DEPARTMENT OF ELECTRONIC MEDIA
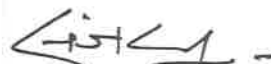
SEMESTER WISE CREDIT DISTRIBUTION SCHEME OF BACHELOR OF SCIENCE IN ELECTRONIC MEDIA COURSE UNDER CBCS FOR 3 YEAR UG COURSE AT MCRPSVV

SEM	CORE COURSE COMPULSORY CCC 6 CREDITS EACH	Core Course Elective 6 Credits Each	Ability Enhancement Course (AEC) 3 Credits Each	Skill Enhancement Course (SEC) 3 Credits Each	Open Elective (OE) 3 Credit Each	Total Credits
I	1 Introduction To Communication 2 Development Of Media 3 Traditional Media	NA	Communicative English and Hindi	NA	Indian Political System Human Rights and Media	24
II	1 Media Language And Content 2 Media Houses 3 News Agency Journalism	NA	Environmental Studies	NA	Folk and Community Media	24
III	1 Media Technology 2 Camera operation:	1. Newspapers & magazine Or Global Media	NA	1. Digital Photography Or Video Production	Rural Communication Yoga & Spiritual Communicati	24
IV	1 Writing For Television & Radio 2 Electronic News Production	1. Corporate Communication & Public Relation Or Advertisement	NA	1. Application of Computers in Electronic Media Or Audio Production	Defence journalism Wild Life Conservation	24
V	1 Media Research 2 Media Management & Economy	Citizen Journalism Or Development Communication	NA	1 Principle of Journalism Or Script Writing	Gender Studies Business Communication	24
VI	1 Media Laws & Ethics 2 Cinema Studies	Project Work & Viva Voce	NA	1.Animation Or Multimedia Production	Indian Economic system Documentary Production Women Children and Media	24
Total Credits						144

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(DISTRIBUTION OF MARKS /VALUATION UNDER CBCS)

Semester	Valuation			
	Theory Exam	Internal Exam	Practical Exam	Total
FIRST SEMESTER				
1 Introduction To Communication	80	20	-	100
2 Development of Media	80	20	-	100
3 Traditional Media	80	20	-	100
1.Communicative English and Hindi	40	10	-	50
Second Semester				
1 Media Language And Content	80	20	-	100
2 Media Houses	80	20	-	100
3 News Agency Journalism	80	20	-	100
1 Environmental Studies	40	10	-	50

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Third Semester				
1 Media Technology	50	20	30	100
2 Camera operation	50	20	30	100
3 Newspapers & magazines Or Global media	80	20	-	100
1Digital Photography Or 2 Video Production	25	10	15	50
Fourth Semester				
1 Writing For Television & Radio	80	20	-	100
2 Electronic News Production	50	20	30	100
3 Corporate Communication. & Public Relation Or Advertisement	80	20	-	100
1 Application of Computer in Electronic Media Or 2 Audio Production	25	10	15	50

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Fifth Semester				
1 Media Research	80	20	-	100
2 Media Management & Economy	80	20	-	100
3 Citizen Journalism Or Development Communication	80	20	-	100
1 Principles of Journalism Or 2Script Writing	40	10	-	50
Sixth Semester				
1 Media Laws & Ethics	80	20	-	100
2 Cinema Studies	80	20	-	100
3Project Work & Viva Voce		20	80	100
1 Animation Or 2 Multimedia Production	25	10	15	50

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Open Elective OE 03 Credit Each	Theory Exam	Internal Exam	Practical Exam	Total
1 Indian political System	40	10	-	50
2 Human Rights and Media	40	10	-	50
3 Folk and Community Media	40	10	-	50
4 Rural Communication	40	10	-	50
5 Yoga & spiritual communication	40	10	-	50
6 Defence journalism	40	10	-	50
7 Wild Life Conservation	40	10	-	50
8 Gender Studies	40	10	-	50
9 Business Communication	40	10	-	50
10 Indian Economic system	40	10	-	50
11 Documentary Production	25	10	15	50
12 Women Children and Media	40	10	-	50

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INTRODUCTION TO COMMUNICATION

Unit: One - Human communication	L	T	S	W	D	V	P	T
1.1 Definition, history and background of communication	4	-	-	-	-	-	-	4
1.2 Nature, process of communication	5			-	-	-	-	5
1.3 Types of communication	4	-	-	-	-	-	-	4
1.4 Functions of communication	3	-	-	-	-	-	-	3
1.5 Objects of communication	3	-	-	-	-	-	-	3

Unit: Two - Channels of communication	L	T	S	W	D	V	P	T
2.1 Verbal communication	2	1	3	2	-	-	-	7
2.2 Non verbal communication	2	-	-	-	-	-	-	2
2.3 Channels of mass communication	2	-	-	-	-	-	-	2
2.4 Concept of visual communication	3	-	-	3	-	-	-	6
2.5 Concept of Audio Communication	3	-	-	-	-	-	-	3

4

Unit: Three – Models of Communication	L	T	S	W	D	V	P	T
3.1 Needs and importance of a model	2	-	-	-	-	-	-	2
3.2 Introduction to basic communication models	3	-	-	-	-	-	-	3
3.3 Indian concept of communication	3	2	-	-	-	-	-	5
3.4 Essentials of Narada's Bhakti sutras	4	-	-	-	-	-	-	4
3.5 Concept of Vasudhev Kutumbakam	3	-	-	-	-	-	-	3

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Unit: Four – Theories of Communication	L	T	S	W	D	V	P	T
4.1 Main theories of communication – Bullet theory, Agenda setting, Uses and gratification etc.	5	-	-	-	-	-	-	5
4.2 Normative media theories – Authoritarian, libertarian Communist media, social responsibility, democratic participation,	6	-	-	-	-	-	-	6
4.3 One Step, Two Step and Multi step flow of Communication	4	-	-	-	-	-	-	4
4.4 MashallMcluhan's Approach	3	-		-	-	-	-	3
4.5 Asian perspective media theory	3	-	-	-	-	-	-	3

Unit Five - Mass Communication	L	T	S	W	D	V	P	T
5.1 Concept of mass and mass communication	2	-	-	-	-	-	-	2
5.2 Mass media Audiences	1	-	-	-	-	-	-	1
5.3 Mass media and Convergence	2	-	-	-	-	-	-	2
5.4 Mass media and mass culture	3	-	-	-	-	-	-	3
5.5 Media as a gatekeeper	2	-	-	3	-	-	-	5

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DEVELOPMENT OF MEDIA

Unit: 1 - Print Media	L	T	S	W	D	V	P	T
1.1 Introduction to the history of Newspapers in India	4	-	-	1	-	-	1	6
1.2 Introduction to the history of magazine in India	3	-	-	-	-	-	1	4
1.3 Introduction to the history of Print advertising in India	3	-	-	1	-	-	1	5
1.4 Role of News papers in freedom movement	4	-	-	-	-	-	-	4
1.5 Current trends in print media	3	-	-		-	1	1	5

Unit: 2 - Radio	L	T	S	W	D	V	P	T
2.1 Growth and development of radio in India	3	-	3	-	-	1	-	4
2.2 All India Radio and National Development	3	-	-	-	-	1	-	4
2.3 Private Radio channels: Radio Mirchi, Red FMetc	3	-	-	-	-	1	-	4
2.4 Role of radio in Rural development	2	-	-	-	-	-	-	2
2.5 History of Special audiences Programs	2	-	-	-	-	-	1	3

Unit-3 Television	L	T	S	W	D	V	P	T
3.1 History of Television in India	3	-	-	-	-	-	1	4
3.2 History of Cable television in India	2	-	-	-	-	-	1	3
3.3 Growth of private television channels in India	2	-	-	-	-	1	1	4
3.4 SITE Project	2	-	-	-	-	-	-	2
3.5 Different television regulatory authorities in India.	2	-	-	-	-	-	-	2

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Unit : 4 - New Media	L	T	S	W	D	V	P	T
4.1 Concept of New Media and it's importance.	3	-	-	1	-	-	2	6
4.2 Characteristics and limitations of new media.	2	-	-	1	-	-	1	4
4.3 Future of New media.	2	-	-	1	-	-	1	4
4.4 Different social platforms of new media.	2	-	-	-	-	-	1	3
4.5 introduction of website, web portal, Blogs etc.	2	-	-	-	-	1	1	4

Unit: 5 –Other mediam	L	T	S	W	D	V	P	T
5.1Introductions to Indian Film History.	3	-	-	-	-	-	1	4
5.2 Introductions to Indian Theatre.	3	-	-	-	-	-	-	3
5.3 Introductions to Indian Documentary film.	2	-	-	-	-	-	-	2
5.4 Growth of croton Film in India.	2	-	-	-	-	-	1	3
5.5 Introduction to Film Certification Board.	1	-	-	-	-	-	-	1

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TRADITIONAL MEDIA

Unit 1 Indian Culture And Communication	L	T	S	W	D	V	P	T
1.1 Components of Indian Culture	3	-	-	-	-	-	-	3
1.2 Concept of Popular Culture and Public Culture	2	3	-	-	-	-	1	6
1.3 Folk and Classical Art in The Age of Cultural Imperialism	2	3	-	-	-	-	2	7
1.4 Impact of Consumerism And Globalization on Indian Culture	3	-	-	-	-	-	-	3
1.5 Indian Cultural Identity in Present World Scenario	3	-	-	-	-	-	-	3

Unit 2 Media Tradition	L	T	S	W	D	V	P	T
2.1 Introduction to Traditional Media: Definition of Traditional Media, Differences Forms of Traditional Media	3	-	-	-	-	-	-	3
2.2 Use of Traditional Media in Communication	2	-	-	1	-	-	1	4
2.3 Traditional Media as a Socio Cultural and Ritual Communication	3	-	-	-	-	-	-	3
2.4 Applications of Traditional Media, Impact and effect of Traditional Media Future of Traditional Media	2	-	-	2	-	-	-	4
2.5 Comparison Of Traditional Media Communication Through Traditional Media	2	-	-	-	-	-	-	2

Unit-3 Cultural Resources of Communication	L	T	S	W	D	V	P	T
3.1 Dances of India - Classical Dances- Bharatnatyam Dance	3		-	-	-	2	-	5
3.2 Folk Dances of India - Central India, East India, North East India, North India, South India	3	1	-	1	-	-	-	5
3.3 Music Of India- Hindustani Classical Music, Karnatic Classical Music	3	1	-	-	-	2	-	6
3.4 Theatre Forms of India -Theatre Forms	3		-	2	-	-	-	5
3.5 Puppet Forms of India - Puppet Forms	1	-	-	-	-	-	-	1

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Unit-4: Indian Theatre	L	T	S	W	D	V	P	T
4.1 History of Indian theatre:	3	-	-	-		-	-	3
4.2 Forms Elements and Types of theatre	2	-	-	-	-	1	-	3
4.3 Traditional Indian theatre (folk theatre forms in India)	1	-	-	-		1	-	2
4.4 Important Theatrical Forms of India - Bhand, Pather, Swang, Nautanki, Raasleela, Jatra etc	3	-	-	-	-	-	-	3
4.5 Important Theatrical Forms of India Konkan Krishnattam,	2	-	-	-	-	-	-	2

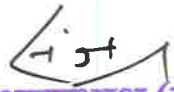| Unit – 5 Indian art and Culture	L	T	S	W	D	V	P	T
5.1 Famous Folk Art of India - Tanjore Art, Batik Art Madhubani Painting, Warli Folk Painting,	3	-	-	-	-	1	2	6
5.2 Folk Dances of Madhya Pradesh – Baredi Dance, Bhagoria, Dagla, Dandaria, Jawara, Kamchino etc	2	-	-	-	-	1	1	4
5.3 Indian major Festivals- Religious festivals	2	-	-	-	-	1	1	4
5.4 Various Tribal Dances In India- Ankia Nat,Bahakawata, Bhangra, Bhavai, Bihu, Chakiarkoothu, Chakri, ChamarGinad, Chappeli	2	-	-	-	-	-	1	3

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Communicative English and Hindi

Unit – 1 Language Skills and Presentation	L	T	P	T
1.1 Speaking Skills and Presentation: Presentation Design and Delivery.	2	-	1	3
1.2 Monologue Dialogue, Group Discussion.	3	-	-	3
1.3 Effective Communication/ Mis-Communication & Barriers	5	-	-	5
1.4 Interview, Public Speech.	3	-	2	5
1.5 Effective Writing, Report Writing, Resume, Circular, Notice and letter Writing.	2	-	1	3

Unit – 2 Reading and Understanding	L	T	P	T
2.1 Importance of English as a vehicle of Spoken and written Communication.	3	-	-	3
2.2 Close Reading, Comprehension Summary, Paraphrasing Analysis and Interpretation.	2	-	1	3
2.3 Translation (from Indian language to English and vice-versa).	3	-	2	5
2.4 Introduction to Articles	3	-	2	5
2.5 Short Stories of eminent Indian authors.	-	-	-3	3

Unit – 3 हिन्दी भाषा का परिचय	L	T	P	T
3.1 भाषा की विकास यात्रा।	3	-	-	3
3.2 हिन्दी भाषा की संवैधानिक स्थितिः समस्याएँ और समाधान।	3	-	-	3
3.3 भाषाः विभिन्न बोलियाँ व स्वरूप।	2	-	3	5
3.4 भाषा परिवार और भारतीय भाषाएँ।	2	-	3	5
3.5 वर्तमान संदर्भो में हिन्दी की उपादेयता।	3	-	-	3

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Unit – 4 भाषा	L	T	P	T
4.1 शब्दों की संस्कृति एवं उनका इतिहास। भाषा एवं संस्कृति। भाषा एवं समाज।	2	-	1	3
4.2 हिंदी में शब्द संरचना एवं उसके प्रयोगों की विशेषताएं।	2	-	1	3
4.3 संधि, समास, उपसर्ग, प्रत्यय, पर्यायवाची, विलोमार्थी, अनेकार्थक, समूहार्थक शब्द (व्यावहारिक, व्याकरण केवल परिचयात्मक)।	2	-	3	5
4.4 वाक्य, रचना एवं प्रकार।	3	-	2	5
4.5 वाक्य रचना के कारक, वाक्य रचना की सामान्य विधियां।	1	-	2	3

Unit – 5 Translation अनुवाद	L	T	P	T
5.1 अनुवाद का अर्थ और परिभाषा।	3	-	-	3
5.2 अनुवाद के प्रकार, शब्दकोश।	2	-	1	3
5.3 अनुवाद के उपकरण एवं समस्या।	3	-	2	5
5.4 भाव तथा प्रभाव के आधार पर अनुवाद एवं लेख।	2	-	3	5
5.5 व्यवहारिक अनुवाद, Hindi to English and English to Hindi.	-	-	3	3

Suggested Readings:

- **Pathway to Greatness :**   APJ Abdul kalam
- **Wise and Otherwise:**   Sudha Murthy
- **The Serpents Revenue:**   Sudha Murthy
- **World Myths and Legends :**   Anita Nair
- **The Mother I Never Knew:**   Sudha Murthy
- **The Jungle Book :**   R Kippling
- **Malgudi Days**   R K Narayana
- **Collected Stories :**   The Adventure of Rusty Ruskin Bond

अनुवाद विकास एवं संप्रेषण :   डॉ. हरिमोहन

अनुवाद कला सिद्धांत और प्रयोग : डॉ. कैलाश भाटिया

व्यावहारिक हिंदी :   डॉ. माखेन्द्र पाठक

परिष्कृत हिंदी व्याकरण :   बदरीनाथ

अच्छी हिंदी :   रामचंद्र वर्मा

प्रेम चन्द्र एवं जयशंकर प्रसाद की कहानियाँ

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MEDIA LANGUAGE & CONTENT

Unit-1 Essentials of Media Writing	L	T	S	W	D	V	P	T
1.1 Characteristics of Writing for Newspapers and Magazines	3	-	-	-	-	-	-	3
1.2 Basics of Grammar in Hindi and English; Use of Phrases and Words	3	-	-	-	-	-	-	3
1.3 Basics of Writing For Radio	5	-	-	-	-	-	-	5
1.4 Basic Writing For TV	5	-	-	-	-	-	-	5
1.5 Basic Writing For Web	3	-	-	-	-	-	-	3

Unit-2 : News & Feature Writing Skills	L	T	S	W	D	V	P	T
2.1 News: Concepts And Elements	3	-	-	-	-	-	-	3
2.2 Writing Intros And Headline	2	-	-	-	-	-	1	3
2.3 Writing Simple News Stories	3	-	-	-	-	-	2	5
2.4 Writing Feature Articles	4	-	-	-	-	-	1	5
2.5 Writing Advertorials	2	-	-	-	-	-	1	3

Unit-3 : Paraphrasing & Translation	L	T	S	W	D	V	P	T
3.1 Methods of Paraphrasing, Attribution, and Quoting	3	-	-	-	-	-	-	3
3.2 Translating at Least 15 Different News Items	3	-	-	-	-	-	2	5
3.3 Translating at Least 20 Creative Writing of About 500 Words	2	-	-	-	-	-	1	3
3.4 Preparing a List of at Least 20 Phrases in Hindi	3	-	-	-	-	-	2	5
3.5 Preparing a List of at Least 20 Phrases in English	1	-	-	-	-	-	2	3

Unit-4: Translation Journalistic Content-L : Business	L	T	S	W	D	V	P	T
4.1 Translating a Least 15 Different News Items From Business Pages	1	-	-	-	-	-	2	3
4.2 Translating a Least 20 Different Headlines of Business	2	-	-	-	-	-	1	3

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	L	T	S	W	D	V	P	T
News	3	-	-	-	-	-	2	5
4.3 Translating at Least one Article on Business	4	-	-	-	-	-	1	5
4.4 Preparing a Glossary of 50Words in Hindi Language, Generally used for Business Related Journalistic Content	2	-	-	-	-	-	1	3
4.5 Preparing a Glossary of 50 Words in English Language Generally Used for Business Related Journalistic Content								

Unit 5 : Translating Journalistic Content-Sports	L	T	S	W	D	V	P	T
								3
5.1 Translating at Least 15 Different News Items on Five Different Sports	3	-	-	-	-	-	2	5
5.2 Translating at Least 20 Headlines of Sport News Items of Different Sports	3	-	-	-	-	-	1	3
5.3 Translating a Column Article of Renown Person on Sport	2	-	-	-	-	-	2	5
5.4 Preparing A Glossary of 50 Words in Hindi Languages, Generally Used for Different Sports	3	-	-	-	-	-	2	3
5.5 Preparing a Glossary of 50 Words in English Languages, Generally used for Different Sports	1	-	-	-	-	-		

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MEDIA HOUSES

Unit: -1 Public Broadcasting Houses	L	T	S	W	D	V	P	T
1.1 Doordarshan	5	-	-	-	-	-	-	5
1.2 AIR	3	-	-	-	-	-	-	3
1.3 PIB	3	-	-	-	-	-	-	3
1.4 DAVP	5	-	-	-	-	-	-	5
1.5 Photo Division etc	3	-	-	-	-	-	-	3

Unit-2 News Agencies	L	T	S	W	D	V	P	T
2.1 Reuter	5	-	-	-	-	-	-	5
2.2 UPI	3	-	-	-	-	-	-	3
2.3 PTI	3	-	-	-	-	-	-	3
2.4 UNI	5	-	-	-	-	-	-	5
2.5 Hindustan Samachar etc	3	-	-	-	-	-	-	3
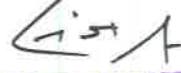
Unit- 3 International Media Houses	L	T	S	W	D	V	P	T
3.1 Voice of America	5	-	-	-	-	-	-	5
3.2 BBC	3	-	-	-	-	-	-	3
3.3 News Corporation	3	-	-	-	-	-	-	3
3.4 SONY	5	-	-	-	-	-	-	5
3.5 Network 18 etc	3	-	-	-	-	-	-	3

Unit-4 Indian Media Houses	L	T	S	W	D	V	P	T
4.1 Zee Group	5	-	-	-	-	-	-	5
4.2 Endau Group	3	-	-	-	-	-	-	3
4.3 TV Today Network	3	-	-	-	-	-	-	3
4.4 STAR INDIA	5	-	-	-	-	-	-	5
4.5 NDTV etc	3	-	-	-	-	-	-	3

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Unit-5 Private FM Radio	L	T	S	W	D	V	P	T
5.1 MY FM, Fever FM	5	-	-	-	-	-	-	5
5.2 Radio City, Radio Mantra	3	-	-	-	-	-	-	3
5.3 Radio Mirchi, Indigo	3	-	-	-	-	-	-	3
5.4 Big FM, Radio Popcorn, Radio One	5	-	-	-	-	-	-	5
5.5 Red FM, Midday FM etc	3	-	-	-	-	-	-	3

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NEWS AGENCY JOURNALISM

Unit-1 Origin of News Agency	L	T	S	W	D	V	P	T
1.1 History of news agency	5	-	-	-	-	-	-	5
1.2 Role and function of news agency	3	-	-	-	-	-	-	3
1.3 Types of news agency	3	-	-	-	-	-	-	3
1.4 Need of news agencies	5	-	-	-	-	-	-	5
1.5 Benefits of news agencies	3	-	-	-	-	-	-	3

Unit-2 Structure of News Agency	L	T	S	W	D	V	P	T
2.1 New s agency structure	5	-	-	-	-	-	-	5
2.2 Various technicalities associated with news agency	3	-	-	-	-	-	-	3
2.3 Responsibilities of journalists working in news agency	3	-	-	-	-	-	-	3
2.4 News Agency Law and ethics	5	-	-	-	-	-	-	5
2.5 Agency Economics	3	-	-	-	-	-	-	3

Unit-3 International News Agencies	L	T	S	W	D	V	P	T
3.1 Famous news agencies of the world	5	-	-	-	-	-	-	5
3.2 Their presence in different countries	3	-	-	-	-	-	-	3
3.3 Subscription to these news agencies	3	-	-	-	-	-	-	3
3.4 Delivery mechanism of news through these news agencies	5	-	-	-	-	-	-	5
3.5 Convergence with International News agency	3	-	-	-	-	-	-	3

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Unit-4 National News Agencies	L	T	S	W	D	V	P	T
4.1 Origin of News agencies in India	5	-	-	-	-	-	-	5
4.2 Various News agencies of India	3	-	-	-	-	-	-	3
4.3 Their presence and style of functioning in different cities	3	-	-	-	-	-	-	3
4.4 Criteria to open and work in news agency	5	-	-	-	-	-	-	5
4.5 Role and Responsibilities of News agencies	3	-	-	-	-	-	-	3

Unit-5 Importance and future of news agencies	L	T	S	W	D	V	P	T
5.1 Significance of news agencies in today's time	5	-	-	-	-	-	-	5
5.2 Scope and future of news agencies	3	-	-	-	-	-	-	3
5.3 News agencies and social media	3	-	-	-	-	-	-	3
5.4 Convergence with Media	5	-	-	-	-	-	-	5
5.5 New Services and Challenges with current era	3	-	-	-	-	-	-	3

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Environmental Studies

UNIT-1

The Multidisciplinary nature of environmental studies and Natural resources.

Definition; Scope and importance, Need for public awareness. Natural resources and associated problems. Forest resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.

Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
  ➢ Role of an individual in conservation of natural resources.
  ➢ Equitable use of resources for sustainable lifestyles.

UNIT-2

Ecosystems, Biodiversity and its Conservation

Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity introduction-Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

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UNIT-3:
Environmental Pollution
Definitions. Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards. Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

UNIT-4:
Social Issues and the Environment
From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation, Consumerism and waste products. Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act.- Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness.

UNIT-5:
Human Population and the Environment
Population growth, variation among nations. Population explosion-Family welfare Programme. Environment and human health, Human Rights, Value Education, HIV/AIDS, Women and Child Welfare. Role of information Technology in Environment and human health, Case Studies.

Field Work (Practical) 6 hrs = 3Lectures

1. Visit to a local area to document environmental assets-river/forest/grassland/hill/mountain.
2. Visit to a local polluted site- Urban/Rural/Industrial/Agricultural.
3. Study of common plants, insects, birds.
4. Study of simple ecosystems-pond, river, hill slopes, etc.

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MEDIA TECHNOLOGY

Unit: one - Radio Technology	L	T	S	W	D	V	P	T
1.1 The process of radio broadcasting	5	-	-	-	-	-	-	5
1.2 Radio Transmission	3	-	-	-	-	-	-	3
1.3 FM and AM (MW and SW) radio	3	-	-	-	-	-	-	3
1.4 Radio bands and frequencies	5	-	-	-	-	-	-	5
1.5 Satellite and web radio	3	-	-	-	-	-	-	3

Unit: two - Television technology	L	T	S	W	D	V	P	T
2.1 Satellite and terrestrial television transmission	5	-	-	-	-	-	-	5
2.2 Different transmission channels.	3	-	-	-	-	-	-	3
2.3 How does a television function?	3	-	-	-	-	-	-	3
2.4 Television standards: NTSC, PAL and SECAM	5	-	-	-	-	-	-	5
2.5 Conditional Access System, Pay per view system, interactive television, HDTV	3	-	-	-	-	-	-	3

Unit: three -Cable technology	L	T	S	W	D	V	P	T
3.1 Origin and growth of cable industry in India	5	-	-	-	-	-	-	5
3.2 Major players of cable industry	5	-	-	-	-	-	-	5
3.3 Process of cablecast	4	-	-	-	-	-	-	4
3.4 Direct to Home system	3	-	-	-	-	-	-	3
3.5 Set top box	2	-	-	-	-	-	-	2

Unit: 4- web technology	L	T	S	W	D	V	P	T
4.1 Concept of web television.	3	-	-	-	-	-	-	3
4.2 Concept of web Radio.	4	-	-	-	-	-	-	4
4.3 Introduction: Concept of WWW, Internet and WWW, HTTP Protocol: Request and Response, Web browser and Web servers.	5	-	-	-	-	-	-	5

4.4 Image Formats: TIFF, BMP, JPG/JPEG, GIF, PIC. PDF, PSD;	3	-	-	-	-	-	-	3
4.5 Sound File Format: AIFF (Audio Input File Format from Apple Mac), MIDI, WAV, MP3, ASF (Streaming format from Microsoft).	4	-	-	-	-	-	-	4

Unit:5–basic equipments for Audio video broadcasting	L	T	S	W	D	V	P	T
5.1 Introduction Linear Editing and Non- Linear Editing	3	-	-	-	-	-	2	5
5.2 Introduction and Function of vision mixer	2	-	-	-	-	-	2	4
5.3 Types of video camera	2	-	-	-	-	-	1	3
5.4 Types of micro Phones	3	-	-	-	-	-	-	3
5.5 Audio Recorder and sound Editing (Sound forge)	2	-	-	-	-	-	2	4

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CAMERA OPERATIONS

Unit:1– The Art & Technique of Camera	L	T	S	W	D	V	P	T
1.1 History of video camera	3	-	--	-	-	-	-	3
1.2 Basics of using a video camera – Digital video, lenses, Optics, Camera and shooting, Studio camera operations, CCD, CMOS	4	-	-	-	-	-	2	6
1.3 Camera shots and angles,	2	-	-	-	-	-	1	3
1.4 video sequences. 180 degree rule, Blocking a scene for camera	3	-	-	-	-	-		3
1.5 Ethics and Value of Camera	2	-	-	-	-	-	2	4

Unit:2–Camera Movement	L	T	S	W	D	V	P	T
2.1 Composition/Framing, Exposure setting, focus, Camera operating	3	-	-	-	-	-		3
2.2 Camera movement -Static camera, Panning/Tilting, Dolly Crane Shot, Handheld Camera, Steady Shot, Pan, Tilt, Tracking shot, Whip Pan	4	-	-	-	-	-	2	6
2.3 Lighting for emotional impact	2	-	-	-	-	-	1	3
2.4 Lighting techniques for video and film	3	-	-	-	-	-	-	3
2.5 Lighting terminology & concepts , Color temperature, Types of lighting units	2	-	-	-	-	-	2	4

Unit:3–Using the manual camera settings	L	T	S	W	D	V	P	T
3.1 Turning off auto exposure, f-stops and aperture	3	-	-	-	-	-	-	3

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settings								
3.2 Shutter speed and its effects, Camera gain Balancing shutter speed	4	-	-	-	-	-	2	6
3.3 Aperture and available light	2	-	-	-	-	-	1	3
3.4 Zooming controls	3	-	-	-	-	-		3
3.5 Depth of field	2	-	-	-	-	-	2	4

Unit:4– Writing for Video	L	T	S	W	D	V	P	T
4.1 Story structure beginning, middle and end of a story relate to video segment	3	-	-	-	-	-	-	3
4.2 Story, difference between a dramatic and factual story for video	4	-	-	-	-	-	2	6
4.3 Story board	2	-	-	-	-	-	1	3
4.4 Culture shot	3	-	-	-	-	-		3
4.5 Uses noise for creative video writing	2	-	-	-	-	-	2	4

Unit:5– Camera setup and editing	L	T	S	W	D	V	P	T
5.1 Single camera set up Studio Production and Control	3	-	-	-	-	-	-	3
5.2 Multi camera set up Studio Production and Control	4	-	-	-	-	-	2	6
5.3 Sound levels Shooting reverses, noddies, 2-shots and pieces to camera	2	-	-	-	-	-	1	3
5.4 How to shoot for easier editing	3	-	-	-	-	-		3
5.5 Basic Editing tools and Techniques	2	-	-	-	-	-	2	4

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NEWS PAPERS AND MAGAZINES

Unit:1–News Paper	L	T	S	W	D	V	P	T
1.1 Contemporary trends in Print Journalism, Contemporary presentation styles and editing of news paper and magazines	3	-	-	-	-	-	-	3
1.2 Structure of a news paper organization; Editorial, Management, Production, Circulation, Marketing, Advertising, Human Resource development Training, Finance and Accounting dept. and Co-ordination among these depts.	4	-	-	-	-	-	2	6
1.3 Function and organization of the editorial department of a news paper, Functions of Editor, Resident Editor, Asst. Editor, News Editor, Chief Sub-Editor, Sub Editor and Chief Reporter etc.	4	-	-	-	-	-	1	5
1.4 Functions and responsibilities of Group Editor, Managing Editor, Coordinating editor, etc	3	-	-	-	-	-	-	3
1.5 News Paper Management	2	-	-	-	-	-	-	2

Unit:2–News Room Structure	L	T	S	W	D	V	P	T
2.1 News Room Organization	3	-	-	-	-	-	-	3
2.2 Role and function of copy desk and editor	4	-	-	-	-	-	-	4
2.3 Art of copy editing	2	-	-	-	-	-	1	3
2.4 Steps and precaution in editing	3	-	-	-	-	-	2	5
2.5 Difference between editing of Newspapers and Magazines	2	-	-	-	-	-	2	4

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Unit:3–Magazine Editing	L	T	S	W	D	V	P	T
3.1 Brief history of Magazine Journalism in India & USA	3	-	-	-	-	-	-	3
3.2 Types of Magazines: General Interests, Business, Sports, Children's, Women's, Leisure & Entertainment, Science, Health, Education, IT, Auto, Career, Crime, Photography etc.	4	-	-	-	-	-	-	4
3.3 New trends in Magazine Journalism	3	-	-	-	-	-	-	3
3.4 Future of magazine Journalism	5	-	-	-	-	-	-	5
3.5 Editing of CD-ROM & On-line Magazines	4	-	-	-	-	-	-	4

Unit:4–News Agency Journalism	L	T	S	W	D	V	P	T
4.1 News Agencies-Concept & Scope	3	-	-	-	-	-	-	3
4.2 History of News Agency Journalism in India	4	-	-	-	-	-	-	4
4.3 News Agencies-Structure and Management	3	-	-	-	-	-	-	3
4.4 Significance of pen & paperless journalism	5	-	-	-	-	-	-	5
4.5 Functions of News Agency	4	-	-	-	-	-	-	4

Unit:5–Printing Technology	L	T	S	W	D	V	P	T
5.1 Brief History of Printing Technology	3	-	-	-	-	-	-	3
5.2 Various types of printing presses - Hand Press, Treadle, Cylinder, Litho, Rotary, photo gravure, Flexography, offset, web offset, Screen printing etc.	4	-	-	-	-	-	-	4
5.3 Composing- Hand Composing, Mono composing, Lino composing, Photo	3	-	-	-	-	-	-	3
5.4 Type setter, DTP etc	5	-	-	-	-	-	-	5
5.5 Colour Printing-processing, color separation etc. Printing paper- Types, weight and measurements	4	-	-	-	-	-	-	4

GLOBAL MEDIA

Unit:1–Media	L	T	S	W	D	V	P	T
1.1 Media, Types of Media	3	-	-	-	-	-	-	3
1.2 Concepts of Global Media	4	-	-	-	-	-	-	4
1.3 The historical context of media globalization	3	-	-	-	-	-	-	3
1.4 The global news agencies	5	-	-	-	-	-	-	5
1.5 Growing global monopolies and their impact on news, NWICO, MacBride report	4	-	-	-	-	-	-	4

Unit:2– Global Mass Media	L	T	S	W	D	V	P	T
2.1 International Journalism	3	-	-	-	-	-	-	3
2.2 The need for depth research, operating in hostile conditions	4	-	-	-	-	-	-	4
2.3 International law and the role of Western media in defining human rights, and rethinking the concepts of human rights from a Third World media perspective	3	-	-	-	-	-	-	3
2.4 Asian region -Focus on agencies in Asia, Case study of Japan which has the greatest rate of news diffusion world-wide, China and state control of news, India - mixed pattern	5	-	-	-	-	-	-	5
2.5 Challenges to international journalism	4	-	-	-	-	-	-	4

Unit:3–Global Market	L	T	S	W	D	V	P	T
3.1 Global market place	3	-	-	-	-	-	-	3
3.2 Requirement of global market place	4	-	-	-	-	-	-	4
3.3 Types of global markets, doing business abroad	3	-	-	-	-	-	-	3
3.4 Global media environment, electronic, print, web and people media	5	-	-	-	-	-	-	5
3.5 Global Media Economics	4	-	-	-	-	-	-	4

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Unit:4–Digital Media and Globalization	L	T	S	W	D	V	P	T
4.1 Digital Media Discourse in Global Context-Digital Connectivity,	3	-	-	-	-	-	-	3
4.2 Introduction the concept of time, space and place	4	-	-	-	-	-	-	4
4.3 Global audiences' changing needs	3	-	-	-	-	-	-	3
4.4 Overview of Digital media in China, Japan, U.S., India	5	-	-	-	-	-	-	5
4.5 Impact of Global Politics	4	-	-	-	-	-	-	4

Unit:5–Global Media Impact on India	L	T	S	W	D	V	P	T
5.1 Hegemony of International media Mughals	3	-	-	-	-	-	-	3
5.2 Transnational Media and India	4	-	-	-	-	-	-	4
5.3 Global media and the promotion of the cult of stars	3	-	-	-	-	-	-	3
5.4 Hollywood's foray into film industry	5	-	-	-	-	-	-	5
5.5 Impact of Global Media in Indian Policies	4	-	-	-	-	-	-	4
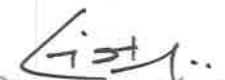
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DIGITAL PHOTOGRAPHY

Unit:1–Concept of Art	L	T	S	W	D	V	P	T
1.1 Structure, Form and Meaning of Art	3	-	-	-	-	-	-	3
1.2 Art as a Commerce, Art as a Commodity	4	-	-	-	-	-	-	4
1.3 Art as human creation of Images	3	-	-	-	-	-	-	3
1.4 Reality and constructed Images	5	-	-	-	-	-	-	5
1.5 Images Creativities	4	-	-	-	-	-	-	4

Unit:2–Branches of Photography	L	T	S	W	D	V	P	T
2.1 Nature - Architecture-Life – Landscape	3	-	-	-	-	-	-	3
2.2 Wildlife - Sports - Advertising – Portraits	3	-	-	-	-	-	-	4
2.3 Travel-Fashion-Industrial- Product	3	-	-	-	-	-	-	3
2.4 News photography - Photo journalism - scope and functions	5	-	-	-	-	-	-	5
2.5 Culture Photography	3	-	-	-	-	-	-	4

Unit:3– The Visual Image	L	T	S	W	D	V	P	T
3.1 Visual modes of communication.	3	-	-	-	-	-	-	3
3.2 Organization of visual elements The visual elements-space, line, form, shape, texture, light and colour, rhythm, movement, balance, harmony, variety and unity	3	-	-	-	-	-	-	4
3.3 Cognitive approaches to visual communication	3	-	-	-	-	-	-	3
3.4 Perception depth, height, colour, shape etc	3	-	-	-	-	-	-	5
3.5 Creative process- the ability to create, transform and arouse curiosity	3	-	-	-	-	-	-	4

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Unit:4– Photography	L	T	S	W	D	V	P	T
	3	-	-	-	-	-	-	3
4.1 Parts of a camera	3	-	-	-	-	-	1	4
4.2 Principles of camera	3	-	-	-	-	-	-	3
4.3 Functions and types of Camera	3	-	-	-	-	-	2	5
4.4 lenses shutter, view finder, focusing system etc	3	-	-	-	-	-	1	4
4.5 Memory	3							

Unit:5– Types of Cameras and Basic Equipments	L	T	S	W	D	V	P	T
	3	-	-	-	-	-	-	3
5.1 Pinhole - Box- Miniature ,SLR ,TLR ,DSLR	3	-	-	-	-	-	1	4
5.2 Field- Process camera Special types of Camera and Digital camera and Digital Still Camera	3	-	-	-	-	-	-	3
5.3 Tripod - Qualities of a good tripod. Types and functions of a tripod.	3	-	-	-	-	-	2	5
5.4 Flash gun - Types, functions- Synchronization	3	-	-	-	-	-	1	4
5.5 Camera Basic Equipments	3							

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VIDEO PRODUCTION

Unit: 1 - Basics of Video Production	L	T	S	W	D	V	P	T
1.1 Introduction of video production,	3	-	-	-	-	-	-	3
1.2 Steps of Pre production and Production	3	-	-	-	-	-	1	4
1.3 Steps of post production	3	-	-	-	-	-	-	3
1.4 Importance of idea generation	3	-	-	-	-	-	2	5
1.5 Concept and research for video production	3	-	-	-	-	-	1	4

Unit: 2 -Video Camera	L	T	S	W	D	V	P	T
2.1 Introduction to video camera and its types.	3	-	-	-	-	-	-	3
2.2 Video camera: parts and their functions.	3	-	-	-	-	-	1	4
2.3 Basic shots and Camera Angle.	3	-	-	-	-	-	-	3
2.4 Camera movements.	3	-	-	-	-	-	2	5
2.5 Importance of tripod in Video Shooting.	3	-	-	-	-	-	1	4

Unit: 3 - Video Editing	L	T	S	W	D	V	P	T
3.1 Grammar of visual editing	3	-	-	-	-	-	-	3
3.2 Editing equipment	3	-	-	-	-	-	1	4
3.3 Linier video Editing	3	-	-	-	-	-	-	3
3.4 Non-Linier Editing	3	-	-	-	-	-	2	5
3.5 Use of Chroma, and Special Effect's	3	-	-	-	-	-	1	4

Unit : 4 - Video Lighting	L	T	S	W	D	V	P	T
4.1 Purpose of lighting	3	-	-	-	-	-	-	3
4.2 Lighting equipments	3	-	-	-	-	-	1	4
4.3 Types of Lighting.	3	-	-	-	-	-	-	3
4.4 Mounting Device for lighting.	3	-	-		-	-	2	5
4.5 Lighting controlling Intensity	3	-	-	-	-	-	1	4

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Unit : 5 – Set Designing	L	T	S	W	D	V	P	T
5.1 Scenery and set design	3	-	-	-	-	-	-	3
5.2 Importance of set design in video production.	3	-	-	-	-	-	1	4
5.3 Role Art Direction team in set design.	3	-	-	-	-	-	-	3
5.4 Outdoor and indoor set design	3	-	-	-	-	-	2	5
5.5 Importance of Research in set design, recent trends in set design.	3	-	-	-	-	-	1	4

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WRITING FOR TELEVISION AND RADIO

Unit : 1 Writing For Media	L	T	S	W	D	V	P	T
1.1 Media writing as communication, The language of journalism.	3	-	-	-	-	-	-	3
1.2 Introduction to narrative, Narrative writing, with an example of a nonfiction story, descriptive and explanatory writing.	3	-	-	-	-	-	1	4
1.3 Principles of good writing	3	-	-	-	-	-	-	3
1.4 Characteristics of media writings. With reference to grammar, syntax and style. Drafting and revising	3	-	-	-	-	-	2	5
1.5 Explaining ideas and processes. Engaging the reader: what makes a good Introduction.	3	-	-	-	-	-	1	4

Unit : 2 Effective Writing	L	T	S	W	D	V	P	T
2.1 Techniques of translation	3	-	-	-	-	-	-	3
2.2 Human Interest and writing	3	-	-	-	-	-	1	4
2.3 Principles and methods – Rules and grammar – paragraphs – Narration – description – sentences – Nouns & Pronouns	3	-	-	-	-	-	-	3
2.4 Verbs – adjectives – sequences of tenses – punctuation marks	3	-	-	-	-	-	2	5
2.5 Idioms and phrases .	3	-	-	-	-	-	1	4

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Unit :3 Writing for Radio	L	T	S	W	D	V	P	T
3.1 Nature and characteristics of Radio – Radio for information, education and entertainment	3	-	-	-	-	-	-	3
3.2 Time and deadline factor – News headlines and highlights	3	-	-	-	-	-	1	4
3.3 News features – talk shows – interviews	3	-	-	-	-	-	-	3
3.4 language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style	3	-	-	-	-	-	2	5
3.5 Technological factors in writing for radio	3	-	-	-	-	-	1	4

Unit :4 Writing for Television	L	T	S	W	D	V	P	T
4.1 Nature and characteristics of television – audio and visual elements	3	-	-	-	-	-	-	3
4.2 Writing television news – time factor	3	-	-	-	-	-	1	4
4.3 General and special audience programmes	3	-	-	-	-	-	-	3
4.4 Language and style of presentation – Video jockeying – entertainment programmes	3	-	-	-	-	-	2	5
4.5 Informational and educational programmes and other programmes.	3	-	-	-	-	-	1	4

Unit :5 Writing for Television	L	T	S	W	D	V	P	T
5.1 Internet as a medium - nature and characteristics, users profile	3	-	-	-	-	-	-	3
5.2 Newspapers online – hypertext - textual and visual limitations	3	-	-	-	-	-	1	4
5.3 Language and style – multimedia support	3	-	-	-	-	-	-	3
5.4 Contents online: informational, educational and entertainment	3	-	-	-	-	-	2	5
5.5 Authenticity and piracy issues – regulations	3	-	-	-	-	-	1	4

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ELECTRONIC NEWS PRODUCTION

Unit - 1 Basics of News Production	L	T	S	W	D	V	P	T
1.1 How electronic news differs from print?	3	-	-	-	-	-	-	3
1.2 Role of audio - visual inputs.	3	-	-	-	-	-	1	4
1.3 How news production differs from other production.	3	-	-	-	-	-	-	3
1.4 Importance of Editing in electronic News Production.	3	-	-	-	-	-	2	5
1.5 Electronic Media as a tool of development.	3	-	-	-	-	-	1	4

Unit - 2 Television News Production	L	T	S	W	D	V	P	T
2.1 Terminology for broadcast news	3	-	-	-	-	-	-	3
2.2 Elements of television news, Fundamentals of camera operation.	3	-	-	-	-	-	1	4
2.3 Importance of lighting in video production, Audio and sound control in video.	3	-	-	-	-	-	-	3
2.4 Digital editing techniques and principles, Performing techniques for reporters	3	-	-	-	-	-	2	5
2.5 Electronic news gathering.	3	-	-	-	-	-	1	4

Unit-3 Radio News Production	L	T	S	W	D	V	P	T
3.1 Introduction to Radio as a Mass- Medium	3	-	-	-	-	-	-	3
3.2 Types of News Bulletins.	3	-	-	-	-	-	1	4
3.3 Compilation of News: Pool copy, Compiling News Bulletins.	3	-	-	-	-	-	-	3
3.4 Radio Programme production: Basic Equipments	3	-	-	-	-	-	2	5
3.5 Production elements of Radio programmes: Aural Sense Appeal, narration, dialogue, sound effect, Rapid Getaway, music, silence etc.	3	-	-	-	-	-	1	4

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Unit-4 Web News Production	L	T	S	W	D	V	P	T
4.1 Structure of a web newsroom.	3	-	-	-	-	-	-	3
4.2 Responsibilities of content team members.	3	-	-	-	-	-	1	4
4.3 Online reporting.	3	-	-	-	-	-	-	3
4.4 Writing for web.	3	-	-	-	-	-	2	5
4.5 Concept of e-paper, web radio and web television.	3	-	-	-	-	-	1	4

Unit - 5 Current trends in Electronic News	L	T	S	W	D	V	P	T
5.1 Live news reporting.	3	-	-	-	-	-	-	3
5.2 Citizen journalism.	3	-	-	-	-	-	1	4
5.3 Talk show.	3	-	-	-	-	-	-	3
5.4 Panel discussion.	3	-	-	-	-	-	2	5
5.5 Ground Reporting.	3	-	-	-	-	-	1	4

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CORPORATE COMMUNICATION AND PUBLIC RELATION

1. Introduction to Corporate Communication	L	T	S	W	D	V	P	T
1.1 Defining Corporate Communication and its importance	L	T	S	W	D	V	P	T
1.2 Elements of a Corporate Communication (Press Kits, Major Announcements, Trend Press Releases, Feature Study Releases, Video News Releases, Webcasts)	3	-	-	-	-	-	-	3
1.3 Different perspectives on Corporate Communication	3	-	-	-	-	-	1	4
1.4 Define stakeholder and key stakeholder groups	3	-	-	-	-	-	-	3
1.5 Use of Corporate Communication	3	-	-	-	-	-	2	5

2. Strategic Planning and Communication	L	T	S	W	D	V	P	T
2.1 Model for corporate communication	3	-	-	-	-	-	-	3
2.2 Recognize the value of strategic planning	3	-	-	-	-	-	1	4
2.3 Stages of planning and its value in the communication process	3	-	-	-	-	-	-	3
2.4 Various communication departments within an organization	3	-	-	-	-	-	2	5
2.5 Key Elements of Corporate Communication	3	-	-	-	-	-	1	4

3. Public Relation	L	T	S	W	D	V	P	T
3.1 Public Relation: meaning and definition of and its importance	L	T	S	W	D	V	P	T
3.2 Tools of public relation	3	-	-	-	-	-	-	3
3.3 Writing for PR	3	-	-	-	-	-	1	4
3.4 Major Public Relation organization	3	-	-	-	-	-	-	3
3.5 Use of Media Production Units in PR	3	-	-	-	-	-	2	5

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4. New Media	L	T	S	W	D	V	P	T
4.1 New Media , Definitions and its use	3	-	-	-	-	-	-	3
4.2 Concept and Scope The Characteristics of New Media	3	-	-	-	-	-	1	4
4.3 New Media Laws	3	-	-	-	-	-	-	3
4.4 The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc) and its Impact on Society	3	-	-	-	-	-	2	5
4.5 PR Tools of the Internet	3	-	-	-	-	-	1	4

5. Ethics and Law in Corporate Communication	L	T	S	W	D	V	P	T
5.1 Ethics and Law in Corporate Communication	3	-	-	-	-	-	-	3
5.2 Professional Code of Ethics	3	-	-	-	-	-	1	4
5.3 Mass Media Laws	3	-	-	-	-	-	-	3
5.4 Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI	3	-	-	-	-	-	2	5
5.5 Convergence challenges	3	-	-	-	-	-	1	4

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ADVERTISEMENT

Unit -1 Advertising concept	L	T	S	W	D	V	P	T
1.1 Historical Development of Advertisement.	3	-	-	-	-	-	-	3
1.2 Meaning, Definition, Objectives & Functions of advertisements.	3	-	-	-	-	-	1	4
1.3 Elements of Good Advertising.	3	-	-	-	-	-	-	3
1.4 Medium and types of Advertisement.	3	-	-	-	-	-	2	5
1.5 Appeals and its importance.	3	-	-	-	-	-	1	4

Unit -2 Advertising agencies	L	T	S	W	D	V	P	T
2.1 History of Advertising agencies.	3	-	-	-	-	-	-	3
2.2 Structure of Advertising agency.	3	-	-	-	-	-	1	4
2.3 Types'functions, importance and roles of Advertising agencies.	3	-	-	-	-	-	-	3
2.4 Client and Agency relationship structure.	3	-	-	-	-	-	2	5
2.5 What is media mix	3	-	-	-	-	-	1	4

Unit -3market & media planning	L	T	S	W	D	V	P	T
2.1 Introduction to media planning and scheduling.	3	-	-	-	-	-	-	3
2.2. Concept of product positioning and Target Audience.	3	-	-	-	-	-	1	4
2.3 Planning of Ad-budget for Radio, Television	3	-	-	-	-	-	-	3
2.4 Brand Positioning, USP and Advertising strategies.	3	-	-	-	-	-	2	5
2.5 Rates for Commercials.	3	-	-	-	-	-	1	4

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Unit -4 The creation of Advertisements	L	T	S	W	D	V	P	T
3.1 Writing for Radio & TV Advertising.	3	-	-	-	-	-	-	3
3.2 Creativity In Advertising.	3	-	-	-	-	-	1	4
3.3 Role of copy writer in Advertisement.	3	-	-	-	-	-	-	3
3.4 Elements of radio Advertisement.(spots)	3	-	-	-	-	-	2	5
3.5 Elements of television Advertisement. (TVC)	3	-	-	-	-	-	1	4

Unit-5 Impact of Advertising	L	T	S	W	D	V	P	T
5.1 Impact of Advertising on Consumer Behavior.	3	-	-	-	-	-	-	3
5.2 Impact of Advertisement (social and commercials ads) in society.	3	-	-	-	-	-	1	4
5.3 Legal Issues of Advertising in Contemporary Society.	3	-	-	-	-	-	-	3
5.4 Ethical& Moral aspects of advertising.	3	-	-	-	-	-	2	5
5.5 Need of Research for Advertising.	3	-	-	-	-	-	1	4

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APPLICATION OF COMPUTER IN ELECTRONIC MEDIA

Unit: One - Introduction to Computer	L	T	S	W	D	V	P	T
1.1 Growth and development of computer	3	-	-	-	-	-	-	3
1.2 Basic technology of computer: binary codes	3	-	-	-	-	-	1	4
1.3 Application of computer in Electronic media	3	-	-	-	-	-	-	3
1.4 Software and hardware used	3	-	-	-	-	-	2	5
1.5 Tools used for inserting text, images.	3	-	-	-	-	-	1	4

Unit: Two - Main Components of Computer	L	T	S	W	D	V	P	T
2.1 Main components of computer: Input and output devices	3	-	-	-	-	-	-	3
2.2 Types of memories - RAM ,ROM etc	3	-	-	-	-	-	1	4
2.3 Computer network – LAN, MAN and WAN	3	-	-	-	-	-	-	3
2.4 Digital communication	3	-	-	-	-	-	2	5
2.4 Technologies used in Communication	3	-	-	-	-	-	1	4

Unit: Three - Computer software	L	T	S	W	D	V	P	T
3.1 Types of Software: System Software, operating System, System utility Software	3	-	-	-	-	-	-	3
3.2 Introduction to Operating system Windows,Unix, Linux	3	-	-	-	-	-	1	4
3.3 Introduction to MS Word	3	-	-	-	-	-	-	3
3.4 MS. Excel	3	-	-	-	-	-	2	5
3.5 MS PowerPoint	3	-	-	-	-	-	1	4

Unit Four - Computer and communication	L	T	S	W	D	V	P	T
4.1 Digital revolution in India	3	-	-	-	-	-	-	3
4.2 Computer as a medium of communication	3	-	-	-	-	-	1	4
4.3 Digital technology media and national development	3	-	-	-	-	-	-	3
4.4. Security in communication	3	-	-	-	-	-	2	5
4.5 Virus, worms	3	-	-	-	-	-	1	4

Unit: Five – Internet	L	T	S	W	D	V	P	T
5.1 Brief history of Internet	3	-	-	-	-	-	-	3
5.2 Main facilities in Internet: Surfing, search engine, e- mail, bulletin board etc.	3	-	-	-	-	-	1	4
5.3 Concept of TCP/ IP	3	-	-	-	-	-	-	3
5.4 Concept of New Media	3	-	-	-	-	-	2	5
5.5 Internet and Mass Communication	3	-	-	-	-	-	1	4

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AUDIO PRODUCTION

Unit: 1 Audio concepts	L	T	S	W	D	V	P	T
1.1 Perspectives of sound	3	-	-	-	-	-	-	3
1.2 Analog and digital sound	3	-	-	-	-	-	1	4
1.3 Concept of mono and stereo sound	3	-	-	-	-	-	-	3
1.4 Three dimensional sound, surround sound	3	-	-	-	-	-	2	5
1.5 Writing for audio	3	-	-	-	-	-	1	4

Unit: 2 - Recording procedure	L	T	S	W	D	V	P	T
2.1 Audio recording equipment	3	-	-	-	-	-	-	3
2.2 Hi-Fi recording recording	3	-	-	-	-	-	1	4
2.3 , in-door and' out-door	3	-	-	-	-	-	-	3
2.4 Recording for different formats of audio programmes	3	-	-	-	-	-	2	5
2.5 Ethics and technique for audio	3	-	-	-	-	-	1	4

Unit: 3 - Audio Studio	L	T	S	W	D	V	P	T
3.1 Essentials of an audio studio	3	-	-	-	-	-	-	3
3.2 Absorption coefficients of materials	3	-	-	-	-	-	1	4
3.3 Reflection of sound and acoustics treatment	3	-	-	-	-	-	-	3
3.4 Types of studio	3	-	-	-	-	-	2	5
3.5 Techniques of field recording	3	-	-	-	-	-	1	4

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Unit 4 - Sound effects	L	T	S	W	D	V	P	T
4.1 Types of sound effects	3	-	-	-	-	-	-	3
4.2 Mixing techniques of sound effects	3	-	-	-	-	-	1	4
4.3 Use of sound effects in different audio programmes	3	-	-	-	-	-	-	3
4.4 Dubbing industries	3	-	-	-	-	-	2	5
4.5 FOLEY sound and Artist	3	-	-	-	-	-	1	4

Unit: 5 - Post production	L	T	S	W	D	V	P	T
5.1 Familiarization with editing and mixing equipment	3	-	-	-	-	-	-	3
5.2 Linear audio editing	3	-	-	-	-	-	1	4
5.3 Nonlinear audio editing	3	-	-	-	-	-	-	3
5.4 Ethics in audio editing	3	-	-	-	-	-	2	5
5.5 Audio Library and structure and work	3	-	-	-	-	-	1	4

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MEDIA RESEARCH

Unit: one - Basics of Research	L	T	S	W	D	V	P	T
1.1 Research: meaning ,nature and Types	3	-	-	-	-	-	-	3
1.2 Process of Research	3	-	-	-	-	-	1	4
1.3 Hypothesis	3	-	-	-	-	-	-	3
1.4 Research Problem	3	-	-	-	-	-	2	5
1.5 Objectives of Research	3	-	-	-	-	-	1	4

Unit: two - Research Techniques	L	T	S	W	D	V	P	T
2.1 Research designs	3	-	-	-	-	-	-	3
2.2 Sampling - meaning and types	3	-	-	-	-	-	1	4
2.3 Sample size	3	-	-	-	-	-	-	3
2.4 Scaling	3	-	-	-	-	-	2	5
2.5 Pilot study, Case Study, feedback & feed forward studies	3	-	-	-	-	-	1	4

Unit: three - Tools of Research	L	T	S	W	D	V	P	T
3.1 Source of data - primary and secondary	3	-	-	-	-	-	-	3
3.2 Preparing a questionnaire	3	-	-	-	-	-	1	4
3.3 Observation method	3	-	-	-	-	-	-	3
3.4 Interview method	3	-	-	-	-	-	2	5
3.5 Content analysis	3	-	-	-	-	-	1	4

Unit: four - Application of Statistics	L	T	S	W	D	V	P	T
4.1 Tabulation and classification of data	3	-	-	-	-	-	-	3
4.2 Data analysis and interpretation	3	-	-	-	-	-	1	4
4.3 Graphics and diagrams of data	3	-	-	-	-	-	-	3
4.4 Report writing indexing & bibliography	3	-	-	-	-	-	2	5
4.5 Basic Statistics, Analysis packages; SPSS	3	-	-	-	-	-	1	4

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Unit: five - Research and Media	L	T	S	W	D	V	P	T
5.1 Application of research in media,	3	-	-	-	-	-	-	3
5.2 Television rating point (TRP)	3	-	-	-	-	-	1	4
5.3 Pre poll and exit poll surveys	3	-	-	-	-	-	-	3
5.4 Audience Research Units in AIR & DD	3	-	-	-	-	-	2	5
5.5 Areas of media research	3	-	-	-	-	-	1	4

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MEDIA MANAGEMENT & ECONOMY

Unit 1 : Production Management	L	T	S	W	D	V	P	T
1.1 Production Planning, Scheduling and Managing Deadline	3	-	-	-	-	-	-	3
1.2 Resource Management - Procurement, Storage and Logistics	3	-	-	-	-	-	1	4
1.3 Management of Records - Print and Video Library	3	-	-	-	-	-	-	3
1.4 Quality Management - Elimination of Errors and Production Efficiency	3	-	-	-	-	-	2	5
1.5 Promotion of Total Quality Management	3	-	-	-	-	-	1	4

Unit 2 : Equipment Resources	L	T	S	W	D	V	P	T
2.1 Equipment For Field Production	3	-	-	-	-	-	-	3
2.2 Configuration For Multi- Camera Studio Production	3	-	-	-	-	-	1	4
2.3 Preventive Maintenance, Breakdown Maintenance Corrective Maintenance	3	-	-	-	-	-	-	3
2.4 Equipment Acquisition Procedure	3	-	-	-	-	-	2	5
2.5 Acquisition Procedure in Private Sector	3	-	-	-	-	-	1	4

Unit 3 : Resource Management	L	T	S	W	D	V	P	T
3.1 Sources of Financial Assistance	3	-	-	-	-	-	-	3
3.2 Pre - Script and Post Script Budgeting	3	-	-	-	-	-	1	4
3.3 Contract Document - Penalty and Legal Implications	3	-	-	-	-	-	-	3
3.4 Technical and Financial Proposals	3	-	-	-	-	-	2	5
3.5 In House Programmed Commissioned and Sponsored Programme	3	-	-	-	-	-	1	4

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Unit 4 : Managing Human Resources	L	T	S	W	D	V	P	T
4.1 Characteristics of HR in Production	3	-	-	-	-	-	-	3
4.2 Dealing with Creative Persons	3	-	-	-	-	-	1	4
4.3 Organizational Dynamics and Culture, New Ownership Pattern	3	-	-	-	-	-	-	3
4.4 Co-Ordination, Team Building, Leadership Skill and Motivation	3	-	-	-	-	-	2	5
4.5 Recruitment and Contractual Engagement of H.R., Service Conditions And General Administration Channel Management And Training And Redeployment of Personnel	3	-	-	-	-	-	1	4

Unit 5 : Electronic Media Marketing	L	T	S	W	D	V	P	T
5.1 Market Survey: Media, Product And Audience Profile	3	-	-	-	-	-	-	3
5.2 Television Rating Point (TRP) Agencies Of Rating, Process And Method Of Rating	3	-	-	-	-	-	1	4
5.3 Major Media Houses Of India	3	-	-	-	-	-	-	3
5.4 Major Heads Of Income In Media : Dominant and Alternative Source	3	-	-	-	-	-	2	5
5.5 Indian Scenario Of Satellite Television Industry Process of Distribution	3	-	-	-	-	-	1	4

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CITIZEN JOURNALISM

Unit-1	L	T	S	W	D	V	P	T
1.1 Citizen Journalism: Background, Concept and Case Studies.	3	-	-	-	-	-	-	3
1.2 News and types of News,	3	-	-	-	-	-	1	4
1.3 Basics of news writing and news selection,	3	-	-	-	-	-	-	3
1.4 Interviews: type and techniques,	3	-	-	-	-	-	2	5
1.5 Platforms for Citizen Journalism,	3	-	-	-	-	-	1	4

Unit-2	L	T	S	W	D	V	P	T
2.1 ICT in Journalism, Social Collaboration	3	-	-	-	-	-	-	3
2.2 Virtual community, wikis, blogs, instant messaging	3	-	-	-	-	-	1	4
2.3 Collaborative office and crowd sourcing. Blogs	3	-	-	-	-	-	-	3
2.4 Copyright and Censorship: Threats Facing Open Source Journalism.	3	-	-	-	-	-	2	5
2.5 Introduction to Social Media. Cell phone journalism.								

Unit-3	L	T	S	W	D	V	P	T
3.1 Cyber activism: Concept and meaning	3	-	-	-	-	-	-	3
3.2 Social Collaboration: virtual community, wikis, blogs, instant messaging	3	-	-	-	-	-	1	4
3.3 Collaborative office and crowd sourcing.	3	-	-	-	-	-	-	3
3.4 Social publishing: Flickr, Instagram, Youtube, Sound cloud	3	-	-	-	-	-	2	5
3.5 Case Studies	3	-	-	-	-	-	1	4

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Unit-4	L	T	S	W	D	V	P	T
4.1 Web design,	3	-	-	-	-	-	-	3
4.2 Integrating multimedia content, Audio clips,	3	-	-	-	-	-	1	4
4.3 Podcasting and citizen Journalism,	3	-	-	-	-	-	-	3
4.4 Basics of digital photography	3	-	-	-	-	-	2	5
4.5 Basics of videography.	3	-	-	-	-	-	1	4

Unit 5	L	T	S	W	D	V	P	T
5.1 Concept of social networking	3	-	-	-	-	-	-	3
5.2 Click bet Journalism	3	-	-	-	-	-	1	4
5.3 Concept of Participatory Journalism	3	-	-	-	-	-	-	3
5.4 Crowd sourcing	3	-	-	-	-	-	2	5
5.5 Ethics in citizen Journalism	3	-	-	-	-	-	1	4

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DEVELOPMENT COMMUNICATION

UNIT I		L	T	S	W	D	V	P	T
1.1	Definition & meaning of development	3	-	-	-	-	-	-	3
1.2	Indicators of Development	3	-	-	-	-	-	1	4
1.3	Concept of Development and Sustainable Development.	3	-	-	-	-	-	-	3
1.4	Development and five year plans of India.	3	-	-	-	-	-	2	5
1.5	Development and Social change	3	-	-	-	-	-	1	4

UNIT 2	L	T	S	W	D	V	P	T
2.1 Communication and Development and their inter-relationship.	3	-	-	-	-	-	-	3
2.2 Development Communication: Concept and process.	3	-	-	-	-	-	1	4
2.3 Theory of Development Communication	3	-	-	-	-	-	-	3
2.4 Models of Development Communication	3	-	-	-	-	-	2	5
2.5 Participatory model of Development Communication.	3	-	-	-	-	-	1	4

UNIT 3	L	T	S	W	D	V	P	T
3.1 Mass Media and Development.	3	-	-	-	-	-	-	3
3.2 Role of News Paper in Development.	3	-	-	-	-	-	1	4
3.3 Traditional and other alternative modes of development.	3	-	-	-	-	-	-	3
3.4 Role of Akashwani, Doordarshan, Field Publicity, DAVP, Film Division, PIB, Sound and Drama Division.	3	-	-	-	-	-	2	5
3.5 Role of Field Publicity, DAVP, Film Division, PIB, Sound and Drama Division	3	-	-	-	-	-	1	4

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UNIT-4	L	T	S	W	D	V	P	T
4.1 Communication Policy for Development.	3	-	-	-	-	-	-	3
4.2 Satellite Instructional Television Experiment (SITE), Kheda Communication project (KCP),	3	-	-	-	-	-	1	4
4.3 Jhabua Development Communication Project (JDCP).	3	-	-	-	-	-	-	3
4.4 New Information and Communication technology and development.	3	-	-	-	-	-	2	5
4.45 Health and Family Welfare, Environment, Rural Society, Panchayati Raj, Empowerment etc	3	-	-	-	-	-	1	4

Unit-5	L	T	S	W	D	V	P	T
5.1 Role of Communication in Development.	3	-	-	-	-	-	-	3
5.2 Understanding medium, message and target for development.	3	-	-	-	-	-	1	4
5.3 Concept and role of NGOs in Development.	3	-	-	-	-	-	-	3
5.4 Study of Prominent NGOs (GPF, Oxfam, Award, Eklavya, Priya, Action aid, Tata Trust, UNDP, WB etc.)	3	-	-	-	-	-	2	5
5.5 CSR and Development	3	-	-	-	-	-	1	4

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PRINCIPLES OF JOURNALISM

Unit: 1 World of journalism	L	T	S	W	D	V	P	T
1.1 What is Journalism?	3	-	-	-	-	-	-	3
1.2 Growth of Journalism in India.	3	-	-	-	-	-	1	4
1.3 Constituents of journalism.	3	-	-	-	-	-	-	3
1.4 Principles of journalism (Five W and One H)	3	-	-	-	-	-	2	5
1.5 Eminent Journalists of India	3	-	-	-	-	-	1	4

Unit: 2 - Introduction to Present Media	L	T	S	W	D	V	P	T
2.1 Major newspapers and magazines of India	3	-	-	-	-	-	-	3
2.2 Major television news channels of India	3	-	-	-	-	-	1	4
2.3 Major Radio news channels of India	3	-	-	-	-	-	-	3
2.4 Major news portals of India	3	-	-	-	-	-	2	5
2.5 Major news website in India	3	-	-	-	-	-	1	4

Unit: 3 - Basics of news	L	T	S	W	D	V	P	T
3.1 What makes news?	3	-	-	-	-	-	-	3
3.2 Elements of news.	3	-	-	-	-	-	1	4
3.3 News values.	3	-	-	-	-	-	-	3
3.4 Source of news.	3	-	-	-	-	-	2	5
3.5 Types of news (News Beat)	3	-	-	-	-	-	1	4

Unit -4 Issues of Journalism	L	T	S	W	D	V	P	T
4.1 Objectives of Journalism	3	-	-	-	-	-	-	3
4.2 New technology and Journalism	3	-	-	-	-	-	1	4
4.3 Current trends in journalism	3	-	-	-	-	-	-	3
4.4 Ethical issues in journalism	3	-	-	-	-	-	2	5
4.5 Mission, Profession and Commodity	3	-	-	-	-	-	1	4

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Unit: 5 – Specialised Journalism	L	T	S	W	D	V	P	T
5.1 Investigative journalism	3	-	-	-	-	-	-	3
5.2 Development journalism	3	-	-	-	-	-	1	4
5.3 Art & culture journalism	3	-	-	-	-	-	-	3
5.4 Defiance journalism	3	-	-	-	-	-	2	5
5.5 Sports journalism	3	-	-	-	-	-	1	4

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SCRIPT WRITING

UNIT 1. Language and Communication	L	T	S	W	D	V	P	T
1.1 Introduction of Script, Script; Meaning, Types and stages	3	-	-	-	-	-	-	3
1.2 Language: Verbal and non Verbal	3	-	-	-	-	-	1	4
1.3 History of Language,	3	-	-	-	-	-	-	3
1.4 Development and Concept of Print, Radio, Television / Video and Web Script	3	-	-	-	-	-	2	5
1.5 Theory writing : Content and Format, Indian Popular Script writers	3	-	-	-	-	-	1	4

UNIT 2. Fundamental for Scripting	L	T	S	W	D	V	P	T
2.1 Role of script writer in Media	3	-	-	-	-	-	-	3
2.2 Process Of Scripting; Idea, research, sequencing, opening and concluding.	3	-	-	-	-	-	1	4
2.3 Principles of Script writing	3	-	-	-	-	-	-	3
2.4 Types of Stories; Character, Plot	3	-	-	-	-	-	2	5
2.5 Basic quality for script writer	3	-	-	-	-	-	1	4
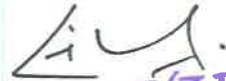
UNIT 3. Scripting for Television	L	T	S	W	D	V	P	T
3.1. Writing for Visuals and Different Stages of Script	3	-	-	-	-	-	-	3
3.2 Visual Grammar	3	-	-	-	-	-	1	4
3.3 Concept of Spoken Languages	3	-	-	-	-	-	-	3
3.4 Different layouts of Television scripts; Full page and Split page scripts; Shooting and editing scripts	3	-	-	-	-	-	2	5
3.5 Writing for different Television programme; News, Talk, Newsreel, documentary, drama, Music	3	-	-	-	-	-	1	4

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UNIT 4. Scripting for Radio	L	T	S	W	D	V	P	T
4.1. Writing for Ear	3	-	-	-	-	-	-	3
4.2 Audio Grammar	3	-	-	-	-	-	1	4
4.3 Concept of Spoken Languages	3	-	-	-	-	-	-	3
4.4 Writing for different radio programme: News, Talk, Newsreel,	3	-	-	-	-	-	2	5
4.5 4Writing for documentary, drama	3	-	-	-	-	-	1	4

UNIT 5. Scripting for Web	L	T	S	W	D	V	P	T
5.1 Use of sound, Visual, and Graphics to complement of words	3	-	-	-	-	-	-	3
5.2 Features of Web Writing	3	-	-	-	-	-	1	4
5.3 Styles, Popular Forms of scripting in web	3	-	-	-	-	-	-	3
5.4 Writing for different web formats: News, Article, Feature, advertisements etc.	3	-	-	-	-	-	2	5
5.5 Convergence of Media	3	-	-	-	-	-	1	4

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MEDIA LAWS AND ETHICS

UNIT -1 PRESS FREEDOM AND LAW	L	T	S	W	D	V	P	T
1.1 Introduction of Constitution and source of Indian constitution	3	-	-	-	-	-	-	3
1.2 Freedom of speech and expression	3	-	-	-	-	-	1	4
1.3 Contempt of court 1971 : civil and criminal law of defamation	3	-	-	-	-	-	-	3
1.4 Provisions of declaring emergency and their effects on media	3	-	-	-	-	-	2	5
1.5 Right to information 2005	3	-	-	-	-	-	1	4

UNIT-2 MEDIA LAWS	L	T	S	W	D	V	P	T
2.1 Civil and criminal law of defamation	3	-	-	-	-	-	-	3
2.2 Indian penal Code 1860 (Section -124A, 153AB,292,293)	3	-	-	-	-	-	1	4
2.3 Criminal procedure Code 1973 (Section-93,95,96, 108, 144, 196,327)	3	-	-	-	-	-	-	3
2.4 Intellectual property rights	3	-	-	-	-	-	2	5
2.5 Copy Right Act 1957	3	-	-	-	-	-	1	4

UNIT -3 ELECTRONIC MEDIA LAWS	L	T	S	W	D	V	P	T
3.1 Prasar Bharti Act 1990	3	-	-	-	-	-	-	3
3.2 Cable TV network regulation Act 1995	3	-	-	-	-	-	1	4
3.3 Cinematography Act 1952	3	-	-	-	-	-	-	3
3.4 Information technology Act 2000	3	-	-	-	-	-	2	5
3.5 Convergence laws	3	-	-	-	-	-	1	4

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UNIT -4 MEDIA COUNCILS AND COMMITTEES	L	T	S	W	D	V	P	T
4.1 Press commissions	3	-	-	-	-	-	-	3
4.2 Press Council II 1978	3	-	-	-	-	-	1	4
4.3 Working Journalist Act .1955	3	-	-	-	-	-	-	3
4.4 Broadcasting Editor Association Ethics	3	-	-	-	-	-	2	5
4.5 Wageboards in India for journalists	3	-	-	-	-	-	1	4

UNIT -5 MEDIA CODES AND ETHICS	L	T	S	W	D	V	P	T
5.1 Ethics for Private channels & fm stations	3	-	-	-	-	-	-	3
5.2 Parliamentary privileges: article 105, 193 and 361A of constitution	3	-	-	-	-	-	1	4
5.3 Guidelines for parliamentary coverage (Geeta Mukherjee committee's report)	3	-	-	-	-	-	-	3
5.4 AIR & DD code for election coverage AIR & Doordarshan commercial code	3	-	-	-	-	-	2	5
5.5 Guide line for War and terrorism reporting	3	-	-	-	-	-	1	4

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CINEMA STUDIES

Unit1. Historiography of Cinema	L	T	S	W	D	V	P	T
1.1 History of World and India Cinema and Introduction of Cinema	3	-	-	-	-	-	-	3
1.2 The Developments of Narrative Cinema	3	-	-	-	-	-	1	4
1.3 Fundamentals of Film Narrative	3	-	-	-	-	-	-	3
1.4 Indian Popular Cinema	3	-	-	-	-	-	2	5
1.5 Film theory: apparatus theory, feminist theory, formalist theory, Marxist theory and psychoanalytical theory of film etc	3	-	-	-	-	-	1	4

Unit2. Movements and Development of Cinema	L	T	S	W	D	V	P	T
2.1 Digital Aesthetics, Music and choreography, film genre	3	-	-	-	-	-	-	3
2.2 Indian 'New Wave'	3	-	-	-	-	-	1	4
2.3 Characterizing the Indian 'New Wave' (A Representative Film of any one of the Directors: Mrinal Sen, Mani Kaul, Kumar Shahani, Ketan Mehta, Adoor Gopalakrishnan)	3	-	-	-	-	-	-	3
2.4 People Cinema or Mass Cinema	3	-	-	-	-	-	2	5
2.5 Common Cinema or Art Cinema	3	-	-	-	-	-	1	4

Unit3. Paradigms and Practices	L	T	S	W	D	V	P	T
3.1. Critical debates on Indian 'Art Cinema'	3	-	-	-	-	-	-	3
3.2 Film making practices and Practitioner	3	-	-	-	-	-	1	4
3.3 Modernism and Sensibilities in Indian Film	3	-	-	-	-	-	-	3
3.4 Post Modernism and Post – Classical Film Practices	3	-	-	-	-	-	2	5
3.5 Globalization and 'Bollywood'	3	-	-	-	-	-	1	4

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Unit4. Film Production techniques:	L	T	S	W	D	V	P	T
4.1 Theories of design, design principles, the colour theory, making a film,	3	-	-	-	-	-	-	3
4.2 Cinematography and framing.	3	-	-	-	-	-	1	4
4.3 Different Stages Script Writing For Film	3	-	-	-	-	-	-	3
4.4 Human Resource and Equipments: Directors and Styles,Popular Forms	3	-	-	-	-	-	2	5
4.5 Cinema Laws and Ethics	3	-	-	-	-	-	1	4

Unit 5. Cinema Marketing and Exhibition	L	T	S	W	D	V	P	T
5.1 Cinema Marketing Strategy	3	-	-	-	-	-	-	3
5.2 State Policies	3	-	-	-	-	-	1	4
5.3 Directors and Styles, Popular Forms	3	-	-	-	-	-	-	3
5.4 Exhibition Trend of Film: video parlor, Hall, Multiplex, New web; You tube etc	3	-	-	-	-	-	2	5
5.5 Convergence of Media; Production and Exhibition	3	-	-	-	-	-	1	4

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PROJECT WORK and Viva Voce

Following are the assignments students should perform as a part of project work:

1. Prepare minimum 03 scripts for an audio programme - Radio News, Radio Drama, Radio Commercial

2. Prepare minimum 03 scripts for a video programme – Television News Bulletin, Television Commercial

3. Shoot atleast one programme based on one of the 6 story-boards

4. Prepare a shooting script for a film of atleast 05 minutes' duration

5. Shoot a video documentary of atleast five minutes' duration

6. Prepare a 05 minutes' TV news bulletin (covering atleast 04 different issues including major events of the city)

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ANIMATION

Unit: 1 - Animation	L	T	S	W	D	V	P	T
1.1 What is Animation?	3	-	-	-	-	-	-	3
1.2 History of Animation	3	-	-	-	-	-	1	4
1.3 Types of Animation	3	-	-	-	-	-	-	3
1.4 Animation Techniques	3	-	-	-	-	-	2	5
1.5 Use of animation in Electronic Media	3	-	-	-	-	-	1	4

Unit-2 Hardware and software requirement	L	T	S	W	D	V	P	T
2.1 Mother board, Processor ,RAM	3	-	-	-	-	-	-	3
2.2, Operating System	3	-	-	-	-	-	1	4
2.3 Video cards, Animation Tools - Kinetics Animator Pro, Ulead GIF animation Pro	3	-	-	-	-	-	-	3
2.4 Animation Tools Ulead GIF animation Pro	3	-	-	-	-	-	2	5
2.5 Introduction to flash	3	-	-	-	-	-	1	4

Unit-3 Elements of Graphics Art	L	T	S	W	D	V	P	T
3.1 Introduction to elements of graphics	3	-	-	-	-	-	-	3
3.2 Theory of Color, mass, space, line and point	3	-	-	-	-	-	1	4
3.3 Attributes of Intensity	3	-	-	-	-	-	-	3
3.3 Spatial effects of color	3	-	-	-	-	-	2	5
3.5 Use of graphics in electronic media	3	-	-	-	-	-	1	4

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Unit-4 2D &3D Animation	L	T	S	W	D	V	P	T
4.1 Space, axes, , Co-ordinate line	3	-	-	-	-	-	-	3
4.2 Polylines, objects, lights	3	-	-	-	-	-	1	4
4.3 Concepts of modeling	3	-	-	-	-	-	-	3
4.4 Scene composition	3	-	-	-	-	-	2	5
4.5 Cel-shaded animation, motion capture, photo-realistic animation	3	-	-	-	-	-	1	4

Unit-5 Animation Exercise	L	T	S	W	D	V	P	T
5.1 Making Word animation	3	-	-	-	-	-	-	3
5.2 Making Character animation	3	-	-	-	-	-	1	4
5.3 Exercise of morphing	3	-	-	-	-	-	-	3
5.4 Exercise of special effects	3	-	-	-	-	-	2	5
5.5 Character blinking	3	-	-	-	-	-	1	4

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MULTIMEDIA PRODUCTION

Unit: one - Introduction to Multimedia	L	T	S	W	D	V	P	T
1.1 Definition and meaning of Multimedia	3	-	-	-	-	-	-	3
1.2 Use of multimedia in electronic media	3	-	-	-	-	-	1	4
1.3 Main elements of multimedia	3	-	-	-	-	-	-	3
1.4 Use of multimedia in Education	3	-	-	-	-	-	2	5
1.5 Other uses of Multimedia	3	-	-	-	-	-	1	4

Unit: two - Multimedia Building Blocks	L	T	S	W	D	V	P	T
2.1 Components of multimedia	3	-	-	-	-	-	-	3
2.2.Graphics, text, video	3	-	-	-	-	-	1	4
2.3 Video and sound	3	-	-	-	-	-	-	3
2.4 Multimedia application	3	-	-	-	-	-	2	5
2.5 Multimedia tools	3	-	-	-	-	-	1	4

Unit: three - Digital Imaging	L	T	S	W	D	V	P	T
3.1 What is computer graphics?	3	-	-	-	-	-	-	3
3.2 Types of images	3	-	-	-	-	-	1	4
3.3 Major image file formats	3	-	-	-	-	-	-	3
3.4 File compression techniques	3	-	-	-	-	-	2	5
3.5 Image applications	3	-	-	-	-	-	1	4

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Unit: four - Digital Sound	L	T	S	W	D	V	P	T
4.1 Sampling rate, bit rate, baud rate, bandwidth	3	-	-	-	-	-	-	3
4.2 Major audio file formats	3	-	-	-	-	-	1	4
4.3 Sampling	3	-	-	-	-	-	-	3
4.4 Basic sound editing operations	3	-	-	-	-	-	2	5
4.3 Data Conversion technique (ADC, DAC etc.)	3	-	-	-	-	-	1	4

Unit: five - Authoring tools and metaphors	L	T	S	W	D	V	P	T
5.1 Meaning, types and functions of metaphors	3	-	-	-	-	-	-	3
5.2 Selecting authoring tools	3	-	-	-	-	-	1	4
5.3 Types and features of authoring tools	3	-	-	-	-	-	-	3
5.4 Authoring stages	3	-	-	-	-	-	2	5
5.5 Team Members	3	-	-	-	-	-	1	4

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INDIAN POLITICAL SYSTEM

Unit 1:- Principles of Political Science	L	T	S	W	D	V	P	T
1.1 Political Science: Definition, Nature & Scope	3	-	-	-	-	-	-	3
1.2 Relations of Political Science with Social Sciences	3	-	-	-	-	-	1	4
1.3 State: Definition, Elements, Relations with other organization.	3	-	-	-	-	-	-	3
1.4 Sovereignty: Monist and Pluralist: Concept of Welfare State	3	-	-	-	-	-	2	5
1.5 Liberty, Equality, Rights and Justice	3	-	-	-	-	-	1	4

Unit: 2- Indian Constitution	L	T	S	W	D	V	P	T
2.1 Brief History of Development of Indian Constitution	3	-	-	-	-	-	-	3
2.2 Indian Constituent Assembly ,Indian Constitution: Sources and Features	3	-	-	-	-	-	1	4
2.3 Parts and Schedules of Indian Constitution	3	-	-	-	-	-	-	3
2.4 Preamble, Indian Citizenship, Fundamental Rights, Fundamental Duties	3	-	-	-	-	-	2	5
2.5 Directive Principles of State Policy	3	-	-	-	-	-	1	4

Unit: 3 Indian Parliamentary System	L	T	S	W	D	V	P	T
3.3 Federalism and Unitary with reference to Centre-State Relations	3	-	-	-	-	-	-	3
3.2 Union Executive- President, Vice-President, Prime Minister, Council of Ministers	3	-	-	-	-	-	1	4
3.3 State Executive- Governor, Chief Minister, Council of Minister	3	-	-	-	-	-	-	3
3.4 Union Legislature- Parliament composition and Functions	3	-	-	-	-	-	2	5
3.5 Speaker of Lok Sabha, Amendment Process; Rajya Sabha,Vidhan Sabha, Vidhan Parishad	3	-	-	-	-	-	1	4

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Unit: 4 Judiciary and Election Commission	L	T	S	W	D	V	P	T
4.1 Supreme Court, High Court, Judicial review, Judicial Activism	3	-	-	-	-	-	-	3
4.2 Election Commission, Election Process, Electoral Reforms	3	-	-	-	-	-	1	4
4.3 Party System in India: National and Regional Political parties in India	3	-	-	-	-	-	-	3
4.4 Defection and current laws regarding defection	3	-	-	-	-	-	2	5
4.5 Attorney General, Solicitor General , CAG	3	-	-	-	-	-	1	4

Unit: 5- Issues, Challenges in Indian Political System	L	T	S	W	D	V	P	T
5.1 Emerging Trends before Indian Political System	3	-	-	-	-	-	-	3
5.2 Roles of Castes, Regionalism, Language in India , Politics of Reservation	3	-	-	-	-	-	1	4
5.3 Women Reservation, Feminism	3	-	-	-	-	-	-	3
5.4 Political Culture, Ideology	3	-	-	-	-	-	2	5
5.5 Post Modernism, Environmentalism, RTI	3	-	-	-	-	-	1	4

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HUMAN RIGHTS & MEDIA

Unit-1 Evolution of Human Rights	L	T	S	W	D	V	P	T
1.1 Concept & definition : human rights	3	-	-	-	-	-	-	3
1.2 Media and human rights	3	-	-	-	-	-	1	4
1.3 International perspective of human rights	3	-	-	-	-	-	-	3
1.4 Issues of human rights	3	-	-	-	-	-	2	5
1.5 Universal declaration of human rights	3	-	-	-	-	-	1	4

Unit-2 Thought and Expression	L	T	S	W	D	V	P	T
2.1 Freedom of speech and expression under Indian constitution	3	-	-	-	-	-	-	3
2.2 Freedom of press	3	-	-	-	-	-	1	4
2.3 Basic Rights	3	-	-	-	-	-	-	3
2.4 Freedom of speech	3	-	-	-	-	-	2	5
2.5 Right to privacy	3	-	-	-	-	-	1	4

Unit-3 Writing on Human Rights	L	T	S	W	D	V	P	T
3.1 Writing on human rights-types of reports	3	-	-	-	-	-	-	3
3.2 Sources of Human rights news	3	-	-	-	-	-	1	4
3.3 Trends in Indian press	3	-	-	-	-	-	-	3
3.4 Problems of writing about human right issues	3	-	-	-	-	-	2	5
3.5 Right to Information Act.	3	-	-	-	-	-	1	4

Unit-4 Role of Media	L	T	S	W	D	V	P	T
4.1 The role of media in protecting human rights violations	3	-	-	-	-	-	-	3
4.2 Investigative journalism	3	-	-	-	-	-	1	4
4.3 Persuasive journalism and media activism	3	-	-	-	-	-	-	3
4.4 Media lobbying	3	-	-	-	-	-	2	5

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4.5 Politics of Human Rights	3	-	-	-	-	-	1	4

Unit-5 Issues, Challenges in Indian Political System	L	T	S	W	D	V	P	T
5.1 Emerging Trends before Indian Political System	3	-	-	-	-	-	-	3
5.2 Roles of Castes, Regionalism, Language in India , Politics of Reservation	3	-	-	-	-	-	1	4
5.3 Women Reservation, Feminism	3	-	-	-	-	-	-	3
5.4 Political Culture, Ideology	3	-	-	-	-	-	2	5
5.5 Post Modernism, Environmentalism, RTI	3	-	-	-	-	-	1	4

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FOLK AND COMMUNITY MEDIA

Unit-1 Culture and Tradition	L	T	S	W	D	V	P	T
1.1 Meaning of Culture, Tradition, Folklore, oral Tradition	3	-	-	-	-	-	-	3
1.2 Different Folk Media in India	3	-	-	-	-	-	1	4
1.3 Devotional and religious forms	3	-	-	-	-	-	-	3
1.4 Voicing public opinion	3	-	-	-	-	-	2	5
1.5 Creating awareness through folk media.	3	-	-	-	-	-	1	4

Unit-2 Community	L	T	S	W	D	V	P	T
2.1 Definitions, concept and characteristics of a community.	3	-	-	-	-	-	-	3
2.2 Community norms, customs and institutions in contemporary India.	3	-	-	-	-	-	1	4
2.3 Community social capital.	3	-	-	-	-	-	-	3
2.4 Communities as stakeholders in development.	3	-	-	-	-	-	2	5
2.5 Community Knowledge Management.	3	-	-	-	-	-	1	4

Unit-3 Understanding community media	L	T	S	W	D	V	P	T
3.1 Case study of select community media initiatives.	3	-	-	-	-	-	-	3
3.2 Community media in India.	3	-	-	-	-	-	1	4
3.3 Community Radio in India.	3	-	-	-	-	-	-	3
3.4 History and Recent development.	3	-	-	-	-	-	2	5
3.5 Community Media.	3	-	-	-	-	-	1	4

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Unit-4 Participatory techniques	L	T	S	W	D	V	P	T
4.1 Community participation	3	-	-	-	-	-	-	3
4.2 Participatory data collection techniques	3	-	-	-	-	-	1	4
4.3 Community media production	3	-	-	-	-	-	-	3
4.4 Journalism and Communication Community Process	3	-	-	-	-	-	2	5
4.5 Community ethics	3	-	-	-	-	-	1	4

Unit-5	L	T	S	W	D	V	P	T
4.1 Social Media	3	-	-	-	-	-	-	3
4.2 Elements of Social Media	3	-	-	-	-	-	1	4
4.3 Function of Social Media in Participatory Communication	3	-	-	-	-	-	-	3
4.4 Citizen journalism. Blog	3	-	-	-	-	-	2	5
4.5 Civil Society	3	-	-	-	-	-	1	4

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RURAL COMMUNICATION

UNIT-l Introduction to Rural India	L	T	S	W	D	V	P	T
1.1 Socio - economic structure of villages	3	-	-	-	-	-	-	3
1.2 Social change in village community	3	-	-	-	-	-	1	4
1.3 Impact of globalization and urbanization on villages	3	-	-	-	-	-	-	3
1.4 Problems of rural society	3	-	-	-	-	-	2	5
1.5 Rural Community Assessments (Population of Rural – Urban)	3	-	-	-	-	-	1	4

UNIT -2 Govt. Policies for Rural Development	L	T	S	W	D	V	P	T
2.1 Five Year Plans and villages	3	-	-	-	-	-	-	3
2.2 Zamindari abolition and land reforms	3	-	-	-	-	-	1	4
2.3 Co-operative movement	3	-	-	-	-	-	-	3
2.4 Community development Programme	3	-	-	-	-	-	2	5
2.5 Panchayti Raj and rural development	3	-	-	-	-	-	1	4

UNIT- 3 History of Rural Broadcast	L	T	S	W	D	V	P	T
3.1 Issues of development - Health, Education, Infrastructure, Livelihoods etc.	3	-	-	-	-	-	-	3
3.2 Social conflicts, empowerment of weaker sections.	3	-	-	-	-	-	1	4
3.3 AIR's developmental programmes.	3	-	-	-	-	-	-	3
3.4 Krishi Darshan of DD.	3	-	-	-	-	-	2	5
3.5 SITE project.	3	-	-	-	-	-	1	4

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UNIT -4 Programming for Rural Development	L	T	S	W	D	V	P	T
4.1 Concept of public service broadcast	3	-	-	-	-	-	-	3
4.2 Impact of broadcast on development	3	-	-	-	-	-	1	4
4.3 Planning and scheduling of development programmes	3	-	-	-	-	-	-	3
4.4 Field generated programme.	3	-	-	-	-	-	2	5
4.5 Area specific programmes of DD.	3	-	-	-	-	-	1	4

UNIT-5 Future of Rural Broadcast	L	T	S	W	D	V	P	T
5.1 Concept of local broadcast	3	-	-	-	-	-	-	3
5.2 FM radio and rural broadcast	3	-	-	-	-	-	1	4
5.3 Interactive and participatory programmes	3	-	-	-	-	-	-	3
5.4 Satellite radio	3	-	-	-	-	-	2	5
5.5 Community radio	3	-	-	-	-	-	1	4

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YOGA AND SPIRITUAL COMMUNICATION

1. Spiritual Communication	L	T	S	W	D	V	P	T
1.1 Introduction and Meaning of Spiritual, Definition,	3	-	-	-	-	-	-	3
1.2Concept & Classification of Values	3	-	-	-	-	-	1	4
1.3 Moral and Spirituality	3	-	-	-	-	-	-	3
1.4 Ethics and Religion	3	-	-	-	-	-	2	5
1.5 Personal, Professional, Commercial and Societal Values	3	-	-	-	-	-	1	4

2 Understanding Spirituality	L	T	S	W	D	V	P	T
2.1 Understanding Spirituality	3	-	-	-	-	-	-	3
2.2 Understanding Media Values,	3	-	-	-	-	-	1	4
2.3 Need of Ethics And Code for Media Persons	3	-	-	-	-	-	-	3
2.4 Confronting Pressures Rules and Powers	3	-	-	-	-	-	2	5
2.5 Spiritualism In 21th centaury	3	-	-	-	-	-	1	4

3 fundamental of yoga	L	T	S	W	D	V	P	T
3.1 Definition and meaning of yoga	3	-	-	-	-	-	-	3
3.2 Origin, History and Development of yoga,	3	-	-	-	-	-	1	4
3.3 Utilities of yoga in modern era	3	-	-	-	-	-	-	3
3.4 Different structure of yoga in different Indian treatise (Ved, Upnishad, Geeta, Mimansa etc)	3	-	-	-	-	-	2	5
3.5 Different structure of yoga in different Indian treatise (Boudh, Jain, Nayay,Vaishishik,Vedant ,Sankhya)	3	-	-	-	-	-	1	4

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4 Yoga Methods	L	T	S	W	D	V	P	T
4.1 Raj yoga, Bhakti yoga,Hath Yoga ,Gyan Yoga,KarmYoga,AstangYoga,Kriya Yoga	3	-	-	-	-	-	-	3
4.2 Contribution of Yoga Rishi In Yoga (Patanjali, Arvindswami, Swamishivanand, Swamivivekanad, yogishyamcharanlahni, Gorakshnath.	3	-	-	-	-	-	1	4
4.3 Yoga Teachings and Philosophy (Familiarity with the evolution of the teachings and philosophy of the yoga tradition and its relevance and application to yoga therapy)	3	-	-	-	-	-	-	3
4.4 Teachings from Vedic and post-Vedic periods,.	3	-	-	-	-	-	2	5
4.5 Samkhya,Yoga,Tantra, and Ayurveda	3	-	-	-	-	-	1	4

5 YOGA for HUMAN EXCELLENCE	L	T	S	W	D	V	P	T
5.1 Indian Philosophical Dharshans- Sangiam and yoga,BhagavathGeetha –	3	-	-	-	-	-	-	3
5.2 Patanjali's Yoga Sudra	3	-	-	-	-	-	1	4
5.3 Equalism Meaning of Equalism, Religion and spirituality	3	-	-	-	-	-	-	3
5.4 Relation between equalism and spirituality	3	-	-	-	-	-	2	5
5.5 Equalism and yoga – Yoga in Hindu Religion, Buddhism, Christianity and Muslim	3	-	-	-	-	-	1	4

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DEFENCE JOURNALISM

Unit-1 Structure of Indian armed forces	L	T	S	W	D	V	P	T
1.1 Origin and development of Defense services in India	3	-	-	-	-	-	-	3
1.2 ARMY Its origin and development	3	-	-	-	-	-	1	4
1.3 Navy: Its origin and development	3	-	-	-	-	-	-	3
1.4 Air force: Its origin and development	3	-	-	-	-	-	2	5
1.5 Paramilitary forces	3	-	-	-	-	-	1	4

Unit-2 Organization and functions	L	T	S	W	D	V	P	T
2.1 Organization and functions of the ministry of defense, and its departments	3	-	-	-	-	-	-	3
2.2 Structure of India' s defense budget,	3	-	-	-	-	-	1	4
2.3 Defence policies: meaning; definition and concept	3	-	-	-	-	-	-	3
2.4 India's major defense training institutes	3	-	-	-	-	-	2	5
2.5 Defense Management in the Armed Forces Human Resource Management in Armed Forces	3	-	-	-	-	-	1	4

Unit-3 Military Technology	L	T	S	W	D	V	P	T
3.1 Introduction and role of Armed Forces in Disaster response Required Traits, Training and Preparedness for Armed Forces	3	-	-	-	-	-	-	3
3.2 Small arms technology ,Armored Vehicles Technology, Submarines and Aircraft Carrier Aircraft, Rocket, Missile and Space Vehicle	3	-	-	-	-	-	1	4
3.3 MODERNISATION & INDIAN ARMY. Rational of Defense production in India Role of Defense Production in National Development Structure of Defense Production Role and Functions of Department of Defense Production and DRDO Ordnance Factories-Its Highlights Make in India' & Defense Procurement.	3	-	-	-	-	-	-	3
3.4 By indigenous means-by public and private sectors	3	-	-	-	-	-	2	5

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3.5 By transfer of technology: Its political, military and economic impact Advantages of foreign collaboration and joint military technological venture	3	-	-	-	-	-	1	4

Unit-4 Present Scenario & challenges	L	T	S	W	D	V	P	T
4.1 India and its neighboring countries	3	-	-	-	-	-	-	3
4.2 Wars after India's Independence	3	-	-	-	-	-	1	4
4.3 Present challenges of Defense	3	-	-	-	-	-	-	3
4.4 Social face of Defense	3	-	-	-	-	-	2	5
4.5 Humanitarianism and Conflict	3	-	-	-	-	-	1	4

Unit-5 Defense Reporting	L	T	S	W	D	V	P	T
5.1 Defence Reporting: Necessity & History , Defence And Media , Defence Reporting And Its Hurdles ,Its Risk And Do's And Don'ts,	3	-	-	-	-	-	-	3
5.2 Types Of Defense Reporting.: War ,Peace	3	-	-	-	-	-	1	4
5.3 News Sources In Defiance And How To Keep Them. Defense News Through Non-Defense Sources	3	-	-	-	-	-	-	3
5.4 Defence Reporter: Preparation And Essential Requisites	3	-	-	-	-	-	2	5
5.5 Tools Of A Defense Reporter, Writing On Defense Issues	3	-	-	-	-	-	1	4

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WILDLIFE CONSERVATION

1. Fundamentals in Wildlife-1	L	T	S	W	D	V	P	T
1.1 Evolution and Biogeography, Fundamentals in Ecology	3	-	-	-	-	-	-	3
1.2 Plant Systematics and Vegetation Science	3	-	-	-	-	-	1	4
1.3 Taxonomy and Animal Systematics	3	-	-	-	-	-	-	3
1.4 Forestry and Natural Resource Conservation	3	-	-	-	-	-	2	5
1.5 Mammalogy, Ornithology, Herpetology, Ichthyology, Entomology & Invertebrates	3	-	-	-	-	-	1	4

2. Population Ecology and Quantitative Methods	L	T	S	W	D	V	P	T
2.1 Population Ecology	3	-	-	-	-	-	-	3
2.2 Advanced Population Ecology	3	-	-	-	-	-	1	4
2.3 Community Ecology	3	-	-	-	-	-	-	3
2.4 Research Methods	3	-	-	-	-	-	2	5
2.5 Data Sources; Census, Household Surveys etc	3	-	-	-	-	-	1	4

3. Habitat Ecology	L	T	S	W	D	V	P	T
3.1 Habitat Ecology	3	-	-	-	-	-	-	3
3.2 Landscape Ecology	3	-	-	-	-	-	1	4
3.3 Ecosystem Ecology	3	-	-	-	-	-	-	3
3.4 Advanced Population Ecology	3	-	-	-	-	-	2	5
3.5 Ecology and Communication	3	-	-	-	-	-	1	4

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Unit: 4 Wildlife Ecology and Conservation Biology	L	T	S	W	D	V	P	T
4.1 Behavioural Ecology	3	-	-	-	-	-	-	3
4.2 Animal Physiology	3	-	-	-	-	-	1	4
4.3 Nutritional Ecology	3	-	-	-	-	-	-	3
4.4 Conservation Biology	3	-	-	-	-	-	2	5
4.5 Conservation Genetics	3	-	-	-	-	-	1	4

5 Wildlife Health and Population Management	L	T	S	W	D	V	P	T
5.1 Wildlife Health	3	-	-	-	-	-	-	3
5.2 Population Management - Capture and Handing of Wild Animals	3	-	-	-	-	-	1	4
5.3 Advanced Quantitative Methods	3	-	-	-	-	-	-	3
5.4 Conservation Genetics and Wildlife Forensics	3	-	-	-	-	-	2	5
5.5 Conservation Breeding and Wildlife Utilization, Environment Impact Assessment, Human dimensions in Wildlife Management	3	-	-	-	-	-	1	4

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GENDER STUDIES

1 Gender Concepts	L	T	S	W	D	V	P	T
1.1 Sex & Gender, Social construction of Gender, Gender Socialization	3	-	-	-	-	-	-	3
1.2 Gender discrimination, gender stereotyping, Gender Roles	3	-	-	-	-	-	1	4
1.3 Structures of gender Inequality. (Patterns of Gender inequality in terms of caste, class and religion patterns of violence against women, Female Infanticide,	3	-	-	-	-	-	-	3
1.4 Child marriage. Dowry, Widowhood, Domestic violence, and single women	3	-	-	-	-	-	2	5
1.5 Understanding Demographic indicators related to gender (global comparison) (Sex Ratio, Literacy, Life Expectancy, Maternal Mortality Rate, Infant Mortality Rate, Work Participation Rate)	3	-	-	-	-	-	1	4

2 Social Reproduction of Patriarchy and Control over	L	T	S	W	D	V	P	T
2.1 Good woman vs. Bad woman: Complying traditions, maintaining family honor; Politics of Procreation& Glorification of Motherhood	3	-	-	-	-	-	-	3
2.2 Gendered work and work spaces, Invisibility of Female work, Unpaid labor, issues of ownership/access to resources	3	-	-	-	-	-	1	4
2.3 Reproduction of Patriarchy and Sexuality in Agricultural, Industrial and Post-industrial Society	3	-	-	-	-	-	-	3
2.4 Unequal burdens of morality & ethics, Notions of chastity, seclusion, segregation	3	-	-	-	-	-	2	5
2.5 Reinforcing Patriarchy through legitimizing force (of the state) and violence on women, controlling sexuality	3	-	-	-	-	-	1	4

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through laws								

3 Types of Feminism								
3.1 Liberal Feminism - Individual Freedom	L	T	S	W	D	V	P	T
3.2 Socialist Feminism: Value of Housework and Reproduction Privileging Class and Capitalism Capitalist Patriarchy From Androgyny to Gynocentric Politics of Difference	3	-	-	-	-	-	-	3
3.3 Radical Feminism Sisterhood and Sexual Oppression Radical Rejection of Patriarchy Feminism of Difference Politics of the Private Sphere Control over and Celebration of Sexually Specific Body/Biology	3	-	-	-	-	-	1	4
3.4 Post-Structural/Post-Modern Feminism Rejection of Grand Narrative and Essentialism Constitution of Meaning through Difference	3	-	-	-	-	-	-	3
3.5 Deconstruction Death of the Subject Queer Theory	3	-	-	-	-	-	2	5

4 Women and law								
	L	T	S	W	D	V	P	T
4.1 Understanding Law : Legal Concepts ,Law and Feminism.	3	-	-	-	-	-	-	3
4.2 Source of Law : Primary sources ,Religion, Custom and Conventions, Socio-Political Philosophy and Law	3	-	-	-	-	-	1	4
4.3 , Secondary Sources ,The Constitution, Statutes and Judicial Decisions	3	-	-	-	-	-	-	3
4.4 Women Rights as Human Rights :U.N. World Conference on Women, Universal Declaration of Human Rights ,Convention on the Elimination of all forms of Discrimination against Women ,Declaration on the Elimination of Violence against Women	3	-	-	-	-	-	2	5

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4.5 Law Relating to Crimes against Women :Indian Penal Code -1860 , Dowry Prohibition Act,1961, Indecent Representation of Women [Prohibition]Act,1986	3	-	-	-	-	-	1	4

5 Gender and Mass Media	L	T	S	W	D	V	P	T
5.1 Impact of globalization on media images of women	3	-	-	-	-	-	-	3
5.2 Women discourse in media	3	-	-	-	-	-	1	4
5.3 News coverage and reports on News Paper, television ,Colum's	3	-	-	-	-	-	-	3
5.4 Impact of sex and violence related matter of media on women	3	-	-	-	-	-	2	5
5.5 Protection of Women from Domestic Violence Act, 2005	3	-	-	-	-	-	1	4

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BUSINESS COMMUNICATION

1. Introduction of Communication	L	T	S	W	D	V	P	T
1.1 Communication: Introduction, Understanding Communication, Basic Principles, Process and Barriers in Communication, Importance of Communication in the Workplace.	3	-	-	-	-	-	-	3
1.2: Communication Channels: Introduction, Types and Classification of Communication Channels.	3	-	-	-	-	-	1	4
1.3 Theories of Communication	3	-	-	-	-	-	-	3
1.4 Communication: Oral and Written	3	-	-	-	-	-	2	5
1.5 Corporate Communication.	3	-	-	-	-	-	1	4

2. Business Communication	L	T	S	W	D	V	P	T
2.1 Business Communication: Introduction, Nature and Types of Business Communication, Communication Network in Organizations.	3	-	-	-	-	-	-	3
2.2 Guidelines for Written Business Communication: Introduction, General Principles of Business Writing.	3	-	-	-	-	-	1	4
2.3 Internal Business Communication: Introduction, Types and Guidelines for Meetings, Before the Meeting, During the Meeting, After the Meeting, and Common Mistakes made at Meetings.	3	-	-	-	-	-	-	3
2.4 Writing Memos, Circulars and Notices: Introduction, What is a Memo? Circulars and Notices.	3	-	-	-	-	-	2	5
2.5 Business Communication Ethics and Values.	3	-	-	-	-	-	1	4

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3. Media Communication	L	T	S	W	D	V	P	T
3.1 Electronic Media and Shareholder Communication: Introduction.	3	-	-	-	-	-	-	3
3.2 Policy, Government policies competition.	3	-	-	-	-	-	1	4
3.3 External Business Communication –Writing Business Letters: Introduction, Principles of Business Letter Writing, Types of Business Letters, Format for Business Letters	3	-	-	-	-	-	-	3
3.4 Introduction, Communication with Media through News Releases, Communication about the Organization through Advertising.	3	-	-	-	-	-	2	5
3.5 Use of Media Production	3	-	-	-	-	-	1	4

4 Writing for Business	L	T	S	W	D	V	P	T
4.1 Internal and External Business -Communication – Writing Business Reports: Introduction, What is a Report? Types of Business Reports, Format for Business Reports, Steps in Report Preparation	3	-	-	-	-	-	-	3
4.2 Employment Communication – Resumes and Cover Letters: Introduction, Writing a Resume, Writing Job Application Letters, Other Letters about Employment	3	-	-	-	-	-	1	4
4.3 Group Discussions and Interviews: Introduction, What is a Group Discussion? Attending Job Interviews	3	-	-	-	-	-	-	3
4.4 Communication as a key concept in the Corporate and Global world	3	-	-	-	-	-	2	5
4.5 Image Communication	3	-	-	-	-	-	1	4

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5. Impact of Technological Advancements	L	T	S	W	D	V	P	T
	3	-	-	-	-	-	-	3
5.1 Online Market								
	3	-	-	-	-	-	1	4
5.2 Social Media								
	3	-	-	-	-	-	-	3
5.3 e Commerce								
	3	-	-	-	-	-	2	5
5.4 Paperless System								
	3	-	-	-	-	-	1	4
5.5 Virtualization and Convergence								

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INDIAN ECONOMIC SYSTEM

Unit: 1 Introduction	L	T	S	W	D	V	P	T
1.1 Introduction and Nature of Indian Economic.	3	-	-	-	-	-	-	3
1.2 Indian Economy on the Eve of Independence.	4	-	-	-	-	-		4
1.3 British rule and its impact on Indian Economy	3	-	-	-	-	-	-	3
1.4 Emergence and development of Planning exercise in India – historical debates, plan models and shift in focus over time	5	-	-	-	-	-		5
1.5 Five year Planning.	4	-	-	-	-	-		4

Unit: 2 Definition and Scope of Economics	L	T	S	W	D	V	P	T
2.1 Definition and concept of Economic development.	3	-	-	-	-	-	-	3
2.2 Factors of Economic development.	4	-	-	-	-	-		4
2.3 Human Developments Index.	3	-	-	-	-	-	-	3
2.4 New Economic policy 1991.	5	-	-	-	-	-		5
2.5 Poverty: meaning and concept, Types of Poverty.	4	-	-	-	-	-		4

Unit: 3 Macroeconomic Policies and Their Impact	L	T	S	W	D	V	P	T
3.1 Introductory Macroeconomics: National Income Accounting	3	-	-	-	-	-	-	3
3.2 Gross domestic product; income, expenditure and the circular flow, price indices, national income accounting for an open economy, balance of payments: current and capital accounts.	4	-	-	-	-	-		4
3.3 Money: Functions of money; quantity theory of money; determination of money supply and demand; credit creation; tools of monetary policy.	3	-	-	-	-	-	-	3
3.4 Inflation; Inflation and its Social Costs, hyperinflation.	5	-	-	-	-	-		5
3.5 Inflation, Unemployment and Expectations	4	-	-	-	-	-		4

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Unit: 4 Introduction Indian Market	L	T	S	W	D	V	P	T
4.1 Consumer Theory.	3	-	-	-	-	-	-	3
4.2 Supply and Demand.	4	-	-	-	-	-		4
4.3 GDP and Sustainable Development.	3	-	-	-	-	-	-	3
4.4 Market: meaning and Natures	5	-	-	-	-	-		5
4.5 Role of Agriculture in Indian Economic	4	-	-	-	-	-		4

Unit: 5 Public Economics	L	T	S	W	D	V	P	T
5.1 Fiscal and Monetary Policy,	3	-	-	-	-	-	-	3
5.2 Macroeconomic Policies and Their Impact Fiscal Policy, trade and investment policy, financial and monetary policies; labor regulation.	4	-	-	-	-	-		4
5.3 Policies and Performance in Agriculture Growth, productivity, agrarian structure and technology, capital formation; trade; pricing and procurement.	3	-	-	-	-	-	-	3
5.4 Policies and Performance in Industry Growth, productivity, diversification, small scale industries, public sector, competition policy, foreign investment	5	-	-	-	-	-		5
5.5 Globalization: Globalization in historical perspective. The economics and politics of multilateral agreements, trade, production patterns and world inequality, financial instability in a globalized world.	4	-	-	-	-	-		4

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DOCUMENTARY PRODUCTION

Unit: 1 Introduction to Non-fiction	L	T	S	W	D	V	P	T
1.1 Introduction	3	-	-	-	-	-	-	3
1.2 Understanding the Non-fiction genre	3	-	-	-	-	-	1	4
1.3 History of Actualities	3	-	-	-	-	-	-	3
1.4 Types of Documentaries	3	-	-	-	-	-	2	5
1.5 Theoretical approach to documentaries, early documentaries	3	-	-	-	-	-	1	4

Unit: 2 Production Process of Documentary	L	T	S	W	D	V	P	T
2.1 Pre-production of documentary	3	-	-	-	-	-	-	3
2.2 Approaches to documentary production	3	-	-	-	-	-	1	4
2.3 Production, Developing Ideas	3	-	-	-	-	-	-	3
2.4 Research on the subject, Reece	3	-	-	-	-	-	2	5
2.5 Zeroing on the subject, Development of Script, Scheduling, Budgeting	3	-	-	-	-	-	1	4

Unit: 3 Essential Elements of Script	L	T	S	W	D	V	P	T
3.1 understanding the Visual elements.	3	-	-	-	-	-	-	3
3.2 Modes of recording the Sound.	3	-	-	-	-	-	1	4
3.3 Understanding the sound elements.	3	-	-	-	-	-	-	3
3.4 Different approaches to the Story and its elements,	3	-	-	-	-	-	2	5
3.5 Understanding the Point of view.	3	-	-	-	-	-	1	4

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Unit: 4 Production of Documentary	L	T	S	W	D	V	P	T
	3	-	-	-	-	-	-	3
4.1 Field production of documentary	3	-	-	-	-	-	1	4
4.2 Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews								
	3	-	-	-	-	-	-	3
4.3 Understanding the role of interviewee	3	-	-	-	-	-	2	5
4.4 Different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities.								
4.5 Ethics and Laws of Documentary film	3	-	-	-	-	-	1	4

Unit: 5 Production	L	T	S	W	D	V	P	T
	3	-	-	-	-	-	-	3
5.1 Types of editing software's, Logging to system	3	-	-	-	-	-	1	4
5.2 Shots identification, rough cut, Final cut	3	-	-	-	-	-	-	3
5.3 Use of narration, importance of music	3	-	-	-	-	-	2	5
5.4 Use of effects, titling, advantages of subtitling acknowledgments, understanding copyright. Practical – Shooting and Editing								
5.5 Documentary Marketing Managements	3	-	-	-	-	-	1	4

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WOMEN, CHILDREN & MEDIA

Unit: 1 Media and Social issues	L	T	S	W	D	V	P	T
1.1 Media and Social Issues	4	-	-	-	-	-	-	4
1.2 Problems of girl child and women-female infanticide and feticide, child marriage; dowry, divorce, widowhood, rape, prostitution	5			-	-	-	-	5
1.3 Domestic violence, problems elderly women, single women and working women	4	-	-	-	-	-	-	4
1.4 Gender Discrimination	3							3
1.5 Gender and women issues in media.	3	-	-	-	-	-	-	3

Unit:2 Rights	L	T	S	W	D	V	P	T
2.1 Rights of children and adolescents	2	1	3	2	-	-	-	7
2.2 Child labour	2							2
2.3 Exploitation of children	2	-	-	-	-	-	-	2
2.4 Reform Process, Civil Society and NGOs	3	-	-	3	-	-	-	6
2.5 Governments and Non Governments agency	3							3

Unit:3 Media Impacts	L	T	S	W	D	V	P	T
3.1 Media and violence against women	2	-	-	-	-	-	-	2
3.2 Media and women empowerment	3	-	-		-	-	-	3
3.3 Impact of media on women and children	3	2	-	-	-	-	-	5
3.4 Women and children in advertising.	4	-	-	-	-	-	-	4
3.5 Media Laws for women and children	3	-	-	-	-	-	-	3

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Unit:4 Women as News Makers	L	T	S	W	D	V	P	T
4.1 Women and children's magazines	5	-	-		-	-	-	5
4.2 Role portrayal of women in media	6	-		-	-	-	-	6
4.3 Programmes on women and children on radio and TV, children's films	4	-	-	-	-	-	-	4
4.4 Women Journalists	3	-		-	-	-	-	3
4.5 Issues based Journalist	3	-	-	-	-	-	-	3

Unit:5 Challenges of Journalism	L	T	S	W	D	V	P	T
5 .1Challenges in women and children Journalism	2	-	-	-	-	-	-	2
5.2 New era media journalist and challenges	1	-	-	-	-	-	-	1
5.3 Sources and participation of GO's and NGOs	2	-	-	-	-	-	-	2
5.4 Knowledge Management and Documentation	3	-	-	-	-	-	-	3
5.5 Social security of journalist	2	-	-	3	-	-	-	5

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