

# Revised Syllabus

## M.Voc. in Media Studies



### **Centre of Media Studies**

Institute of Professional Studies

University of Allahabad

Allahabad

## Course Structure of M.Voc. in Media Studies

Semester	Paper Code	Title of Paper	Skill/ General Education Courses	L	T	P	Total (C)	
SEM I	CMS 521	Development of Journalism & Mass Communication	Skill	4	2	0	6	
	CMS 522	Visual Communication & T.V. Journalism	Skill	3	0	3	6	
	CMS 523	Animation Techniques	Skill	3	0	3	6	
	CMS 501	Globalization & World Media Scenario	Gen Ed.	4	2	0	6	
	CMS 502	Computer Software for Print Media	Gen Ed.	3	0	3	6	
		<b>Total</b>		<b>17</b>	<b>2</b>	<b>11</b>	<b>30</b>	
SEM II	CMS 524	Advance Digital Photography & Image Processing	Skill	3	0	3	6	
	CMS 525	Web Publishing & Online Media Production	Skill	3	0	3	6	
	CMS 526	Production of Radio Programmes	Skill	2	0	3	5	
	CMS 503	Campaign, Planning and Management	Gen Ed.	5	0	0	5	
	CMS 504	Media and Cultural Studies	Gen Ed.	5	0	0	5	
	CMS 631	Training/Workshop/Internship	Skill	0	0	3	3	
		<b>Total</b>		<b>18</b>	<b>0</b>	<b>12</b>	<b>30</b>	
SEM III	CMS 527	Mass Media Research	Skill	3	0	3	6	
	CMS 528	Advance Photojournalism	Skill	3	0	3	6	
	CMS 529	Production of Short Film and Documentaries	Skill	2	0	4	6	
	CMS 505	Corporate Communication	Gen Ed.	3	3	0	6	
	CMS 506	Media Entrepreneurship	Gen Ed.	3	0	3	6	
		<b>Total</b>		<b>14</b>	<b>3</b>	<b>13</b>	<b>30</b>	
SEM IV	Elective (Any Two)	CMS 551	Advance Reporting	Skill	2	0	2	4
		CMS 552	Advance Technique and Trends in Photojournalism					
		CMS 553	Television News Production					
		CMS 554	News Website Development					
	CMS 632	Project Work/Dissertation	Skill	0	0	10	10	
	CMS 633	Presentation and Viva-voce	Skill	0	0	8	8	
	CMS 634	Two Months Internship	Skill	0	0	4	4	
		<b>Total</b>		<b>4</b>	<b>0</b>	<b>26</b>	<b>30</b>	
		<b>Grand Total of Credits</b>		<b>53</b>	<b>5</b>	<b>62</b>	<b>120</b>	

## Detailed Syllabus of M.Voc in Media Studies

### SEMESTER-I

#### Skill Course CMS 521 : Development of Journalism & Mass Communication

Credits : (4-0-4-6)

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

#### **Course Objective:**

To understand the basics of Journalism and Mass Communication in the context of present Media Industry and various aspects associated communication process.

#### **Course Content:**

##### **Unit-1 : Development of Journalism** (18 Lectures)

Concept & definition of journalism; History of journalism; Important newspaper; News channel and News agencies of India & World

##### **Unit-2 : Media Organisation and their importance** (18 Lectures)

Press Information Bureau; Press Council of India; ABC; INS; RNI; Editors guild; NUJ, IFWJ

##### **Unit-3 : Mass Communication** (18 Lectures)

Concept and definition of communication; Types of communication; Functions of communication; Theories of communication; Models of communication; Impact of communication

##### **Unit-4 : New Media** (18 Lectures)

Concept and definition of new media; Tools of new media; The roots of alternative and activist new media; The future of innovative media; Cross media ownership; Convergence of media

##### **Unit-5 : Web Journalism** (18 Lectures)

Internet & Journalism; Features of web journalism; Ethics of web journalism; Social media & journalism; Mobile journalism

#### **Reference books:**

- Digital Journalism ; Janet Jones & Lee Saltev; Sage Publication, New Delhi
- Online Journalism ; Tapas Ray ; Foundation Press, New Delhi
- Studying the Media ; Tim, Brian, Philip ; Oxford University Press
- Mass Communication Theory ; Mc Quail's ; Sage Publication, New Delhi
- Practical Newspaper Reporting; Spark & Harris; Sage Publication, New Delhi
- सिर्फ समाचार ; धनंजय चोपड़ा ; वाणी प्रकाशन, नई दिल्ली
- पत्रकारिता तब से अब तक ; धनंजय चोपड़ा ; उत्तर प्रदेश हिन्दी संस्थान, लखनऊ

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#### **CMS 522 : Visual Communication & T.V. Journalism**

Credits : (3-0-6-6)

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

#### **Course Objective:**

To develop professional skills needed to operate a range of advanced video camera and video equipment. To introduce to the production of Television News and to develop production and technical skills required to move into Television News industry.

## Course Content:

**Unit-1 : Introduction to Communication, Journalism and News** (20 Lectures)  
Communication Models; News for Print; Television, Radio and Web; Audio-Visual Communication; Media techniques and Technologies; Video Camera Functions; Various Camera Types and Equipments; Shot types, Composition and Shooting; Studio & Lighting; Outdoor shoots

**Unit-2 : Television News Writing** (20 Lectures)  
Structure & Content of Writing; Various News Formats

**Unit-3 : TV News Gathering and News Reporting** (15 Lectures)  
News Flow and Management; Business Journalism; Sports Journalism; Political Journalism; Judicial System & Crime Reporting; Special Investigation; Metro Reporting; Talk Shows; Television Interview & Discussion

**Unit-4 : News Production** (20 Lectures)  
Basic Elements of News Production; Online and Offline Production; Daily News Packaging Programming; PCR & MCR

**Unit-5 : Post Production & Editing** (15 Lectures)  
Basics of Post Production; Need and Basics of Editing, Types of Editing

## Reference books:

- The Encyclopedia of Television News by Michael D. Murray (Editor)
- Key Concepts in Journalism Studies by Bob Franklin; Martin Hamer; Mark Hanna; Marie Kinsey; John E. Richardson,
- Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd, Taylor & Francis. Broadcast News Writing, Reporting, and Producing by Ted White.

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## CMS 523 : Animation Techniques

Credits : (3-0-6-6)

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

## Course Objective:

To understand the basics of Animation in the context of present Media Industry and various aspects associated with it.

## Course Content:

**Unit-1 : Introduction to Animation** (10 Lectures)  
History of Animation; Types of Animation; Principles of Animation; 2D animation

**Unit-2 : Introduction to Flash** (20 Lectures)  
Working with Drawing tools; Symbols and Library; Advanced Tools; Creating basic animation

**Unit-3 : 3D Animation Overview** (20 Lectures)  
History of 3D animation; Modelling and texturing; Rigging and animation; understanding Visual effects

**Unit-4 : Introduction to Autodesk 3ds Max** (20 Lectures)  
Practices and Assignment of Autodesk 3ds Max; Advanced digital graphics

**Unit-5 : Introduction to Autodesk Maya** (20 Lectures)  
Practices and Assignment of Autodesk Maya; Visual effects

## Reference books:

- Adobe Flash Professional CS6 digital class room

- 3D Animation Essentials
- Autodesk 3ds Max 2016 Essentials
- Mastering Autodesk Maya 2016

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## **CMS 501 : Globalization & World Media Scenario**

**Credits : (4-2-0-6)**

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

**Course Objectives:** To understand the working of local media in the globalized world and how media industry works internationally.

### **Course Content:**

#### **Unit-1: New Communication Technology** (18 Lectures)

New World Information and Communication Order; New World Economic Order; Need in Cultural contexts; Regional Agencies; Role of International Media Agencies; Media in Developing Countries; Direct Broadcasting Systems.

#### **Unit-2: Historic understanding in contemporary world** (18 Lectures)

World Media scenario since the World War-II: The Cold War Days; Emergence of the Third World Countries; The Non Aligned block and its relevance; Emergence of Information and communication in the this tech era.

#### **Unit-3: Colonization of Communication** (18 Lectures)

News syndicates and mammoth TV network; Integration between Information and Armament; Close encounters between information and armament; Role of Media in Global Political Economy

#### **Unit-4: Use of media by power blocks** (18 Lectures)

Super powers- Bilateral; multi-lateral and regional information corporation; Non-aligned news pool; Struggle for News between developing and developed countries; Barriers to news flow

#### **Unit-5: Global Media Approaches and Practise** (18 Lectures)

The Gandhian Approach; International practices on visual coverage & regulation in media exchange; UN resolutions on Media related issues; The New Information Age, Media Migrants dominating Global media; Reality of Global Media.

### **Reference books:**

- Many Voices One World, UNESCO
- Facts of Life, A Communication Challenge UNICEF, India-1993
- The Media & Modernity, John B Thompson, Polity Press, 1995
- Globalisation, Albrowm & King E
- Technology & Communication Behaviour, Belmont C A Wadsworth
- मीडिया भूमंडलीकरण और समाज : संजय द्विवेदी ; यश पब्लिकेशन, नई दिल्ली।
- जनमाध्यमों का माया लोक; नौम चॉम्स्की; ग्रन्थ शिल्पी, नई दिल्ली।

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## **CMS 502 : Computer Softwares for Print Media**

**Credits : (3-0-6-6)**

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

**Course Objective:** To learn and practice of various Computer Softwares which are used in Print Media

**Course Content:**

**Unit-1: Introduction to QuarkXpress** (18 Lectures)  
Uses of tools; Uses of Measurement panel; Formatting news; Designing news paper; use of modify panel.

**Unit-2 : Introduction to CorelDraw** (18 Lectures)  
Uses of tools panel; Color pallet; Text formatting; Effects; Arrange; Use of Bitmaps; Creation of Logo; Ad Designing.

**Unit-3 : Introduction to Photoshop** (18 Lectures)  
Uses of tools; Use of Layer; Color correction; Use of Image; Use of Filter; Use of 3D.

**Unit-4 : Introduction to InDesign** (18 Lectures)  
Uses of tools; Use of Control options; Use of Layout; Use of Type; Use of object; Use of Table

**Unit-5 : Introduction to Illustrator** (18 Lectures)  
Uses of tools; Use of Filter; Use of Effects; Use of Object; Use of Type

**Reference books:**

- Adobe Illustrator CC Classroom in a Book.
- InDesign CC: Visual QuickStart Guide

## SEMESTER-II

### CMS 524 : Advance Digital Photography & Image Processing

Credits : (3-0-6-6)

**Level :** Post Graduate

**Semester :** Spring

**Pre-requisite:** Graduate in any discipline.

**Course Objectives:**

To understand the Advance Digital Photography in contemporary world of Visual Media and practice of image editing software

**Course Content:**

**Unit-1 : Fundamental of Digital Imaging** (10+10 Lectures)  
Fundamental of Digital Imaging; Scope of Photography in contemporary world of Visual Media; History and development of Digital Photography; Digital Imaging Technology, function & Types of Image Sensor; Dx, Fx and large format camera; Fundamental of Photography

**Unit-2: Advance Features & techniques of DSLR Camera** (12+12 Lectures)  
Understanding various parts of DSLR camera (including Fx format) and their Function; Advance features of DSLR camera; Types and utilities of various file formats; Advantages of shooting in RAW file; Types of lenses; Crop factor for lens; VR/IS and other advance features of lens; Quality of lenses and F- number factor

**Unit-3 : Advance Photographic Techniques** (10+10 Lectures)  
Theory and practice of various advance techniques in digital Photography; HDR Imaging; Creating Panorama shots

**Unit-4 : Outdoor & Studio Photography**

(8+8 Lectures)

Using Light as a creative tool; Techniques and Art of outdoor photography; Advance Studio lighting techniques for Portrait, Fashion, Model and Product Photography; Model & property release; Law related to Public place photography

**Unit-5 : Advance Image Processing**

(8+8 Lectures)

Introduction to the image editing software; Editing workflow on Adobe creative suite; Adobe Lightroom, Proprietary software of various camera brands; Canon DPP, Nikon Capture NX-2, Capture NX-D etc.; Portrait editing special Software; Choosing perfect Computer and Monitor for Picture editing.

**Reference books:**

- Digital Photography Book, Part 1, 2, 3, 4, & 5 by Scott Kelby
- The Light Science and Magic, Fourth Edition: An Introduction to Photographic Lighting by Fil Hunter, Paul Fuqua and Steven Biver
- Adobe Photoshop CS5 by Adobe Creative Team
- How to Publish and Promote Online (M.J. Rose and Angela)
- Understanding Flash Photography: How to shoot Great Photographs Using Electronic Flash by Bryan Peterson
- Within the Frame: The Journey of Photographic Vision by David DuChemin (May 11, 2009)
- Creating HDR Photos: The Complete Guide to High Dynamic Range Photography by Harold Davis

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**CMS 525 : Web Publishing & Online Media Production****Credits : (3-0-6-6)****Level :** Post Graduate**Semester :** Spring**Pre-requisite:** Graduate in any discipline.**Course Objectives:**

To learn and practice of Web Publishing & Online Media Production

**Course Content:****Unit-1 : Introduction to Internet & Related Technology**

(18 Lectures)

History of Web; Networks and their type; World Wide Web; Web Browser, Web Server and Web search engine; Working of e-mail and working of www.

**Unit-2 : Basics of HTML**

(18 Lectures)

Introduction to HTML; FTP; Uploading files to a server; Making page titles; Working with paragraphs; Writing heading; Links; Margins; Listing; Working with images.

**Unit-3 : Web Designing Tool**

(18 Lectures)

Activating your Webspace; Getting started; Creating a Homepage; Design and Layout; Inserting and using tables; Inserting hyperlinks; Adding design elements; Previewing in browser; Creating hyperlinks; Inserting special media

**Unit-4 : Introduction to use of CSS**

(18 Lectures)

Introduction and use of CSS; Internal and external style sheet; Description about selectors, properties and values; Defining colours; Designing text properties; CSS scripting for margins and padding

**Unit-5 : New Trends in Online Media Production**

(18 Lectures)

Rise of 360-degree video; Internet, Television and Radio; Live streams of eye-witness media; Chat apps as news gathering tools; Live blogging

**Reference books:**

- Teach Yourself Web Publishing with HTML by Lemay
- How to Publish and Promote Online (M.J. Rose and Angela)
- Editing and Post Production (Mc Grath)

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**CMS 526 : Production of Radio Programmes****Credits : (2-0-6-5)****Level :** Post Graduate**Semester :** Spring**Pre-requisite:** Graduate in any discipline.**Course Objectives:**

To understand the concept of Radio Programmes & Their types. Practice of Radio Programme Production.

**Course Content:****Unit-1 : Production Planning**

(18 Lectures)

Introduction; The Idea; Goals and objective; The Target audience; Production personal; Production elements

**Unit-2 : Tools of Audio Production**

(18 Lectures)

The microphones, The audio console; Digital audio players/recorders; Monitor speakers and studio accessories

**Unit-3 : Digital Audio Production**

(18 Lectures)

The studio environment; The studio layout; The analog roots of digital production; Reasons for editing; Audio synchronization; Digital audio editing; Multi-track editing techniques; Multi-track video effect; Internet radio and other distribution platforms

**Unit-4 : Production situations**

(18 Lectures)

Element of radio script; Technique of script writing; Producing commercials; Announcing music; Recording music; Preparing and announcing news; Reporting sports, traffic and weather; Hosting talk show, performing drama and variety

**Unit-5 : Location Sound Recording**

(18 Lectures)

Introduction to sound recording; Types of field production; Common location sound problems; Site planning for location recording; Using microphones; Using recorders; Using mixers; Using headphones; Recording sound effect; Recording ambient sounds; Recording voice-overs; Final mix.

**Reference books:**

- Audio Production Worktext by Samuel J. Sauls & Craig A. Stark (Focal Press)
- Broadcast News by Frank Barnas & Ted White
- रेडियो प्रसारण ; कौशल शर्मा ; प्रतिभा प्रकाशन, नई दिल्ली
- आकाशवाणी समाचार की दुनिया ; संजय कुमार ; प्रभात प्रकाशन, नई दिल्ली
- रेडियो वार्ता शिल्प; सिद्ध कुमार ; राधाकृष्ण प्रकाशन, नई दिल्ली



# **CMS 503 : Campaign, Planning and Management**

**Credits : (5-0-0-5)**

**Level :** Post Graduate

**Semester :** Spring

**Pre-requisite:** Graduate in any discipline.

## **Course Objectives:**

To understand the basic concepts of PR campaign and prevalent trends in the market

## **Course Content:**

### **Unit-1: Introduction to PR campaigns** (15 Lectures)

PR –Concepts, Definitions and Theory; Brief history of PR; Understanding Various Concepts: Campaigns, Corporate communications; PR, Press Agency, Publicity, Propaganda and Advertising; Defining Publics/Stakeholders.

### **Unit-2: Campaign Planning and Development** (15 Lectures)

Defining PR process, the Strategy; Media Selection, Feedback and Evaluation; Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics); The PR Environment: Trends, Consequences, Growth and Power of Public Opinion; Types of PR: Political PR, PR vs Spin, Sports PR; Entertainment and Celebrity Management Persuasion and Public Relations

### **Unit-3: Digital PR Campaigns** (15 Lectures)

PR in the age of New Media: Scope, Challenges and Opportunities; PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs; Changing Trends and Leveraging the Potential of New Media; Social Media Advertising –Platforms, Analytics and Campaigns; Online PR Strategies

### **Unit-4: Campaign Execution** (15 Lectures)

Use of Digital Media in the overall Marketing Mix; Relationship Building in an Internet age - How organizations use websites, social networking sites and other digital platforms to communicate with their Stakeholders and Media

### **Unit-5: Management Process and Development** (15 Lectures)

The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society; Use of Digital Advertising in Brand Building - The need for synergy between Digital Marketing and PR to achieve marketing goals; Online Sponsorships and Brand Promotions: Case Studies of Brands that have used Digital Media to be successful

## **Reference books:**

- Advertising Account Planning: Planning and Managing by Larry Kelley (Author), Donald W. Jugenheimer (Author)
- You Are the Message by Roger Ailes
- Truth, Lies, and Advertising: The Art of Account Planning by Jon Steel
- Advertising Account Planning: Planning and Managing by Larry Kelley (Author), Donald W. Jugenheimer
- Using Qualitative Research in Advertising: Strategies, Techniques, and Applications by Margaret Ann Morrison, Eric E. Haley, Kim Bartel Sheehan and Ronald E. Taylor

## **CMS 504 : Media and Cultural Studies**

**Credits : (5-0-0-5)**

**Level :** Post Graduate

**Semester :** Spring

**Pre-requisite:** Graduate in any discipline.

### **Course Objectives:**

To understand the basic concepts of Culture. Introduction to Indian Culture and its Basic features .  
Study of reciprocal relationship between Culture, Society & Media

### **Course Content:**

#### **Unit-1 : Introduction to Culture** (12 Lectures)

Concept and definition of culture; Basic elements of culture; Components of culture; Culture pattern; Types of culture; Culture and civilization; General characteristics of culture; Importance of culture in human life

#### **Unit-2 : Introduction to Indian Culture** (12 Lectures)

Introduction to Indian culture; Characteristics of Indian culture; Cultural identity; Religion, Region and Ethnicity; Impact of Western ideas and Indian response; Important Indian language & literature; Religion and Philosophy; Science, technology and education in India

#### **Unit-3 : Culture & Media** (12 Lectures)

Ideology and the Mass Media; The role of media and popular culture; The media audience and technological change; Emotion & culture; Media and cultural imperialism; New communication skills and the personalization of culture

#### **Unit-4 : Culture & Society** (12 Lectures)

Indian social structure; Social institution – Caste, Class, Tribes, Village; Folk culture and its relation with social communication; Communalism, Secularism & Nationalism and their relation with cultural thoughts

#### **Unit-5 : Media & Gender Issues** (12 Lectures)

Gender and Mass Media; Gender and development; Women's rights in the Indian Constitution; Women's movement in India; Gender equality and civil society; Women in media, culture and literature

### **Reference books:**

- संस्कृति, जनसंचार और बाजार ; नंद भारद्वाज ; सामयिक प्रकाशन, नई दिल्ली
- भारतीय संस्कृति और हिन्दी प्रदेश ; राम विलास शर्मा ; किताब घर प्रकाशन, नई दिल्ली

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## **CMS 631 : Training/Workshop/Internship**

**Credits : (0-0-6-3)**

**Level :** Post Graduate

**Semester :** Spring

## SEMESTER-III

### CMS 527 : Mass Media Research

Credits : (3-0-6-6)

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

#### Course Objectives:

To understand the basic concepts of Research. Introduction to Research Methodology. Learn and Practice of Audience Research & Report writing.

#### Course Content:

##### Unit-1 : Introduction to Media Research (18 Lectures)

Meaning and definition of Research; Objective of Research; Steps of Research; Communication Research

##### Unit-2 : Approaches and types of Research (18 Lectures)

Descriptive and Analytical Research; Applied and fundamental Research; Quantitative and qualitative Research; Conceptual and empirical Research; Historical and action Research

##### Unit-3 : Research Process (18 Lectures)

Literature review; Hypothesis and variables; Primary and secondary data; Concept of Research design; Tools and technique of Research

##### Unit-4 Audience Research (18 Lectures)

Concept and definition of audience; Classification of audience; Measurement of audience; Survey technique; Types of survey; Sampling and its types; Tools of data collection; Data analysis

##### Unit-5 : Analysis and Report Writing (18 Lectures)

Statistical analysis; Mean; Median & Mode; Levels of measurement; Project planning and budgeting; Preparation of bibliography; Index and report writing

#### Reference books:

- Research Methodology ; C.R. Kothari ; New Age International Publishers, New Delhi
- Research Methodology; R. Panneerseluam; PHI Learning Private Limited
- Handbook of Communication Research; Prof. Devesh Kishor; MCNU of Journalism, Bhopal
- संचार और मीडिया शोध ; डा. विनीता गुप्ता ; वाणी प्रकाशन, नई दिल्ली
- मीडिया शोध ; डा. मनोज दयाल ; हरियाणा साहित्य अकादमी, पंचकुला

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### CMS 528 : Advance Photojournalism

Credits : (3-0-6-6)

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

#### Course Objectives:

To understand techniques and arts of news photography. Learn and practice of new trends in Photojournalism.

## Course Content:

**Unit-1 : Photojournalism: Principle & History** (15 Lectures)  
Photojournalism, Concept, theory and practice; Impact and scope of Photojournalism in contemporary media; History and Development of Photojournalism; Future of the profession of photojournalism

**Unit-2 : Types of News Pictures. Photographic Essays** (15+15 Lectures)  
Types of News Picture; Concept of storytelling photography and Photo-Feature; Study of previous work of Photographic essays; Evolving ideas for story; Methodology of making photographic stories; Technical, aesthetic & journalistic aspects of Photo-features

**Unit-3 : Narrative in Photojournalism** (10+10 Lectures)  
Rules and art of writing Caption writing; Writing narrative for photo-feature; Writing Photo-story; Writing complete report related to the picture

**Unit-4 : Photojournalism ethics and code of conduct for Photojournalism** (10 Lectures)  
What are the ethical concerns in Photojournalism? Global and regional ethical approach; Photojournalism ethics during coverage, particularly vulnerable subjects; Ethical code of conduct for photojournalism

**Unit-5 : Duties & Responsibilities of Photojournalist** (15 Lectures)  
Structure and functioning of the Photo Department; Duties & Responsibilities of Photojournalist; Coordinating Photographers team for various assignments

## Reference books:

- Photojournalism, Sixth Edition: The Professionals' Approach by Kenneth Kobre
- Associated Press Guide to Photojournalism (Associated Press Handbooks) by Brian Horton
- Capture the Moment: The Pulitzer Prize Photographs by Cyma Rubin and Eric Newton
- Street Photography: From Atget to Cartier-Bresson by Clive Scott
- Image Ethics in the Digital Age by Larry Gross, John Stuart Katz and Jay Ruby
- The World's Top Photographers: Photojournalism: And the Stories Behind Their Greatest Images by Andy Steel

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## CMS 529 : Production of Short Film and Documentaries

Credits : (2-0-6-6)

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

### Course Objectives:

The students will be trained with basic knowledge in Film Technology particularly in core areas like, Cinematography, Editing, Sound, Art Direction, Graphics & titling, and Script Writing & Direction.

### Course Content:

**Unit-1 : Introduction to Fiction and Non Fiction** (5 Lectures)  
Fiction and Non-fiction; Difference between Fiction and Non-fiction; Types of fiction; Short Film and Documentary Film

**Unit-2 : Understanding Three Stages of Production** (15 Lectures)  
Pre-production; Production; Post-production

**Unit-3 : Pre-production** (25 Lectures)

Step 1: Film Concept; Step 2: Writing script/ screenplay; Step 3: Drawing storyboards; Step 4: Film Funding; Step 5 : Cast & Crew; Step 6 : Scouting for Location; Step 7 : Shooting Script; Step 8: Scheduling; Step 9: Call Sheets; Step 10: Equipment

**Unit-4 : Production** (25 Lectures)

The execution phase of the film making process, during which all the audio and visual materials are being gathered. On this phase shooting and recording take place. A large part of the filming crew participates in this stage, making sure that the script is being followed accurately and that the materials are of the best possible quality. The camera makes its first appearance during production, and it is important to know exactly what to shoot and how.

**Unit-5 : Post-production** (20 Lectures)

The post-production phase includes editing all the materials that were gathered during shooting, thus assembling it into a fluent, consistent film. Post-production usually takes longer than the production itself! Editing is the process of going through the footage, cutting and re-arranging it. During the post-production phase special visual and sound effects are added and the film's soundtrack is edited. Color corrections are made and sometimes a narration is added. This is the time to title the film. Although all those things may seem as "final touches", they have a great influence on the film's atmosphere and message.

**Reference books:**

- The Fundamentals of Film Making by Jane Barnwell
- Filmmaking: Direct Your Movie from Script to Screen Using Proven Hollywood by Jason Tomaric
- Filmmaking A to Z: The Guide to 35 Millimeter Filmmaking by Victor Alexander

**CMS 505 : Corporate Communication**

**Credits : (3-3-0-6)**

**Level :** Post Graduate

**Semester :** Autumn

**Pre-requisite:** Graduate in any discipline.

**Course Objectives:**

**Unit-1: The Basics of Corporate Communication** (18 Lectures)

Scope and definition; Corporate communication forms and interaction process; Cross-cultural communication; Technology enabled corporate communication

**Unit-2: Corporate Communication Strategy** (18 Lectures)

Introduction; New trends in corporate communication strategies and tactics; Corporate citizenship and social responsibility; Human resource communication; Financial communication; Business communication

**Unit-3: Crisis Management and communication** (18 Lectures)

Crisis communication planning; Need for a crisis communication plans; Media release in crisis situations; Media policies and procedures; Audience survey and identification of consumers

**Unit-4: Developing Oral Communication Skill** (18 Lectures)

Effective listening; Business presentation and public speaking; conversations; Interviews; Meeting and conferences; Group discussions and team presentation; Team briefing

**Unit-5: Corporate communication in contemporary organisation** (18 Lectures)

Introduction; Background; integrated communication; Drivers for integrated communication; Organizing communication; Reputation management

**Reference books:**

- Public Relation & Corporate Communication; L. Padmaj; Astha Publishers & Distributors, New Delhi
- Business Communication; Meenakshi Raman & Prakash Singh; Oxford University Press, New Delhi
- A Guide to Theory and Practice by Joep P. Cornelissen
- Business Communication Essentials by Bovee.

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**CMS 506 : Media Entrepreneurship****Credits : (3-0-6-6)****Level :** Post Graduate**Semester :** Autumn**Pre-requisite:** Graduate in any discipline.**Course Objectives:**

To understand the basics of Entrepreneurship in the context of Media Industry, how can a company be started and various elements associated with it.

**Course Content:****Unit-1: Entrepreneurship Basics** (18 Lectures)

What is Entrepreneurship? Concept, Function, Need & Types; Relevance of Entrepreneurship in: Generating National Wealth; Creating wage and self-employment: Micro, Macro, Small and Medium enterprises; Optimizing Human and Natural resource; Building enterprising personality and society. Introduction to Market: Basic Understanding, Competitive and comparative analysis; Entrepreneurs and intellectual property; Identifying your intellectual property Patents, Trademarks & Copyrights

**Unit-2: Developing Entrepreneurial Motivation** (18 Lectures)

Risk taking; Leadership & Communication; Influencing ability and Planning action; Process of Entrepreneurship Development; Nature, pattern and purpose of Human Activity: Economic and Non-economic; Need for Innovation; Barriers to Entrepreneurship; Entrepreneurial values and Ethics, Enterprise creation: Sensing Opportunities & Market Assessment Market analysis, Market research & What to include in Market Analysis; Identifying Entrepreneurial Opportunities; Setting up an Enterprise

**Unit-3: Forms of Business Ownership** (18 Lectures)

Sole Proprietorship: Essentials of Entrepreneurship, Partnership Corporations and Franchising; Types of Franchising Benefits/Drawbacks of Franchising Trends; Various steps: Legalities and Due-diligence

**Unit-4: Entrepreneurial Finance** (18 Lectures)

Sources of Financing: Debt and Equity, Planning for Capital Requirements; Equity Capital vs. Debt Capital; Choosing the Right Location; Advantage of a competitive layout and location; Consideration Layout: Maximizing Revenues; Increasing Efficiency; Reducing Costs Angel investors and Venture Capitalists; Raising Money from Venture Capitalists: Types and stages of funding- Due diligence process in venture capital, How to get funding.

**Unit-5: The Pitch Business Plan** (18 Lectures)

Resource assessment – financial and non-financial, Fixed and working Capital requirements; Mobilizing resources – Sources and means of funds; Preparing for your investor presentation: Elements of a pitch deck; Entrepreneurial Leadership: Building and managing a team; Attracting and retaining the right people.

**Reference books:**

- Entrepreneurship and Management Concepts, By: Orange Books
- Entrepreneurship & Management Concepts Paperback – 2013, By: Dr. Vikas Saraf
- Managing New Ventures Concepts And Cases In Entrepreneurship Sold By: PHI Learning Private Limited, By: Raichaudhuri Anjan
- The Startup Playbook: Secrets of the Fastest-Growing Startups From Their Founding Entrepreneurs, By: David Kidder

## SEMESTER-IV

### CMS 551 : Advance Reporting

Credits : (2-0-4-4)

Level : Post Graduate

Semester : Spring

Pre-requisite: Graduate in any discipline.

#### Course Objectives:

To understand the basics of Advance Reporting in the context of present Print Media Industry.

To learn and practice of various specialised reporting for print media.

#### Course Content:

##### Unit-1 Advance Reporting (15 Lectures)

Concept of advance reporting; regular reporting and exclusive reporting; Importance of advance reporting; types of advance reporting

##### Unit-2 Political and Legislative Reporting (15 Lectures)

Introduction to Parliament and its functioning; Understanding of political trends and political policies; Legislative reporting and its different types; Press wing of Parliament and its importance; Reciprocal relationship between Media and Democracy

##### Unit-3 : Business Reporting (15 Lectures)

Concept of business and economics; Introduction to finance, Introduction to stock market and financial institution, their working styles; Functioning and policies; Basic Accounting; Relevant for Business Reporting; Business & Market to Report

##### Unit-4 : Crime & Terrorism Reporting (15 Lectures)

Basics of crime reporting; Investigative reporting; How to cover a crime incident; Analytical coverage of crime; Present crime pattern with special reference to Internal Security of India; Introduction to law related to crime; Introduction to terrorism and naxalism; Terrorism reporting; Ethics of terrorism reporting

##### Unit-5 : Science, Culture and Sport Reporting (15 Lectures)

Introduction to Science, Culture & Sports Journalism; Importance of language and different technical words in Science, Culture and Sports reporting; Difference between cultural reporting and review articles; How to reports Cultural and Sports events; Qualities of Sports & Cultural journalist; Important Cultural & Sports organization

#### Reference books:

- Cyber War ; Prof. Prashant Agrawal; Anubhav Publication, New Delhi
- Practical Newspaper Reporting; Spark & Harris; Sage Publication, New Delhi
- आर्थिक पत्रकारिता ; आलोक पुराणिक ; प्रभात प्रकाशन, नई दिल्ली
- विज्ञान पत्रकारिता ; मनोज पटैरिया ; वाणी प्रकाशन, नई दिल्ली
- यह जो मीडिया है ; धनंजय चोपड़ा ; संदर्भ प्रकाशन, नई दिल्ली
- वैज्ञानिकों से साक्षात्कार ; धनंजय चोपड़ा ; संदर्भ प्रकाशन, नई दिल्ली
- खेल पत्रकारिता ; पद्मपति शर्मा ; प्रभात प्रकाशन, नई दिल्ली

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## **CMS 552: Advance Techniques and Trends in Photojournalism**

**Credits : (2-0-4-4)**

**Level :** Post Graduate

**Semester :** Spring

**Pre-requisite:** Graduate in any discipline.

**Course Objectives:** To develop student's ability to become a good Photojournalist.

### **Course Content:**

**Unit-1 : Digital Manipulation, Ethical code & Role of Photo-Editor** (8 Lectures)  
Responsibilities of Photo editor; Editorial picture editing; Selection & Coordination of Pictures coming from various sources; Concern about Special Rules and Policy of Media House

**Unit-2 : News photo agencies & Online Photojournalism** (10 Lectures)  
Duties of Photojournalist for covering Pictures; Reports and videos for Online Media and News-Photo agencies; Work under Deadline & Variations in deadline for different media Platform

**Unit-3 : Modern tools and Advance techniques** (10+12 Lectures)  
Using DSLR camera for Professional Video-Production & filmmaking; 4K Video production by DSLR camera; Smartphone for Photojournalism; Use of latest mode of communication; Methods for faster delivery of images to editorial desk from any part of the globe

**Unit-4 : Analysis of Photojournalists Work & Developing News Sense** (6+6 Lectures)  
Research and critical analysis of the work of legends of Photojournalism and Study of recent trends; Critical Study of Visual content and working style of Print and Online media

**Unit-5 : Intellectual Property Rights. Model and Property Release** (8 Lectures)  
Law regarding Intellectual Property Rights; Restricting and Permitting copyrights of Images; Types and Drafts of Copyright release; Model and Property Release

### **Reference books:**

- Reuters: Our World Now 4 (Fourth Edition) by Reuters (Jun 1, 2011)
- The Great LIFE Photographers by The Editors of LIFE, John Loengard and Gordon Parks (Oct 21, 2010)
- LIFE 100 Photographs that Changed the World: An Updated Edition of LIFE's Classic Book (Life (Life Books)) by Editors of Life (Aug 9, 2011)
- Image Ethics In The Digital Age by Larry Gross, John Stuart Katz and Jay Ruby (Nov 5, 2003)
- What Matters: The World's Preeminent Photojournalists and Thinkers Depict Essential Issues of Our Time by David Elliot Cohen (Sep 2, 2008)
- The DSLR Filmmaker's Handbook: Real-World Production Techniques by Barry Andersson and Janie L. Geyen (Jan 3, 2012)

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## **CMS 553 : Television News Production**

**Credits : (2-0-4-4)**

**Level :** Post Graduate

**Semester :** Spring

**Pre-requisite:** Graduate in any discipline.

### **Course Objectives:**

To provide a practical and critical introduction to television journalism and production of a television news package.

## Course Content:

**Unit-1 : Basics of Broadcasting & Broadcast Technology Development** (10 Lectures)  
Digital Television; Benefits of Digital Television; Digital TV Standards and Digital TV Transmission Setup; TV; TV on Cable and Satellite; MUSE; Analog HD; DAB; DTT/ HDTV; IPTV; Mobile TV

**Unit-2 : Television News Channel** (10 Lectures)  
Executive Producer; News – Caster / News Anchor; Production Assistant; Camera Person; Reporters; VT-Editors and Multi Skilled Professionals

**Unit-3 : Television Newsroom Structure** (15 Lectures)  
Input or Assignment Desk; Output Desk; PCR (Production Control Room); Studio and MCR (Master Control Room)

**Unit-4 : Input structure and its function** (15 Lectures)  
Assignment Desk; Chief Reporter; Reporter; Stringers - All across the nation/districts; Agency Feed; Social Media – Facebook, Twitter, Whatsapp; Internet News Sites; Other TV Channels – Regional/ National/International; PTI – Print News; O B Van; Guest Coordinators; Forward Planning and Research; Output structure and its function; Producers Desk; Video Editors; Graphics; Reconstruction; Copy Writing; Run Order; Selection of Visuals & Bytes; Ticker etc.

**Unit-5 : The Studio, Production & Master Control Room** (10 Lectures)  
The TV studio system; PCR, Vision Control Room and Sound Control Room; Engineering coordination center for a TV station and Introduction & Function of OB Van; Ethics of Outside Reporting.

## Reference books:

- Broadcast Basics: A Beginner's Guide to Television News Reporting and Production. Into the Newsroom: Exploring the Digital Production of Regional Television News By Emma Hemmingway.
- Broadcast News: Writing, Reporting, and Producing By Ted White. Computers in Broadcast and Cable Newsrooms: Using Technology in Television By Phillip O. Keirstead.
- Fundamentals of Television Production By Ralph Donald, Riley Maynard, Thomas Spann.
- Managing Television News: A Handbook for Ethical and Effective Producing By B. William Silcock, Don Heider, Mary T. Rogus

## CMS 554 : News Websites Development

**Credits : (2-0-4-4)**

**Level :** Post Graduate

**Semester :** Spring

**Pre-requisite:** Graduate in any discipline.

**Course Objectives:** To develop student's ability to become a good websites designer.

## Course Content:

**Unit-1 : Introduction to the Internet** (15 Lectures)  
History of Internet; Basics concepts of Internet; Technology associated with it; Concept of server; Data storage and data Redemption.

**Unit-2 : Website creation** (15 Lectures)  
Website creation Methodology; Logical organization; Navigation of website; Basic HTML; Building a web page/web portal establishing links.

**Unit-3 : Development of News Websites** (15 Lectures)  
Introduction to New Websites; Important News Website of India & World; Learning a web editor; Preparing images for the web; Development of News web sites; web designing and Multimedia.

**Unit-4 : News packages for Web**

(15 Lectures)

New trends in web journalism; Ethics of web gathering and writing of web news; Journalism; New Media tools; Development of News stories for web Media

**Unit-5 : Power of Web Journalism**

(15 Lectures)

Political & Social Power of web Journalism; Social Media and Main stream Journalism; Blogging & Micro Blogging; Blogging as Journalism; Citizen Journalism; Challenges before web Journalism

**Reference books:**

- How to Publish and Promote Online (M.J. Rose and Angela)
- Editing and Post Production (Mc Grath)
- Interactive Design for New Media and the web (Juppa)
- Journalism in the Digital age (Herbert)

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**CMS 632 : Project Work/Dissertation**

**Credits : (0-0-20-10)**

**Level :** Post Graduate

**Semester :** Spring

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**CMS 633 : Presentation and Viva-voce**

**Credits : (0-0-16-8)**

**Level :** Post Graduate

**Semester :** Spring

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**CMS 634 :Two Months Internship**

**Credits : (0-0-8-4)**

**Level :** Post Graduate

**Semester :** Spring