

# Paper - I

## COmmunication & Mass Commulication : Theory (~ p,ocess

### Unit- I (Communication) .

- > Nature and meaning of communication ~
- » Different types and levels of communicationc-:"

### Unit - II (Mass Communication) .

- > History, definition and scope of Mass Communication c-:
- > . Different Mass Media Organisations -- Press, Television (TV),  
.....- . .
- . Advertising & Public Relations (CPR), agencies and Government ----Publicity Set up.

### Unit .; III (Communication Theory And process)

- >-. DeterminantsofEffectivecommunication. ".....-----
- » . Major Theories of communication, Western Theories and Their ~  
relevance to .developin~ countries. . ... ~-----:-.
- ; > Research training: Basics of communication research, survey, .  
Sampling, Questionnaire and Interviews. ~

### Unit - I V (DevelopmentCommunication)



> Concept, Nature and Definition of Development communication. >:- Liberal, Marxist Theories of Development Communication Development in the context of The New World Order.

> Western Concept of Development Communication and its relevance to India - The Media and Development. >:- The Beginning of Development Communication -- The U. S. Experience, The I.H.K.I.I Experience, SITE Experiment. » Indicators of Development

> Writing for Radio-Broadcast. > Writing for Television.



## Paper - II

### News Reporting, Writing and Editing!

#### Unit - J

> Characteristics of good writing. >> Writing for Print Media.

Unit - II

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Elctrollic n"lcdla - Radio, Television.

Unit - III

» Editing Print Media  
material - Assignment \_' >  
Editing radio Broadcast  
material - Assignment. ~  
Editing Television News etc. - Assignment.



roadcasting.  
> Structure and Functions of Radio Station.  
> , Commercial Broadcasting and Public Broadcasting.

Unit- II

}>. Production of Radio Programme.  
> Reporting for Radio - Types of Reporting.  
y. Radio News - Language, Style & Structure, News Formation, Spot Light, Differences from Print Media.  
j> Radio Talks, Newspaper Reviews, Radio Interviews, Production of Radio News and Rules.

Unit - III

> Studio Discussions.  
> Features and Documentation - \Writing the Script and assignments.  
> Voice Despatches, Broadcasting voice, Voice Quality Pronunciation, Inflections, flow and Delivery, Style of \Writing for Voice Despatch --- assignments.  
> . Flv1 & AM Broadcasting - Pre Production and Post Production Research, Production of Radio advertisements, Techniques and, Production Assignments.



# Journalism - IV

## Photography & audio Visual Journalism

Journalism (4-0-0)  
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### Unit - I

Photography - Origin, History and Role of Photography in Mass Communication, Print Media, television and Visual Aids - Its reach and **Impact**.

### Unit II

Techniques of Photo Journalism-Display and Layout of Photograph-  
B/W and Colour and its Choice, Photo Editing, Principles of Colour, Colour Photography and its techniques.

### Unit- III

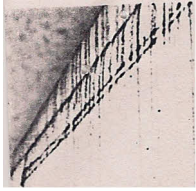
Optics, The Camera and its handling, Film, Lenses and its properties, Filters and its nature, Exposure and its effects, The Darkroom, B& W Film Processing and Printing, Colour Film Processing and Printing and Colour Reversal Film Processing, Enlarger and its function.

### Unit- IV (Audio Visual Aids)

Systems approach to Audio- Visual Communication and its Objectives. Introduction to audio-Visual Aids, its Definition and Purpose, Sound-a-Slide Programme. Audience, Media Resources, Techniques and preparation.

Classification of Designing Artwork for Visual Media-Drawing, Use of Colour for Lettering, use of photography in developing Visual aids, Planning and Preparation of Non Projected Visual aids, Planning and Preparation of Projected Visual aids like Slides, Film strips, Transparencies and Cinema Slides.

### Unit - V (Audio Visual Equipments)



;- Visual  
Cinema  
Projectors  
.Video  
Projectors,  
Audio Tape  
recorders,  
VCPs,VCRs,  
Digital  
Recorder,  
Monitor, Audio  
Mixer, Vision  
Mixer and  
Editing

Console.

>- Video Camel 3.-3  
Tube/CCD,  
VCR, VIIS,  
SVHS,  
Umatic- Low  
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## & Television Production

### Unit-I

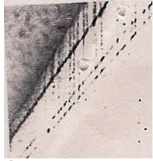
- ~ Introduction to TV - History & Setup, Reach and Role of Television Technology of TV Production .
- . ~ Design and Structure of the Video Camera, The Camera Tube, Encoding & Decoding Colour, Lens and its Characteristics, Care and maintenance of equipment.

### Unit-II

- > TV Reporting and its difference from News Paper & Radio Reporting, Types of TV Reporting, News sources, Selection of Visuals for TV News.
  - ~
  - » Principles of Video Recording and Audio Recording, Video tracks, Operation and Control, Control Track, Video formats and Video Technology.
- } - .Description of a: Shot and its terminology, Visual Thinking and Scripting, Framing the Shot, Dynamics of a Shot, The View Point Effect of Low angle, Eye level and Top angle shots, Assignments and Demonstrations.

### Unit- III

- > TV Editing - Editing and Compilation, Presentation and Impact- TV Interviews, Studio Discussions, single Camera and Multi Camera Productions, Multi camera Tele Conferences, Features and Documentaries, On-Line Editing and Off- Line Editing.
- > Insert and Assembly Editing- basic Principles action and Make up Continuity, dress and Appearance Continuity, Lighting Continuity, Continuity of Movement and Direction, Cut and its importance, Cut Aways, Cut Ins, Buffer Shots, Aesthetics of Editing, Use of stock Shots or library Shots, Demonstration and assignments .



ds, Utilization and Production of Graphics, Charts, Maps, Stills, Film and Video clips for TV Programmes.

- > Lighting and Exposure/Lighting Equipments and its Accessories, 3 Point Lighting, The Key Light, The Back Light and The Fill Light, Colour Temperature, Colour Balance, Lighting Plan, Under and Over Exposure, Gain and Aperture, Controlling the Exposure, Demonstration and Assignments.
  
- > Studio Techniques - Multiple and Single Camera set-up, Camera Control Unit, Sync Pulse Generators, Time Base Correctors, SEG and Special Effects, Keys, wipes and Superimpositions (Supers), Audio Mixer and Vision Mixer, Audio and Video recording Camera and Lighting, Sets and Art Director, Make-up, Production Manager and Floor Manager, the Technical Advisor! Director, The Producer and The Director, Demonstrations and assignments.
  
- > Pre-Production - The Proposal, The Script and The Budgeting, The Shooting Script, Floor Plans and The Camera set-ups, The Paper Edit, Actual Shooting, and Post Production Planning, Exercise I - Indoor Based 5 minutes Video Programme, Exercise II - Studio Base 10 minutes Video Programme, Exercise III - Outdoor Based Electronic News Gathering to cover 20 minutes Video Programme.

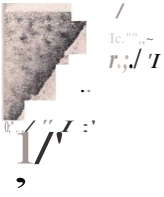
#### Unit- IV

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## **Paper- VI**

### **Project Work and Report**

∴ Students Can select projects on anyone of the paper taught

## **Paper- VII**

**Intcn: 2, hi 1**

Students are to take up internship programme under guidance of any able faculty in any media organization i.e. - Radio, TV, Newspapers etc. **students are expected** \_\_

1. To maintain a diary of the work undertaken during internship. 2. To produce copies of the media material produced during the **internship.**

3. Viva - voce.