

UNIVERSITY DEPARTMENTS
ANNA UNIVERSITY CHENNAI :: CHENNAI 600 025
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	EA9111	Theories of Communication	3	0	0	3
2	EA9112	Practical Journalism	3	0	0	3
3	EA9113	Applied Electronics For Media	3	0	0	3
4	EA9114	Radio Production	3	0	0	3
5	EA9115	Media Relations and Event Management	3	0	0	3
PRACTICAL						
6	EA9116	Language Lab	0	0	4	2
7	EA9117	Radio Production Lab	0	0	4	2
8	EA9118	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	EA9121	Electronic Journalism	3	0	0	3
2	EA9122	Media Laws and Human Rights	3	0	0	3
3	EA9123	E-Content Creation	3	0	0	3
4	EA9124	Photography	3	0	0	3
5	EA9125	Computer Graphics for Media	3	0	0	3
PRACTICAL						
6	EA9126	Photography Lab	0	0	4	2
7	EA9127	Graphics Lab	0	0	4	2
8	EA9128	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	EA9131	Media Research	3	0	0	3
2	EA9132	Media Management	3	0	0	3

3	EA9133	Science Communication	3	0	0	3
4	EA9134	Video Production	3	0	0	3
5	E1	Elective I	2	0	2	3
PRACTICAL						
6	EA9135	Video Production Lab	0	0	4	2
7	EA9136	Non-Linear Editing	0	0	4	2
8	EA9137	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	EA9141	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	EA9151	Computer Programming	2	0	2	3
2	EA9152	Web Designing and Production	2	0	2	3
3	EA9153	Java Script	2	0	2	3
4	EA9154	2D Graphics and Animation	2	0	2	3
5	EA9155	3D Graphics and Animation	2	0	2	3
6	EA9156	Digital Compositing	2	0	2	3
7	EA9157	Film Studies	2	0	2	3
8	EA9158	TV Commercials	2	0	2	3
9	EA9159	Development Communication	2	0	2	3
10	EA9160	Peace Journalism	2	0	2	3
11	EA9161	Environment and Media	2	0	2	3

SEMESTER I

EA9111

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.

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.

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 – 1 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 – 2 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 – 3 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 – 4 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.

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.

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

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.

OBJECTIVE:

- 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 PUBLIC 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)

EA9116**LANGUAGE LAB****L T P C**
0 0 4 2

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**EA9117****RADIO PRODUCTION LAB****L T P C**
0 0 4 2

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**EA9118****REPORTING SKILLS LAB****L T P C**
0 0 4 2

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

EA9121

ELECTRONIC JOURNALISM

L T P C
3 0 0 3

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 – VI 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.

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 – II 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.

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.

Aim:

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

Objective:

- 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.

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.

EA9126

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

EA9127

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

EA9128

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

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, Reliability & Validity. Research Ethics – General Ethical theories and specific Ethical problems. Sampling – Population, Probability 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 – Construction 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

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 Reza, 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.

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 POPULARIZATION 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 - Infographics - Sciencetoons.

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>

Total : 45 PERIODS

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

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

EA9136

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

EA9137

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

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.

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.

EA9153

WEB TECHNOLOGIES

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 languages: 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 Applications.

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 information backup. 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.

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.

OBJECTIVE:

- 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.

EA9155

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.

OBJECTIVE:

- 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-Guption 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.

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 familiarise 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 Weirich. Essentials of Management. MacGraw-Hill.
3. Jeweler Jerome. Creative Strategies in Advertising. N.Y.: Wadsworth.

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 various 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.

AIM:

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

OBJECTIVE:

- Understanding 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.

Total : 60 PERIODS

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.

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 - VI 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.