

Semester 4

Core Course 19 JMC /4/CC/19

TELEVISION PRODUCTION

OBJECTIVE:

The paper offers the basic concepts of television production an understanding of the operation of TV production equipment and will provide the fundamentals of development of the script for different genres.

UNIT I

Introduction to Video Camera, Working principle of a video camera, Different types of video cameras, CCD, Components of video camera, Types of lenses, White balance process and need, Camera control unit, Basic shots and their composition, Concept of looking space, head room and walking space

UNIT II

Introduction to Television Production, Video production: meaning and scope, Video production process: pre-production, production, post production, Production personnel and their duties and responsibilities, Types of video programmes production, Television studio and ENG production,

UNIT III

Types of Lighting- indoor and outdoor; lighting for Television, Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems.

UNIT IV

Editing Concepts and Fundamentals, Editing - meaning and significance, Grammar of editing Grammar of Picture, Grammar of Audio, eye line, point of view and continuity type- Match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics

UNIT V

Planning a news Survey package, ENG – visualizing, sources, and elements of television news; Planning a news story, research and execution; Television interview-need and types, piece to camera – need and types Writing for television; writing to visuals, marking copy in production language.

REFERENCE BOOKS:

1. Zettl, Hebert, Television Production Handbook. Wadsworth. Thompson Learning.
2. Zettl, Hebert; Video Basics. Wadsworth. Thompson Learning.
3. Video Editing- A post production primer by Steven E. Browne
4. Television Production by Allan Wurtzel
5. The Television lighting technique by Gerald Millerson
6. Video Camera techniques by Gerald Millerson
7. Basics of Video Production by Der Lyur& Graham

Elective Course 20 JMC /4/CC/20

Media Ethics and Laws

OBJECTIVE:

To enable the students understand the legal and ethical aspects of the Indian media and the existing regulatory mechanisms.

UNIT I

Introduction to Indian constitution – overview - salient features - preamble - constitution - fundamental rights –Article 19 1 (a) – various freedoms reasonable restrictions - freedom of speech and expression and their limits – Freedom of the press - Brief view of directive principles

UNIT II

Defamation& contempt of court – intellectual property rights- trademark - patents & copy righmedia-related Acts: parliamentary privileges; books and registration Act; Working journalist Act, press council of India; official secrets Act, cinematograph Act - Introduction to cyber laws, cyber crimes; ICANN, issues related to social networking

UNIT III

Introduction to media ethics – Philosophical background in ethics – Nature of media ethics – Personal ethics and group ethics – Consequences of personal choices – Moral judgment - Standards of taste – Gender and sexual orientation – Stereotyping – Mythmaking by the media –Obscenity and pornography – Violence and brutality – Reporting during Special – sensitive situations — Ethical concerns in investigative journalism

UNIT IV

Media and diversity – Ethnic, racial and cultural identities – Social responsibility of media in presenting a representative picture of all constituent groups in society – The role of media during conflicts and wars- conflict-reduction journalism, conflict-resolution journalism – coverage of state security issues and information access – The limits of the right to know - journalism ethics and patriotism — Ethics and cheque-book journalism – New roles for journalism and public opinion.

UNIT V

International instruments – Access to information laws and procedures – Right of reply provisions – and case studies right to information Act 2005 major judgements relating to media.Protection of whistleblowers –Laws regulating blasphemy hate speech, and racism – The law and professional standards relating to privacy – Free speech on the web.

REFERENCE BOOKS:

1. Basu, DD (2010) *Law of the Press in India*. Prentice-Hall India.
2. Basu DD (2012) *Introduction to Indian Constitution*, Prentice Hall Indi
3. Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006.
4. Practicing Journalism– Values, Constraints, Implications: Nalini Ranjan, Sage, 2005
5. Rape of the Family– Sexual Violence in Indian TV Soaps: Centre for Advocacy and Research, New Delhi, 2006.

DEVELOPMENT COMMUNICATION

OBJECTIVE:

This paper will introduce development communication theories and the Significant development communication experiments in India. It will also touch upon the need for human rights reporting and development reporting.

UNIT I

Development- concept, processes and models of development – Indicators of development
Characteristics of developing and developed societies – Gap between developed and developing societies – Development Communication- concept, strategies and barriers.

UNIT II

Development communication issues- health, education, poverty and hunger, agriculture, environment, sustainable development, gender equality, Millennium Development Goals (MDG) – Development Support Communication – Information Education Communication (IEC) and Behavioral Change Communication (BCC) – Case studies.

UNIT III

Research for development communication – Identifying stakeholders – Field techniques for data collection – Participatory development – Participatory Rural Appraisal (PRA) techniques
Computer- assisted reporting and research.

UNIT IV

Human communication and traditional media – Inter-personal and group communication –
Origin, concept and characteristics of traditional media- relevance in contemporary society –
Case studies of traditional media forms in India- folk songs, folk dances, folk theatre, folk tales, puppetry, folk games and street theatre.

UNIT V

Mass communication and modern media- internet, radio, TV, films and animation
Development journalism and communication through grassroots comics, cartoons and posters
– Choosing appropriate media, planning and producing communication for developing societies.

REFERENCE BOOKS:

1. Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
2. Communication of Innovations– A Journey with Everett Rogers: eds Arvind Singhal & James W. Dearing, Sage, 2006.
3. Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: Avik Ghosh, Sage, 2006.
4. Communications Development and Civil Society: V.S. Gupta, Concept, 2004.
5. Development Communications and Media Debate: Mridula Menon, Kanishka, 2007.

Elective course 22 JMC /4/CC/22

Total 100 marks

Dissertation – 70 Marks

Word Limit – 5000-7000

Structure of the dissertation: Introduction, Objective, Methodology, Review of Literature, Research analysis Findings, Conclusion, Bibliography

Mode of Evolution: Dissertation, Presentation and Viva Voce

1. Introduction/ Review of literature/ Objectives- 10

2. Methodology- 10

3. Research Analysis- 10

4. /Conclusion-10

5. Bibliography/ References- 10

Presentation- 20 Marks

Viva- 10 Marks

Evaluation to be done by two external examiners

Best dissertations can be encouraged for publication

Elective course 23 / JMC /4/CC/23

Industry/ Educational Tour Report

Elective 24 / JMC /4/CC/24

Media Internship

Unit I

General Introduction to Social Media, Social Media: Feedback and Features.

The importance of social media in democracy, Mainstream media relation and differences

Unit II

Types of Social Media

Wikipedia, Blogs, microblogs, Social networking sites

Twitter, YouTube, Instagram, Facebook,

Unit III

Business Use of Social Media, Social Media & Advertising Social Media & Censorship Social media management Social media and public relations

Unit IV

Social media and society, Social media impact on society, Social media and various movements, Social Media and Creative Writing,

Unit V

practical work:

1. Creating and Writing Blog
2. Preparing a report on news made through social media
3. Analysis of the impacts and popularity of social media (on the basis of public opinion) and its presentation
4. Presentation of report on the role of social media in a movement special

Reference Books:

1. Hypertext Virtual Reality and Internet, Jagdishwar Chaturvedi
2. New Media: Linguistic Challenges of the Internet, No. R. Anuradha
3. A to Z Blagging, Irshad Ali
4. Free society's grapefruit, namely Chomsky
5. Hindi Blagging: New Revolution of Expression, Avinash Balspati, Ravindra Prabhat
6. Globalization and Media, Kumud Sharma