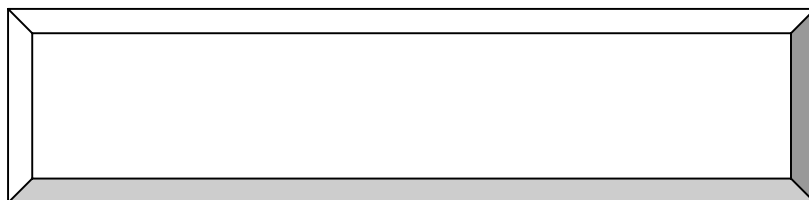




**Mahatma Gandhi University**

**MEGHALAYA**

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# **PROFESSIONAL PROGRAMME**

**PROGRAMME CODE---709**

**Masters of Arts in Mass Communication Advertising and Journalism (MAMCAJ)**

**SEMSTER I**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDIT</b>
MAMCAJ11	Print Media	4
MAMCAJ12	Mass Communication	4
MAMCAJ13	Communication Theory and Research	4
MAMCAJ14	Media Technology	4
MAMCAJ15P	Practical	2
<b>TOTAL</b>		<b>18</b>

**SEMESTER II**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDIT</b>
MAMCAJ21	Human Communication	4
MAMCAJ22	Broadcast Journalism	4
MAMCAJ23	Introduction to Journalism	4
MAMCAJ24	Mass Communication and Society	4
MAMCAJ25P	Communication Skills	2
<b>TOTAL</b>		<b>18</b>

**SEMESTER III**

<b>CODE</b>	<b>SUBJECT</b>	<b>CREDIT</b>
MAMCAJ31	Reporting and Editing	4
MAMCAJ32	Introduction to Advertising	4
MAMCAJ33	Introduction to Public Relation	4
MAMCAJ34	Advertising Design & Principle	4
MAMCAJ35	Project Report	2
<b>TOTAL</b>		<b>18</b>

## SEMESTER IV

CODE	SUBJECT	CREDITS
MAMCAJ41	Introduction to Production Technology	4
MAMCAJ42	Media Appreciation	4
MAMCAJ43	Introduction to Photography	4
MAMCAJ44	Mass Communication Ethics & Laws	4
MAMCAJ45	Project Report	2
<b>TOTAL CREDITS</b>		<b>18</b>

### Detailed Syllabus

#### SEMESTER I

##### **MAMCAJ11 --- Print Media**

###### **UNIT I: What is News**

Definitions, Nature of News, Qualities of News, News Value, Hard & Soft News, Orientation & Perspective, Objectivity & Fairness, News as a process, Verification, Special interests

###### **UNIT II: Why is News Important**

Difference between News & Information Journalism & Communication - Stories of High Interest - Celebrity Journalism, Trends in Modern journalism - Influence of TV channels on serious news reporting in print media-Sensationalism & Entertainment

###### **UNIT III: News Media Operations**

How news media functions? Three Modes of Daily Journalism, National media - How it nationalizes The news? Agenda setting function of the National media, new categories of News, Approaches of Journalism, Press Organizations

###### **UNIT IV: The World of Print Media.**

###### **UNIT V: Types and Characteristics of Print Media.**

###### **UNIT VI: Role of Press in Social & Political Movements.**

###### **UNIT VII: Freedom of Press- Role of Press Council of India.**

###### **UNIT VIII: Representation of Different Groups- Stereotyping and Labeling in Media.**

###### **UNIT IX: Content of Newspaper**

News Stories, Features, Articles, Editorial, Advertorial, Advertisements & Public Relations.

###### **UNIT X: Alternatives to Mainstream Journalism.**

###### **UNIT XI: Photographic equipment**

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

###### **UNIT XII: Camera and Photo**

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

###### **UNIT XIII: Editing**

Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copyediting  
preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.

#### **UNIT XIV: Photography**

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

#### **UNIT XV: News values for pictures**

Photo - essays - photo features; qualities essential for photo journalism; picture magazines - colour photography - impact of technology, practical, field assignments and their evaluation.

#### **UNIT XVI: Journey of Newspaper from Hickey's Gazette to Online Newspapers.**

#### **Reference Books:-**

1. Approaches to media literacy: a handbook by Art Silverblatt, Jane Ferry, Barbara Finan .
2. The ambivalent welcome: print media, public opinion, and immigration by Rita James Simon, Susan H. Alexander
3. Media selling: broadcast, cable, print and interactive by Charles Warner, Joseph Buchman

### **MAMCAJ12 --- Mass Communication**

#### **UNIT I: Mass communication in India**

Reach, access and nature of audience.

#### **UNIT II: Mass Communication**

Nature of media and content.

#### **UNIT III: Types of Communication**

#### **UNIT IV: Communication**

Basic terms, Concept and definition, types and process.

#### **UNIT V: Mass Communication**

Meaning, and Uses.

#### **UNIT VI: Effects and Representation.**

#### **UNIT VII: Meaning of Effects.**

#### **UNIT VIII: Theories of Media Effects.**

#### **UNIT IX: Effects of Media on Education.**

#### **UNIT X: Mass Media and Indian Family .**

#### **UNIT XI: Mass Media and Children.**

#### **UNIT XII: Mass Media and Women.**

#### **UNIT XIII: Need for Audience Studies.**

#### **UNIT XIV: Media and Communication.**

#### **UNIT XV: Violence in Media and its effect on society.**

#### **UNIT XVI: Violence in News.**

#### **Reference Books**

1. Introduction to Mass Communication by Stanley J. Baran, Stanley Baran
2. Introduction to Mass Communication by Jay Black, Jennings Bryant

### **MAMCAJ13 --- Communication Theory and Research**

#### **UNIT I: Research**

Meaning, Definition.

**UNIT II: Types of Research****UNIT III: Methods of Research****UNIT IV: Research Problems**

Designing a Research Problem.

**UNIT V: Objective of a Good Research**

Significance of Research.

**UNIT VI: Research Design**

Meaning, Qualities of Research Design, Steps of Research Design, Hypotheses, Qualities of Hypotheses.

**UNIT VII: Sampling**

Sampling Procedure, Types of Sampling.

**UNIT VIII: Data Collection**

Techniques of Data Collection, Processing &amp; Analysis, Interpretation and Report Writing.

**UNIT IX: Mass Media growth and emergence of new media**

New media audiences.

**UNIT X: Media Diversification.****UNIT XI: media impact on Society.****UNIT XII: Corporate media objectives.****UNIT XIII: Dysfunctions of media.****UNIT XIV: Social, economic and Cultural issues.****UNIT XV: Media Privatization.****UNIT XVI: Role of Computer in Research.****Reference Books**

1. Media and communication by Paddy Scannell
2. Media communication: an introduction to theory and process by James Watson.

**MAMCAJ14 --- Media Technology****UNIT I: Introduction to Media**

Nature and Characteristics of Communication, Process of Communication, Introduction to Media.

**UNIT II: Media Ethics****UNIT III: Advertising and Public Relations**

Concept and definition of public relations - Public relations: tools and technique – Public relations organizations - Concept and definition of advertising - Classifications of advertising .

**UNIT IV: Engineering Graphics**

Graphics input-output devices: Direct input devices-cursor devices –direct screen interaction logical input function-cathode ray tubes-Line drawing displays-raster scan displays-hard copy devices.

**UNIT V: Two Dimensional graphics**

2D transformations – 2D algorithms-line drawing algorithms line covering- line clipping and polygon clipping. Raster graphics – Scan conversion of polygons –region filling – algorithms .

**UNIT VI: Curves and surfaces**

parametric representation of curves- curves-B-spline curves-parametric representation of surfaces-planes-curved surfaces-ruled surfaces – surfaces.

**UNIT VII: Three dimensional graphics:**

3D transformations-normal oblique central projections – 3D algorithms -hidden lines and hidden surfaces removal. Animation Graphics : Simple animation –usage of GETIMAGE() and PUTIMAGE ( )

functions-usage of buffering techniques –manipulation of color lookup table-tweening.

#### **UNIT VIII: Computer Graphics realism:**

tiling the plane-recursively defined curves-Koch curves-C curves& Dragons –space tiling curves- Fractals and graphics –turtle graphics –ray tracing. Graphics standards: the GKS international standards – GXD –standard for Micro computers.

#### **UNIT IX: Introduction to TV technology**

Picture formation-T.V Scanning : Horizontal & Vertical- Frame & field rate-Resolution video bandwidth, sync. blanking signals, colour burst, sensitivity, linearity etc.-Television.

#### **UNIT X: Principle of Video Camera**

Primary & secondary colours- Photo conduction, photo voltaic, photo emissive effect- Working principle of video camera- CCD cameras: Three CCD, single CCD colour camera- Various sizes of pickup devices.

#### **UNIT XI: Components and Controls of Video Camera**

Parts of a video camera-Different controls on video camera-Power switch, preheat, genlock, white balance, gain, iris, pedestal etc.-Zoom control: servo, manual, remote, zoom extenders- Focus control : auto, manual , remote, back focus, macro focus.-Camera view finders (B/W and colour). Its indicators and control.

#### **UNIT XII: Balancing of Colours of a video camera.**

Colour temperature-White balance: Process and need.-Camera filters-Camera control UNIT (CCU)-Waveform monitor for output level of video-Vectorscope.

#### **UNIT XIII: Video camera lenses.**

Perspective-Types and use-normal lens, telephoto lens, wide-angle lens; Zoom lens-Tripod, types of tripod heads, dolly, trolley & other accessories-Different types of camera angles and use- Camera movements – types & use - Different Types of Television; Cameras-NG camera - EFP camera - Studio cameras - Special cameras: underwater camera, Endoscopic camera, Aerial photography camera, remote control camera, high-speed video cameras - Types of microphones used on video camera - Types of audio & video connectors.

#### **UNIT XIV: Cable Industry**

Evolution, growth and development of cable industry- Indian scenario of cable industry- Major players: Siti Cable, In Cable, RPG, Sun etc- Process of distribution of signals- Pay channels vs. free channel- Channel war and cable industry - New technologies and cable industry.

#### **UNIT XV: Video Formation, Perception, Representation**

Color Perception and Specification, Analog Video, Raster, Analog color Television Systems, Digital Video

#### **UNIT XVI: Fourier analysis of Video Signal**

Frequency, Domain Characterization of Video signals, Multidimensional Continuous and Discrete –space signals and systems, sampling of video signals

#### **Reference Book:**

1. Media technology and society by Brian Winston.
2. Media technology: critical perspectives by Joost van Loon.

#### **MAMCAJ15P --- Practical**

**UNIT I:** Camera and Photo.

**UNIT II:** Graphics.

**UNIT III:** Camera and Photo.

**UNIT IV:** Editing.

**UNIT V:** Photography.

**UNIT VI:** Effects and Representation.

**UNIT VII:** Photographic equipment.

**UNIT VIII:** Developing photographers' manual and computerized photography.

## **SEMESTER II**

### **MAMCAJ21 --- Human Communication**

**UNIT I:** Communication Model.

**UNIT II:** Communication Principles.

**UNIT III:** Communication Competence.

#### **UNIT IV: Self Concept**

Characteristics of Self Concept.

**UNIT V:** Managing Impressions.

#### **UNIT VI: Perception**

The Process of Perception, Accuracy and Inaccuracy of Perception.

**UNIT VII:** Role of Culture & Society in Perception.

#### **UNIT VIII: Emotion**

Role of Emotion in Communication.

**UNIT IX:** Managing Difficult Emotions.

#### **UNIT X: Language**

The Nature and Impact of Language.

**UNIT XI:** The Uses and Abuses of Language.

**UNIT XII:** Language Principles.

#### **UNIT XIII: Nonverbal**

Characteristics of Nonverbal Communication.

**UNIT XIV:** Types of Nonverbal Communication

#### **UNIT XV: Listening**

Elements of the Listening Process

#### **UNIT XVI: Types of Non Listening**

Information Listening/Listening to Help

#### **Reference Book:**

1. Human communication theory and research by Robert Lawrence Heath.
2. Human communication by Nancy L. Harper.

### **MAMCAJ22 --- Broadcast Journalism**

#### **UNIT I: News**

What is news? Proximity, relevance, immediacy, interest, Dramatic events, entertainment .

#### **UNIT II: Different types of news**

Emergencies, politics, Crime, Local and national government, Planning and developments, Conflict and controversy, pressure groups, industry, health, human interest, personalities, sport, seasonal news, special local interest, weather, traffic and animals.

#### **UNIT III: News Sources**

Reporters, contacts, Newsroom diary, Files, Check calls, Emergency services radio, Politicians, Pressure groups Staged events: The protest, the announcement, the set place, News releases,

Syndicated tapes, Freelances, duties of the reporters and stringers, Tip-offs, Hoaxes, Wire services and news agencies, The network, Other news media.

#### **UNIT IV: Getting the Story**

Newsroom conference, copy-tasting, Balance of news, visuals and actuality, the brief, the angle, chasing the contact, staged news conferences, beating the clock, Work to sequence, don't panic.

#### **UNIT V: News anchors and presenters**

The talent, anchor versus newsreaders, Qualities of a newscaster, Women newscasters, more than just a news reader, professionalism, voice.

#### **UNIT VI: Electronic News Gathering (ENG)**

ENG Production Features – Satellite uplink – Electronic Field Production (EFP): Preproduction – Production: Equipment Check – Production: Setup -Production: Rehearsals – Production: Videotaping – Production: Strike and Equipment Check –Post production – Preproduction.

#### **UNIT VII: Media Literacy**

History of Broadcast Journalism,-Media Habits, 1st Amendment Issues, Elements of Broadcast News, Current Events.

#### **UNIT VIII: Writing in Broadcast Style**

Writing for the ear, Broadcast News Vocabulary (the ethics), What You See is What You Say (Writing to Video), Writing to Time.

#### **UNIT IX: News Stories**

Types (breaking news through kickers), forms (VO, VO/SOT, RDR, Package), elements of the news package, shooting the news package, assembling the news package, editing the news package.

#### **UNIT X: Field-Reporting**

Shooting usable video footage, conducting the on-camera interview, shooting telling B-roll, composing interesting shots, telling stories in unconventional ways.

#### **UNIT XI: Capturing Sound**

Microphones, Capturing Natural Sound, Capturing Primary Audio Track Sound, Analog vs. Digital Mixing and Editing to tell a story.

#### **UNIT XII: Producing/Editing**

Judgment, fairness, balance, Nonlinear editing of stories, telling a cohesive story (connecting SOTs) Using desktop publishing aspects to tell a visual story, developing ear for effective news stories

#### **UNIT XIII: Journalists and the Law**

Legal restrictions and how journalists can avoid costly legal action.

#### **UNIT XIV: Broadcast Scripts**

Identify scripts by format, List steps leading to the development of various type ( i.e., news and/or sitcom),broadcast scripts, Define terminology used in broadcast scriptwriting, Plan and produce a storyboard, Write broadcast scripts as assigned.

#### **UNIT XV: Professional Ethics**

Demonstrate ability to give and follow directions, Demonstrate ability to function as a team member, demonstrate strong work ethics, describe basic ethics including broadcast law (i.e., copyright, plagiarism, etc.).

#### **UNIT XVI: Broadcast News – Critical Issues & Debates**

Radio News & Current Affairs -AIR-Voice of India, Lack of commercial Model in Radio News Analysis of Performance of AIR News-Its Role Presentation, Content, Radio News- Form & Language, Evolution with Technology.

#### **Reference Book:**

1. The broadcast journalism by Robert Thompson, Cindy Malone.
2. Broadcast Journalism: A Critical Introduction by Jane Chapman, Marie Kinsey.

## **MAMCAJ23 --- Introduction to Journalism**

### **UNIT I: Journalism**

Meaning and Definition

### **UNIT II: Glossary and History of Journalism**

### **UNIT III: Purpose**

Purpose and role of Journalism.

### **UNIT IV: News**

Definition, Types, Elements of News.

### **UNIT V: Structure of News.**

### **UNIT VI: Source of News.**

### **UNIT VII: Quality of News.**

### **UNIT VIII: How to write News.**

### **UNIT IX: Types of news writing.**

### **UNIT X: News Room**

Structure and Role.

### **UNIT XI: Leads**

Types of Leads.

### **UNIT XII: Headline**

Type of Headline.

### **UNIT XIII: Difference between Mass communication and Journalism.**

### **UNIT XIV: Introduction to Specialization in Journalism**

Business Journalism - Magazine Journalism - Film Journalism - CommUNITY Journalism - Tabloid Journalism, On-line Journalism.

### **UNIT XV: TV Journalism: Industrial & Theoretical Foundations (4hrs)**

Theory and History of Earlier TV Journalism in China, Theory and History of up-to-date TV Journalism in China.

### **UNIT XVI: Journalist – Professionals in a Market Culture .**

### **Reference Books**

1. An introduction to journalism by Carole Fleming
2. An introduction to journalism by Richard Rudin

## **MAMCAJ24 --- Mass Communication and Society**

### **UNIT I: Eras of Mass Communication.**

### **UNIT II: Introduction to mass communication**

Meaning, needs, Types.

### **UNIT III: The changing communications media environment.**

### **UNIT IV: Theories of communication media.**

### **UNIT V: The Evolution of the information society.**

### **UNIT VI: Economic issues in communication media.**

### **UNIT VII: Communication media policy and ethics .**

### **UNIT VIII: Globalization of communications media.**

### **UNIT IX: Media**

Print media, Audio media, Visual media, Multichannel media, the telephone industry.

### **UNIT X: The information services industry.**

- UNIT XI:** The computer industry.  
**UNIT XII:** Communication media in the work place.  
**UNIT XIII:** The advertising industry.  
**UNIT XIV:** The public relations industry.  
**UNIT XV:** Effects of mass media.  
**UNIT XVI:** The social impacts of information technologies.

### **MAMCAJ25 --- Communication Skills**

#### **UNIT I: Communication**

Meaning, Tools of Communication.

#### **UNIT II: Theories of Communication**

Hypodermic Needle, Two Step and Multi Step, Commercial Theory, Play Theory, Uses and Gratification Theory.

#### **UNIT III: Models of Communication**

SMR Model, SMRc Model, Shanon and Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model, Gate Keeping Model.

**UNIT IV:** Types of Communication.

**UNIT V:** Techniques of effective communication.

#### **UNIT VI: Written Communication**

Meaning of Business report, types and essentials of ideal reports.

#### **UNIT VII: Drafting**

Preparation of first draft of the report, collection, classification and selection of information, logical ordering, presentation and reports, writing application, personal resumes, business resumes, business letters, memos.

#### **UNIT VIII: Telephone handling manners**

Receiving the call, problems, in telephonic communication, sample telephonic conversation dialogue form.

#### **Reference Books :-**

1. Communication Skills by Richard Ellis
2. The handbook of communication skills by Owen Hargie

### **SEMESTER III**

### **MAMCAJ31 --- Reporting and Editing**

#### **UNIT I: Journalistic Writing**

Meaning, Forms (news, editorial, features).

#### **UNIT II: Reporting**

Meaning, Types, Tips, Objectivity, Report writing for all media.

**UNIT III:** Principles of Reporting

**UNIT IV:** Functions & Responsibilities of Reporting.

#### **UNIT V: Writing News**

Leads, Types of leads.

#### **UNIT VI: Reporting**

Reporting Techniques.

**UNIT VII:** Qualities of a reporter.

**UNIT VIII:** Sources and Types of reporting.

**UNIT IX:** Problems in Reporting.

**UNIT X: Editing**

Meaning, Symbols, Usage, Proof Reading.

**UNIT XI:** Need and Principles

**UNIT XII: Functions and qualifications**

Sub-editor and chief sub editor.

**UNIT XIII: News paper meaning**

Newspaper meaning and its production steps.

**UNIT XIV:** Structure and functions of newsroom

**UNIT XV: Difference b/w newspapers and magazines, pages of newspaper**

Newspaper, magazines, pages.

**UNIT XVI: Headlining**

Principles, types, and techniques

**Reference Books:-**

1. Inside reporting by Tim Harrower
2. Fundamentals of journalism by R.Thomas

### **MAMCAJ32 --- Introduction to Advertising**

**UNIT I: Advertising**

Meaning, Attributes.

**UNIT II:** Origin of Advertising.

**UNIT III:** Developments of Advertising.

**UNIT IV:** Goals of Advertising.

**UNIT V:** History of Advertising.

**UNIT VI:** Publicity versus Propagandas versus Sale Promotion.

**UNIT VII:** Role of Advertising.

**UNIT VIII:** Advertising Types.

**UNIT IX:** Principles of Advertising.

**UNIT X: Advertising Planning**

Steps in Advertising Planning.

**UNIT XI: Advertising Agency**

Function & Role.

**UNIT XII:** Types of Media Agencies.

**UNIT XIII:** Selection of Advertising and Agency.

**UNIT XIV:** Advertising Ethics.

**UNIT XV:** Story Board.

**UNIT XVI:** Advertising and promotion.

**Reference Books**

1. Introduction to Advertising by Arthur Judson Brewster
2. Introduction To Advertising by S Ganesh

### **MAMCAJ33 --- Introduction to Public Relation**

**UNIT I:** History of Public Relations.

**UNIT II: Public Relations**

Meaning and Definition.

**UNIT III:** Need for P.R.

**UNIT IV:** Tools of P.R.

**UNIT V:** Importance of P.R.

**UNIT VI:** Ethics of P.R.

**UNIT VII:** Image Advisory.

**UNIT VIII:** Role and Function of P.R.

**UNIT IX:** Qualities of P.R.

**UNIT X:** Objectives of P.R.O.

**UNIT XI:** How to conduct P.R Campaign.

**UNIT XII:** P.R. Programme.

**UNIT XIII:** Exhibitions as P.R.

**UNIT XIV:** Leading P.R and News agencies.

**UNIT XV:** Preparing Press Release.

**UNIT XVI:** P.R writing and web.

**Reference Books**

1. Public relations: an introduction by Shirley Harrison
2. An Introduction to Public Relations by Joy Chia

**MAMCAJ34 --- Advertising Design and Principle**

**UNIT I: Advertising Design:** meaning

**UNIT II:** Making of Advertisement.

**UNIT III:** Background.

**UNIT IV:** Layout Steps.

**UNIT V:** Function of Layout.

**UNIT VI:** Design and Layout.

**UNIT VII:** Types of Design.

**UNIT VIII: Layout**

Principles of Layout.

**UNIT IX:** Appeal of an Advertisement.

**UNIT X:** Principles of Good Advertisement.

**UNIT XI:** Regulations of an Advertisement.

**UNIT XII:** Story Board.

**UNIT XIII:** How does advertising work.

**UNIT XIV:** New trends in Advertising.

**UNIT XV:** Advertising-A critical appraisal -Economic, cultural, Psychological and Social aspects of advertising.

**UNIT XVI: Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-**

AAAI, ASCI and others their codes.

**Reference Book**

1. Advertising design and typography by Alex W. White.
2. Principles Of Advertising by Duncan.

**MAMCAJ35P --- Project Report**

## **SEMESTER IV**

### **MAMCAJ41 --- Introduction to Production Technology**

#### **UNIT I: Production**

T.V and Radio Production, Post Production and Editing.

#### **UNIT II: Stages**

Post and Pre Production stages.

#### **UNIT III: Story Treatment.**

#### **UNIT IV: Scripts.**

#### **UNIT V: Storyboards.**

#### **UNIT VI: Budget.**

#### **UNIT VII: Floor Plan, Sets.**

#### **UNIT VIII: Costume**

Makeup costume.

#### **UNIT IX: Introduction to Sound FX and SFX CD.**

#### **UNIT X: Lights.**

#### **UNIT XI: Shots**

Shots and Shooting Schedule

#### **UNIT XII: Crew for Production**

#### **UNIT XIII: Working with SFX and SFX Libraries**

Transferring SFX to Computer and Managing Data with Workspace, Spotting SFX, Importing and Creating a Palette of SFX for a Project Backgrounds and Room Tones, Spotting/Identifying Backgrounds for a QuickTime Movie Spotting, Editing, and Assembling SFX and Backgrounds for a QuickTime Movie.

#### **UNIT XIV: Production Dialogue and ADR/Dialogue Replacement**

Introduction to Production Dialogue and ADR, Setting Up a Pro Tools Session for ADR Production Dialogue and Checker Boarding within Pro Tools, Presentation of ADR with regards to Production Dialogue, Identifying/Spotting Expletives in a QuickTime Movie and Listing Them on the ADR Cue Sheet, Preparing Physical Studio Space for Voice Recording, Recording Voice Over for Announcer in a QuickTime Movie.

#### **UNIT XV: Identifying and Creating Foley SFX**

Introduction to Foley, Preparing a Pro Tools Session for Multiple Passes of Foley FX, Spotting Foley and Creating Cue Sheets, Spotting and Preparing to Record Foley for a Simple Scene, Preparing a Physical Studio Space for Foley Recording, Directing and Recording a Foley Session, Recording Spotted Foley for a QuickTime Movie.

#### **UNIT XVI: Temp and Source Music Editing for Film and TV**

Introduction to Music Editing, Assessing the Music Elements of a QuickTime Movie Presentation of Temp and Source Music, Placing Temp and Source Music in a QuickTime Movie Techniques for Editing Temp Music, Choosing from the Music Provided and Placing/Editing Temp and Source Music for a QuickTime Movie.

#### **Reference Books**

1. Introduction to Media Production by Robert B. Musburger, Gorham Kindem
2. Introduction to media production by Gorham Anders Kindem, Robert B. Musburger.

### **MAMCAJ42 --- Media Appreciation**

**UNIT I:** The Hypodermic Needle Theory.

**UNIT II:** Marxist approach.

**UNIT III:** The role of mass media.

**UNIT IV:** cultivation theory.

**UNIT V:** Functionalist approach.

**UNIT VI:** User and Gratification theory.

**UNIT VII:** Audience Studies.

**UNIT VIII:** Paradigm Shifts.

**UNIT IX:** Thinking Methods

**UNIT X:** Concepts (Meaning of research, Process of research, Research problem, Research design, Sampling, Hypothesis).

**UNIT XI:** Methods (Process research, Anthropological research, Historical research, Experimental research, Other types).

**UNIT XII:** Formative Research.

**UNIT XIII:** Development of audience profile.

**UNIT XIV:** Availability of audience segment.

**UNIT XV:** Access of the media.

**UNIT XVI:** Resource mapping.

### **MAMCAJ43 --- Introduction to Photography**

#### **UNIT I: Photography**

Meaning and Definition.

**UNIT II:** History of Photography

**UNIT III:** Tools of Photography

#### **UNIT IV: Camera**

Parts of a camera, Shutter, Apertures, Lens, Films.

**UNIT V:** Types of Camera.

**UNIT VI:** Quality of Photograph.

#### **UNIT VII: Visualizations**

Role of Visualizations.

**UNIT VIII:** Roles of Lighting.

#### **UNIT IX: Picture**

How to take a good picture.

**UNIT X:** Editing and Development of Photograph

**UNIT XI:** Photo Journalism, its Roles and Importance

**UNIT XII:** Composition of Photograph

**UNIT XIII:** Lenses

**UNIT XIV:** Photographic Pathways

#### **UNIT XV: Photography Effects**

Zoom & Prime Lenses, Focusing Modes, DOF, Perspective Compression, Motion Panning Zoom Panning, Slow Shutter Effects, Wide Angles.

**UNIT XVI:** Types of camera movements and shots.

#### **Reference Books**

1. Introduction to photography by Marvin J. Rosen, Dave De Vries.
2. An introduction to photography by George L. Wakefield.

**MAMCAJ44 --- Mass Communication Ethics and Law**

**UNIT I:** History of Mass Media.

**UNIT II:** Writing of Communication.

**UNIT III:** Freedom of Press or Media.

**UNIT IV:** Code of Journalistic Ethics

**UNIT V:** Censorship and control in the press and other Media.

**UNIT VI:** Press ownership and monopoly.

**UNIT VII:** Media Laws.

**UNIT VIII:** Media Organization.

**UNIT IX:** Press Commission.

**UNIT X:** Media and Legislative Privileges.

**UNIT XI:** RNI and Defamation

**UNIT XII:** PCI.

**UNIT XIII:** Theoretical Foundations of Communication Regulations

**UNIT XIV: Press and Broadcasting Regulations**

Laws and Regulations Governing Press Freedom in India.

**UNIT XV:** New Media and Content Regulations

**UNIT XVI:** Regulations in Functional Communication.

**Reference Books**

1. Mass communication law and ethics by Roy L. Moore.
2. Media, ethics and laws by Jan R. Hakemulder, Fay A. C. de Jonge, P. P. Singh.

**MAMCAJ45P --- Project Report**

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