

NISCORT

**National Institute of Social Communications,
Research and Training**

Vaishali, NCR-Delhi

MA AVC

MASTER OF ARTS IN AUDIO VISUAL COMMUNICATION

HANDBOOK

2017- '18

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DIRECTOR'S MESSAGE

A university professor wrote an expressive message to his students at the doctorate, masters and bachelors levels and placed it at the entrance in a university in South Africa. And this is the message; collapsing any nation does not require use of atomic bombs or the use of long range missiles. It only requires lowering the quality of education and allowing cheating in the examinations by the students. The patient dies in the hands of such doctors; the buildings collapse in the hands of such engineers; the money is lost in the hands of such accountants; humanity dies in the hands of such religious scholars and justice is lost in the hands of such judges. The collapse of education is the collapse of the nation.

In the vision statement of NISCORT it is said that it will promote and uphold ethical, secular, national and democratic values. It is in this perspective that I place the uniqueness of NISCORT as a media college. As an institute for professional media training let's not lower or compromise the quality of education. Be creative and cultivate a passion for media. Let your creativity and passion media, coupled with ethical values set the quality of education at NISCORT.

Wish you all a very pleasant and fruitful academic year 2017-18.

Dr. Jose Murickan O.Praem

DEAN'S MESSAGE

Knowledge should liberate. It should creatively engage with history, culture and society. It should be deeply sensitive to the crisis of humanity, and the parallel cinema of hope and beauty. Journalism is hard work, a craft, a daily skill, an art-form, a leap into imagination. It explores the human dilemma and reports it as an observer, unbiased and unprejudiced. And, yet, journalism stands for public interest, for secularism, pluralism and justice. All professional journalism or aesthetic documentation, in print or audio-visual, is therefore the recording of instant history, to be etched in the archives of time and space. Hence, knowledge should not only liberate and dream of a better world; it should be sensitive, sensible and responsible. It should stand for truth, compassion and humanism.

Amit Sengupta

PROJECTS AND PUBLICATIONS

NISCORT VISTA: The college newspaper, NISCORT VISTA, provides a unique opportunity where students will learn all aspects of journalism and newspaper production using in-design and modern production techniques. It involves news reporting on current affairs, news analysis, editorials, feature writing, on the spot stories, books and film reviews, photo features, illustrations and cartoons, travel and lifestyle features, among other forms of journalistic and creative writing. Senior faculty members will supervise and help the students to learn their skills.

NISCORT FRAMES: The students will produce TV news bulletins on topical and current affairs as part of their professional course work. They will select stories, write the script, shoot the footage, edit it and compile it into a 10-minute news capsule on a regular basis. Stories will range from top headlines to running stories, breaking news, hard news stories, and features/profiles etc.

RADIO FEATURE: The students will produce a radio documentary and feature on current affairs. They will learn the skills and technique of radio journalism, in a specialised training scenario of audio-visual and broadcast journalism.

SHORT FILM: The students will produce a 10-minute fiction film which will help them to learn the intricacies of film-making.

DOCUMENTARY FILM: Documentaries will mark the high point of cinema skills, including direction, camera, editing, sound recording, graphics, animation, etc. The short films will engage with social, cultural and political realities of contemporary life, and they will be the independent productions of the students. For instance, the 2017 batch of Broadcast Journalism made documentaries tackling a wide range of sensitive issues: Blind cricket, Farmers' suicides and rural distress, the life of eunuchs, human trafficking, child and bonded labour, and media and violence, among other issues.

MUSIC VIDEOS: The students will produce music videos under the guidance of the staff. It is an enjoyable and creative exercise, equipping the students in the big-picture of modern multi-media skills.

CHAT SHOW: Interviewing an artist, an actor, an academic, a political personality, a celebrity, a newsmaker or a change-agent, can be an enriching experience. Doing in-depth research about the person's life journey and achievements, and coming up with insightful questions and in-depth answers, gives journalism students first-hand experience of engaging with important personalities in all areas of public life.

CORPORATE FILM: A 10-minute film on a company highlighting its activities, products/services, achievements, and its vision, is an excellent cross-functional learning opportunity, where PR and filmmaking meet. It gives a deeper understanding of the new market trends and the rapidly shifting dynamics of globalisation and the new economic order.

PHOTO-FEATURE: The students will produce an insightful and creative photo-feature as a prelude to their documentaries and news bulletins, on a theme, along with audio and graphic design.

AD-FILM: Students will showcase their creativity by producing an ad campaign - a television commercial, a print ad or digital ad.

RESEARCH: A serious research study under the guidance of faculty members will be carried out by students on a relevant subject and the results will be presented using statistical tools and techniques, as well as rigorous theoretical analysis.

STUDY TOUR AND EXCURSION: NISCORT will conduct a week-long study tour and excursion for all students which will combine collective bonding, sight-seeing, exchange of ideas and shared happiness. It will also involve in students visiting remote areas to witness those parts of India which we miss in the cities; for instance, the craft, art or oral/folk traditions of rural India, water-harvesting projects, local education, especially among girls, the condition of farmers, etc. Students will get hands-on experience which can be translated in a short film, essays, news stories or features, etc.

INTER-COLLEGE COMPETITION: An inter-college competition will be organised in the first semester of every year. This will involve feature and documentary films, creative and essay writing, cartoons and illustrations, performing arts, music and dance, graphics and animation, etc.

NATIONAL LEVEL FILM FESTIVAL: A national level film festival will be organised in the campus with participation from students of NISCORT and other parts of India in the second semester. Awards will be given to the best films.

NISCORT students will be encouraged to go to other campuses to participate in film festivals, debates and discussions, among other things.

The debating club will organise a debate on a current topic among students every month. This will enhance the articulation skills of students, their collective consciousness about current affairs and national and international events, and increase their confidence to tackle complex subjects.

All events will be organised and run by students' committees with the help of the faculty as mentors and guides.

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M.A. AVC

FIRST SEMESTER

Subjects	Theory	Internal Exam	Total
101 Communication and Media	80	20	100
102 Editing, Reporting and Newspaper Production	80	20	100
103 Introduction to Marketing Communication	80	20	100
104 Basic Computer Applications	80	20	100
105 General Studies and Current Affairs	80	20	100

8708

COMMUNICATION AND MEDIA

Unit 1 - Introduction to Communication Process

Concept of Human Communication, Definition, Nature, Scope and Purpose, Communication as a social, human and universal process, Factors responsible for growing importance of communication today, effective communication, and barriers to communication, cultural context of communication in society; elements of Communication, transmission of ideas, facts and feelings from one person to another, the process (message, Sender, Encoding, Channel, Receiver, Decoding, Feedback), Levels of Communication, Intra Personal Communication, Interpersonal Communication, Group Communication (Public, Crowd, Small Group), Mass Communication, Verbal Communication, Meaning and Barriers in Verbal Communication, Language, Sub-Language and Culture, Elements of speech communication, Non-Verbal Communication, Body Language and communication, Body movement, Facial Communication, Space Communication, Physical environment, Silence, Paralanguage and Temporal communication, Reading Nonverbal Cues

Unit 2 - Theories and Models of Communication

Theories of Communication, Hypodermic Needle Theory, Two-step & Multi-step Theory, Commercial Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception and Selective Retention Theory, Individual Difference Theory; Models of Communication, SMR Mode, SMRc Model, Shannon and Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner's Model, New Comb Model, Convergent Model, Gate Keeping Model, Role of technology, Communication for Development, Social Communication, Goals of development communication, Gandhian pattern of Communication, Redefining Development Communication - from economic centered to people centered, Content in the context of Development, Participatory Communication, Community Communications and Media, Message Design in Development

Communication, Participatory Horizontal Communication Model, Social Marketing Communication Model, Issues and Approaches, Comparison of various models

Unit 3 - Applied Communication

Formal Communication, Oral and Written, Vocabulary of Formal Communication, Meetings, Discussions, Presentations, Debates, Translation, Interviews, Telephonic Conversations, Verbal and non-verbal communication etiquette, Business Communication, Writing different types of letters, Faxes, Memos, Reports, etc. making formal presentations, Writing CVs, Technical Writing, Proposal writing, Basics of writing, Writing for print (newspapers and magazines), writing for radio, writing for television, language, structure, formats, Writing for pictures, differences between writing for print, radio, television and internet, content creation for various media, copywriting for products and brands

Unit 4 - Overview of Mass Media

Overview of Media in India, Global experience of growth and development of media, Role of Mass Media in our Life, Role of media in Social and Political Movements, Indian Culture and content for mass media growth, early mass media practitioners, methods adopted, Functions of Mass Media, Types of Mass Media, Role of Media in a Democracy, Indian media industry - an overview, Role of technology in mass communication, Traditional media, folk media, Culture as a media influencer, Culture as a social unifier, Media and Politics, Media Economics, Media Revenue Streams, Theatre, Forms of Theatre, Operas, Street Plays, Miming, Puppetry, Storytelling, Children's Theatre

Unit - 5: Modern Media Organisations

Print media, Types and Characteristics, Newspapers, magazines, journals, freedom of Press, Role of Press Council of India, Press Ownership and Control, Content of Newspaper, News Stories, Features, Articles, Editorial, Advertorial, Advertisements, Electronic Media, News, non-news, Concept of MW, SW and FM, roles in radio, Development of Radio in India and the World, Structure of a Radio Station, Future of Radio, FM, Online Radio, Visual radio, Satellite radio, community Radio, Television, Understanding the medium, differences between radio, TV and film, understanding the television audience, viewership, marketing and business, New media, Evolution of digital communication, role of social media in effective communication, Email, Chat, Streaming Media, Search Engine Optimisation, Mobile Media, Web-based organizations, Publishing Houses, Role of Bureaus, Content Syndicates, Media Intermediaries, Advertising Agencies, PR agencies, media marketing syndicates

References:

- *Communication - A first look at Communication Theory, Em Griffin, Edition VIII, McGraw Hill (2011)*
- *Handbook of Communication Models, Perspectives, Strategies ; Uma Narula, Atlantic Publishers (2006)*
- *Communication for Development and Social Change, Sage India (2007)*
- *Communication by Larry Barker, Edition VIII, McGraw Hill (2009)*

- *Communication and Human Behaviour* by Brent Ruben and Lea Stewart, Edition V (2008)
- *Media in Modern India* by Manoj Rajan
- *Dictionary Of Media And Journalism: Tv, Radio, Print And Internet*, Chandrakant P. Singh
- *No Limits: Media Studies* by Ravi Sundaram
- *Media in the Swirl* by Ravi K Dhar, Pooja Rana
- *Media, Gender And Popular Culture In India: Tracking Change And Continuity* By Sanjukta Dasgupta, et al

8709 EDITING, REPORTING AND NEWSPAPER PRODUCTION

Unit 1 - Introduction to Newspaper

What is a newspaper? Editorial production: past, present and future, Who is a good journalist? The role of the sub-editor, The arrival of QuarkXPress, Evolution of the modern newspaper

Unit 2 - Newspaper Organization

Editorial Set up, News sources, Staff reporters, Freelance reporters, Correspondents, News agencies, Press handouts, The newsroom, Patterns of news, The copy taster, Electronic copy tasting

Unit 3 - News Editing

Editing techniques, Getting it right, the intro, The delayed drop, Story sequence, Using quotes, Rewriting, the language and its traps, The sentence, Paragraphs, Punctuation, The right word, Technical words, Clichés, Jargon, Misused words, House style, Journalese, Ethics

Unit 4 - News Gathering and Reporting

Gathering the news, Calls and contacts, Tip-offs, Reading newspapers, Chasing the facts, Tools of the job, Taking notes, Making inquiries, Dealing with people, Being fair, Being thorough, The role of the reporter, Identifying news, Hard news, soft news, news feature, backgrounder, colour feature, Specialist reporting, Local reporting: Local geography, Nursing your contacts, Dealing with organizations, The local angle of a national story, Diary jobs, Interviewing: Preparation, Background, Establishing confidence, Reluctant people, Using your notebook, Checking back, Telephone interviews, Controversial interviews, Attempts to vet copy

Unit 5 - Writing for the Newspaper

Headlines, captions, content, approach and typography, The words, Accuracy, Punctuation, Abbreviations, Composing a headline, Direct vs oblique approach, Ethics and taste, Newspaper language: Sentence length, The right word, Correct English, Words and idioms, Slang and contractions, Technical language, Foreign words, Numbers, Worn phrases, News writing: Where to begin, Starting with a quote, Opening sentence, Stick to the facts, Grabbing the reader, Order of facts,

Handling quotations, The right length, Presentation, Feature writing: Finding ideas, Illustrations, Interviews, Behind the facts, Writing tips, Writing leaders, Arts reviewing: Shaping your review, Amateur theatre, Professional theatre, Music, Films, Television, Books

References:

- *Creative Editing*, by Dorothy A. Bowles and Diane L. Borden
- *English for Journalists*, Wynford Hicks
- *Write It Right: The Statesman Style Book*
- *Practical Newspaper Reporting*, by Geoffrey Harris and David Spark
- *Writing Feature Articles: A Practical Guide*, Brendan Hennessy

8710 INTRODUCTION TO MARKETING COMMUNICATION

Unit 1 - Introduction to Marketing

Definition of Marketing, Sales vs Marketing, Marketing Process, Marketing Functions, Marketing philosophies, Customer vs Consumer, Marketing organization, Marketing Mix, Understanding a Brand, Marketing Strategy Formulation, Segmentation, Targeting, Positioning, Strategic Planning, SWOT analysis, Portfolio Analysis and methods

Unit 2 - Public Relations and Advertising

Introduction and Meaning, Importance and Scope, History and development of PR in India and worldwide, What is a PR campaign, Four-step process of PR, press relations, In-house vs. external PR, Functions of PR in society and in companies, Difference between PR and Corporate Communications, Introduction to Advertising, Definition, need, role and Importance, AIDA model, PACT and DAGMAR approaches, Advertising and other forms of communication in marketing, Commercial vs. Non Commercial Advertising, Creating an advertising message, working of an advertising agency, roles and responsibilities

Unit 3 - Personal Selling and Sales Promotion

Meaning and importance of salesmanship, philosophy of selling and buying, the personal selling process, understanding buyers, making a sales presentation/pitch, convincing a prospect, sales communication tools and techniques, developing customer relationships, Nature and importance of sales promotion, its role in marketing, Forms of sales promotions, Consumer oriented sales promotion, trade oriented sales promotion and Sales force-oriented sales promotion, Major tools of sales promotion, samples, point of purchase, displays and demonstrations, exhibitions and fashion shows, sales contests and games of chance and skill, lotteries gifts offers, premium and free goods, price packs, rebates patronage rewards, Developing sales promotion programs, testing implementing and evaluation

Unit 4 - New Trends in Marketing Communication

Internet Marketing, Tele-marketing, Database Marketing, Global Marketing, Direct Marketing, Multi-Level-Marketing (MLM), Retail Marketing, Relationship marketing, role and evolution of media in marketing communication, Using digital media in marketing efforts, E- and M-marketing, E- and M- commerce, Social media, using online presence to boost marketing effort, comparing and contrasting new technology-driven strategies with traditional marketing efforts

Unit 5 - Introduction to Integrated Marketing Communications

Concept of IMC, Role and effect of communication in Marketing, Channels and Tools, Audience, Budgets and Measuring Results, Measuring Returns on Investments

References:

- *Precision Marketing : Maximizing Revenue Through Relevance* by Sandra Zoratti, Lee Gallagher
- *Marketing Management* by Philip Kotler, et al
- *Marketing communications theory & practice* by Niraj kumar
- *Promotion Integrated marketing communications* by Semenik Richard J
- *Marketing communications an integrated approach 4th edition*, PR Smith

8711

BASIC COMPUTER APPLICATIONS

Unit 1 - The Basic Hardware

Basic components of a computer, Input/output devices, Memory and other peripherals, Operating Systems (Windows, Mac, Others), Functions and features of Operating System (Accessories, Control Panel, Desktop, Windows Explorer)

Unit 2 - Office Automation Tools

Introduction to MS Office Suite, MS Word, Introduction to Word Processing, MS Word interface, Tools and Menus, Document editing and formatting, Mail Merge and other tools, MS Excel, MS Excel Interface, Tools and Menus, Creating Spreadsheets, Use of functions, Charts and Graphs, MS PowerPoint, Interface, Tools and Menus, Creating slides, inserting multimedia objects, Transition and Custom Animation, Delivering Presentations

Unit 3 - The Internet

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

Unit 4 - Graphic Design Software

Introduction to Graphics, Color models and modes, Graphic file formats and their applications, Adobe Photoshop Interface, Tools and Menus, Working with Layers, Filters, Masking and other tools, Various types of Selection methods, Layer Masking and Vector Masking, Layer Styles, Image Optimization techniques, Using

Filters and Plug-ins, CorelDraw, Tools Graphics - Using CorelDraw, Vector Graphics Designing, Image Rasterisation, Working with Various Page Layouts, Hoarding and Paper Advertising, Brochure and Book Designing, Working with Dockers, Exporting Image and File Formats

Unit 5 - Desktop Publishing

QuarkXPress, The Interface, Introduction, Creating, Opening and Saving Open Document, The Tool Palette, Item Tool, Content Tool, Rotation Tool, Zoom Tool, Text Box Tool, Picture Box Tool, Line Tool, Link and Unlink Tool, Formatting Text, Preferences Creating Text, Style sheet and Colour Palette, Creating Picture Box, Resize Picture Box, Import Picture, Move Picture In the Box, Resize Picture within a Box, Cropping Picture, Text and Image Measurement Palette, Text over image, wrap text around picture box, Clipping Paths

References:

- *Photoshop: Restoration & Retouching, Katrin Eismann*
- *CorelDRAW: an introduction, Chris de la Nougerede*
- *Learning Computer Fundamentals, MS Office, Internet, and Web Technology, Dinesh Maidasani*
- *Computer Concepts Basics, Dolores Wells*

8712

GENERAL STUDIES AND CURRENT AFFAIRS

Unit 1 - Constitution and Government

Fundamental Rights, Directive Principles of state policy, Legislature, Executive and Judiciary, Judicial Review System, Centre-State relations, Federal Structure, Major Constitutional Amendments, Elements of Indian law and History of Indian Judicial System, Public Administration, Central and State Governments, Panchayati Raj, Minister-Civil Servant relations, Directorates, Statutory Organisations and Constitutional Bodies, Citizens' Grievance Redressal Mechanisms, Planning at the Centre and State levels, The State, Rights & Duties, Law, Liberty & Equality, Nation and Nationality, Forms of Government

Unit 2 - Politics and Economics

Political system in India, Problems of National Integration, Regionalism and Casteism, Parliament, Democracy, Elections, Passing of Bills, Governance, Indian Economy, Planning and development, Federal Finance, Poverty, Unemployment and Human Development, Poverty alleviation, Agriculture and Rural Development Strategies, Urbanisation and Migration, Industry and Labour, Money, Banking and Inflation, Foreign Trade, Fiscal and Monetary Policies, Budgets, Role of RBI and Planning Commission, Stock Markets and Economic Indicators.

Unit 3 - India's Foreign Policy and Global Issues

Evolution of India's Foreign Policy, geo-political determinants of foreign policy, India and the Major Powers - USA, UK, Russia and China, India's relationship

with neighbours - Pakistan, Bangladesh, Sri Lanka, and Nepal, India's role in Afghanistan, India's major relationships with countries in Africa, Europe and South Asia, ASEAN, SAARC, Major contemporary global issues, World Wars (I & II), Terrorism and Security Threats, Global Warming and Climate Change, Global Financial Meltdown, Environmental Conservation, Nuclear Proliferation, China-Tibet, Israel-Palestine, North-South Korea, US-Iran, Peace in Af-Pak Region, Oil & energy security, Food Security, Africa's development, Human trafficking, The Future

Unit 4 - Major Contemporary Issues in India

Naxalism, Maoism, Problems in the North-East, Demand for separate states, Corruption, Caste Factor, Judicial Backlog, Foreign Direct Investment, Legislative logjam, Inequalities, Urban development, Infrastructure, Housing, Education, Energy, Secularism and religious divide, Languages, Water scarcity, river-water disputes, boundary problems, mining and environmental protection, Aspirations of a growing Indian middle class, Population explosion, Law and order, Implementing RTE and RTI, Allocation of natural resources, Media Censorship, Business-political class nexus

Unit 5 - Important Commissions and their Recommendations

- Sarkaria Commission: Centre-State relations
- Rajindar Sachar Committee-II: Social, economic and educational status of Indian Muslims
- Srikrishna Commission: 1992 Bombay Riots
- R.K.Raghavan Committee: Ragging in colleges
- Soli Sorabjee Committee: Police Reforms
- Shah Commission (1966): Reorganisation of States
- Dinesh Goswami Committee: Electoral Reforms
- Shri Krishna Committee: Telangana Issue
- Liberhan Commission: Ayodhya Issue
- Shah-Nanavati Commission: Godhra Riots

Suggested Reading/Viewing:

- *Any book or literature that covers any or all parts of the syllabus, newspapers, newsmagazines, media interviews, seminar talks by intellectuals, YouTube videos, documentaries, films and market reports*

MA AVC

SECOND SEMESTER

8725	Modern Management Approaches
8726	Research Methodology
8727	Multimedia Applications
8728	Television Journalism
8729	Audio Visual Communication and Production Techniques

8725 - MODERN MANAGEMENT APPROACHES

Unit 1 - Understanding the Modern Organization

- 1.1 What is an organisation? What is business? Individual contribution to profit making, role of individuals in an organisational set up, organisational goals Vs self-interest, aligning self with organisation, personal contribution to organisational goals.
- 1.2 Rights and responsibilities of employees in modern organisations - private Vs public, understanding corporate policy.
- 1.3 Emergence of modern management thought, early management approaches, key management thought leaders, world's best CEOs and their styles.
- 1.4 Planning, organising, staffing, leading, controlling
- 1.5 Differences between Indian and multinational corporations and their work cultures.
- 1.6 The Japanese Management system
- 1.7 The American Management system
- 1.8 The European Management system

Unit 2 - Leadership and Decision-Making Structures

- 2.1 Who is a leader? Organisational command structure, decision making, ladder of hierarchy, vertical and lateral communication, overt and covert hierarchy, accountability and responsibility, delegating responsibility, colleagues, peers, juniors, seniors
- 2.2 Understanding workflow
- 2.3 Leadership styles, leadership models
- 2.4 Power and politics in organisation, damage control, crisis management
- 2.5 Groups dynamics, formal and informal groups, team building, conflict and conflict resolution, group behaviour, group identities and individual personalities, rewards and incentives for performance, team spirit, motivation, group performance Vs individual performance
- 2.6 Negotiation skills

Unit 3 - Corporate Cultures, Etiquette and Adaptability

- 3.1 Business etiquette, work place hierarchy and roles, telephone etiquette, facing an interview, making a presentation

- 3.2 Understanding diverse clients, dealing with difficult people
- 3.3 Corporate networking, maintaining a professional image, communication for socialising and networking
- 3.4 Gender bias, workplace diversity: Professionalism, qualities of a good professional, working with people from diverse social, religious, communal and economic backgrounds, workplace diversity, working with physically challenged and economically weaker persons.
- 3.5 Oral and written communication, appropriateness of language, formal and informal tone of communication, online and offline communication.
- 3.6 Dressing comfortably and appropriately, occasion-based dressing, power-dressing, colour, texture of fabric, cuts and fit, choice of accessories - shoes, bags, jewellery, use of cosmetics
- 3.7 Office parties, political correctness in behaviour, unwritten code of conduct, use of organisation's facilities, permissible social behaviour at office or official events/ engagement, managing personal and professional relationships.

Unit 4 - Self-Development for Organisational Effectiveness

- 4.1 Understanding the self, SWOT analysis
- 4.2 Personality development, learning and behaviour modification, perception and motivation, emotional and rational behaviour, objectivity Vs subjectivity, matching personality types with business situations.
- 4.3 Self-development, anger management, confidence Vs arrogance, using appropriate language, conflicts of interest, personal Vs professional life, honouring the thin line between personal and professional conduct
- 4.4 Understanding and maintaining work-life balance, keeping a calm mind, self-development exercises, continuous skills development contribution to organisational effectiveness.
- 4.5 Exploring opportunities in an organisation: selling oneself as a candidate, facing the interview, asking the right questions, giving the appropriate replies, attitude, expectations, communicating verbally and non-verbally, creating an impression, communicating salary and financial details, walking the talk.
- 4.6 Ethics, corporate governance and value-based management knowledge of Indian philosophy, concept of human values, ethics, ethos, morality, personal Vs professional ethics, values, society and religion, belief systems, harmony in nature and existence.
- 4.7 *Gandhian* values, values propagated by different faiths, corporate governance principles, workplace spirituality, the science of value systems and beliefs, good parenting and empathetic management.

Unit 5 - Managing Today's Complex Workplace

- 5.1 Harassment at the workplace: What constitutes harassment? Common forms of harassment - sexual, emotional blackmail discrimination based on gender, or any other criteria, favouritism, flirting, unacceptable communication and

presence, hostile working environment, workplace bullying, physical or verbal abuse, yelling, screaming or offensive language, excluding or isolating employees.

- 5.2 Psychological harassment, intimidation, assigning meaningless tasks unrelated to the job, giving employees impossible jobs, deliberately inconvenience to employees, undermining work by deliberately withholding information vital for effective work performance, grievance redressal mechanisms organisation's policy towards harassment complaints, legal recourse.
- 5.3 Stress management, understanding stress, medical, managerial, psychological, positive Vs negative stress, sources of stress, responses to stress, link between stress and performance, ways to manage stress.
- 5.4 Lifestyle and health management
- 5.5 Time management: managing time, wastage of time, goal-setting, managing projects and commitments, priorities in the workplace, personal Vs professional time, scheduling, planning to optimise time, multi-tasking, tracking work and making outcomes effective, getting results, efficiency Vs effectiveness, monetary value of time
- 5.6 Crisis management: Assuming responsibility, risk management, business continuity processes and management, managing corporate and personnel emergencies, communicating with clarity, stakeholders and their roles, understanding chaos theory, organisational policy to meet crisis, organisational learning from crises, putting in place systems and process, training personnel.

8726 - RESEARCH METHODOLOGY

Unit 1 - Introduction to Research

- 1.1 Meaning, objectives and motivation
- 1.2 Types, approaches, methods,
- 1.3 Qualities of a good researcher, importance of research in media
- 1.4 The process of human inquisitiveness and enquiring mind
- 1.5 Concept of variables

Unit 2 - Research Process

- 2.1 Selecting topics, forming hypothesis, establishing objectives
- 2.2 Selecting suitable methods, applying methods, evaluating research, feedback
- 2.3 Data Collection: Choosing Samples, Sampling Techniques
- 2.4 Focus groups, interviews, questionnaires, symbolic interactions, descriptive analysis, observation

Unit 3 - Overview of Communication and Media Research

- 3.1 Message analysis, medium analysis, content analysis

- 3.2 Representation, audience and policy research, literary research
- 3.3 Popularity ratings, readership, circulation
- 3.4 Typography, electronic media, advertising research, audience analysis, programme ratings, etc

Unit 4 - Writing Research Reports and Ethical Issues

- 4.1 Structure, language, data presentation
- 4.2 Use of graphics, footnotes
- 4.3 Ethical issues in research, plagiarism, copyright violation, privacy concerns
- 4.4 Unverified data, inadequate data, bias in research, objectivity in interpreting results

Unit 5 - Basic Statistics of Research

- 5.1 Why do we need statistical methods for data analysis? What is probability?
- 5.2 Descriptive statistics (data distribution - central tendency and data dispersion)
- 5.3 Inferential statistics (hypothesis testing)
- 5.4 Predictive statistics (modelling)
- 5.5 Data measurement, data distribution, data dispersion, central tendencies, standard deviation, precision and accuracy of data, errors - Type 1 and Type 2
- 5.6 Use of statistics in decision making

8727 - MULTIMEDIA APPLICATIONS

Unit 1 - Introduction to Multimedia

- 1.1 Concept and evolution of multimedia
- 1.2 Hardware: requirement and gadgetry for multimedia
- 1.3 Use of multimedia in Electronic Media
- 1.4 Components of multimedia: graphics, text, video and sound

Unit 2 - Images and Graphics

- 2.1 Introduction to digital image, type and properties of graphics
- 2.2 Colour Theory: models and modes
- 2.3 Fundamental digital image and file formats
- 2.4 Scanner: function and type
- 2.5 Introduction to Adobe Illustrator

Unit 3 - Animation

- 3.1 Animation: meaning and types
- 3.2 Classification: Film animation & Computer animation
- 3.3 Concept of 2D & 3D animation, fundamentals 3D animation, space, axes, coordinate line, special effects, morphing, skeletal deformation
- 3.4 Introduction to 3D Max : feature & Facilities

Unit 4 - Web Development Tools

- 4.1 Introduction to Dreamweaver, interface, tools, format, menu
- 4.2 Introduction to Microsoft FrontPage, interface, tools, format, menu
- 4.3 MS Publishers wizard, introduction of MS Personal web server, FTP Server, Embedding script in HTML documents
- 4.4 Content presentation by social networking sites

Unit 5 - Multimedia Tools in Mass Communication

- 5.1 Virtual reality
- 5.2 E-books, digital storytelling
- 5.3 Cloud computing
- 5.4 Social networking
- 5.5 Rich media, online and mobile applications
- 5.6 ICT trends and developments

8728 - TELEVISION JOURNALISM

Unit 1 - Introduction to Broadcast Media

- 1.1 Understanding broadcast media, broadcast Vs print, the audio and visual effect on news
- 1.2 Technology as an enabler in broadcast media
- 1.3 Early years till today, developments and milestones
- 1.4 Role of Government in broadcast media, Prasar Bharati Act, commissions and recommendations on broadcasting, role of I& B ministry

Unit 2 - Broadcast Industry and Organisation

- 2.1 Structure of a broadcast news organisation, structure of a news channel.
- 2.2 Functioning of a newsroom, roles and responsibilities, time bands on television.
- 2.3 Terrestrial and satellite television, cable and digital television, DTH, role of IBA
- 2.4 Role of Government news agencies, private news syndicates
- 2.5 Analysis of TV news: Compare and contrast styles of news on major English, Hindi and Regional news channels

Unit 3 - Television News Reporting

- 3.1 Basic skills of television reporting, team work, news sense, aggressiveness, research, sensitivity, curiosity
- 3.2 Functioning of news bureaus
- 3.3 Live reporting, role and responsibilities of a reporter, importance of piece to camera and vox pop.
- 3.4 Interview - meaning, types and preparation, Framing and sequencing of questions, researching for stories and about stories

Unit 4 - Script Writing for TV News

- 4.1 What a script is for, introducing the story, Laying out the script, headings, structure, readability, pauses, language
- 4.2 Writing to stills, Sequence, Action stills, Composites and split screens
- 4.3 Writing to graphics, Shot-listing, Writing to pictures, Basic commentary construction, Use of archive material, Building in the pauses, Selecting sound-bites, Cueing into speech, Spotting, Coordinating Visuals and Newsworthiness.
- 4.4 Writing for different programme formats, talk-shows, and interviews.

Unit 5 - Producing the News Bulletin

- 5.1 Structure of a bulletin, run down, importance of graphics and final presentation.
- 5.2 News presentation styles
- 5.3 Qualities of a newscaster, role and importance of an anchor, Voice analysis - pitch, volume, tempo, vitality, tackling common voice problems - nasality and denasality, huskiness and sibilance, pronunciation and articulation problems.
- 5.4 Use of teleprompter, studio set-up

8729 - AUDIO VISUAL COMMUNICATION AND PRODUCTION TECHNIQUES

Unit 1 - Theory of Photography and Visual Imaging

- 1.1 Definition, Concept of Visual imagery, History of Photography, Analog and Digital Photography, India's famous still photographers, photojournalism
- 1.2 Significance of light, Psychological and Aesthetic Quality of light, placement of the subject, the focal point, centre of interest, perspectives and viewpoint, balance, shape and form, pattern and outline, movement, foreground-background relationship.
- 1.3 Types of photography: Nature and Landscape photography, portraits and product photography
- 1.4 Black and white pictures, colour films, negatives, transparency, Film Stress and Strain, Choosing a film speed, film exposure, how does film record an image, concept of contrast, exposure meters average and spot metering.
- 1.5 Light and colour properties, Incident and Reflected Light, colour, Impact of Lighting on Images, Different Lighting Techniques, Monochrome, Grey Scale, zone System and colour theory, meaning of colour
- 1.6 Lights and Lighting: High Key and Low Key, Film Latitude, Working with Daylight, Reflectors, Diffusion/ Scrims, Feathering, Modifying Contrast, Flash, Flash Synchronisation, Modifying Flash (on-camera Flash), Studio Lighting, Accessories.
- 1.7 Compositor, Rule of Thirds, Perspective, Focal Length and Perspective, Circle of Confusion, exposure, light sensitivity, depth of field, aspect ratio,

picture cut-off, shot angles, types of shots-extreme close-up, close-up, mid close-up, mid shot, mid long shot, long shot, extreme long shot, central point of interest, and horizontal balance.

Unit 2 - Using a Camera (Still and Video)

- 2.1 Introduction, Evolution, SLR, Operating a camera, Loading Films
- 2.2 Types of Lenses, fixed focus length versus zoom lenses, filters, UV Filters, Black and White filters, colour filters, colour correcting and compensating filters, effect filters, characteristics of lenses.
- 2.3 Aperture, zone focusing, hyper focal distance, shutters and shutter speed, focal plane and controlling motion with shutter speed, shutter cable release, tripod/monopod camera, camera shake and film quality.
- 2.4 Camera mounts and camera operations, mounting plates, heads, friction heads, fluid heads, cradle heads, bases-pedestals, tripods, trolleys, cranes, camera mounts for teleprompters.
- 2.5 Understanding studio set up, video camera basics, image sensors, interview set up, multi camera set up, video recording formats, taking care of equipment, video mixers, batteries, tripods, and accessories, audio mixers, wireless mikes, digital signal processing for video cameras.
- 2.6 Shooting outdoors, concept of outdoor broadcasting (OB) units, permissions and statutory clearances, shooting in a public place, using models and contractual actors, commercial Vs non-commercial projects, the weather, traffic and noise, crowds, natural light, ambient sound, safety of equipment, precautions.

Unit 3 - Basics of Video Editing

- 3.1 What is editing? Why should a video be edited? Continuity of an editor, role of editor in a video.
- 3.2 Linear Vs non-linear, online and offline editing, creating an edit decision list, logging, time codes, PAL and NTSC systems, digitizing and importing media on editing software, assemble edit and rough cut, applying transitions, commentary track and special effects, using multimedia, video formats, VHS, Umatic, Beta, etc.
- 3.3 Video production techniques: Difference between Film editing and Video Editing, Grammar of editing, using teleprompters, suitable video formats for news and non-news, sound mixing and editing, live recording of audio and video, phone-ins.
- 3.4 Non-news production: types of programmes, reality shows, serials, fiction, short films, documentaries, chat shows, interviews, features, life-style
- 3.5 News production: the camera, basic procedures and checks, slating, shot ratio, setting up, types of shots, pans and zooms, shooting order composition, leading the action, depth, telling the story impactfully, people, cover shots, reaction, sequence, sound bites, subject matter, natural sound, cutaways, P2Cs, recorded and live.
- 3.6 Getting ready with anchors.

Unit 4 - Basics of Sound

- 4.1 Basics of sound recording, types of microphones and factors governing their selection, sound mixing, sound manipulation
- 4.2 Ambient sounds, outdoor recording Vs studio recording, editing the sound, digital sampling, recording sound effects and music.
- 4.3 Recording sound on camera, in-built microphones in a camera, adjusting audio channels recording live sounds on camera

Unit 5 - Hardware

- 5.1 Fundamentals of Television Picture generation, video signal processing equipment, analogue and digital video systems
- 5.2 TV relays and terrestrial transmission, Microwave repeater, digital transmission, satellite transmission, reception and distribution through cable network, CAS and DTH
- 5.3 Sound processing techniques, audio amplifiers and distributors, analog and digital audio system, recording, editing and audio measurements, radio relay and transmission, radio frequencies, AM and FM transmission.
Broadband, ISDN, ATM, Modem, networks, routers, and switches, server and remote access technology

THIRD SEMESTER

Radio Programming and Production
Documentary Filmmaking and Non-Fiction Programming
Cinema Studies
Special Interest Reporting and Broadcast Media
Brand and Advertising

8752 RADIO PROGRAMMING AND PRODUCTION

Unit 1 Understanding the Audio Medium

- 1.1 Characteristics Of Radio, Themes And Topics Suited To Radio, Factoring In Lack Of Visuals In Storytelling
- 1.2 The Concept Of Sound And Noise, The Theory Of Sound, Sound Effects, Live Sound Vs. Recorded Sound, Physics Of Sound, Aesthetics Of Sound, In General And Radio Sound In Particular, Hierarchy Of Sound, The Economy Rule And Sonic Continuity In Broadcast
- 1.3 Psychology Of Listening, Listening Vs Hearing, Characteristics, Differences, Conscious Listening; Specific Sensations; Impressions; Contemplative Listening, Memories
- 1.4 Types of sounds; effects; dialogue; atmospheres; acoustics; perspective; silences; rhythm; music and underscoring music; layers-levels-soundscapes of the audio medium, how people listen, holding listener attention

Unit 2 Radio Broadcasting and Radio Programming

- 2.1 Research Broadcasting and Radio Programming
- 2.2 Qualities of Radio Broadcaster, Radio Jockeying
- 2.3 News on Radio, Characteristics, advantages and limitations of radio programming
- 2.4 Specialised Programming, Music Programming, Audience -specific Programmes, Documentaries and Dramas
- 2.5 Writing Scripts for Radio, Editing and Packaging Radio Programmes, socio-cultural reflection of radio programmes, chat shows, listener interaction and live radio

Unit 3 Producing Radio Features

- 3.1 Characteristics of Radio Features, how to analyse a radio feature
- 3.2 History of Radio features in India, current scenario
- 3.3 Difference between radio features and television features, adaptability to one medium to another
- 3.4 Forms of features, documentaries, dramas, interviews, chat shows, etc.
- 3.5 Producing a live radio feature

Unit 4 Radio Marketing

- 4.1 Advertising on Radio, Jingles
- 4.2 Marketing a Radio Channel, USP for a Radio Channel
- 4.3 Finance and Revenue Models

Unit 5 Radio Channels Across the World

- 5.1 All India Radio
- 5.2 Indian FM Channels (Radio *Mirchi*, Radio City, Radio Indigo)
- 5.3 Functioning of Radio Stations across the World. Compare and contrast their styles and content, in the context of Social, cultural and political factors.
- 5.4 BBC, National Public Radio, Voice of America, Radio Australia

8753 DOCUMENTARY FILMMAKING AND NON-FICTION PROGRAMMING

Unit 1 Introduction

- 1.1 What is a documentary? How is it different from fiction film?
- 1.2 History and theory of documentary cinema, review of the evolution of documentary film genre, approaches adopted by non-fiction filmmakers
- 1.3 Documentaries on politics, economics, cultural and historical subjects
- 1.4 Elements and techniques that contribute to the creation of informative, moving, and powerful documentary films
- 1.5 History of documentaries in India, ethical and legal questions, importance of deep and thorough research.

Unit 2 Documentary Categories and Styles

- 2.1 Evolution of styles, expository observational , interactive, reflective, and assorted hybrid modes
- 2.2 Narrator-driven histories, Hearsay documentaries, fly-on-the-wall documentaries, first person docs, Fiction/ non-fiction Hybrids
- 2.3 Interplay between fact and fiction in all media, realism and representation of facts
- 2.4 Early ethnographic documentaries and experimentations, reality vs realism , control and creation of reality, concept of social actors
- 2.5 Major documentary directors and their works in India and abroad, responsibility of a documentary filmmaker

Unit 3 Market for Documentary Films

- 3.1 Documentary films as social commentaries, as agenda-setting films
- 3.2 Censorship, reputation
- 3.3 Mainstream release and viewing, audience responses
- 3.4 Funding problems and challenges
- 3.5 Impact of new technologies on documentary form and content

Unit 4 Exploring Recent Documentary Work

- 4.1 Take five documentaries (Indian or international), each in political, biographical, autobiographical, historical, scientific/ environmental, labour, produced in the last 10 years and analyse them thoroughly
- 4.2 Analyse concept of docu-dramas, war and peace related.

Unit 5 Commercial and Non-Commercial Documentaries

- 5.1 Corporate profiles, Films for publicity, understanding corporate culture
- 5.2 Making a corporate film, branding, company message, products and services, core proposition
- 5.3 Propaganda films: Political ideology, human interest issues, and promotional films
- 5.4 Service messages, public interest service messages, working on development issues, audiovisual medium for illiterates, social message through films,

8754 CINEMA STUDIES

Unit 1 Introduction to Cinema

- 1.1 What is cinema? Concept of produced creation; why do people watch films? Who watches films? Who makes films?
- 1.2 Film Genres, Developments in Movie-making techniques, Films - contemporary and classics, influence of technology in filmmaking
- 1.3 History of Indian and International cinema, Early Cinema, German Expressionism, Italian Neo-realism, French New Wave, European Art Cinema, New Hollywood, and Postmodernist film
- 1.4 How does knowing the past help filmmakers to better understand the present? How have filmmakers, from all eras used innovations of the past to tell their own stories more effectively? How have the differences between Méliès and Lumiere emerged as the central divide in film history, and why is this difference important?\
- 1.5 Film industry in India; nature of film industry in India, Major innovators in Indian film industry, Factors contributing to the growth and development, effect of social, economic and political, climate, Bollywood vs Hollywood.
- 1.6 Difference between Film and Video Formats
- 1.7 Social Communication through films, cinema as a medium of social influence, films as influencers
- 1.8 Working of the films industry, Producers , Distributors, Theatre Owners and Other Stakeholders, Concept of Territories, The inside view of Film industry, commercial film business

Unit 2 Aspects of Filmmaking

- 2.1 Stages of Film production, Story, Screenplay and Dialogue, Direction, Production, Music, Art Direction, Background, Casting and Post Production, Choreography
- 2.2 Tools of Film Production: Camera, lights, Editing suite, Sound Recording system, Mixers

- 2.3 Editing: Graphic related sets, shots A & B, Rhythmic Relations, Temporal Relations, Spatial Relations, Scene Transition, 180 degree rule, concept of Time and Space Editing
- 2.4 Role of Director, Criticality of Direction to Film-making, Conception to Execution, Emergence of Actor - Directors, Multi-tasking needs, new trends
- 2.5 Film Form: Elements of Film Language, montage, cinematography
- 2.6 Mise-en-scene: camera movement, placement of characters within frame, basic framing techniques, lighting, make up, setting within milieu of characters
- 2.7 Grammar of Film, language, sound, role of sound, music, dialogue, timing, effects, diegetic and non-diegetic sound
- 2.8 Form vs. style, Role of Form in narrative and non-narrative systems, cause and effects, beginning, middle and end movement in time and space.

Unit 3 Writing for Films

- 3.1 Story and Screenplay, developing a story idea, Adapting plays and other works of fiction
- 3.2 Kinds of Scripts, Evolving a Screenplay, Dialogue writing styles, importance of a good script in films
- 3.3 Visualising a scene and translating it into words, challenges in adapting literature work on screen
- 3.4 Drafting, editing, doctoring and revising screenplays,
- 3.5 Conventional and unconventional screenplays - examples

Unit 4 Advanced Film Production Techniques

- 4.1 Influence of Technologies
- 4.2 Dolby (DTS) Digital sound and Imaging
- 4.3 Zlaying M and E Tracks
- 4.4 Editing theories, Editing components and styles
- 4.5 Double Exposures, Image manipulation, special effects, reverse motion visual effects
- 4.6 Film processing techniques, light exposure and filter techniques
- 4.7 i-max, 3-D, Animation and emerging technologies in film production

Unit 5 Film Appreciation and Critiquing

- 5.1 Analysis and appreciation of mainstream as well as art films
- 5.2 How to write a review
- 5.1 Analysis and critique the works of the following 20 Indian Film Directors: Raj Kapoor, Mani Ratnam, Satyajit Ray, Mrinal Sen, Rituparno Ghosh, Anurag Kashyap, Rajkumar Hirani, K Balachander, Girish Kasaravalli, Adoor Gopalakrishnan, Shyam Benegal, Guru Dutt, Vishal Bharadwaj, Mira Nair, Deepa Mehta, Prakash Jha, Hrishikesh Mukherjee, Bimal Roy, Shekhar Kapur, Ram Gopal Varma

Unit 1 Business and Financial Reporting

- 1.1 Understanding business news, insights into financial news
- 1.2 Stock markets, organisations and bodies such as RBI, IRDA, banking sector regulations, declaration of financial results, reading a balance sheet
- 1.3 Understanding the state and union budgets
- 1.4 Economic surveys and analyzing economic news and deconstructing them for the readers, humanize complex government decisions and economic proposals
- 1.5 Understanding taxation, tax structure and the role of money in everyday life, writing features, liaising with PR for story ideas

Unit 2 Political, Civic Affairs and Legal Reporting

- 2.1 Understanding politics and power structures, local government, democracy and elections, executive, legislature and judiciary, Holding the government to account, understanding of local and national level issues and ideologies
- 2.2 Controlling information, RTI, government finance allocations, treasury, policy making, government linkage with business and industry, governance issues, role of institutions, cultivating sources in political parties and tracking political developments
- 2.3 Legal: understanding of the legal system and how courts in India work, contempt and related matters
- 2.4 Juveniles, children and young persons, sexual offences, open justice (and exceptions), challenging court orders to restrict reporting and exclude the press, coroners' courts, and defamation related to courts and inquests, PILs, court and case reporting
- 2.5 Working of local municipality, understanding of public affairs, public interest issues, echoing the voice of citizens, emergency services, drawing attention of civic authorities to shortcomings, tracking ward-level development work and reporting

Unit 3 Lifestyle, Entertainment and Sports Reporting

- 3.1 Understanding sports culture and sports associations in the state and country
- 3.2 News stories and features on local sports events and school college-level sports activities, covering a match
- 3.3 Reportage and interviews with main personalities
- 3.4 Reporting and coverage of different games and sports activities - indoor and outdoor, knowledge and keeping updated about latest developments and decisions in sports, covering international events.
- 3.5 Art, entertainment, lifestyle and culture, features, celebrity profiles, writing film reviews, gossip and hearsay, covering fashion, lifestyle and trends in society
- 3.6 Tracking developments in the music, fine arts and cultural space, covering art exhibitions

Unit 4 Rural Affairs, Environment and Development Reporting

- 4.1 Socio Economic reporting, Rules for writing a development story, rural reporting, illiteracy and information dissemination
- 4.2 News coverage in rural areas related to agriculture, health, population control, education and environment, empowerment, e-governance, digital democracy, development and human rights, civil society, civil liberties
- 4.3 Panchayati Raj issues, family welfare, women empowerment, poverty, unemployment, literacy, slum development, safe drinking water, community development, urban sanitation
- 4.4 Right to information act (RTI), consumer awareness
- 4.5 Critical appraisal of mainstream media's reportage on rural affairs and development issues
- 4.6 Current environment issues globally and nationally, climate change, global warming, energy use, green energy, renewable energy sources, wildlife and forest conservation, ecology and marine life, waste management, water harvesting and management, contributing factors and remedies

Unit 5 Investigative Journalism

- 5.1 Fundamentals of investigation, role of the investigative journalist in society, culture and politics
- 5.2 Choosing subjects, identifying sources, conducting research and interviews and organising large amounts of materials
- 5.3 Understand how and where to access important investigative documents including property records, court records, search warrants and police reports, forensic reports, obtain sensitive information
- 5.4 How different will an investigative piece be from regular news reports

8751 BRAND AND ADVERTISING

Unit 1 Introduction

- 1.1 What is a brand?
- 1.2 Basic Understanding of brands, concepts and process, significance of a brand, brand mark and trade mark
- 1.3 Different types of brand, family brand, individual brand, private brand
- 1.4 Functions of a brand, branding decisions, influencing factors
- 1.5 Selecting a brand name

Unit 2 Brand Planning and Strategy

- 2.1 brand identity, evolution of brands, anatomy of a brand, brand contract requirements, brand recognition and awareness, launching new brands, long term brand sustenance, brand extensions
- 2.2 Defining the Brand platform, brand language and communication
- 2.3 Global branding, brand vision, brand ambassadors, brand as a personality
- 2.4 Brand strategy, brand visioning, brand architecture, retailer branding strategies, brand personality, brand power
- 2.5 Failures in product-brand relationships, corporate brands, and product brands, multi-brand portfolios

- 2.6 Building successful brands, brand extension, brand positioning, brand repositioning, brand communication
- 2.7 Brand Equity, Brand Equity vs Customer Equity, Financial evaluation of brands, brand development through acquisition take-over and merger
- 2.8 Monitoring brand performance over the product life cycle, co-branding, Designing and Implementing successful branding strategies

Unit 3 Integrated Brand Marketing and Advertising

- 3.1 Understanding IBM, IBM Model, Tools and Touch points, Buying system, IBM Tools
- 3.2 Branding impact on buyers and competitors, Brand loyalty, Loyalty programmes, Brand Audit, Role of Brand Manager, understanding brand's relationship with other functions
- 3.3 Advertising as a primary brand communication strategy, anatomy of an ad campaign
- 3.4 Advertising and society, Consumerism and Consumer Laws
- 3.5 Corporate Advertising, Industrial Advertising, Institutional Advertising, Self-regulation, Surrogate Advertising
- 3.6 Advertising Research: Evaluation of Advertisement Effectiveness, Pre-testing and Post testing, Methods and Tools, Psychological Testing, Audience Perception, Perceptual Mapping, Buyer Behaviour Assessment

Unit 4 Creative Strategy

- 4.1 Advertising Strategy: Planning, Planning Framework, Situation Analysis, Marketing Plan, Communication and Advertising Plan, Segmentation and Positioning
- 4.2 Creating a Campaign
- 4.3 Role of Advertising Agency, Shift from Brand to Trademark to Lovemark, Client-Agency Interface
- 4.4 Rational Approach, Emotional Approach, Endorser, Distraction Effects
- 4.5 Creating a Brief, Ideation, Understanding the Brief, Copywriting, Layout, Illustration, Audio visual Copy Integration, Content and Message
- 4.6 Choice of Use of Medium, Execution, Message Strategy, Attention and Comprehension, Understanding Benefit-based Attitudes, Brand Equity, Image and Personality, Copy testing and Diagnosis, Production Strategies, Creative Re-engineering

Unit 5 Advertising in a Global Marketplace

- 5.1 New challenges, digital media
- 5.2 Globalisation of markets, localisation vs. Globalisation
- 5.3 Cross-National Differences in Culture and Behaviour, Global Consumer Segments
- 5.4 Global Branding and Positioning Strategy
- 5.5 Global Media Strategies

Order of the subjects

- 1 3MA(AVC)5 8751 Brand and Advertising (THEORY & PRACTICAL)
- 2 3MA(AVC)1 8752 Radio Programming and Production (THEORY & PRACTICAL)
- 3 3MA(AVC)2 8753 Documentary Filmmaking and non-fiction Programming (THEORY & PRACTICAL)
- 4 3MA(AVC)3 8754 Cinema Studies (THEORY & PRACTICAL)
- 5 3MA(AVC)4 8755 Special Interest Reporting in Print and Broadcast Media (THEORY & PRACTICAL)

MA AVC

FOURTH SEMESTER

Media Laws and Ethics

Corporate Social Responsibility and Communication for Development

Media Research and Planning

Media Events and Entertainment Management

Dissertation and Viva Voce

MEDIA LAWS AND ETHICS

Unit 1 Laws and Ethics Governing Media Communication

- 1.1 Overview of Indian Legal System, Freedom of Speech, Constitutional Provisions, Concept of Truth and Falsehood under Indian Law
- 1.2 Libel: Establishing a Case, Proof of Fault, Defences and Damages
- 1.3 Media Censorship, Censor Board and Censor Laws, Government's Role in Media Freedom
- 1.4 Media Ethics: Identifying personal and professional ethics, values, Professional vs. personal
- 1.5 Introduction to Ethical Decision Making Models, Foundations of Ethical Thought: Virtue, Duty and Consequences and Justice Theories, Virtue Based, Utilitarian, Duty-based, care-based, or communitarian decisions
- 1.6 Privacy concerns, media economics and profits through journalism, concept of moral adulthood, motive vs consequence?

Unit 2 Copyright, Trademark and Patent Laws

- 2.1 Salient Features of each Law
- 2.2 Trademark Registration, Symbols and Logos, Infringement and Dilution
- 2.3 Patent Ownership and Protection, International Practices, Patent Licensing, Cases and Rulings
- 2.4 Relevance of this law to media industry

Unit 3 Privacy Laws

- 3.1 Appropriation and intrusion, invasion of privacy, publication of private information and false light
- 3.2 Gathering Private Information, Records and Meetings, Spam
- 3.3 Existing Laws in Privacy Protection Privacy on net, Privacy Policy
- 3.4 Protection of News Sources, Contempt Power, Free Press/ Fair Trial, Trial Level Remedies and Restrictive orders

Unit 4 Cyber Laws and Ethics

- 4.1 Copyright of the Net, Domain Names, Cyber-squatting
- 4.2 Law and Technology, Children and the internet

- 4.3 Prevention of Pornography, Regulation of Obscene Material, Existing Legislation and Loophole
- 4.4 Digital Signatures and e-contracts, Cyber Act
- 4.5 Ethics in cyberspace: Differentiating personal and professional ethics, ethical decision making models, conflict as a traditional news value, is objectivity an anachronism in an era of 24/7 news coverage and blog commentaries?

Unit 5 Ethics in News, Mass Communication and Cinema

- 5.1 Portrayal of characters, stereotyping and false impressions, effects on society and individuals
- 5.2 Information ethics: Seeking news truthfully, Ethics in Journalism, choosing between competing allegiances, media and deception, journalistic loyalties, matching organisational and professional goals
- 5.3 Moral stand on issues vs. facts, opinions and search for truth, perceptions of truth and angles to perceptions
- 5.4 Ethics in Marketing Communication, Advertising Laws: Consumer Protection Laws, Persuasion in Advertising and Public Relations, What is fair in Advertising
- 5.5 Is PR justified? PR vs Journalism, Paid News Syndrome, Advertorials, Informed decision making vs. consumer rights

CORPORATE SOCIAL RESPONSIBILITY AND COMMUNICATION FOR DEVELOPMENT

Unit 1 Introduction to CSR and Basic Principles

- 1.1 Introduction, Overview of CSR, Business of CSR, Brand Image with CSR, Principles of CSR
- 1.2 Role of Government as facilitator, Corporate Foundations and their strategies, Fund Raising and CSR investments, social impact and response of world markets
- 1.3 Drivers of CSR in India, corporate philanthropy, social accountability and Human Rights
- 1.4 Sustainability, Defining Global Corporate citizenship and sustainability from a business perspective, Business significance of sustainability
- 1.5 Importance of corporate responsibility for Business, understanding solution strategies and complexity of corporate citizenship issues in a multi-polar world, Risks in managing corporate citizenship

Unit 2 Strategic Applications of CSR and Social Enterprise

- 2.1 Creating a CSR strategy, Brand-building, influential sectors, need-based strategies, role of CSR commitments, how to capture value from CSR commitments
- 2.2 Strategically managing CSR within an organisation, evaluating CSR performance, tangible and intangible CSR value, analyze profits to create both financial and social value, Evaluation and assessment of effectiveness of CSR strategies

- 2.3 Social Enterprise – non-profit for business, examples of social enterprise, how non-profit sector is learning from for profit business in utilizing resources, social enterprise sector in India
- 2.4 Creating business models that allow them to serve the developing markets responsibly and profitably, business with social impact

Unit 3 Corporate Environmental Sustainability and Innovation

- 3.1 Impact of business activity on environment, hazards and inevitabilities
- 3.2 Checks and balances, solutions, incorporating corporate sustainability initiatives into an organisation's strategy
- 3.3 Sustainability of natural systems vis-à-vis energy efficiency, sustainable business practices vs. favourable business opportunities

Unit 4 CSR in Marketing

- 4.1 Understanding sustainability and what it means to set product standards, environmental-friendly products, sustainable product development
- 4.2 Green initiatives, carbon-credits, pollution footprints
- 4.3 Creating green value chain, econ-efficiency, sustainability as a growth driver for an organisation

Unit 5 Promoting CSR and Development Communication

- 5.1 Communication efforts and modernisation, basic communication and information needs, integrated development, self-development and participation of communities
- 5.2 Community communication efforts, Using appropriate media, Mass Media: TV, Radio, Video, Print, Interactive media Interpersonal methods, computer networks, Folk Media, Folk Songs, Puppetry, Drama, Songs, Stories, etc.
- 5.3 Development Communication, Role of NGOs in development, Government efforts, Role of Government Agencies like Akashvani, DAVP, IEC Bureau, Resource Centres, IMC, Songs and Drama Division. Etc.
- 5.4 Community effort: Role of Agencies of Local Self-Government and Local Organisations, Role of NGOs in Corporate Citizenship, types of NGOs, NGOs Corporate engagement strategies, communicating and coordinating with government, corporate sector and society

MEDIA RESEARCH AND PLANNING

Unit 1 Introduction to Media Planning

- 1.1 Media Planning as a marketing function, role of media planning in advertising, challenges and scope in media planning, Role of Media planner
- 1.2 Media Planning process
- 1.3 Media Planning for Consumer goods, Media for industrial goods
- 1.4 Influence of Technology in Media planning, designing a media plan/ schedule for a real-time B2B and B2C brands

Unit 2 Media Research

- 2.1 Audio Bureau of Circulation, Press Audits, National readership survey/ IRS
- 2.2 Television Audience Measurement, TRP, National television study, ADMAR satellite cable network study, Reach and coverage study
- 2.3 Radio listenership survey
- 2.4 Evaluating viewer / listener / reader feedback, Tools and Techniques

Unit 3 Selecting Suitable Media Options

- 3.1 Television, Advantages of Television, Disadvantages of Television, Buying Television space airtime
- 3.2 Advantages of Radio, Disadvantages of Radio, Buying Radio Slot
- 3.3 Magazine, Strengths of Magazine, Weaknesses of Magazines, Types of Magazines, Buying Magazine Space
- 3.4 Billboards, Yellow Pages, Direct Response and Direct mail, in-stadium, in-store, Types of out-of-home advertising, Place based media
- 3.5 Newspapers, Strengths of Newspapers, Weaknesses of Newspapers, Types of Newspapers, Buying newspaper space
- 3.6 New Media, Online Media, Mobile Media
- 3.7 Criterion for selecting media vehicles, Reach, frequency, GRPS, Cost Efficiency, Cost per Thousand, Cost per rating, Waste, Circulation, Pass-along rate (print)

Unit 4 Media Strategies

- 4.1 Media Timing, Flight, Pulsing, Scheduling
- 4.2 Comparing and evaluating continuity of media options/ choices: Deciding the ideal media mix, The Communications Mix
- 4.3 Competitive Media Expenditure analysis, The concept of media aperture, Scheduling and budget allocation
- 4.4 Media plan evaluation, Media presentations to the client, Media Audit, Programming, Marketing, Financials, Competition

Unit 5 Media Marketing

- 5.1 Concept of Media Buying and Media selling, Setting values for slots, Media Buying and Negotiation
- 5.2 Media Budgeting
- 5.3 Financial Evaluation of Media Organisations, Cost and Revenue Structures

MEDIA EVENTS AND ENTERTAINMENT MANAGEMENT

Unit 1 Business of Media

- 1.1 Ownership, Control and Strategies, Political and Economic Linkages
- 1.2 Organisation Structures, information economy and types of media
- 1.3 Issues affecting the media business in media and the global media scenario
- 1.4 Structural Changes in Using Media, Digital vs. Printed; Online vs. Offline; Old vs. New; Mobile Media developments

Unit 2 Managing Media in a New Environment

- 2.1 Management of Media: Media Innovation, Newsroom and Production Approaches/ policies
- 2.2 Democratisation of Media, Strengths and Weaknesses of Citizen Journalism, Using New Media for Consumer Connect
- 2.3 Trends of Strategy in Content Economy, Results of Media Pedagogy
- 2.4 Media Revenue Models, Media Growth, Start-ups vs. Traditional Media Houses, Media Investments and Measuring Role
- 2.5 Paid Content, Content Marketing: Sale, distribution, Access and availability Issues, Advertisement marketing in Media field, Using the advertisement; sale of advertising space and time
- 2.6 Emerging Structural Changes in the Advertisement Market, Advertisement mix and effectiveness of Advertisements
- 2.7 Media Mix and planning strategies, Digital vs. Printed, Online vs. Offline, Old vs. New, consumer groups, Media Communities

Unit 3 Managing Events and Using Events as a Media Tool

- 3.1 Need, Feasibility Study, Event Proposal, Identifying clients, Corporate Events
- 3.2 Event Budgeting and Financials, Event Coordination, Décor, Entertainment and Performance, Guest Coordination, Venue Management, Security and Protocol, Vendor Management, Registration and Admission Procedures
- 3.3 Event Marketing Through Media, Audience Acquisition and participants Management, Event Sponsorship Strategy, Sponsorship Proposals, Event Selling, Event Sponsorship Agreements, Event Promotions, Invitations, Evolving Promotional Strategy, Advertising, Publicity and Public Relations
- 3.4 Events and the Law, Risks, Precautions, Sanctions and Permissions, Safety Standards, Statutory Obligations to be fulfilled

Unit 4 Media Marketing Strategies

- 4.1 Digital and new media marketing, Attitudes towards new media marketing, viral marketing, word of mouth and online marketing, social media as a marketing tool, Mobile 3G and 4G in New Media Marketing
- 4.2 Movie Marketing: The business of Cinemas, the industry structure, Social Media and Impact on Movie Business, Classical Movie marketing
- 4.3 21st century Movie Marketing, Landmark Case Studies, Product placement, Challenges and Limitations of Movie Marketing, Tie Ups with Mobiles services.
- 4.4 Revenue Streams, Satellite Rights, Music Rights, Public Broadcast Issues and Censorship Challenges

Unit 5 Celebrity, Sports, Music and Public Events Marketing

- 5.1 Celebrity Management, The Celebrity culture and the Media, Talent Management, Branding and Sponsorships - Endorsement Perspective
- 5.2 Image Consultancy, Public Relations (Celebrity Focused), Celebrity Life Cycle
- 5.3 Commercial Viability of Sports, Sporting Events, Annual, Regular, Managing Sportsperson's careers, Commercial Contracts in Sports, Sports Syndicates
- 5.4 Global Events and Tie Ups for the Events, Managing Public Events

DISSERTATION AND VIVA VOCE

Guidelines for Dissertation

Dissertation/Project has a great academic/research value as well as method to develop in depth knowledge, investigation skill and serious understanding in his/her behaviour for success in the field of journalism and communication.

Every student will have to work on a dissertation in any area of Mass Media detailed in the curriculum. For completing the dissertation they will follow the research steps under the guidance of the faculty members or guide approved by department. The objectives of the dissertation are:

- To enable the student to identify the prominent & important issues in the field of journalism and communication.
- To have knowledge of history and significance of various dimensions of the issue.
- To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis.
- To carry out intensive study to make their dissertation valuable & authentic.
- To provide them opportunity to go for books, analysis and additional subject related readings.

CALENDAR OF HOLIDAYS		
August - December 2017		
August 7	Monday	Raksha Bandhan
August 15	Tuesday	Independence Day / Janmashtami
August 25	Friday	Ganesh Chaturthi
September 2	Saturday	Id-ul - Zuha
September 30	Saturday	Dussehra
October 2	Monday	Gandhi Jayanti
October 5	Thursday	Valmiki Jayanti
October 19	Thursday	Diwali
November 4	Saturday	Guru Nanak Jayanti
December 25	Monday	Christmas
January - May 2018		
January 26	Friday	Republic Day
February 13	Tuesday	Maha Shivaratri
March 2	Friday	Holi
March 29	Thursday	Mahavir Jayanti
Mar 29 - April 1	Thursday - Sunday	Easter Break
March 30	Friday	Good Friday
April 25	Wednesday	Ram Navami

TENTATIVE SCHEDULE OF ACADEMIC EVENTS 2017

August 1	Inauguration of the Academic Year
August 2 - 5	Orientation Workshop - for all the Students
August 8	Classes begin for all
August 18	Film Club (3 pm)
August 19	Presentation of the Internship Report: MA AVC - III Semester
August 25	Debate Club Inauguration (3 pm)
September 2	Inauguration of the Diploma Programme & Presentation of NISCORT FRAMES
September 16	Releasing of NISCORT VISTA - I
September 20	Extension Lecture - I
September 22	Submission of Abstract Proposal for Dissertation: MA AVC - III Semester
October 3, 4, 6	First Internal Examinations
October 20	Extension Lecture - II
November 2-3	Inter College Competitions
November 30	Second Internal Examinations
December 5	NISCORT VISTA - II
December 7	Last Working Day of the Semester
December 8 - 16	University Examination (Practical)
22 Dec - 4 Jan 18	University Examination (Theory)

TENTATIVE SCHEDULE OF ACADEMIC EVENTS 2018

January 15	Reopening of the Semester, Classes begin for all
January 20-27	Study Tour
February 20	Extension Lecture
March 5 - 7	First Internal Examination
March 15	NISCORT VISTA - III
April 13	Last Date for the Submission of Dissertation (4th Semester - MA AVC)
April 20	Dissertation Presentation: 4th Semester - MA AVC
April 26-28	Second Internal Examination
April 30	Last Working Day of the Semester
April 30	Comprehensive Viva Training - 4th Semester Students
April 30	Comprehensive Viva Report Submission - 4th Semester Students Submission of Major Project for the 4th Semester Students
May 4 - 10	University Examination (Practical)
May 17 - June 1	University Examination (Theory)
June 2	Graduation Day
June 5	NISCORT VISTA - IV