Functions - Image Building , Image Auditing, Corporate Social Responsibility activity , Bringing out Newsletter, Organizing Stakeholders meet, Vendors Meet, Grievences Cell, Managing Crisis both Internally and Externally , Official Spokesperson , Corporate Identity , Handling Legal issues,

UNIT IV   EVENT MANAGEMENT   9
Event Management- New trends, Organizing National and International Events , Coordination with VIPs, Celebrity, Hotels and Restaurants, Logistic support ,Budget , Creativity -Props, Sets , themes,

UNIT V   CASE STUDIES   9
Case Studies, Ethical Issues, PR Forums, PR and Event Management Courses, Professional Bodies, New PR tools Blogs, Podcasting, E-groups.

                                                                TOTAL : 45 PERIODS

TEXT BOOKS:
1. Ridgway, Judith, 2005 Handling Media and Public Relations Infinity Books, New Delhi.
2. Public Relations practices – Allen H Center and Patrick Jackson – Prentice Hall of India Pvt. Limited, New Delhi, (1995).
3. Public Relations in practice – A casebook – Danny Moss – Routledge, Chapman and Hall Inc., New York, (2000).

REFERENCES:
1. The handbook of Public Relations and Communications – Philip Lesly – McGraw Hill Book company (3 volumes), (1999)
2. Handbook of Public Relations in India – D S Mehta – Allied Publishers Limited, (2001)
3. Management of Public Relations and communication – Sailesh Sengupta – Cikas Publishing House Pvt. Ltd,(2000)

EA9316   **LANGUAGE LAB**

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1. Presentation on current topics
2. Just a minute talk
3. Interview
4. Group discussion
5. Strategies for group discussion
6. Body language
7. e – Narrating skills
8. Biographies of scientists
9. Social awareness of scientific issues.

                                                                        TOTAL : 60 PERIODS

EA9317   **RADIO PRODUCTION LAB**

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1. Scripting for Radio
2. Radio Jingles
3. Radio Interviews
4. Radio Dramas
5. Radio Features
6. Radio Documentaries
7. Radio Quiz
8. Discussion Programmes
9. Game Shows
10. Special Audience Programmes

                                                                        Total : 60 PERIODS

EA9318   **REPORTING SKILLS LAB**

                                                                                        L T P C
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1. News Identification & News Selection
2. News Formats, News Styles
3. Headline & Lead Formation
4. Body Writing, News Finishing
5. Feature Writing & News Documentation
6. Sub-Editing & Proof Reading
7. Oral Presentation
8. Interviewing Skills
9. Talk Shows
10. Panel Discussions
11. Debates
12. Anchoring Techniques

                                                                        TOTAL : 60 PERIODS

EA9321   **ELECTRONIC JOURNALISM**

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AIM:

   Understand fundamentals, scope and applications of electronic media to attract the students to join the glamorous field of broadcasting.

OBJECTIVES :
- Developing skills of writing for television news
- Developing aptitude for reporting
- Understanding the structure of news room and its functioning
- Learning about special event reporting

UNIT I   INTRODUCTION TO JOURNALISM   9

News: Definitions, Sources of News, components of News, duties of Reporter and Sub-editor, beats and various types of reporting, reporting: Speech, Crime, Sports, Courts, Society, Accidents, Science, Agriculture, Fashion and Development. News Values, Structure, Methods of writing a news story. Writing Leads and Headlines, News values.

UNIT II   RADIO JOURNALISM   9

Basic of Radio News, Sources of News Local, Wire services, Components of News, Radio news room setup, News writing and presentation, Reporting from handouts and press releases, Elements of editing, bunching and compiling of news, integrating bytes and voice casts, Radio talks and discussions, radio interviews.

UNIT III   TELEVISION JOURNALISM   9

TV News room operation, Basics of TV News, Structuring TV News, News gathering and writing, intro and headline writing, integrating bytes, visualization of News, voiceovers, TV interviews, Process of Live inputs, TV features and News analysis, Gate keeping and bunching, News anchoring.

UNIT IV   ONLINE JOURNALISM   9

Writing and editing for online news papers, Brief history of the new media, e-magazines, news letters, Page design and Layout for Web pages, New Synergies integration of context and advertisement

UNIT V   MEDIA BUSINESS   9

Broadcasting in India, AIR, DD, Autonomy and Prasar Bharathi, Media Censorship, Entry of Foreign Press, Radio and TV Licences, Media Business in India, Audience Research, Rural broadcasting policies, Community Media

TOTAL : 45 PERIODS

TEXT BOOKS
 1. Andrew Boyd, Broadcast Journalism, Focal Press, 2007
2. Alfred Lawrence Lorenz and John Vivian, News Reporting and Writing, Pearson. 2006
3. Lynette Sheridan Burns, Understanding Journalism, Vistaar Publications, 2006

REFERENCES
1. N.C Pant, Modern Journalism, Kanishka Publishers, 2002 R.K. Ravindran, Radio, TV, Broadcast Journalism, Anmol Publications, 2000
2. Robert L. Hilliard, Writing for TV, Radio and New Media, Thomson Publications, 2003
3. I. Arul Aram and Nirmaldasan, Understanding News Media, Vijay Nicole, Chennai 2006.

EA9322   **MEDIA LAWS AND HUMAN RIGHTS**

L T P C
3 0 0 3

AIM:

      This course aims to ground you in the major legal and ethical issues regarding the media.

OBJECTIVES:
- To understand the responsibilities and ethics of broadcast media for Indian society.
- To familiarise the students regarding various legal act of media.
- To provide an inside into the human rights issues in India.

UNIT I   INDIAN CONSTITUTION   9

Overview of the Indian Constitution, Fundamental rights, Duties of citizens, Directive Principles of state policy, Functions of Union, State executive, and Legislature, Judiciary, Powers and Privileges of parliament, Provisions for declaring Emergency, Provision for amending the Constitution, Freedom of the Press and restrictions there upon, Centre-State relations

UNIT II   PRESS FREEDOM IN INDIA   9

Role of Press, Rights and Privileges, Freedom of the Press; responsibilities and restriction, Defamation, Sedition, obscenity, Incitement of Violence, Press Code and Ethics; Main Recommendations of the Press Commission I and II; Press Council's guide to Journalistic Ethics; Censorship and Control of the Press; Press ownership and Monopolies; The MacBride Report

UNIT III   PRESS LAWS IN INDIA   9

PRB Act 1867, The Press (Objectionable matters) Act 1957, The Newspaper (Prices and Pages) Act 1956, Defense of India Act, Delivery of Books and News paper (Public libraries) Act, Press Council Act, Cable TV Networks (Regulations) Act, The Cinematographic Act 1952, Drugs and magic remedies Act. Contempt of the Court Act 1971, Official Secrets Act 1923; Cinematography Act 1953, Copy Right Act 1957,Trade Mark Act and Patent Act; Cyber Laws and Ethics

UNIT IV   STATE OF HUMAN RIGHTS IN INDIA   9

Evolution of Universal Human rights, Universal declaration of Human rights, perspectives of Human rights and Human duties, state responsibility in international law, Indian perspective on Human rights. Genesis of HRs in India, HRs in ancient India, HRs in British India, HRs after independence, Relevant articles in the Indian constitution, Indian Constitution and UN declaration, Civil and Political rights, rights relating to person, economic, social and cultural rights.

UNIT V   MEDIA AND HUMAN RIGHTS   9

Role and functions of amnesty international, national human rights commission, role, duties and functions, Declaration of rights and obligations of journalists, duties of journalists, professional rules and practices, violation of privacy, media and human rights education, Police, people in detention, courts, reporting on children, women's rights, people with disabilities, ethnic minorities and refugees, reporting on war and conflict.

TOTAL : 45 PERIODS

TEXT BOOKS
1. Basu, Laws of the Press in India, Prentice Hall of India, 2003.
2. Darren J O'Bryne, Human Rights: An Introduction, Pearson, 2005.

REFERENCES
1. Clifford G.Christians et al, Media Ethics Cases and Moral Reasoning, Pearson 2006.
2. Day, E. Ethics in Media Communications: Cases and Controversies, Thomson Learning, 2000.
3. Human Rights-Practical Guide for Journalists, UNESCO, 2002.

EA9323   **E-CONTENT CREATION**

L T P C
3 0 0 3

AIM:
To make competent e-content producers through a formal practice for the demand drive content market.

OBJECTIVES:
- To know the basics, concepts and need of the e-content in the media industry.
- To learn the production process and techniques of the e-content.
- To produce effective e-content materials for different field.

UNIT I   NATURE AND SCOPE   **9**

Content production and management, Concepts, Past, Present and Future of Content Industry, Various Media & Contents, New Trends and Opportunities in Content & Technology Enhanced Learning Systems.

UNIT II   E-CONTENT PRODUCTION   **9**

Definition of E-content, Designing of E-content, Structures, Modules, E-content Planning, MOODLE, Production Techniques, Software's, Life Cycle of E-content, Content Management Systems, Templates, Standard Characteristics and, Delivery, Effectiveness of E-content, case studies, simulations, games, exercises, evaluation, SCORM Model, E-Publishing Processes - E-Author, E-Editing, E-Publishing.

UNIT III   E-LEARNING   **9**

E-Learning & E-Learners, E-courses, E-learning Ability, Open Educational Resources, Learning Authoring, E-learning Technologies, Learning Authoring Tools, Repository of Educational Content, Problem Based Learning, E-learning Platforms, Production and Re-utilization, Learning processes and context, Management of e-content production (project), Design of e-courses and e-content, Learning objects, Content creation tools, Online learning evaluation, Designing and creating e-courses for a certain learning context, Planning the learning content to be developed, Producing learning content according to international standards; Creating, integrating and exploring the learning content in the LMS, Building/selecting instruments to evaluate the learning content produced.

UNIT IV   ADVANCED TECHNOLOGY LEARNING SYSTEMS   **9**

Computer & Internet Enabled Learning, IP Learning, Mobile Learning, Videoconferencing, VSAT, Online Learning, Web conferencing, Stand-Alone e-Learning, Assisted e-Learning, e-Cooperative Learning, Blended Learning, info-Learning, small-Learning, Open Source Software's.

UNIT V   E-CONTENT BUSINESS   **9**

Content Business - Present Trends & Future, E-content for different types of Industries – Education, Marketing, Training, Agriculture, etc., economics of E-content Business, Budget and Market Trends.

TOTAL : 45 PERIODS

TEXT BOOKS

1. LetS e-Learning Courses: "Introduction to e-Learning" and "Development of e-Learning Materials for Language Learning: Methodologies and Techniques" (http://lets.pixel-online.org/ or www.silabo.it).
2. Robin Manston & Frank Rennie, "E-Learning: The Key Concepts, London & New York: Routledge, 2006.
3. Jeong-Baeson, Shirley O'Neil, "Enhancing Learning & Technology: Pedagogy, Technology and Language, Academic&Professional Publishers & Consultancy Services, Queensland, Australia, 2007.

REFERENCES

1. Effective Learning – A Practical Guide for Open & Distance Learners, IGNOU, New Delhi, 2005.
2. Kumar K.L. (1998), 'Educational technology' published by Poplai H.S. for New Age International Pvt. Ltd., New Delhi.
3. Raman M. & Sharma S. (2004), 'Technical Communication – Principles and Practice' Oxford University Press, New Delhi.
4. Reddi U.V. & Sanjaya Mishra (2005), 'Educationa Media in Asia', Commonwealth of Learning, Vancouver.
5. Singhal and Rogers M. (2001), 'India's communication revolution', – from bullock carts to cyber marts. Sage Publications, New Delhi.

EA9324   **PHOTOGRAPHY**

L T P C
3 0 0 3
AIM:
It is designed to cover a broad view of photography as an Art form and the influence photography has had on our lives. Students will learn about the history and evolution of photography, the study of composition, lighting, portrait work using props in a structured setting and in nature.

OBJECTIVES:
- To recognize the role that the art elements and principles of design play in composing images.
- To learn the craft aesthetically and historically through the study of slides, critiques and readings
- To enable students specialise in any of their interested form of Photography.

UNIT I   CONCEPTS & TECHNIQUES   9
Composition, Rule of third, Aperture, Shutter speed, Depth of field, History of Photography, Colour theory and Colour psychology, Exposure, Double exposure, Different Photographic techniques.

UNIT II   PHOTOGRAPHIC LIGHTING   9
Characteristics of Light -Source, Intensity**,** Quality, Colour, Direction & Contrast, Exposure and Light meters. Lighting on location -Fill, Reflectors& Flash. Studio Lighting- Light Sources, Mixed Light sources& Filters

UNIT III   PHOTOGRAPHY FORMS   9
Advertising Photography, Fashion Photography, Concept Photography, Food Photography, Black & White Photography, Portrait, Architecture Still Life and Landscape Photography.

UNIT IV   DIGITAL PHOTO IMAGING   9
Digital Cameras-Megapixel, Image sensors- CCD, CMOS, Resolution, Aspect Ratios, Colour, Sensitivity, Image Quality, Frame rate. Image Compression and File formats. Different Lenses, Mobile Camera, Digital manipulation -Photoshop

UNIT V   PHOTOJOURNALISM   9
History of PhotoJournalism-Essential elements of News photography-Responsibilities of Photojournalists-Different types of news photographs and Picture stories.

TOTAL : 45 PERIODS
TEXT BOOKS
1. John Schaefer. Basic Techniques of Photography. Boston: Little, Brown and Company, 1992.
2. Henry Horenstein. Beyond Basic Photography. Boston: Little, Brown and Company, 1977.
REFERENCES
1. On Photography, Susan Sontag, The Noonday Press, Farrar, Straus and Giroux, New York, 1977.
2. Cape Light, Joel Meyerowitz, New York Graphic Society, Boston, 1978.
3. Photographic Lighting, John Child,Mark Galler,3rd Edition, Focal Press, 2008.

EA9325   **COMPUTER GRAPHICS FOR MEDIA**

                                                              L T P C
                                                              3 0 0 3

AIM:

An introduction to basic concepts and software dealing with image manipulation, web graphics and basic 2D animation.

OBJECTIVES:
- To train students with a sound understanding of multimedia
- To create a basic web page.
- To train students with sound knowledge of multimedia

UNIT I   BASICS OF GRAPHICS   9

Line drawing: straight-line drawing, free-hand drawing – Vector graphics, raster graphics, pixels. Typography: Fonts and Typefaces – Ink Jet printing using archival materials.

UNIT II   PHOTOSHOP   9

Photoshop Cs2 – Introduction – Concepts – Tools – Advantages – Designing – Editing photographs: Image Enhancement, Image Manipulation, Colour correction, Filter Effects – Projects –Brochure, cards creation – Developing Backgrounds and Different Layouts –ImageReady.

UNIT III   INDESIGN   9

InDesign CS2. Layers, scale. Page layout and design – Creating images for print and for web pages: managing file size. Types of Page Layouts for Print Media. Digital Painting.

UNIT IV   INFOGRAPHICS   9

Preparing illustrations for news reports in newspapers starting from simple graphs such as bar diagram, pie charts. Illustrations particularly when photographs of an event is not available or photographs do not give the details clearly.

UNIT V   WEB ADVERTISEMENTS   9

Finding image resources on the web. Web Advertisements using graphics.

                                                      TOTAL : 45 PERIODS

TEXT BOOKS
1. Peter Shirley. Fundamentals of Computer Graphics. AK Peters, 2002.
2. Steven Heller and Karen Pomeroy. Design Literacy: Understanding Graphic Design. New York: Allworth Press, 1997.

REFERENCES
1. Tay Vaughan. Multimedia: Making It Work. Osborne: McGraw Hill, 2002.
2. Source Training Manuals from Macromedia Flash and Adobe Photoshop.

EA9326   **PHOTOGRAPHY LAB**

L T P C
0 0 4 2

The students will have to prepare

1. Black & White Pictures focusing on shapes, patterns and textures
2. Familiarising with different concepts.
3. Picturising Formal and Informal Portraits.
4. Indoor and outdoor Lighting
5. Pictures on Advertising Photography, Fashion, Food, Architecture, Automobile, Landscape

Total : 60 PERIODS

EA9327   **GRAPHICS LAB**

L T P C
0 0 4 2

Training in the computer lab on Photoshop and probably Indesign too. Creating images using two-dimensional design principles: Form, Repetition, Structure, Similarity, Colour, Gradation, Contrast, Concentration, Texture, Space. Ruled surfaces. Realism. Depth buffer. Illumination models. Smooth Curves. Smooth surfaces. Colour models. Preparing posters, infographics, etc.

TOTAL : 60 PERIODS

EA9328   **E-CONTENT LAB**

L T P C
0 0 4 2

1. Content Selection
2. Planning
3. Production
4. Scripting
5. Designing
6. Open Software Usage
7. Editing
8. Packaging
9. Web Publishing
10. IP Videoconferencing Arrangements
11. Delivery
12. Evaluation

TOTAL : 60 PERIODS

EA9331   **MEDIA RESEARCH**

                                                                    L T P C
                                                                    3 0 0 3

AIM:

   Understanding of terms and formulas used in television and radio ratings and to develop appropriate methods used to analyze different kinds of research data.

OBJECTIVES:

- Explain the process of audience research as it applies to various mass media.
- Appreciate the ethical choices to be made by researchers.
- Access the full range of available library and electronic resources, including the Internet, to locate scholarly and professional audience research reports.

UNIT   I   RESEARCH   9

Definition, selecting the problem, Hypothesis, Data Analysis and Interpretation, Internal validity and external validity. Elements of Research – Concepts & Constructs, Independent and dependent variables. Levels of measurement, Different scales, Reliablity & Validity. Research Ethics – General Ethical theories and specific Ethical problems. Sampling – Population, Probabiliyt and Non Probability Samples – Sample Size – Sample Error.

UNIT   II   RESEARCH METHODS   9

Research Design – Qualitative Research Methods – Field Observations – Focus Groups – Intensive Interviews – Case Studies – Content analysis – Survey Research – Constructions Questions – Questionnaire Design – Pre-testing – Gathering survey data – Longitudinal Research – Experimental Research.

UNIT   III   DATA ANALYSIS   9

 Introduction to statistics – Sample distribution – Data Transformation – Hypothesis Testing – Basic Statistical Procedures.

UNIT   IV   THEORIES IN RESEARCH   9

Cognitive Dissonance Theory – Cultivation Analysis – Narrative Paradigm (Radio), Rhetoric, Spiral of silence theory – Uses and Gratification Theory – Manufacturing Consent – Public Sphere – Knowledge Society – Risk Society.

UNIT   V   RESEARCH APPLICATION   9

Research – Print Media – Electronic Media – Advertising – Public Relations – Media Effects. Agenda setting – Bardic television – Catharsis – Conspiracy theory – Copycat Effect – Gatekeeping – the medium is the message – Propaganda Model – Semiosis – Two step flow – Public Service Broadcasting – Mass Media research and the Internet.

                                                TOTAL : 45 PERIODS

TEXT BOOKS

1. C.R.Kothari "Research Methodology Methods and Techniques" Second Edition New Age International Publishers,2004
2. Roger D. Wimmer & Joseph R. Dominick "Mass Media Research An Introduction " Seventh Edition Thomson Wadsworth Publications,2003

REFERENCES

1. Berger, Arthur Berger, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage   Publication. 2000

EA9332   **MEDIA MANAGEMENT**

L T P C
3 0 0 3

AIM:

This course is the study of the principles and practices of electronic media management. This course provides students with an understanding of how electronic media firms operate within a complex social, political, and multicultural environment.

OBJECTIVES:
- Gain a basic understanding of different electronic media industries and their management challenges.
- Gain an awareness of the unique and pragmatic aspects of the media management process,
- Gain insight into ethical decision making and into the human relations aspects of managing people.

UNIT I   MANAGEMENT IN ELECTRONIC MEDIA   9

An overview of electronic media, management –skills, roles, and functions.levels of management, strategic alliances and the electronic media industries, mergers & acquistion.

UNIT II   THEORIES OF MANAGEMENT   9

Management as process, classical school of management, administrative management, bureaucratic management, Human relations school of management ,maslow's hierarchy of needs,herzberg's hygine and motivator factors'theory x & theory y ,theory z .modern approaches to management ,system approaches to management ,total quality management.

UNIT III   HUMAN RESOURCE MANAGEMENT   9

Personnel managent ,hiring process, interviewing orientation , performance reviews, legal issues in personnel managent, labour issues : working with unions, Other labour law ,structure, communication and personnel.

UNIT IV   BROADCAST PROMOTION AND MARKETING   9

Defining the market , dual product market ,geographic market ,market structure, concentration in the market, product differentiation ,audience research and analysis, demographic research data ,psychographic research data ,geo-demographic research ,sources of audience research data ,internal research departments .

UNIT V   PROGRAMMING: STRATEGY AND MEDIA ECONOMICS   9

Radio programming,television programming ,cable programming ,management issues in programming ,brand development and brand extension ,utlization of the internet , news as programming ,organization of news department ,staffing the news department ,budgeting and news department ,staffing the news department , budgeting and news department issues in news management . Media economics Significant issues in the management broadcast and web media; profits and quality; media convergence, diversity, economics and organizational behaviour and communication.

TOTAL : 45 PERIODS

TEXT BOOKS
1. Handbook of Media Management And Economics By Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth Contributor John D. Abel, Kendra S. Albright, Angel Arrese Reca, Benjamin J. Bates, Randal A. Beam, Todd Chambers.
2. Electronic Media Management By Peter K. Pringle, Michael F. Starr Published by Elsevier, 2006.
3. Alan B. Albarran , Management of Electronic Media. Wadsworth –Thomson Learning

REFERENCES
1. Sexena, "Marketing Management " Tata McGrawHill, 2003.
2. David Aaker,"Brand Equity"tata McGraw Hill, 2003.
3. Gillian Doyle. Understanding Media Economics. London: Sage, 2002.
4. Gillian Doyle. Media Ownership. London: Sage, 2002.
5. David Croteau and William Hoynes. The Business of Media: Corporate Media and the Public Interest. London: Pine Forge Press, 2006.

EA9333   **SCIENCE COMMUNICATION**

                                                        L T P C
                                                        3 0 0 3

AIM:
To introduce students to principles of communication, method of science, and how to communicate science.

OBJECTIVES:
- To understand the scientific developments in India and the media's role in disseminating them.
- To know different sources of scientific information.
- To know the employment opportunities in science communication.

UNIT I   SCIENCE AND COMMUNICATION   9
Public spaces for science - Science experienced in the world outside - History of science - Major scientists and their inventions - Science, communication and culture - Contextualizing knowledge of science - Science and culture - Models of science communication - Public understanding of science (PUS) - Empowering individuals and groups within society through science - Issues in science communication.

UNIT II   INDIAN SCIENCE POLICY AND S&T INFRASTRUCTURE   9
Approaches to science communication - Community approach - Governmental approach - Approach by government agencies - Policies of government on science and technology - Fund allocations - Technology infrastructure in India - Concentration on rural areas, women and Dalits - Various media that government use for science propagation - Media as a tool for science development - Government's media tools for science communication.

UNIT III   POPULARIZAION OF SCIENCE   9
Eradication of superstition - Role in improvement of quality of life of masses in rural and urban areas - Improving human development index - Science popularization among children, women, villagers - Role of traditional and modern media - Production of media content.

UNIT IV   WEB SURFING AND INTERNET RESOURCES FOR SCIENCE   9
Science in the mass media - Digital libraries - Virtual libraries - Networked libraries - Authenticated sources - Social media: podcasting, e-groups, e-forums, list serves - Social networking groups - Technology simulation over the Internet - Content sharing over the Internet.

UNIT V   SCIENCE AND CONVERGENCE   9
Science and convergent media - ICT as a tool for science communication: content sharing, training, etc - Reaching rural masses through ICT - Innovative approaches - Science through community radio - Science exhibitions and modelling - Infographis - Scientoons.

                                                TOTAL : 45 PERIODS

TEXT BOOKS

1. Gregory, Jane, and Steve Miller. Science in Public: Communication, Culture, and Credibility. New York: Plenum, 1998.

REFERENCES

1. Allan, Stuart. Science Journalism: Media, Risk and Science. London: Open University Press, 2002.
2. Dunwoody, Sharon. "The Challenge for Scholars of Popularized Science Communication: Explaining Ourselves." 1992. http://pus.sagepub.com/cgi/reprint/1/1/11.pdf

EA9334   **VIDEO PRODUCTION**

L T P C
3 0 0 3

AIM:

To enhance students' competency in the practices and techniques used by professional production houses and television studios in the creation of television programming.

OBJECTIVES:

- TO learn Camera placement and operations, including a basic understanding of camera color balancing, camera optics, light levels and the use of special filters.
- To understand Technical and production differences between standard definition (SDTV) and HDTV/DTV production.

UNIT I   EVOLUTION OF VIDEO   9

The evolution of Video. Analog & digital mode. Production of a programme & its stages. Shot, scene, story-board & scripting. Pre-Production: Treatment, Draft preparation, Selecting personnel, Area of research, Script development, Project management, selection of concept, programme treatment, crew members, Equipments required, set direction & colour correction if needed, Location scouting, budget & scheduling, Finalizing props, use of lights, costumes, hair style & make-up.

UNIT II   PRODUCTION   9

Shooting on location, Video Log Sheets (Logging Tapes), Schedule alterations if changes in artists dates / location problems. Online, offline, recorded & live programmes. Pros & cons of Single & multi-camera. Mics arrangements, camera placement.

UNIT III   POST-PRODUCTION   9

Footage review, Final scripting, Video Editing, Video tape format, Basic software & hardwares required, editing, re-recording, audio mixing- music also, Voice-over, graphics, etc. Knowing the tracks A/V. International tracks & its use in dubbed programmes. A-B roll & its advantages. Chroma-Keying. Final master output – mixed & unmixed version.

UNIT IV   VIDEO & AUDIO CODECS   9

Various formats & types available. CD/DVD/BD (Blue-ray Disc). Definition - montage, promos, special promos, credits & end scroll, music bed. Various stages a programme undergoes after mixed master- Script committee approval, production & technical FT (Fit for Telecast) certificate, Capsule / Packaging.

UNIT V   THE FINAL STEPS   9

Curtain raiser, Teaser, Medley, Peppier fonts for supers with the right colour strips. Luminescence & chrominance, end scroll & credits with innovative ways. Test-run transmission, launching & pipeline of a programme. Marketing-getting sponsors. Publicity - stills & write-ups. Syndicated Programmes.

TEXT BOOKS

1. Barbara Clark, Guide to post Production for TV and Film: Managing the Process, Susan Spohr, Focal Press, 2nd Edition- October, 2002.
2. Deslyver & Graham Swainson, Basics of video Production, Focal Press, 2nd Edition, 2001.

REFERENCES

1. Maxie DCollier, The IFILM Digital Video Filmmaker's Handbook, Lone Eagle Publishing Company, 1st Edition- January 2001

EA9335	VIDEO PRODUCTION LAB	L T P C
		0 0 4 2

1. CAMPUS STORY. Take any aspect of campus life to tell a story and develop a well-thought-out video piece. Edit in the camera. Sound will be from an audiocassette or CD of your choice. Before you start work write out a complete script. This is to be turned in with your video. Don't worry about minor differences between your script and your final video.

2. PERSON AT WORK. Illustrate on tape the relationship between a person and a job (a real vocation or avocation, not a fantasy occupation). Tell a complete story of the person-job interaction through the use of establishing shots, close-ups, ECUs, etc. After finish seeing, one should feel he knows the person, know what they do (their complete job), and know how they relate to their job (including people they work with). Sound will be a selection of music of your choice. Try to relate sound and video in this edited piece.

3. MOOD PIECE. Through subjective video techniques, establish a basic mood (tranquility, anxiety, reverence, anger, patriotism, or whatever) through your selection of subject matter and the use of camera angles and lighting techniques. Communicate this basically subjective feeling or concept. You may use ambient sound, prerecorded music, or a combination of both.

4. MINI-DRAMA. Do a short (approximately two minute) dramatic scene with two or more actors. This piece must include at least six, sequential, A-B dialogue sound edits. Use a variety of shots keeping in mind the techniques of single-camera production described in the text. Particular emphasis will be placed on editing and smooth audio edits.

Emphasizing the development of writing skills through pre-production including storyboarding, production charts and shot lists. Analyze stories for their dramatic structure and apply that knowledge to story and script development. Focus on advanced techniques in camera work, set design and audio: framing/composition, tripod/dolly use, backgrounds, lighting, microphone use and audio mixing. Explore higher level editing programs: Adobe Premiere and Final Cut Pro and emphasize

more refined editing techniques using special **effects, exposure control, transitions, audio mixing, multiple tracks, etc.**

TOTAL : 60 PERIODS

EA9336 **NON-LINEAR EDITING LAB**

L T P C
0 0 4 2

1. Non-linear editing on softwares - Avid, Final Cut Pro and Adobe Premiere, SoundForge.

2. Visual creation, setting up the system, installing software and choosing initial setup, learning about the interface, working with easy setups, pre sets and external video settings

3. Logging and capturing video, Importing graphics, audio and other video.

4. Work with clips and the viewer, working with sequences, the time line and the canvas.

5. Basic editing, Adding and editing transition effects, advanced editing and trimming

   techniques, working with audio, using media tools, viewing and setting

   preferences.

6. Keyboard short cuts, about short cut menus, Transition codes for EDL export,

   Video calibration using colour bars.

TOTAL : 60 PERIODS

EA9337 **SUMMER INTERNSHIP**

L T P C
0 0 4 2

The students shall undertake an internship for four to five-weeks in any electronic media organization during the summer vacation (after the end semester examination of second semester) and submit a consolidated report of the work done within a fortnight after the beginning of the third semester. The student will be evaluated through presentation and oral examination.

TOTAL : 60 PERIODS

EA9001   **COMPUTER PROGRAMMING**

L T P C
2 0 2 3

AIM:
This course is an introduction to the C# programming language and will have programming assignments to for the better understanding of the language.

OBJECTIVES:
- Students should be able to use object-oriented design to develop and implement computer-based solutions to problems.
- Students should use and master the essential features of C++ including operators, Strings etc,

UNIT I   INTRODUCTION TO C   12
C and C++ programming – Background and goals of C and C++: Data types, Arithmetic Operators and Expressions; Constants, Strings, Variables; Program structure, blocks, storage types, Multiple compilation units, Recursion.

UNIT II   PROGRAMMING WITH C   12
Boolean Operators, Conditional Branching, Relational Operators, the switch statement and use of indentation Loops, Functions, Preprocessor; Arrays; One-dimensional Arrays; Passing files & arrays as parameters; arrays in classes; searching for a given value; max/min; parallel arrays; Pointers and Pointer arithmetic; Data structures. Dynamic memory management.

UNIT III   IMPLEMENTATION OF OBJECT ORIENTED PROGRAMMING IN C
12
Class, Object, Encapsulation, Modular Programming; abstraction; Inheritance, Destructor; Polymorphism polymorphic functions; polymorphic constructors - constructors with parameters; header files.

UNIT IV   PROGRAMMING WITH C++   12
Constants, variables, declarations, Operators and expressions, Command structures, Functions and recursion, Library Strings in C++ (class String), Input and output streams (terminal, files); Dynamic data structures in STL; Algorithms in STL library;

UNIT V IMPLEMENTATION OF OBJECT ORIENTED PROGRAMMING IN C++
12
Objects in C++. Classes and structures. Operator overloading. Virtual functions. Multiple Inheritance, Operator overloading, parametric polymorphism, C++ templates, pointers, inheritance, dynamic binding in C++, Multiple inheritance, memory management and exceptions. Turning an object-oriented analysis into a C++ implementation, using the C++ Standard Template Library (STL), understanding delegation versus inheritance and using XML together with C++.

TOTAL : 60 PERIODS

TEXT BOOKS:
1. Yashvant Kanetkar. Let Us C. BPB Publications, 5th Edition, 2004.
2. Deitel & Deitel. C++ How To Program.
3. KS Easwarakumar, Object Oriented Data Structure" Using C++ Vikas
   Publishing House Pvt   Ltd, 2000

REFERENCES:
1. Herbert Schildt. C++ The Complete References. TMH, 1997.
2. R Subburaj "Programming in C" Vikas Publishing House Pvt. Ltd., 2000.

EA9002   **WEB DESIGNING AND PRODUCTION**   **L T P C**
                                                                    2 0 2 3

AIM:
Web Design is an introductory web design course where students will learn what makes a web site useful and attractive, and put that information into practice by developing a web site.

OBJECTIVES:
- Students will gain solid knowledge base to design, build, manage and deploy dynamic content for the web.
- This course focuses on the overall production process with particular emphasis on design elements involving layout, navigation and interactivity.
- The students will create effective web pages combining text, images and animation.

UNIT I   INTRODUCTION TO INTERNET TECHNOLOGY   12

Introduction, concepts, architecture, tools, Server Technology, Formats. Mark-up Languages - HTML-Introduction, elements, DHTML-Dynamic text, images, filters, animation.

UNIT II   CASCADING STYLE SHEET   12

Dreamweaver-based - Cascading Style Sheet (CSS) – text formatting, styles, images, background, division, layers. CSS for web pages – dynamic templates

UNIT III   DREAMWEAVER   12

Advanced Web Designing using Dreamweaver Cs3- Tools-Concepts – designing, templates – Site Creation for Local And Remote Servers--Writing HTML and Java Script in Dreamweaver to create Forms, Tables--Usage of frameset for developing dynamic web pages-Importing Flash Files-Web page designs.

UNIT IV   DATABASE CONCEPTS   12

Introduction to database, database management, Database Systems concept and history, Logical and physical organization of data, database models, and data independence. Relational databases concepts, Embedding database languages in general programming languages.

UNIT   V   INTERACTIVE INTERNET TOOLS   12

Introduction to Interactive internet tools, new media technology, files and links, graphics and animation in web design, online applications, web designing principles and concepts.

TOTAL : 60 PERIODS

REFERENCES:
 1. Bryan Basham, Kathy Sierra, Bert Bates. Head First Servlets and JSP. 1st Edition August 2004.

EA9003   **JAVA SCRIPT**

L T P C
2 0 2 3

AIM:

To educate the students in the areas of web technology and its applications.

OBJECTIVES:
- To impart the knowledge about web technology.
- To apply various scripting for interactive web design.

UNIT I   INTRODUCTION TO WEB TECHNOLOGIES   12

Basic concepts of web design and technologies, Usability and usability errors in websites. Web developing models.   Web design planning: website's purpose, specification, creating user profiles, creating website prototypes, quality testing, etc. User-oriented web design. Classification of users and needs of specified user groups. User opinion analysis and basic user characteristics affecting web design (sight, memory, patience, etc.). Accessible design, W3C accessibility guidelines, and use of automatic accessibility checking software.

UNIT II   SCRIPTING LANGAUAGES: JAVASCRIPT   12

Introduction, Statements, Operators, Functions, Events, Objects, Cookies, Forms and Form Validation, Frames & Windows.

UNIT III   VBSCRIPT   12

Introduction, Variables, Procedures, Looping, Functions.

UNIT IV   XML-BASIC   12

Introduction to XML, different ways, XML tree, syntax rules of XML, Elements, Attributes, Validation, XML validator, viewing XML in browser, displaying XML with CSS, displaying XML with XSLT. XML Apllications.

UNIT V   WEB TECHNOLOGY AND SERVICES   12

Website classifications. Different website structures and web design approaches.Website publishing and updating. Methods of website popularization. Web server performances.Security issues: attacks by hackers and viruses, security polices, and informationbackup. Secure pages, client certificates, firewalls, security events tracking, etc. System recovery after a virus attack.

TOTAL : 60 PERIODS

REFERENCES:
1. Powell, T. A., (2000). Web design: The complete reference. MacGraw-Hill.
2. Nielsen, J. (2000). Designing Web Usability. Indianapolis, IN: New Riders
3.   Nielsen, J. (2003). On usability and web design.

EA9004   **2D GRAPHICS AND ANIMATION**

L T P C
2 0 2 3

AIM:
This course will discuss animation as an art form. The illusion of motion, life and action will be studied through the latest software. Focusing on artistic excellence, students will use Flash to experiment with character and image animation.

OBJECTIVES:
- To learn the basic concepts of animation.
- To produce exercises as well as a final project in animation.
- To understand the basic animation techniques and concepts covered in the films and projects viewed in class.

UNIT   I   INTRODUCTION TO 2D GRAPHICS   12
Multimedia and information. Basics of 2D graphics:Tools, Designing of graphic products. Application of multimedia.

UNIT   II   ANIMATION & CONCEPTS   12
Different types of animation, Animation principles, designing elements, styles and formats, properties of multimedia systems.

UNIT   III   2D ANIMATION- FLASH   12
Introduction & image creation, Intro to the Flash interface. Working with stage, timeline, and layers. drawing tools, object and merge drawing. Working with the colour panels. Graphics, movie clips, symbols and buttons. Flash Professional 8 – Concepts - Tools-Advantages--Story Board-Detailed story Board with Dialogues and Effects--Different types of Tweening –Adding Sound with controls--2D Character modeling and Animating--Importing Video clips--Dynamic Web Page Creation-- Web Advertisements--Web Animations.

UNIT   IV   FLASH-ACTION SCRIPT   12
Flash Professional 8, Introduction, script for interaction, actions to control timeline. creating animated buttons using movie clips and components. ActionScripting-Dynamic Buttons.

UNIT   V   ADVANCED TECHNIQUES   12
CBT presentation, dynamic web pages, Publishing in Internet, user interactions using multimedia systems, advanced animations tools and applications.

TOTAL : 60 PERIODS

TEXT BOOKS
1. Hearn, Donald, and M. Paulline Baker. Computer Graphics. NJ, USA: Prentice-Hall, 2001.
2. Peter Shirley. Fundamentals of Computer Graphics. AK Peters, 2002.
3. Steven Heller and Karen Pomeroy. Design Literacy: Understanding Graphic Design. New York: Allworth Press, 1997.

REFERENCES
1. Training Manuals from Macromedia Flash.

EA9005   **3D GRAPHICS AND ANIMATION**

L T P C
2 0 2 3

AIM:
An introduction to the practice, theory, and history of animation within art and independent media through lecture, readings and project critiques.

OBJECTIVES:
- To enable students understand 3D Graphics and its use in the Media Industry.
- Emphasis is on creative content, experimentation and critical thinking.
- Students to work with 3d animation tools to create a significant animation project using one or more techniques.

UNIT I   INTRODUCTION TO 3D GRAPHICS   12

History of 3D Animation- Scope of 3D Graphics and Animation in India - Essentials of 3D Animation - Graphical User Interface - Introduction to 3D Concepts, Creating and modifying Objects, 2D Splines and Shapes, Modifiers.

UNIT II   MODELING AND TEXTURING   12

Object Modeling – Character Design and Setup – Backgrounds –Materials and Texturing - Applying material on surfaces - Texture Mapping – Bitmap material creating mirror & Glossiness - Color concepts texturing with bitmap files - Motion Capture Technology – Graph Editor

UNIT III   LIGHTS AND CAMERAS   12

Basics, Types of cameras - Working with cameras – Types of Lights - Placing & setting of Light - Cameras and Lighting Techniques in 3D graphics – Track animation using cameras. Working with Function Curves in the Track View.

UNIT IV   ANIMATION   12

Dynamics – Kinematics - Rigging –Bones - Adding Speech Movement to characters Particle Effects- Gravity –Fluids—Fields--Animating 3D Models——Kinematics—Inverted Kinematics—— Advanced Modeling Tools & Techniques – Paint Effects – NURBS Modelling – Creating Particles and Particle Flow - Using Space Warps, - Creating character : skeleton, skinning the skeleton.

UNIT V   RENDERING AND SPECIAL EFFECTS   12

Using Atmospheric and Render Effects - Raytracing and mental ray - Advanced tools in Rendering –Global Illumination - Video Post Interface -Atmospheric effects: fire, water, fog etc,. Impact of Graphics and Animation on Film and Gaming Industry.

TOTAL : 60 PERIODS

TEXT BOOKS:
1. Mark Gaimbruno, 3D Graphics and Animation, Second Edition, New Riders,2002.
2. Micheal O'Rourke. Principles of 3D Computer Animation: Modelling, Rendering and Animation with 3D Computer Graphics. Norton, 1998.
3. Rogers David, Animation: Master- A Complete Guide(Graphics Series),Charles River Media, Rockland, USA, 2006.

REFERENCES
1. Tom Bancroft, Creating Charcters with Personality: For Film, TV, Animation,Video Games and Graphics Novels, Watson-Guptill Publications, Newyork, 2006
2. Bill Fleming. 3D Modelling and Surfacing. Academic Press, 1999.
3. Michael O'Rourke, Principles of Three-dimensional Computer Animation: Modeling, Rendering, and Animating with 3D Computer Graphics, Norton, 2003.

EA9006   **DIGITAL COMPOSITING**

L T P C
2 0 2 3

AIM:
This course will focus upon gathering elements for compositing from film,video, and still sources and the variety of techniques used to manipulate and combine them.

OBJECTIVES:
- Is to learn the basics of good image-making through the study of frame composition, timing, color theory and editorial techniques.
- Technically, you will attain mastery of compositing tools and techniques found in Adobe After Effects, AVID and a variety of post-production software tools.

UNIT   I   BASICS OF COLORS, FORMATS, TRANSITIONS   12

Resolution, color separation, packing it, file formats, video and film, image quality, component separation, sampling, compression, film scanners, channels, mattes, filters, geometric transformations or transforms, digital fusion interface, compositing with alpha channel, luma keying, chroma keying, experimenting with filters, animating a setting, animating and masking a dissolve, flip transform, pan transform and credit scroll and main titles.

UNIT   II   SCREEN CORRECTION AND ROTOSCOPING   12

4:2:2 YUV sampling correction, screen correction, aura and screen correction, effect and screen correction, shake and screen correction, cleaning up film, digital compositing plug-ins, zbig, rig removal with an effect mask, rotoscoping and time shifting a clean plate.

UNIT   III   STABILIZATION AND DESTABILIZATION   12

Tracking, track moving object, single point stabilization, stabilize the box footage, two point stabilization, stabilized footage, removal of stabilized footage, destabilizing, motion destabilize, match move, tracking for animation, track motion path for porch model, shake and tracking, motion destabilize and four point destabilizing.

UNIT   IV   COLOR SAMPLING AND FOOTAGE CREATION   12

Missing in action, Replacing Missing or Damaged frames, Tweaking Colours, Eyeballing, Gamma, CGI Elements, Sampling Colors, Color Space conversion, Colour Gain, Making a simple Matte painting, Compositing a multiple Pan, Reversing Footage, Creating fast motion footage, Creating slow Motion footage, slow motion with interpolation, Fast motion with interpolation, faking Motion Blur, strobe lights, Stretching Time and animating a Speed change.

UNIT   V   MEMORY MANAGEMENT AND OUTPUT ISSUES   12
Slow motion with interpolation, fast motion with interpolation, faking motion blur, strobe lights, stretching time, animating a speed change. precompositions, uncompressed image sequence, noise and gain removal, mattes, stabilization, network etiquette, memory management, output issues and rtv output.

TOTAL : 60 PERIODS

TEXT BOOK:
1. Doug Kelly,"Digital Compositing in Depth" Coriolis Publication, (2003)
2. Steve Wright," Digital Compositing for Film and Video"Focal Press, (2001)
3. Angie Taylor ,"Creative After Effects 5.0" Focal Press, (2002)

EA9007   **FILM STUDIES**

L T P C
2 0 2 3

AIM:
This class will focus predominantly on teaching students to recognize and analyze the narrative, visual, and aural elements of film.

OBJECTIVES:
- To illustrate the breadth of film's expressive potential.
- To expose students to a variety of film styles
- Identify the narrative, visual, and aural elements of films.
- Analyze how these elements can contribute to a film's overarching aesthetic and thematic concerns.

UNIT I   FILM LANGUAGE   12

Nature of film image-luminosity, kinetic, transient, montage, intensity, intimacy, ubiquity, particularity, Neutrality. Filmic time, filmic space, movement, colour, spoken words, music, atmosphere.

UNIT II   FILM STRUCTURE   12

External structure-simple, varied, complex. Shot and its types, scene and its types, sequence, totality. Internal structure-script writing strategies.

UNIT III   FILM GENRES AND SUB-GENRES   12

Epic style, historical, biographical, musical, murder mystery, family drama, western, horror, science fiction, comedy, tragedy, romantic. Comedy thriller, historical comedy etc. Auteur theory: Alfred Hitchcock.

UNIT IV   FILM AESTHETICS   12

Filmology, filmography. Internal composition, external composition, sound aesthetics, Art direction, costume and make-up and hairstyle.

UNIT V   FILM MOVEMENT   12

Cinema and nation. American films, British films, Russian films, German films, French films, Italian films, Indian films, Tamil films.

TOTAL : 60 PERIODS

TEXT BOOKS:
1. Bruce Mamer. Film Techniques.
2. Gaston Roberge. Film Appreciation. Calcutta: Chitra Bani, 1974.

REFERENCES:
1. Hertbert Zettle. Sight, Sound and Motion.
2. Margerat Mehring. A Blend of Screenplay Writing.
3. Kristin Thompson and David Bordwell. Film: An Art.
4. William. H. Philips. Introduction to Film Art.

EA9008   **TV COMMERCIALS**

L T P C
2 0 2 3

AIM:
At the successful conclusion of this subject students will be able to perform basic production skills and demonstrate entry level knowledge to produce commercials.

OBJECTIVES:
- Is to familirise the students to different formats of Television.
- To develop writing skills for radio, television and films.
- To produce television commercials and web commercials by learning various techniques.

UNIT   I   TYPES OF COMMERCIALS   **12**

Commercials- Meaning and definition, historical development, social and economic benefits; Elements of a good advertisement; Types and Importance of commercials in electronic media

UNIT   II   TARGET GROUPS   **12**

Commercials for consumer, corporate, Industrial, retail, national, trade, professional and social. Target audience – brand image, brand positioning and brand equity. Media selection –radio, television, web and films – strategy, media budget, campaign planning.

UNIT   III   COPY WRITING   **12**

Concept, Ideation, Copy writing and production techniques for radio, television and films. Writing for radio commercials (jingles and spots). Visualization & Storyboard for TV commercials.

UNIT   IV   PLANNING AND EXECUTION   **12**

Research ,planning, execution, market research, ethical aspects ,emerging trends. Advertising agency – structure and functions, creativity

UNIT   V   WEB COMMERCIALS   **12**

Evolution of Web Commercials, Types, Web portals and commercial revenue.

TOTAL : 60 PERIODS

TEXT BOOKS
1. Andre E. Mariarty. Creative Advertising: Theory and Practice.
2. Roger Barton and McGraw Hill Pub. Handbook of Advertising Management.

REFERENCES
1. Leon G. Schiffman and Leslie Lazar Kanuk. Consumer Behaviour. Prentice Hall India
2. Harold Koonz and Heinz Weihrich. Essentials of Management. MacGraw-Hill.
3. Jeweler Jerome. Creative Strategies in Advertising. N.Y.: Wadsworth.

EA9009   **DEVELOPMENT COMMUNICATION**

                                                          L T P C
                                                          2 0 2 3

AIM:
        To impart knowledge of current research in communication and development, and in-depth understanding of the integration of both traditions and their practical application.

OBJECTIVES:
- To understand different paradigms of communication.
- To learn about varios developmental experiments conducted in India.

UNIT I INTRODUCTION TO DEVELOPMENT COMMUNICATION   12
Traditions in development communication, theories of dominant paradigm, paradigm shifts in development communication – dominant paradigm to alternative paradigms, relevance of participatory approaches. Paulo Freire's contribution to development communication.

UNIT II COMMUNICATION APPROACHES TO DEVELOPMENT   12
Historical Analysis, effects model, diffusion of innovation. Critical analysis, International dimension of development communication, dependency model, liberation theology and development, indigenous knowledge system, communication strategy for empowerment, Development reporting, development newspapers (eg. Grassroots and Ooraga Uravu) and development communication projects (eg. Eighteenth elephant project of Udayavani). Community Radio – Community TV – Narrowcasting – Cable Radio, Cable TV; Training for extension workers on media awareness.

UNIT III   NATIONAL DEVELOPMENT   12
Communication for national development, the impact of India's five year plans on national development and the scenarios of development in the developing world.

UNIT IV   SATELLITE-BASED INITIATIVES   12
Satellite Instructional Television Experiment (SITE) – educational broadcasts – telemedicine – village resource centres and village knowledge centres – Early warning systems for disaster management.

UNIT V   INDIAN EXPERIENCES AND EXPERIMENTS   12

Indian experiences and experiments in development communication, development initiatives of the union government (DRDA projects, poverty alleviation programmes etc.,) development initiatives of World Bank and initiatives of NGOs like Grameen Bank of Bangladesh. e-Governance for development.

                                                TOTAL : 60 PERIODS

TEXT BOOKS
1. Srinivas Melkote, Communication for Development in the Third World: Theory and Practice. Sage, 1991.
2. Jacob Srampickal and I. Arul Aram. Ed. Understanding Development Communication. New Delhi: Media House, 2007.

REFERENCES
1. S.R. Mehta, Communication and Development, Rawat Publications, 1992.

EA9010   **PEACE JOURNALISM**

<div align="right">**L T P C**
2 0 2 3</div>

AIM:

To analyse the role of media in war and conflict situation and its role in bringing peace.

OBJECTIVE:
- Un derstanding techniques for mapping conflict.
- To understand the role of media in post –conflict reconstruction.

UNIT   I   INTRODUCTION   12

Peace journalism - definition - Case studies on conflict - Difference between war journalism and peace journalism - Tips for practical peace journalism.

UNIT   II   CONFLICT ANALYSIS   12

What is conflict? - Conflict theories and terminologies - Mapping a conflict - Manifest and latent conflict - A topology of violence: direct, structural and cultural - Consequence of reporting.

UNIT   III   PROPAGANDA   12

Ways to recognize propaganda - Why propaganda works - Development strategies to resist propaganda - Psychology of propaganda.

UNIT   IV   DOING PEACE JOURNALISM   12

Reconceptualizing, re-sourcing, re-framing, re-writing - Reporting on peace proposals, talks and 'deals' - Follow-up stories of conflict.

UNIT   V   THEORIES AND MODELS OF NEWS   12

Gate-keeping theory - Propaganda model - Feedback loop model - Liberal theory of press freedom - Objectivity versus reflexivity - Deconstruction - Public service and media campaigning.

<div align="right">**TOTAL : 60 PERIODS**</div>

TEXT BOOKS

1. Lynch, Jake, and Annabel McGoldrick. Peace Journalism. Gloucestershire, UK: Hawthorn Press, 2005.

REFERENCES

1. Cottle, Simon. Mediatized Conflict: Developments in Media and Conflict
   Studies. New York: Open University Press, 2006.
2. Durrani, Mahmud Ali. India and Pakistan: The Cost of Conflict and the Benefits
   of Peace. Washington: Johns Hopkins University, 2000.
3. Howard, Ross. Conflict Sensitive Journalism. Colombo: Centre for Policy
   Alternatives, 2004.

EA9011　　　　　　**ENVIRONMENT AND MEDIA**

L T P C
2 0 2 3

AIM:
　　To sensitize students about the intricacies concerning environmental coverage in the media.

OBJECTIVES:
- To know the implications of the Environmental (Protection) Act, 1986.
- To know about various natural resources and their associated problems.
- To find ways to tackle the issue of environment versus development in the media.

UNIT　I　　NATURE OF ENVIRONMENTAL STUDIES　　　　　　12

Definition – ecology, environment - Scope and importance - Different eco-systems - Interdisciplinary nature of environmental studies - Need for public awareness – The Environmental (Protection) Act, 1986.

UNIT　II　　NATURAL RESOURCES AND ASSOCIATED PROBLEMS　　12

Forest resources: use and overexploitation, deforestation, mining, dams and their effects on forests and tribal people - Water resources: use and over-utilization of surface and groundwater, floods, drought, conflict over water, dams (benefits and problems) - Mineral resources: use and exploitation, environmental effects of extracting and using mineral resources - Food resources: world food problem, changes caused by agriculture effects of modern agriculture, fertilizer-pesticide problems - Energy resources: growing energy needs, renewable and non-renewable energy sources, use of alternative energy sources - Land resources: land as a resource, land degradation, man induced landslides, soil erosion and desertification - Equitable use of resources for sustainable lifestyle.

UNIT　III　　ENVIRONMENTAL POLLUTION　　　　　　12

Definition - Causes, effects and control measures of air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards - Solid waste management: causes, effects and control measures of urban and industrial wastes - Zero waste technologies - Role of an individual in prevention of pollution - Pollution case studies.

UNIT　IV　　SOCIAL ISSUES AND ENVIRONMENT　　　　　　12

From unsustainable to sustainable development - Urban problems related to energy - Water conservation, rainwater harvesting, watershed management - Resettlement and rehabilitation of people - Environmental ethics - Climate change, global warming, acid rain, ozone layer depletion, sea level rise - nuclear accidents and holocaust - Wasteland reclamation - Consumer and waste products.

UNIT   V   ROLE OF MEDIA   12

Science, technology and environment - Major environmental production bodies and institutions in India and abroad - Development and environment - Designing environmental media programmes - Use of media for environmental messages - Moving from peripheral environmental coverage to holistic coverage - Media in environmental management.

TOTAL : 60 PERIODS

TEXT BOOKS

1. Brennan, Scott R., and Jay Withgott. Environment: The Science Behind the Stories. 2003.
2. Park, Chris. The Environment: Principles and Applications. UK: Routledge, 2001.

REFERENCES

1. Lee, Norman, ed. Environmental Assessment in Developing and Transitional Countries: Principles, Methods and Practice. UK: John Wiley and Sons, 2000.
2. Luhmann, N. Ecological Communication. Chicago: Chicago University Press, 1989.
3. Woodward, F.I., ed. Ecological Consequences of Global Climate Change. Vol.22, Academic Press, London, 1992.