Bangalore University

ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

NAAC ACCREDITED WITH 'A' GRADE

REVISED SYLLBUS

For

M.Sc. Electronic Media

(Choice Based Credit System)

With effect from the academic year 2019-20

DEPARTMENT OF ELECTRONIC MEDIA (FACULTY OF SCIENCE)

REGULATIONS FOR TWO-YEARS M.SC. ELECTRONIC MEDIA COURSE UNDER CBCS SEMESTER SCHEME WITH EFFECT FROM 2019-20

General objectives of the course:

The world mass media has changed with the advent of technology. The transformation in Mass media has contributed to the field of electronic media considerably. Media Education has taken momentum in the world and in India during early 20th century. The needs and the demands have created the new Diaspora for specialized media training. To meet the new trends in the Electronic media field necessitates the revamping of class room teaching for the media students.

Keeping mass media expansion in mind the course has been restructured with the following broad objectives.

1. Train the students to meet the requirements of the electronic media organizations
2. To train the students with special focus to cinema, Radio and Television programme productions
3. To educate the students in the areas of research, media management, advertising and Corporate communication.
4. To enlighten students to be aware of the media impact on culture and society, ethical and legal aspects of media profession.
5. To train the students in multimedia and emerging communication technologies.

I. Eligibility for Admission

1. Department shall admit the maximum number of 35 students. In addition, 5 seats to be filled under payment quota.
2. Candidates who have passed any bachelors degree examination of Bangalore University or any other recognized university and passed graduation with 50 percent of marks (aggregate of all the subjects including the languages) are eligible as per the Bangalore University rules.
3. In case of SC/ST categories of students the minimum percentage of marks required shall be 5 percent less than general categories.

II. Admission procedure

Admission to M.Sc. Electronic Media Course shall be made in order of merit of the candidates subject to the statutory provision of the reservation based on the following criteria.

1. Average percentage of marks obtained by the candidates in all the examination of three years bachelors' degree course including languages.

2. Any candidate found to have given false information at the time of admission regarding eligibility shall forfeit the admission even after getting selected and admitted to the course.

III. Duration of the Course

The course M.Sc. Electronic Media shall be of two years compositing four semesters. The course commencement, programme, examination, scheme of instruction, terms and vacations shall be as prescribed by the university from time to time.

IV. Examination

1. There shall be a University examination at the end of each semester. Examination and evaluation will be conducted as per university regulations time to time.

2. The duration and maximum marks and minimum marks for pass in each of the theory and practical shall be as per university regulation.

3. There shall be a university examination at the time of each academic semester with a maximum of 70 marks in case of theory and 35 marks in case of practical paper.

4. Internal assessment marks; each theory paper shall have 30 marks and each practical paper shall have 15 marks for internal assessment. The award of internal assessment is based on two class test, attendance and assignments in the academic semesters.

5. The internal assessment marks once awarded for any paper shall be retained and considered as final even if a student reappears for that paper in subsequent attempts.

V. Attendance, Progress and Conduct

1. Students have to compulsorily attend the classes, seminars, practical classes and other academic activities conducted during the academic year as prescribed by the department.

2. Students shall be considered to have completed the attendance requirements if they have attended not less than 75% of the class conducted in each of the papers.

3. There shall be no provision for compensation of shortage of attendance and a student who fails to secure 75% attendance in a course shall be required to repeat that semester.

VI. Minimum requirement for pass

1. A candidate shall be declared to have passed M.Sc. Electronic Media degree examination in each semester if he/she obtained not less than 35% of marks in each of the theory papers, including the internal assessment marks and 40% in the aggregate of all the papers including internal assessment marks.

2. Those candidates who fall short of 40% marks in aggregate even when they have secured 35% marks in all the papers and want to improve their results may select any paper/papers to appear once again to improve their semester performance within a period of one year.

VII. Documentary Project and Viva

1. All the students of M.Sc. Electronic Media shall produce a 15 to 17 minutes video documentary in the 4th semester by following guideline as prescribed by the department.
2. All the 4th semester of M.Sc. Electronic Media students shall be compulsorily attend for Documentary Viva conducted by the department.

VIII. Internship

All the students shall undergo an internship with media organizations for a period of not less than 4 weeks immediately after the fourth Semester M.Sc. Electronic Media semester examinations. Students who undergo internship shall submit the certificate duly signed by the concerned organization head where internship is done.

Minimum Requirements to Pass

1. A candidate shall be declared to have passed the PG program if he/she secures at least a CGPA of 4.0 (Course Alpha-Sign Grade P) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / project work / dissertation / viva-voce.
   No candidate shall be declared to have passed the Semester Examination as the case may be unless he/she obtains not less than 35% marks in written examination / practical examination and 40% marks in the aggregate of written / practical examination and internal assessment put together in each of the subjects and 40% marks (including IA) in Project work & viva wherever prescribed.
2. The candidates who pass all the semester examinations in first attempts are eligible for ranks provided they secure at least a CGPA of 6.00 (Alpha-Sign Grade B+).
3. The results of the candidates who have passed the fourth semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed Lower semester examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.
4. A candidate could continue his/her studies in the next semester irrespective of number of papers in which he/she has passed in the previous semester exams provided he/she has satisfied attendance requirements in the previous semester.
5. A Candidate shall compulsorily appear for practical examination conducted by the department, and shall pass in respective practical exam. If the candidate secured less than the pass marks he/she has to reappear for the practical exam in subsequent academic year.

6. A candidate who passes the semester examinations in parts is eligible for only Class / CGPA and Alpha-Sign Grade but not for ranking.
7. There shall be no minimum in respect of internal assessment.
8. A Candidate who fails in any of the unit / project work / Project Report / dissertation / viva-voce shall reappear in that unit / project work / Project Report / dissertation / viva-voce and pass the examination subsequently.
9. **CARRY OVER PROVISION:** Candidates who fail in lower semester examinations may go to the higher semesters and take the examinations.
10. **REJECTION OF RESULTS:** A candidate who fails in one or more papers of a semester may be permitted to reject the result of the whole examination of that semester. Rejection of result paper wise shall not be permitted. A candidate who rejects the results shall appear for the examination of that semester in the subsequent examination.
    Rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.
    Application for rejection along with payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the department/college together with the original statement of marks within 30 days from the date of publication of the result.
    A candidate who rejects the result is eligible for only class and not for ranking.

Subject	**Papers**	**Instruction hrs/week**	Duration of Exam (hrs)	**Marks**			Credits
				IA	Exam	Total	
a) I/ II Semester of the Postgraduate Program							
Core subject	5T 2P	5X4 2X4	5X3 2X4	5X30 2X15	5X70 2X35	5X100 2X50	5X4 2X2
Soft Core	1T	1X3	1X3	1X30	1X70	1X100	1X2
						Total of Credits Per Semester	26
c) III Semester of the Postgraduate Program							
Core subject	3T 2P	3X4 2X4	3X3 2X4	3X30 2X15	3X70 2X35	3X100 2X50	3X4 2X2
Open Elective	1T	1X4	1X4	1X30	1X70	1X100	1X4
Project	Minor Project	1X4	Project Evaluation	-	1X100	1X100	1X4
						Semester Total of Credits	24
d) IV Semester of the Postgraduate Program							
Core Subjects & Electives	3T 1P	3X4 1X4	3X3 1X4	3X30 1X15	3X70 1X35	3X100 1X50	3X4 1X2
	Minor Project	1X4	Project Evaluation	-	1X100	1X100	1X4
	Major Project Work	1X6	Project Evaluation	-	1X150	1X150	1X6
	Internship	Four Weeks	-		-		

Semester Total of Credits	24
Program Grand Total Credits	100

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Department of Electronic Media

Sl. No	Heading	Particulars
1	Title of the Course	**Two years Post graduate programme under choice based credit system** **M.Sc. Electronic Media**
2	Eligibility for Admission	**Any Graduate**
4	No of Years / Semesters	**02 Years (4 Semester)**
5	Level	**Post Graduation**
6	Pattern	**Semester**
7	Medium of Instruction	**English**
7	Statutes	**As prescribed by University**
8	Implementation	**From academic Year 2019-20**

I SEMESTER

Sl. No	Subject	Paper	Instructional hrs/ week	Duration of exam (hrs)	I.A. Marks	Exam Marks	Total Marks	Credits
1	Introduction to Electronic Media	EM 101	4	3	30	70	100	4
2	News Gathering and Writing	EM 102	4	3	30	70	100	4
3	Communication skills	EM 103	4	3	30	70	100	4
4	Videography	EM 104	4	3	30	70	100	4
5	Basic computer application	EM 105	4	3	30	70	100	4
6	Videography (Practical)	EM 106	4	3	15	35	50	2
7	Computer application (Practical)	EM 107	4	3	15	35	50	2
8	Media and social change (Soft core)	EM 108	3	3	30	70	100	2
Total credits								26

II SEMESTER

Sl. No	Subject	Paper	Instructional hrs/ week	Duration of exam (hrs)	I.A. Marks	Exam Marks	Total Marks	Credits
1	Media Research	EM 201	4	3	30	70	100	4
2	Media Laws and ethics	EM 202	4	3	30	70	100	4
3	Electronic Media Management and Marketing	EM 203	4	3	30	70	100	4
4	Television Production and Planning	EM 204	4	3	30	70	100	4
5	Basic sound, Lighting and Editing	EM 205	4	3	30	70	100	4
6	Television Production and Planning (Practical)	EM206	3	3	15	35	50	2
7	Basic sound, lighting and editing (Practical)	EM 207	3	3	15	35	50	2
8	Development Communication (Soft core)	EM 208	3	3	30	70	100	2
Total credits								26

III SEMESTER

Sl. No	Subject	Paper	Instructional hrs/ week	Duration of exam (hrs)	I.A. Marks	Exam Marks	Total Marks	Credits
1	TV Journalism	EM 301	4	3	30	70	100	4
2	Radio programme Production	EM 302	4	3	30	70	100	4
3	Visual Communication	EM 303	4	3	30	70	100	4
4	Radio Programme Production (Practical)	EM 304	4	3	15	35	50	2
5	Visual Communication (Practical)	EM 305	4	3	15	35	50	2
6	Radio and TV Project	EM 306	4	3	30	70	100	4
7	Presentation Skills for Broadcast Media (Open Elective)	EM 307	4	3	30	70	100	4
Total credits								24

IV SEMESTER

Sl. No.	Subject	Paper	Instructional hrs/ week	Duration of exam (hrs)	I.A. Marks	Exam Marks	Total Marks	Credits
1	Film Studies	EM 401	4	3	30	70	100	4
2	**Elective** Advertising and Corporate Communication (IE1)	EM 402a	4	3	30	70	100	4
	New Media (IE2)	EM 402b						
3	Presentation Techniques	EM 403	4	3	30	70	100	4
4	Presentation Techniques (Practical)	EM 404	4	3	15	35	50	2
5	Radio and TV Project (Practical)	EM 405	4	3	30	70	100	4
6	Documentary production	EM 406	4				150	6
Internship								
Total credits								24

SEMESTER I

EM 101: Introduction to Electronic Media

Objective: To introduce students to the historical growth of electronic media. **Total: 52 Hours**

Unit-I

Introduction to mass media: Print, Radio, Cinema, Television, Internet; Electronic media characteristics. 10 hours

Unit-II

Radio: Characteristics of radio, historical perspective of AIR; organizational setup; Commercial radio; Educational radio; Emerging trends; AM & FM; Community radio; Internet Radio, Status of radio in India. 10 hours

Unit-III

Television; Characteristics; History of Indian television- DD: Organizational setup, Private television channels in India; Educational television, Status and trends in television broadcasting. 11 hours

Unit-IV

Cinema: Characteristics; Origin and development of cinema in India – silent and talkies era, cinema after independence, commercial and new wave cinema; Status of the Indian film industry. 11 hours

Unit-V

New Media: Computer revolution and its impact; Growth of online journalism; Alternate media, Media convergence, Problems and prospects of new media. 10 hours

Suggested Readings:

1. Afeque Shamci, N. *Electronic Media*, Anmol Publication, New Delhi. 2006
2. Herbert Zettl. Television Production Handbook. US: Wadsworth: 2006
3. Arvind Singhal and Everett M. Rogers, *India's Communication Revolution*. Sage, London, 2001.
4. Keval J. Kumar. *Mass Communication in India*. Jaico, Mumbai. 2013.
5. P.C. Chatterjee. *Broadcasting in India*. Sage. New Delhi. 1991.
6. Dan Harries (Ed). *The New Media Book*. Bloomsbury, London. 2002.

EM 102: News Gathering and Writing

Objective: To enable students understand news in the context of electronic media.

Total: 52 Hours

Unit-1

News: Meaning, elements, values and types. Principles of reporting; Reporter's qualities and responsibilities; Reporting department structure; Structure of news reports. 10 hours

Unit-2

Reporting beats: Politics, crime, legal, sports, legislature, business, cinema and lifestyle, Science and Technology, education, defense, city and local. 11 hours

Unit-3

Sources of news; Establishing and maintenance of sources, Newsgathering methods and techniques; Straight news reports, investigative and interpretative reports, sting operations; Interviewing skills. 11 hours

Unit-4

Editorial desk structure and its functions; Principles of editing; Copy editing techniques and challenges; Monitoring news flow; Rewriting. 10 hours

Unit-5

Writing exercises: Writing and editing practice of reports, letters to the editor, PTC, Conducting interviews, TV and radio news script writing. 10 hours

Suggested Readings:

1. Rick Wilber & Randy Miller. *Modern Media Writing*. Wadsworth. 2002
2. Walter Fox. *Writing the News: A Guide for Print Journalists*. Wiley Blackwell, 2001
3. Stein, M.L., Susan F. Paterno & Christopher Burnett. *The Newswriters' Handbook: An Introduction to Journalism*. Ane Books, 2006
4. M.V. Kamath. *Professional Journalism*. Vikas Publishing. New Delhi 1980
5. Frank Barnas, *Broadcast News Writing, Reporting, and Producing*, Focal press, 2017
6. Kenneth L. Rosenauer. *Storycrafting: A Process Approach to Writing News*. Wiley. 2004
7. Conrad C. Fink. *Sportswriting: The Lively Game*. Iowa State University Press, 2001

EM 103: Communication Skills

Objective: To equip students with necessary oral and written communication skills.

Total: 52 Hours

Unit 1

Communication: Definition and functions; Elements and process of communication; Types of communication: Verbal and non-verbal; Intrapersonal, Interpersonal, Group and Mass communication: Communication models; Communication in team building and teamwork.

11 hours

Unit 2

Public speaking and presentation; Writing, reading, speaking, listening skills: Techniques of effective communication- Creative thinking, innovation, inquiry and analysis, Evaluation and syntheses of information. 10 hours

Unit 3

Development, interpretation, and expression of ideas through written, oral, and visual communication; Techniques of interpersonal relationships. 10 hours

Unit 4

Knowledge of civic responsibility; Ability to engage effectively in regional, national, and global communities through email, social networking sites, blogs; Introduction to translation, Concept and importance of translation. 11 hours

Unit 5

Writing exercises: Writing business letters, personal letters, preparing a resume, translation exercises. 10 hours

Suggested Readings:

1. Krishna Mohan & Meera Banerjee. *Developing Communication Skill*. McMillan India Ltd, 2000.
2. B.V. Pathak. *Communication Skill*. Nirali Prakashan. Pune, 2018.
3. A.K Jain, A.M Sheik, Pravin S.R Bhatia. *Professional Communication Skills.* S Chand Publishing. New Delhi, 2008.
4. Patri, V.R. *Essentials of Effective Communication*. Greenspan Publications. New Delhi, 2004.
5. Sanjay Kumar, *Brilliant Communication Skills*, Oxford University Press, 2015

EM 104: Videography

Objective: To familiarize students with the process of video production.

Total: 52 Hours

Unit-I

Basics and importance of Videography; Videography history, application, purpose, advantages, Outdoor and studio videography. Elements of composition- framing, image size, angle; Planning for videography. 10 hours

Unit-II

Lens and image formation; Focal length, F-number, T-number. Lens and filters - types and their uses. Depth of focus. Gain control. Storage media and formats, Centering, registration, Genlock controls, Color temperature; White and black balance; Gamma correction; beam splitters; tripod setting, tracks and trolleys. 11 hours

Unit-III

Types of shots: ELS, LS, MLS, MS, CU, BCU, VCU, ECU: Camera Angles: High, Low, Normal/Eye-level. Camera movements - Panning, tilting, tracking, craning and zooming. Imaginary line and continuity. Viewfinder. 11 hours

Unit-IV

High Definition, 24P and 4K cinematography, Mobile videography. Picture quality. Display quality. Frame rates and scanning. On-board VTR usage. Safety and security measures. 10 hours

Unit-V

Writing exercises: Shots, angles and movements demonstration with diagrams, Writing camera script, Story boarding. 10 hours

Suggested Readings:

1. Gerald Millerson, The *Techniques of Television Production,* Focal Press, London, 1990.
2. Gerald Millerson, Video Production Handbook, Focal Press, London, 2013.
3. Shirley A. White. *Participatory Video*. Sage Publications, New Delhi, 2003.
4. Simon Cottle. *Media Organization and Production*, Sage Publications, New Delhi, 2003.
5. Jerry Whitaker and Blair Benson. *Standard Handbook of Video and Television Engineering.* McGraw-Hill, New York, 2000.

EM 105: Computer Application

Objective: To introduce computer technology to students and use hardware and software with ease. **Total: 52 Hours**

Unit - 1

Computer components; Input and output devices; Memories- primary and secondary, Operating systems; Networks - LAN, WAN, MAN. 10 hours

Unit - 2

Software; System Software – Windows, Linux, Unix, Mac, Application Software – M.S Word, Spreadsheet and power point presentation. Photo editing softwares. 11 hours

Unit - 3

Internet protocols: FTP, HTTP, TCP, IP. Search engines, E-mails, Blogs, Chatting, Bulletin boards. Web technology: Web Browsers and Social networking sites. 10 hours

Unit - 4

Multimedia: Definition; Hardware requirements for multimedia; Components of multimedia – text, graphics, video and sound; Compression formats; Computer application in Radio, television and web media. 11 hours

Unit - 5

Writing exercises: Multimedia content creation; Writing for social media, blogs. Writing email and messages for social networking sites. 10 hours

Suggested Readings:

1. Adobe Creative Team. *Adobe Photoshop 7.0 Classroom in a Book*. Adobe Publishers, 2005
2. Ramesh Bangia. *Learning Multimedia*. Khanna book publishers, 2002.
3. Thomas C. Bartee. *Introduction to Computer Applications- "Digital Computer Fundamentals.* Tata McGraw Hill, 1996.
4. Mano M.M. *Computer System Architecture.* Prentice-Hall, India, (2nd edition), 1993.
5. Ashok Arora, *Computer Fundamentals and Applications,* Vikas publishing house, 2015

Practical

EM 106: Videography 52 Hours

Demonstration of Frame Rates

Procedure of Framing of an image

Short Video Demonstrating Shot Compositions

Short Video Demonstrating Camera Angles

Short Video Demonstrating Camera movements

Procedure of White and Black balance

Procedure of Tripod setting

Procedure of Gamma Correction and Use of Beam Splitters

(**Note:** Each student must do two exercises in each practical component and submit the same in class records for evaluation during practical evaluation)

EM 107: Computer application 52 Hours

MS word page designing- Cover page, Resume, Application

PPT presentation- Video, Audio, Animation, Action Button

Creative Photo Editing- Greeting cards, Posters, Visiting cards, Collage

Excel- Charts, Marks cards, Calendar

(**Note:** Each student must do two exercises in each practical component and submit the same in class records for evaluation during practical evaluation)

EM 108: Media Effects

Objective: To help students to understand media effects and theories of mass communication.

Total: 52 Hours

Unit 1

Society and culture: Characteristics and dynamics. Mass society and mass culture; Cultural imperialism, Hegemony; Cultural schools of thoughts, Culture as a social institution, Value system; Impact of media on culture. Regional culture and media. 10 hours

Unit 2

Mass communication theories: Normative Theories – Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Media Theory, Democratic-Participation Theory; Individual Differences Theories – selective exposure, perception, recall and action. Hypodermic needle, Two-step and multi-step flow theories; Sociological Theories of Mass Communication – Uses and gratification, Cultivation Theory, Agenda setting Theory, Social learning Theory, Gate Keeping Theory and Spiral of Silence Theory. 12 hours

Unit 3

Social change; Definition, types and process, Diffusion of innovation, Theories of social change, Role of information, communication and media in social change. 10 hours

Unit 4:

Sociology of media; Media and democracy; Media and public sphere; Public opinion; Media as change agent, Political, economic and social influence of media. Sensationalism, violence and obscenity in media. 10 hours

Unit 5

Writing exercises: Media and its impact- Case studies. Social media and its impact- Case studies 10 hours

Suggested Readings:

1. David R Croteau. *Media/society: Industries, Images, and Audiences*. Sage, New Delhi, 2014.

2. Burton Graeme. *Media and Society; Critical Perspectives.* McGraw-Hill, New York, 2010.

3.Lawrence Grossberg. 2006). Media Making: Mass Media in a Popular Culture (2nd Ed). Sage, New Delhi, 2009.

4. Norman Jacobs. *Mass Media in Modern Society.* Transaction, New Burswick, 1992.

5. Denis McQuail. *McQuail's Mass Communication* Theory (5th ed). Sage, New Delhi, 2005.

SEMESTER II

EM 201: Media Research

Objective: To expose students to various facets of media research process, relevance and scope.

Total: 52 Hours

Unit 1

Research: Definitions of science and research; Relationship between theory and research; Characteristics of research, Nature and scope of communication research; Communication/media research areas: source, message, channel, receiver and effect. Communication research in India.

10 hours

Unit 2

Types of research: Qualitative and Quantitative; Pure and applied, Descriptive, Exploratory Correlation, Explanatory, Historical, Ex-post facto, Experimental; Survey research and Types: one- time survey, cross-sectional survey and longitudinal surveys; Qualitative research methods: case studies, ethnography, discourse analysis, content analysis, textual analysis. Quantitative content analysis: content categorization, coding, inter-coder reliability. 12 hours

Unit 3

Research Process: Selection of a research problem; Review of literature; Formulating objectives, research questions and hypotheses; Selecting a research design. Population and samples; Sampling methods; Sampling error; Concept, constructs and variables. 10 hours

Unit 4

Data Types- primary data, secondary data: Data measurement levels- nominal, ordinal, interval and ratio; Scales of measurements; Data collection methods- analysis of documents, field observations, interviews; Data collection tools- observation/ field diaries, interview schedules, and questionnaires; Reliability and validity of data; Data analysis: Descriptive statistics; Data analysis software -SPSS; Writing research report. 10 hours

Unit 5

Review of research papers, Prepare questionnaire for data collection, Prepare a proposal for a research study. 10 hours

Suggested Readings:

1. Wimmer & Dominick. *Mass Media Research: An Introduction*, Wadsworth. Singapore 2000.
2. Evanston IlSarlow, C. Basic *Research Methods*, McGraw- Hill, New Delhi, 1994.
3. A. Bryman. *Social Research Methods*. Oxford University Press. 2012.
4. Susanna Hornig Priest. *Doing Media Research: An Introduction.* Sage, California 1995.
5. Andy Ruddock, Exploring Media Research: Theories, Practice, and Purpose, Sage, 2017.

EM 202: Media Law and Ethics

Objective: To provide students with an understanding of Indian Media law and ethical issues.

Total: 52 Hours

Unit 1

Features of Indian constitution, Fundamental rights and duties, Directive principles of state policy, Freedom of speech and expression and reasonable restrictions. Parliamentary privileges, Guidelines for parliamentary coverage. 10 hours

Unit 2

Contempt of court. Official Secrets Act. Right to information Act. Human rights, Right to privacy. Working Journalist Act. Press Council of India. Journalists' Code of Conduct, Self-regulation – BCCC, BARC, NBA - Code of Ethics and Broadcasting Standards. 10 hours

Unit 3

Indian Penal Code with reference to sedition (124A, 153AB), obscenity (292, 293), Defamation, Women and children, Criminal Procedure Code and section 144. Intellectual property rights-Copy Right Act. Whistle Blower's Protection Act. 10 hours

Unit 4

Cinematography Act, TRAI, Prasar Bharti Act, Cable TV Network Regulation Act, Information Technology Act, Convergence Laws, Cybercrime. Code for election coverage. AIR and Doordarshan commercial code. Legal issues in community Radio. ASCI. 10 hours

Unit 5

Writing exercises: Case studies related to media laws, media trials, Public Interest Litigations, Paid news, Fake news issues, Fact checking, Sting operations and Paparazzi journalism.

10 hours

Suggested Readings:

1. Venkat Iyer, *Mass Media Laws and Regulations in India*, AMIC Publication, 2000.
2. Kiran Prasad. *Media Laws in India*: *Readings in Communication Regulation*. BR Publishing Corporation, New Delhi. 2008
3. Gaurav Oberoi. Media and Press Laws. Murari Lal and Sons, New Delhi, 2009.
4. Bansi Manna. *Mass Media and Related Laws in India*. Academic Publications, Kolkata, 1998.
5. Cees J. Hamelin. *Ethics of Cyberspace*. Sage Publications, New Delhi, 2001.
6. Ursula Smartt, Media and Entertainment Law, Routledge, 2011.

EM 203: Electronic Media Management and Marketing

Objective: To give students an overview of electronic media management in India.

Total: 52 Hours

Unit 1

Principles of management. Media as an industry and profession; Broadcast media ownership patterns in India, Organizational structure of television and radio stations, General management, control and co-ordination. Gender bias and media. 10 hours

Unit 2

Contemporary Practices in Media Management, Media ventures: The Global TV Marketplace, Television channel management, Administration and programme management, Budget planning, Scheduling of programmes production, Tracking, transmission, Record keeping, quality control and cost-effective measures. Employee/employer and customer relations services. 12 hours

Unit 3

Managing a radio stations; Public service, Commercial, community radio. Film production and management, Problems and prospects of Indian media business- Analysis of FICCI and KPMG annual reports; Marketing strategies – brand promotion (space/time), reach, promotion, market survey techniques; Human resource development for media. Audience research. 10 hours

Unit 4

Media and Globalization; FDI in Indian media, Global media giants; Globalization of media and its impact, Marketing of media content, Changing dynamics in promotion of various media.

10 hours

Unit 5

Storage management and archiving. Anti-piracy, Preparation of proposal for radio, Case studies in television and cinema promotion/marketing. 10 hours

Suggested Readings:

1. Dennis. H. Herrick. *Media Management in the Age of Giants*. University of New Mexico Press, 2012.
2. Vanita Kohli Khandekar. *The Indian Media Business,* Sage Publications, New Delhi. 2013.
3. Aggarwal, Veerbala, Mass Communication in India, 2001.
4. Simon Cottle. *Media Organisation and Production*, Sage Publications, New Delhi, 2003.
5. Dennis F. Herrick, Media Management in the Age of Giants: Business Dynamics of Journalism, University of New Mexico press, 2012.

EM 204: Television Production and Planning

Objective: To acquaint students with television production and planning process.

Total: 52 Hours

Unit-I

Television production stages: Pre-Production, Production and Post-Production- Planning, Organizing, Execution. Single camera, multi- camera: Field production, ENG, PTZ; Studio and location production. 12 hours

Unit-II

Television programme formats: Fictional programs – soap operas, sitcoms, series. Non-fictional programs; Script writing and story boarding - screenplay, construction of sequences and scenes, Script formats. 10 hours

Unit-III

Production team: Technical, production and management team. Role of producer, director, floor manager, camera person, sound engineers, lighting director, script writer, storyboard writer, art director and video editor. 10 hours

Unit-IV

Single camera production, Multi□camera production, Characteristics, Studio equipment. Floor plan, sound, design, lighting design, Set and props design. Chroma keying, Green mat, Planning and management of live shows, Trends in TV production. TV programmes and Social media. 10 hours

Unit-V

Writing exercises: Scripting and story boarding for different programme formats. Single camera and multi camera proposals. 10 hours

Suggested Readings:

1. Colin Hart. *Television Program Making: Everything you need to know to get started*, Focal Press, New York. 2013
2. Herbert Zettl. Television Production Handbook. US: Wadsworth: 2006
3. Gerald Millerson, The *Techniques of Television Production,* Focal Press, London, 1990.
4. Gerald Millerson, Video Production Handbook, Focal Press, London, 2013.
5. Karel Reisz and Gavin Millar. *The Technique of Film Editing* (2nd edition). Focal Press, New York 2011.

EM 205: Basic Sound, Lighting and Editing

Objective: To introduce students to the mechanism of sound, lighting and editing.

Total: 52 Hours

Unit 1

Sound glossary: Functions of sound; Microphones: Basic Principles, Types and usage, Amplifiers, Speakers and Monitors, Recording Softwares; Understanding the nature and physics of sound waves, Sound capturing and post production activities, Workind with field recorders/Landlines/VoIP/Smart phone recording, Latest technology and gadgets. Data storage methods; Technical specifications of CD/Studio and Archiving quality, File formats, Ripping audio from video, noise reduction, file compression, file transfer/sharing techniques. 12 hours

Unit 2

Lighting glossary: Natural and artificial lighting, Use of natural light and reflectors; Lighting influencing factors. Bouncing light. Studio lighting instruments; Types of lights: Basic lighting set up: Three-point lighting, Color Temperature, Light intensity, Filters, lighting tips; Matching indoor and outdoor lighting. Lighting and exposure. Units of light – Lux, brightness, contrast.

10 hours

Unit 3

Terminologies of video editing. Basics of video editing. Types of editing, Basic transitions; Shots, Montage; Overlay and underlay of sound; Importance of file footage and archival footage. Role of an editor. Mobile editing. 10 hours

Unit 4

Non-linear editing process; Ethics involved in editing; Trends of video editing; Standard file formats. 10 hours

Unit 5

Analysis of sound design, lighting design and editing of different programmes including radio, television and cinema. 10 hours

Suggested Readings:

1. Gerald Millerson and Jim Owens, *Video Production Handbook*. Focal Press. New York, 2008.
2. E. G. M. Alkin and Glyn Alkin, *Sound Techniques for Video and TV,* Focal Press, 1989.
3. Herbert Zettl. *Handbook of Television Production*. Cengage Learning, Mumbai 2005.
4. Ronald J. Compesi, *Video Field Production and Editing,* Routledge, 2019.
5. Francis Rumsey, *Sound and Recording: An Introduction,* Focal press, 2012.

Practical

EM 206: Television Production and Planning 52 Hours

Production of short video with single camera.

Production of short video with Multi camera production

Demonstration of PTZ with short video

Writing story boards for TV commercial and PSA

Writing single/dual camera scripts

(**Note:** Each student must do two exercises in each practical component and submit the same in class records for evaluation during practical evaluation)

EM 207: Basic Sound, Lighting and Editing 52 Hours

Recording sound indoor and outdoor

Mono and Stereo recording

Three-point lighting

Matching indoor and Outdoor lighting in a short video

Editing with transition

Trailer editing

Inserting music, color grading, Adding titles, Chroma keying, Phase setting and creative video editing.

(**Note:** Each student must do two exercises in each practical component and submit the same in class records for evaluation during practical evaluation)

EM 208: Development Communication

Objective: To make students understand the concept and models of development and development communication. **Total: 52 Hours**

Unit 1

Development: Definitions, nature, process. Indicators and barriers of development, Development models and theories. 10 hours

Unit 2

Development communication: Characteristics, evolution of development communication; Philosophy and approaches to development communication. 10 hours

Unit 3

Development communication and media; Role of different media in development; development communication and empowerment; ICT and development; Folk Media for social mobilization. Citizen Journalism, Community Media. Development Communication experiments and projects: SITE, KCP, JDCP, e-Choupal, Bhoomi, Chhatera, e-Governanace, e-Learning, Telemedicine. 12 hours

Unit 4

Development support communication (DSC) and social issues**:** DSC programmes in the field of education, human rights, science and technology and culture; Problems of development support communication; KAP studies, Media advocacy, Communication for rural development; Role of NGO's and global agencies in development. 10 hours

Unit 5

Case studies of development and development support communication. 10 hours

Suggested Readings:

1. Srinivas Melkote. *Communication for Development in Third World Countries*. Sage, New Delhi. 2003.
2. Sadanandan K. Nair, and Shirley White, (Eds). *Perspectives on Development Communication*. Sage, New Delhi. 1993.
3. Uma Narula. *Development Communication: Theory and Practice*. Har-Ananda Publications. New Delhi. 1994.
4. P. Sainath. *Everybody Loves a Good Drought*. Penguin, New Delhi. 1996.
5. Amartya Sen. *Development as Freedom*. Oxford University Press. New Delhi. 2006.
6. Karin Gwinn Wilkins et all, The Handbook of Development Communication and Social Change, Wiley balckwell, 2014.

III Semester

EM 301: TV Journalism

Objective: To introduce students to the television news process and essentials.

Total: 52 Hours

Unit 1

Introduction to TV journalism, Qualities of a TV journalist, Developing sources and news gathering process, Essentials of TV reporting, Live reporting and presentation. Different styles of functioning for different beats, Basic Interview Skills- types of interviews, arrangements, Research, Stages of production: pre, shoot and post. 12 Hours

Unit 2

Organization structure of television news room; Input department, Output department, News editor, Reporter, Panel producer, Production assistant, cameraman, Technical Process of news from initial stages to telecast, Live and recorded news programmes. 10 Hours

Unit 3

TV news scripts: Types, Principles of TV news writing, language, Selection of words for TV news, Writing and editing VO/SOT, Stand-Up, Field reporting, Archive and stock shots for news editing. Live web streaming. 10 Hours

Unit 4

Flash news, Scrolling. Logos, Weather updates. Risk Management in News casting. LIVE newscast: lineup meeting, gathering material, writing and rehearsing. Managing news portals. 10 Hours

Unit 5

Writing Exercises; TV news scripts, Visiting TV studio and learn the process of news casting, PTC, News interpretation and gathering Bytes. TV Interview question preparation, writing news package. 10 Hours

Suggested Readings:

1. Paul Manning, *News and News Sources,* Sage Publications, 2001.
2. Oliver Boyd Barret, *The Globalization of News*, Sage Publications, New Delhi, 1998.
3. Millerson Gerald, *Effective TV Production,* Routledge, 2016
4. Andrew Boyd, Peter Stewart, Ray Alexander, *Broadcast Journalism: Techniques of Radio and Television News*, Focal Press, 2008.
5. Peter Stewart, Ray Alexander, *Broadcast Journalism: Techniques of Radio and Television News*, Focal press, 2016

EM 302: Radio Program Production

Objective: To explore the techniques of radio production and make students familiar with radio programme formats. **Total: 52 Hours**

Unit 1

Types of radio programmes; News, Drama, Talk, Interview, Group discussion, News magazines, Documentary features, Women and children, Farmers, Youth, labour, Sports, Phone-in programmes and their basic etiquettes. Listener's feedback. 12 Hours

Unit 2

Stages of Radio programme production; Pre production, production, post production, Production team and their functions. Familiarization with radio studio. Use of audio console. Recorded and live broadcast, Pogrammes evaluation and analysis. 10 Hours

Unit 3

Style of radio announcements; Compeering, Narration. Process of recording and editing radio programme, Importance of music & background score in visual imagination. Sound effects and its functions, Creating mood with sound. 10 Hours

Unit 4

Script writing for radio programmes; Talks, Interviews, Discussions, Documentary features, Advertisements, PSA and News. Creative writing & editing; Formal writing, Reporting, Conversational, Maintaining a specific tone/ tenor. Production of radio commercials. 10 Hours

Unit 5

Writing scripts for Radio; News, Talk, Drama, Feature, Commentary, PSA, documentary, Radio Jingles, announcement. 10 Hours

Suggested Readings:

1. Paul Chantler, Peter Stewart, *Basic Radio Journalism,* Focal Press, 2003.
2. Guy starkey, Andrew Crisell, *Radio Journalism,* Sage, 2009.
3. Reese D.E. & Gross, Lynne S, *Radio Production worktext: studio & equipment,* Focal press, 2006
4. Neelamalar M, Radio Programme Poduction, PHI learning limited, 2018
5. Robert McLeish, Jeff Link, *Radio Production,* Focal press, 2015.

EM 303: Visual Communication

Objective: To make students learn the basics of visual communication along with graphics, animation and web designing. **Total: 52 Hours**

Unit 1

Visual communication basics; Visual thinking and Designing - techniques, concept development, composing, Typographic concepts for print, interactive and web media. Illustration- Conceptual approach. Qualities of a good illustration. Illustration problems. Illustration techniques. Types of illustrations. 12 Hours

Unit 2

Graphic; Principles of graphic design, raster and vector graphics, Elements of Design- Dot, Line, Shape, Form, Space, Texture, Pattern, Colour; Principles of Design- Balance, Movement, Repetition and Rhythm, Emphasis, Simplicity, Contrast, Proportion, Unity. 10 Hours

Unit 3

Animation: Animation Principles, Animation Process and Visual Form, Animation Design, Animation articulation and performance, Character Animation, Sfx, Animal movements, Animation Scripting and Methods. 10 Hours

Unit 4

Web designing: Web pages, websites, portals, cookies, extensions, plug-ins, basics of HTML, HTML forms, creating simple web page, uploading web page, obtaining domain name, hosting services. CMSS, Forms, Elelments, Picture and video embedding. 10 Hours

Unit 5

Writing exercises: Animation scripting, Analysis of popular animated characteristics, Review of graphic and animation oriented films. 10 Hours

Suggested Readings:

1. Gillian Rose, *Visual methodologies,* Sage publications, 2001
2. Pradeep Mandav, *Visual Media Communication,* Authors Press, 2001
3. James Alan Farrel, *"From PIXELS to ANIMATION: An introduction to Graphics Programming*", AP Professional, 1994
4. Jonathan Baldwin, Lucienne Roberts, *Visual Communication: From Theory to Practice*, AVA publishing, 2006
5. Meredith Davis, Jamer Hunt, *Visual Communication Design: An Introduction to Design Concepts in Everyday Experience,* Bloomsbury publishing, 2017.

Practical

EM 304: Radio Programme Production 52 Hours

Production of news magazines

Production of Special audience programmes

Production of Phone-in programmes

Production of outdoor and indoor interviews

Creating mood with sound

Radio commercials production

Radio drama

Radio Talk

(**Note:** Each student must do two exercises in each practical component and submit the same in class records for evaluation during practical evaluation)

EM 305: Visual Communication 52 Hours

Illustration creation for news and ads

Graphics design for television and online media

Morphing

Animal movements and creation VFX

Creating simple web page of different kinds

Uploading the content to websites

(**Note:** Each student must do two exercises in each practical component and submit the same in class records for evaluation during practical evaluation)

EM 306: Radio and TV Project

Total: 26 Hours

Individual student should produce 3 radio programme with different format and one television news magazine for 15 minute. Student will be allotted specific time duration to produce these programmes by the department. End semester evaluation will be done on produced programme.

EM 307: Presentation Skills for Broadcast Media (Open Elective)

Objective: To equip students with basic abilities in presenting radio and television programmes.

Total: 52 Hours

Unit 1

Anchoring and presentation, Qualities of an anchor, Styling, Anchoring according to program formats- News anchoring, Entertainment, Current affairs, News magazine, Shows etc. Anchoring techniques: Live shows and recorded programmes. 10 Hours

Unit 2

Radio news reading and presentation methods; Pronunciation, Vocals stressing, Inflection, quotation marks, Rehearsals and promos. Handling Phone- in -programmes, On-line interviews. Moderating skills for radio discussion. RJing. 10 Hours

Unit 3

Do's and don'ts for the presenter. Developing language skills. Breathing techniques, Pronunciation and diction, Intent and expression, Projecting the voice personality, gait and majesty, histrionic techniques, Reading v/s Presenting, Maintaining vocal health. Body Language, Introduction and overview of control room, Familiarization with the technical parameters of camera, Multi camera setups, light and sound. Using the teleprompter, Piece to camera. 10 Hours

Unit 4

Creating a bond with the unseen audience, Preparing and researching for subjects, Interviews skills, Live reporting, Interaction with celebrity presenters. Anchoring for reality shows.

10 Hours

Unit 5

Writing Exercise; Preparing RJ scripts, radio and television news scripts for presentation, Preparing questions for radio and television interviews, PTC scripts. 10 Hours

Suggested Readings:

1. Stuart Hyde, *Television and Radio Announcing*, Routledge, 2009
2. Jenni Mills, *The Broadcast Voice,* Focal Press 2004.
3. RadioTalent Team, *Walking on Air: How to Be a Radio Presenter,* Create Space Independent Publishing Platform, 2013
4. Nancy Reardon, Tom Flynn, *On Camera: How To Report, Anchor & Interview,* Focal Press, 2013.
5. Janet Trewin, Presenting on TV and Radio: An insider's guide, Focal press, 2014.

IV Semester

IV Semester

EM 401: Film Studies

Objectives: To equip students to understand the basics of Film Studies.

Total: 52 Hours

Unit-I

Cinema and Communication, Evolution of cinema, Major landmarks in the history of cinema from Lumiere brothers to the present digital trends; film as an art, industry. 10 Hours

Unit-II

Major film movements – German expressionism; Italian neo–realism; French new wave; the Western and Hollywood cinema; comedy films and documentary movies. 10 Hours

Unit-III

Film Genres; Crossover Films, Documentary filmmaking, Social Melodrama, Romantic, Horror, Comedy, Fiction, Animation, Study of Western and Indian Classics, Film and Ideology, Stars, Studio systems, Film and gender, class, caste and religion and Indian society. 12 Hours

Unit-IV

Indian cinema; Brief history, Great masters of Indian cinema – Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, Adoor Gopalakrishnan, Balachandar and Girish Kasaravally; Popular and middle cinema; film society movement. Breif introduction to Kannada film industry.

10 Hours

Unit-V

Writing exercises: Appreciation and analysis of National award movies of Kannada, Hindi, Tamil and Telugu (Two each). 10 Hours

Suggested Readings:

1. Yves Thoraval, *The Cinema of India,* MacMillan India, 2000
2. Nasreen Munni Kabir, *Guru Dutt life in Cinema,* Oxford University Press, 2005
3. J. Dudley Andrew, *The Major Film Theories: An Introduction,* OUP, 1975
4. Ed Sikov, *Film Studies: An Introduction,* Columbia University Press, 2010
5. Huda, Anwar. *The Art and Science of Cinema.* New Delhi. 2004
6. Ashish Rajadhyaksha, *Indian Cinema: A Very Short Introduction*, Oxford University Press, 2016.

EM 402A: Advertising and Corporate Communication (Internal Elective)

Objective: To enable students understand the key areas of advertising and corporate communication. **Total: 52 Hours**

Unit 1

Advertising; Definitions, Evolution of advertising in India, Functions and Types of Advertising, Advertising media, Models, Advertising Campaign, Trends and effects of advertising. Surrogate advertising. 10 Hours

Unit 2

Advertising agencies; Types, Functions, Structure and role of various departments. Brand building, Celebrity endorsement, Media planning, Marketing mix, Research in advertising. 10 Hours

Unit 3

Public Relations; Definitions, History, Internal and External Publics, Differences between PR, Publicity, Propaganda and Advertising, Functions andOrganizationalstructureof PR department, PR skills and tools. Media relations, Changing trends in PR, Event and Crisis Management, PRSI. 12 Hours

Unit 4

Corporate Communication: Importance, Functions and elements of corporate communication, Corporate culture, Corporate identity, Image management, Community Relations and CSR. 10 Hours

Unit 5

Analysis of advertisements, Writing for Ad-Copy, Slogan, Punch line, Tag line writing.

Writing Press Release, Writing Reports, Writing for Newsletters. 10 Hours

Suggested Readings:

1. Jaishri Jethwaney, Shruti Jain, *Advertising Management,* Oxford University Press, 2006
2. S. A. Chunawalla, *Foundations of Advertising: Theory & Practice,* Himalaya Publishing House, 2008
3. Jaishri Jethwaney, *Corporate Communication: Principles and Practice,* SAGE Publications, 2019
4. Alison Theaker, *The Public Relations Handbook,* Routledge, 2001.
5. Dhruv Sabharwal, *Fundamentals of Advertising & Public Relation,* Evincepub Publishing, 2018.

EM 402B: New Media (Internal Elective)

Objective: To create the overview of various new media platforms and its usage **52 Hours**

Unit-1

New Media, Evolution of Digital Communication, Personal Learning Networks, Digital Economics, online news, online campaigns, Access and the Digital Divide. 10 Hours

Unit-2

Social Media: Platforms, privacy, culture, identity and reputation, social networking and social capital, interacting visually, technological convergence and rise of mobile technology, measuring, monitoring and analysing social media, social media activism. 10 Hours

Unit-3

Convergence-Emergence of convergence and its effects on broadcast media Language, structure and technology of new media, Creative, Business, Technical Skills in Convergence Media Programming. 10 Hours

Unit-4

Cyber Media, Cyber Journalism, Comparison of cyber media with Print, TV & Radio. Online as a publishing medium, Online as an advertising tool, Impact of Web Journalism on reading habits of people and media industry, Analysis of important Indian news-based websites, Impact of globalization on Web Journalism, Cyber Laws and debates. 12 Hours

Unit-5

Concept of e-governance & e-learning, finding information on the World Wide Web, Writing for blogs. 10 Hours

Suggested Readings:

1. Coburn, Foster D. *Corel Draw*, Tata Mcgraw Hill Publishing Co Ltd, 2007

3. A. Jaiswal *Fundamentals of computer Information technology Today*, Wiley Dreamtech, 2014.

4. V. Rajaraman, *Fundamentals of computer,* Prentice Hall of India, 2006

5. G K Parthasarathy, *Computer Aided Communication*, Authors Press, 2006

6. R. Singhal, *Computer Application for Journalism*, Ess Publishers, 2015.

7. Chetan Shrivastava, *Introduction to Information Technology*, Kalyani Publishers, Delhi, 2008.

8. T. C. Bartee, *Digital Computer Fundamentals*, Mc Graw Hill Publication, 2007

EM 403: Presentation Techniques

Objective: To equip students with skills in presenting radio and television programmes.

Total: 52 Hours

Unit 1

Anchoring and presentation, Qualities of an anchor, Styling, Anchoring according to program formats- News anchoring, Entertainment, Current affairs, News magazine, Shows etc. Anchoring techniques: Live shows and recorded programmes. 10 Hours

Unit 2

Radio news reading and presentation methods; Pronunciation, Vocals stressing, Inflection, quotation marks, Rehearsals and promos. Handling Phone- in -programmes, On-line interviews. Moderating skills for radio discussion. RJing. 10 Hours

Unit 3

Do's and don'ts for the presenter. Developing language skills. Breathing techniques, Pronunciation and diction, Intent and expression, Projecting the voice personality, gait and majesty, histrionic techniques, Reading v/s Presenting, Maintaining vocal health. Body Language, Introduction and overview of control room, Familiarization with the technical parameters of camera, Multi camera setups, light and sound. Using the teleprompter, Piece to camera. 12 Hours

Unit 4

Creating a bond with the unseen audience, Preparing and researching for subjects, Interviews skills, Live reporting, Interaction with celebrity presenters. Anchoring for reality shows.

10 Hours

Unit 5

Writing Exercise; Preparing RJ scripts, radio and television news scripts for presentation, Preparing questions for radio and television interviews, PTC scripts. 10 Hours

Suggested Readings:

1. Stuart Hyde, *Television and Radio Announcing*, Routledge, 2009
2. Jenni Mills, *The Broadcast Voice,* Focal Press 2004.
3. RadioTalent Team, *Walking on Air: How to Be a Radio Presenter,* Create Space Independent Publishing Platform, 2013
4. Nancy Reardon, Tom Flynn, *On Camera: How To Report, Anchor & Interview,* Focal Press, 2013
5. Janet Trewin, Presenting on TV and Radio: An insider's guide, Focal press, 2014.

Practical

EM 404: Presentation techniques 52 Hours

Anchoring of different television programmes

Radio news reading, programme announcement

Television interview

Radio interview

Live reporting

PTC

RJing

(**Note:** Each student must do two exercises in each practical component and submit the same in class records for evaluation during practical evaluation)

EM 405: Radio and TV Project 104 Hours

Individual student should produce 3 radio programme with different format and one television news magazine for 15 minute. Student will be allotted specific time duration to produce these programmes by the department. End semester evaluation will be done on produced programme.

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QUESTION PAPER PATTERN

Theory question paper pattern

- Each hard core theory paper (4 credit course) examination is for 70 marks.
- Each soft core (2 credit course) theory paper examination is for 70 marks.
- Open elective (4 credit course) theory paper examination is for 70 marks.

Question paper pattern for hard core (70 marks)

Each hard core theory paper syllabus is divided into 5 units. The semester ending examination will be aimed at testing the student's proficiency and understanding in every unit of the syllabus. The blue print for the question paper pattern is as follows:

- Each question paper will consist of 9 questions.
- Each question carries 10 marks; out of 9 questions 7 questions shall be answered.
- Q.No. 1 to 8 descriptive questions shall be asked. Out of 8 questions 6 questions shall be answered (10x6=60).
- Q.No. 9 consists of 4 short notes which are compulsory. Each short note carries 2.5 marks (2.5x4=10).

Question paper pattern for soft core (70 marks)

- Each soft core theory paper syllabus is divided into 5 units.
- Each question paper will consist of 9 questions.
- Each question carries 10 marks; out of 9 questions 7 questions shall be answered. Q.No. 1 to 8 descriptive questions shall be asked. Out of 8 questions 6 questions shall be answered (10x6=60).
- Q.No. 9 consists of 4 short notes which are compulsory. Each short note carries 2.5 marks (2.5x4=10).

Question paper pattern for open elective (70 marks)

Each question paper will consist of 3 sections: A, B and C.

- Part A: Ten questions of 2 marks each. All questions are compulsory (2 x 10 =20 marks).
- Part B: Six questions of 5 mark each, out of which four to be answered (4 x 5 = 20 marks).
- Part C: Five questions of 10 marks each, out of which three to be answered (3 x 10 = 30 marks)

Internal Assessment

- Internal Assessment for each theory paper is 30 marks and practical paper is 15 marks.
- 10 marks reserved for internal tests. Internal tests shall be conducted for 20 marks in each paper twice in a semester.
- 10 marks reserved for assignments
- 10 marks reserved for attendance.

Allotment of marks for attendance:

- Attendance greater than 95% - 10 marks
- Attendance between 95 – 91% - 8 marks
- Attendance between 90 – 86 % - 6 marks
- Attendance between 85 – 81 % - 4 marks
- Attendance between 80 – 76 % - 2 marks
- Attendance less than 75% - ineligible to appear for examination.

Practical examination

Semester end practical examination for each practical course is for 50 marks. Internal assessment for each practical course is for 15 marks based on attendance and assignments.

- 10 marks reserved for practical records
- 25 marks reserved for practical examination.

Project evaluation

Project will be evaluated at the end of the semester for 100 marks

- 20 marks reserved for concept and story/news
- 20 marks reserved for Camera work
- 20 marks reserved for Sound/voice over/BGM
- 20 marks reserved for Graphics/Animation/Sub titles
- 20 marks reserved for Editing

Project will be evaluated at the end of the semester for 150 marks.

- 20 marks reserved for concept and story
- 20 marks reserved for Camera work
- 20 marks reserved for Sound/ voice over/BGM
- 20 marks reserved for Graphics/Animation/Sub titles
- 20 marks reserved for Editing/Documentation
- 20 marks reserved for documentation.
- 30 marks reserved for Viva voce.