

III Semester

Core Course –13 JMC /3/CC/13

Broadcast Journalism

OBJECTIVE:

Broadcast Journalism paper is aimed at applicants wishing to pursue a career in journalism within the broadcasting sector and equips you to become a critical practitioner with journalistic skills. Broadcast Journalism adopts real-world working and industry emulation strategies ensuring that graduates are fully prepared for a career in broadcast journalism.

UNIT I

Origins and characteristics of radio and TV - characteristics of the aural faculty of humans - cultural meanings of sounds and visuals in India/Tamil Nadu - the contributions of Second World War to radio's growth - a brief history of broadcasting in India, Nature and characteristics of the medium, Broadcasting policy, Objectives, Role of radio in development, Recommendations of Committees and Working groups – Vidyalankar, Chanda, Joshi and Verghese Committees. PrasarBharathi Bill, Autonomy and Future of Radio.

UNIT II

Radio station – structure and functioning, Personnel – responsibilities, Radio programme production process – studio facilities, tapes. Writing for radio – principles and guidelines. Recording, Editing – methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries, Listener ship surveys.

UNIT III

Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

UNIT IV

Television station – structure and functioning; Planning and production of TV programmes: pre production process – camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV; Post production process: sequence, structure, types of transition, film editing methods and techniques, sound and graphics; Production of news, features, interviews and other programmes; Sponsored programmes, commercials, educational broadcast.

UNIT V

Social and cultural impact of foreign TV networks, need for policy frame work , factors influencing media environment, future of public broadcasting in India, audience research, research methods and techniques, trends in audience research.

REFERENCE BOOKS:

1. Barua U.L. This is All India Radio, Publication Division, New Delhi
2. Chatterji P.C. Broadcasting in India, Sage, New Delhi
3. Berg, Jerry. Broadcasting on the Short Waves, 1945 to Today, McFarland, Jefferson
4. World Radio TV Handbook 2013: The Directory of Global Broadcasting, WRTH, London.
5. White, Ted. Broadcast news writing, Reporting and producing, Focal Press, Oxford,
6. Alan Armer. Directing Television and Film, Wadsworth Pub., California,
7. Bignell, Jonathan and Orlebar. Television Handbook, Routledge, London.

Core Course –14 JMC/3/CC/14
FILM STUDIES

OBJECTIVE:

To enable the students explore films historically, culturally, theoretically and critically. This provides a scope to compare the world films and understand them in the above context.

UNIT I

Critical introduction to the origins of film studies as an academic discipline – Characteristics, functions, limitations of film media, elements/genres of cinema - Defining narrative- diegetic and non-diegetic elements – Narrative structure – Alternatives to narrative fiction film- documentary, ethnographic and experimental (avant-garde) films

UNIT II

Histories of pre-cinema, cinema and early cinema - Social context and film style- German Expressionism, Italian neorealism, French new wave, Hollywood, ,cine ma verite, parallel cinema, Bollywood – Film authorship and the auteur – Independent documentary films. India/Tamil Nadu

UNIT III

Basic aspects of film language and film aesthetics: Mis-en-scene – Cinematography, Editing, Sound, Production, Stages and element of production.

UNIT IV

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation. Theorising Indian cinema/Tamil cinema with particular reference to the cultural studies and political economy approaches

UNIT V

An approach to film analysis- understanding audience expectations – The goal of film analysis the importance of developing interpretive claims - economics of film production.

REFERENCE BOOKS:

1. Adorno, Theodor (2002) *The Culture Industry*, Routledge.
2. Baskaran, Theodore (1981) *The Message Bearers: The Nationalist Politics and the Entertainment Media in South India*, Cre-A.
3. David Bordwell and Kristin Thompson (2010), *Film Art: An Introduction*, McGraw Hill.
4. John Hill and Pamela Church Gibson (1998), *The Oxford Guide to Film Studies*, Oxford, 1998.
5. Hayward, Susan (1996) *Key Concepts in Cinema Studies*, Routledge.
6. Hughes, Stephen (2007) “Music in the Age of Mechanical Reproduction: Drama, Gramophone and the Beginnings of Tamil Cinema,” *The Journal of Asian Studies*, 66 (1), pp. 3-34.
7. Ray, Satyajit (1976) *Our Films Their Films*, Orient Longman.

Soft Course- 15A JMC/3/SC/15A
BASIC PHOTOGRAPHY

OBJECTIVE:

This course aims to train students in the basics of photography to begin with and later provide them a firm grounding in the various areas of news photography. This course is strongly recommended for those who are endowed with a passion for visual narratives and a drive to capture news personalities and events.

UNIT I

Photography-Meaning, Definition & History of Photography, Tools of Photography, Camera-Parts of a Camera (Shutter, Apertures, Lens, Films), Types of Camera.

UNIT II

Composition: Need for composing a picture, rules / conventions of composition, elements of composition and their role / relevance in communicating a message;

UNIT III

Lighting: Properties of light, diffused light; Light sources artificial and natural; Basic lighting set-up, lighting for different situations, products, Indoor and outdoor lighting, controlling light, flash light.

UNIT IV

Photographing people, portrait and still, wildlife, environment, sports, landscape, industrial disasters, photography for advertising, conflicts war political and social photography.

UNIT V

News values for pictures, photo essays – photo features; qualities essential for photo journalism, picture magazines – colour photography, impact of technology, practical, field assignments and their evaluation.

REFERENCE BOOKS:

1. The encyclopedia of photography (3rd edn.) (1993) by Richard Zakia, Leatie Stroebel, Focal Press, London.
2. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
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3. Understanding Digital Photography by Joseph A .Ippolito, Thomson Press, New Delhi, 2005.
4. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
5. The Photographer's Handbook. 1999 by John Hedgecoe. Alfred A.Knopf Publisher,

Soft Course- 15B JMC /3/SC/15B

PHOTOGRAPHY (Practical)

LIST OF PRACTICALS

Photography

1. Composition, Rule of Thirds, Headroom . Nose Room, Subject, Lens
2. Lighting- Types-key –fill- back - Rim- op-low- silhouette
3. Special Effects – Freeze frame – Slow shutter
4. Portraits
5. Product – Indoor, Outdoor
6. Advertising Photography
7. Architecture- Interior, Exterior
8. Environmental Photography
9. Industrial Photography
10. Photo-journalism
11. Photographs on Foods and Beverage
12. Monochrome to Color
13. Photo Essay – Photo feature
14. Digital Image Format for Various Media
15. Digital Print on Various Media

Soft Course 16A JMC/3/SC/16A

Internet and Computer Application in Media

Unit I

Introduction to Computer Application Concept of software and hardware. • Concept of data and information.

Unit II

Elementary concepts of DOS commands and Windows. Text editing using MS WORD. Environment of Computer application in media.

Unit III

Details of a presentation software like Power Point. Advanced Concepts of Operating Systems like Dos and Windows. Software Word Processing.

Unit IV

Photosho
Corel Draw
Quark
Xpress/Design

Unit V

Introduction to Web Design. HTML. Multimedia concepts and applications.
• The concept of Desk Top Publishing using Page make up. • Elementary concepts of networking. • Internet : Dial up access, shell vs TCP/IP account. Introduction to domains & address, IP addresses. Introduction to www. Searching information from www. Communication using E mail.

Elective Course 17 JMC/3/OE/17
MEDIA MANAGEMENT

OBJECTIVE:

This paper has three main objectives: First is to introduce you to the managerial aspects of print and electronic media industries. Second is to delineate the Major management functions within industries and describe the important issues that confront individual managers. In addition, the final is to explore management career opportunities in media industries.

UNIT I

Introduction to management, Review of broad theories of management. Management in Print and Broadcast Media. Case studies, management strategies and current media industries. Differences in managing print and electronic media. Nuances in managing and marketing media products.

UNIT II

Organizational Structure - Nature of the Business – What makes a Manager – The Manager's Duties and Responsibilities — Building a Radio Station & TV Station. Communication System, Edition Planning, Printing Schedules, Time Management. Different Type of Problem like Labour etc. Human Resource Development.

UNIT III

Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality Management, Ownership Patterns. Broadcast Media management issues - The industry special – Managing media personnel - The manager's role. - Ethical issues associated with the electronic media - The organization of electronic media units - Department head positions - Middle managers - Women and minorities in management.

UNIT IV

Newspaper finance and control – newspaper registration – R N I – Recruitment policy – training – wage policy – wage boards – readership surveys – ABC. Discussion of current industry issues - Participatory management - Financial management of Broadcast Media - Human resource management of Broadcast Media - The role of research in the management of the Broadcast Media - Audience research.

UNIT V

Media Economy – Nature and Scope of the Media as business entity – key media Economic concepts – markets, industries – macro, micro media economic principles – time and trends, demographic changes, expected marginal utility issues in TV and film Economics.

REFERENCE BOOKS:

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. M. V. Desai & Sewanti, Beyond Those Headlines: Insiders on the Indian Press.
4. Ashok V. Desai, Economic Aspect of Indian Press.
5. Jane Willis, Surviving in the Newspaper Business.
6. Conard C Fink, Strategic Newspaper Management.
7. Bittner, John R. Broadcasting and Telecommunication (Englewood, NJ: Prentice-Hall, Inc., 1985).

Open Elective 18 JMC /3/OE/18

NEW MEDIA STUDIES

OBJECTIVE:

The course discusses developments in Communication and Media technologies, convergence of media, Information Society and legal, ethical and cultural issues arising out of the worldwide expansion of the new technologies.

UNIT I

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.

UNIT II

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

UNIT III

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information.

UNIT IV

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation– socio-technical paradigm, Information commodification new consumption norms – knowledge gap.

UNIT V

New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Act and Regulations.

REFERENCE BOOKS:

1. New media – By Ronald Rice, Sage Publications, 1984
 2. Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
 3. Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
 4. New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
 5. Media performance – By Denis McQuail, Sage Publications London, 1992
 6. Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
 7. Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997
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