

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
New Arts, Commerce, and Science College, Ahmednagar  
(Autonomous)  
(Affiliated to Savitribai Phule Pune University, Pune)**



**National Education Policy (NEP)  
Choice Based Credit System (CBCS)**

**Programme Skeleton and Syllabus of**

**M. Sc. Media and Communication Studies**

**Implemented from**

**Academic Year 2023-24**

## 9.2 Distribution of credits

Type of Courses	Total Credits	Credits/ Semester
Discipline-Specific Core Courses (DSC)	54	14 /12
Discipline Specific Elective Courses (DSE)	16	04
Research Methodology (RM)	04	Semester I only
On-Job Training/ Internship (OJT/I)	04	Semester II only
Project (PR)	10	Semesters III and IV only
Total	88	22

## 9.3 Master of Science (M.Sc.) Course Distribution

Class	Semester	Subjects	Courses	DSC		DSE		RM/OJT/ Internship etc.		Project *	Total Credits
				T	P	T	P	T	P		
M. Sc. I	I	01	09	03	03	01	01	01*		00	22
M. Sc. I	II	01	09	03	03	01	01	00	01	00	22
M. Sc. II	III	01	07	02	02	01	01	00	00	01	22
M. Sc. II	IV	01	07	02	02	01	01	00	00	01	22

\* RM: Theory and Practical credits in RM paper shall be decided by the Department. The final marks/grade point shall be calculated by considering theory and practical marks.

## 9.4 Master of Science (M. Sc.) Credit Distribution

Class	Semester	Subjects	Courses	DSC		DSE		RM/OJT/ Internshi p etc.		Project *	Total Credits
				T	P	T	P	T	P		
M. Sc. I	I	01	09	08	06	02	02	04*		00	22
M. Sc. I	II	01	09	08	06	02	02	00	04	00	22
<b>Exit Option: PG Diploma</b>											
M. Sc. II	III	01	07	08	06	02	02	00	00	04	22
M. Sc. II	IV	01	07	08	04	02	02	00	00	06	22
				<b>32</b>	<b>20</b>	<b>08</b>	<b>08</b>	<b>02</b>	<b>06</b>	<b>12</b>	<b>88</b>

### 9.5 Master of Science (M. Sc.) Distribution of Courses

Class	Semester	Course and their credits in the bracket			
		DSC	DSE	RM/OJT/ Internship etc.	Project *
M. Sc. I	I	DSC -01 (03)	DSE -01 (02)	RM-01(04)	NA
M. Sc. I	I	DSC -02 (03)	DSE -02 (02)		
M. Sc. I	I	DSC -03 (02)			
M. Sc. I	I	DSC -04 (02)			
M. Sc. I	I	DSC -05 (02)			
M. Sc. I	I	DSC -06 (02)			
M. Sc. I	II	DSC -07 (03)	DSE -03 (02)	OJT-01 (04)	NA
M. Sc. I	II	DSC -08 (03)	DSE -04 (02)		
M. Sc. I	II	DSC -09 (02)			
M. Sc. I	II	DSC -10 (02)			
M. Sc. I	II	DSC -11 (02)			
M. Sc. I	II	DSC -12 (02)			
M. Sc. II	III	DSC -13 (04)	DSE -05 (02)	NA	PR-01(04)
M. Sc. II	III	DSC -14 (04)	DSE -06 (02)		
M. Sc. II	III	DSC -15 (03)			
M. Sc. II	III	DSC -16 (03)			
M. Sc. II	IV	DSC -17 (04)	DSE -05 (02)	NA	PR-02(06)
M. Sc. II	IV	DSC -18(04)	DSE -06 (02)		
M. Sc. II	IV	DSC -19 (02)			
M. Sc. II	IV	DSC -20 (02)			

## Programme Framework : M. Sc. Media and Communication Studies

SN	Year	Semeste	Level	Course Type	Course Code	Title	Credits
1.	I	I	6.0	DSC-01	MS-MS 111T	Introduction to Communication Studies	03
2.	I	I	6.0	DSC-02	MS-MS 112T	Introduction to Print Media	03
3.	I	I	6.0	DSC-03	MS-MS 113T	New Media Studies	02
4.	I	I	6.0	DSC-04	MS-MS 114P	Reading and Writing Skills	02
5.	I	I	6.0	DSC-05	MS-MS 115P	Audio Visual Technologies	02
6.	I	I	6.0	DSC-06	MS-MS 116P	Still Photography	02
7.	I	I	6.0	DSE-01	MS-MS 117T	A) Gender and Media B) Film Appreciation	02
8.	I	I	6.0	DSE-02	MS-MS 118P	A) Radio Jockey B) Writing for Social Media	02
9.	I	I	6.0	RM-01	MS-MS 119T	Mass Media Research	04
10.	I	II	6.0	DSC-07	MS-MS 121T	Communication Studies - II	03
11.	I	II	6.0	DSC-08	MS-MS 122T	News Writing and Editing	03
12.	I	II	6.0	DSC-09	MS-MS 123T	Digital Marketing	02
13.	I	II	6.0	DSC-10	MS-MS 124P	Writing for the Media Platforms	02
14.	I	II	6.0	DSC-11	MS-MS 125P	Camera Techniques	02
15.	I	II	6.0	DSC-12	MS-MS 126P	Editing Techniques	02
16.	I	II	6.0	DSE-05	MS-MS 127T	A) Public Relation B) Film Studies	02
17.	I	II	6.0	DSE-06	MS-MS 128P	A) Sound Recording B) Creating Video for Social Media	02
18.	I	II	6.0	OJT-01	MS-MS 129P	Internship	04
19.	II	III	6.5	DSC-13	MS-MS 231T	Media : Society and Culture	04
20.	II	III	6.5	DSC-14	MS-MS 232T	Digital Journalism	04
21.	II	III	6.5	DSC-15	MS-MS 233P	Directing Audio Visual Production	03
22.	II	III	6.5	DSC-16	MS-MS 234P	Audio Visual Production Process	03
23.	II	III	6.5	DSE-05	MS-MS 235T	A) Advertising B) Media and Politics	02
24.	II	III	6.5	DSE-06	MS-MS 236P	A) Sound Design B) YouTube Video Production	02
25.	II	III	6.5	PR-01	MS-MS 237P	Media Project - 01	04
26.	II	IV	6.5	DSC-17	MS-MS 241T	Production Management	04
27.	II	IV	6.5	DSC-18	MS-MS 242T	Mobile Journalism	04
28.	II	IV	6.5	DSC-19	MS-MS 243P	Broadcast Journalism	02
29.	II	IV	6.5	DSC-20	MS-MS 244P	Lighting Techniques	02
30.	II	IV	6.5	DSE-07	MS-MS 245T	A) Integrated Marketing Comm. B) Political Communication	02
31.	II	IV	6.5	DSE-08	MS-MS 246P	A) Graphic Design B) Non Fiction Production	02
32.	II	IV	6.5	PR-02	MS-MS 247P	Media Project - 02	06

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
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**(Autonomous)**

**Board of Studies in Communication Studies**

Sr. No.	Name	Designation
1.	Mr. Sandip Girhe	Chairman
2.	Dr. Bapu Chandanshive	Member
3.	Mr. Abhijeet Gajbhiye	Member
4.	Mrs. Shweta Bangal	Member
5.	Mr. Rohan Tayde	Member
6.	Mr. Akshay Shelar	Member
7.	Mr. Mithunchandra Chaudhari	Academic Council Nominee
8.	Dr. Sunder Rajdeep	Academic Council Nominee
9.	Dr. Madhavi Reddy	Vice-Chancellor Nominee
10.	Mr. Gaurav Kulkarni	Alumni
11.	Mr. Abhijeet Kamble	Industry Expert

## **1. Prologue/ Introduction of the programme**

This two year M.Sc. program in Media Communication Studies is offered at Department of Communication Studies, New Arts, Commerce and Science College, Ahmednagar (Autonomous), affiliated to Savitribai Phule Pune University, Pune. The media and communication industry has a widespread influence on the world around us, and this program helps enable students to be a part of that revolution.

This program is designed to offer a critical approach to contemporary social, political and cultural issues in media and communications along with the contemporary impact of media on individuals and societies. Media studies continue producing media workers, critical consumers, and new generations of teachers and scholars. Because the development of new media technologies, globalization, privatization, and other sociohistorical factors continues to alter the media landscape, the critical study of media has been forced to remain especially innovative, self-reflexive, and vibrant. This programme imparts intensive hands-on training in video production, including direction, research, scripting, editing, camera and sound as well as digital journalism including news reporting, editing, mobile and broadcast journalism. It also has a strong research focus. This will enable students to produce research dissertations, features, nonfiction programs like food show, travel shows, interviews, You Tube videos, documentaries and short films. Department have well-equipped facilities and advance industry standard infrastructure for this. Students will also develop critical understanding of the way content is produced and consumed in the multi-platform and digitized environment of media industries. This program introduces students to a dynamic mix of theoretical, technical and critical approaches and to a range of practical experience across the sector. This program can equip students with the skills and insights required to be successful in the media environment. Students will explore how the media create meaning and how technology shapes the ways we communicate. With its unique blend of theory and practice, this program works towards the creation of a lively group of media ‘thinking do-ers’ and ‘doing thinkers’ at the same time.

The program will mediate the recruitment of candidates oriented to different areas of the media and communications industry, such as video production, media research, digital journalism, mobile journalism, broadcast journalism, public relations, digital marketing and it will also mediate the enrolment of candidates planning an academic career along with careers in media and cultural industries, governmental agencies, public service organizations, and NGOs.

## **2. Programme Outcomes (POs)**

Students enrolled in the program will expose to curriculum that trains students in a full range of essential skills and abilities. They will have the opportunity to master the following objectives.

1. To become well-versed in the basics of media and communication studies.
2. To inculcate concepts of mediated communication, its role and importance in society.
3. Develop creative temperament and mindset for content production in media industry.
4. Develop an ability to define the meaning and purpose of mediated communication.
5. Enable students to create, design and produce multimedia products.
6. Apply media skills and practices in context of social and cultural milieu of the region.
7. Develop an ability to act with an informed awareness of issues and participate in civic life.
8. Inculcate students' ability to think critically and objectively.
9. To develop competent and efficient Media professionals.

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's**  
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**(Autonomous)**  
**Syllabus**  
**M. Sc. Media and Communication Studies**

Title of the Course: Introduction to Communication Studies								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-1	MS-MS 111T	03	00	03	45	30	70	100

**Learning Objectives :**

1. Learn basic concept of communication.
2. Understand different types and forms of communication.
3. Learn basic theories about process of communication.

**Course Outcomes (Cos)**

1. To provide the basic concepts of media and communication studies.
2. To understand the relationship between centrality of communication with the living world.
3. To understand various perspectives of communication.

**Detailed Syllabus:**

**Unit I: Understanding the world of Communication (07 Lectures)**

- Why do we communicate ?
- Centrality of Communication in the Living World
- Communication as Site of Culture
- Communication and Technology

**Unit II: Types and Forms of Communication (07 Lectures)**

- Human Communication
- Personal and Professional Communication
- Different types and forms
- Communication transactions in daily life

**Unit III: Academic Study of Communication (10 Lectures)**

- Communication as Academic Discipline
- Basic Models and Theories of Communication
- Indian Perspectives on Communication
- Process and Semiotic Perspectives



**Unit IV: Introduction to Semiotics**

**(10 Lectures)**

- Signs, codes and meaning
- Sign: Concepts, Models and modes
- Connotation and Denotation

**Unit V: Semiotic Interpretations and Culture**

**(10 Lectures)**

- Types of Codes
- Myth, Metaphor and Metonymy
- Communication as Text / Discourse
- Ideology: Link to Meaning Making

**Suggested Readings:**

1. Fiske, J. (1982). Introduction to communication studies. London, Angleterre: Methuen.
2. Williams, Raymond. (2002) The Technology and the Society. The Anthropology of Media, a Reader, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers.
3. Chakravarti, Uma (2006) Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India. Tulika Books, New Delhi.
4. Lewis, J. (2002). Cultural studies: The basics. London: SAGE Publications.
5. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House.
6. Watson, J. (1985). What is communication studies? London: Edward Arnold.
7. Berko Roy (1989) Basically Communicating. Wm. C. Brown Publishers, 312 pages
8. Roloff, M. E., & Miller, G. R. (1987). Interpersonal processes: New directions in communication research. Newbury Park, Calif: Sage Publications.
9. Carey, J. W. (1989). Communication as culture: Essays on media and society. Boston

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Syllabus  
M. Sc. Media and Communication Studies**

Title of the Course: Introduction to Print Media								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-2	MS-MS 112T	03	00	03	45	30	70	100

**Learning Objectives :**

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of elements of journalism.
3. To acquaint students with important aspects of the process of Journalism.

**Course Outcomes (Cos)**

1. To learn the basics of print journalism
2. Develop skills as a reporter.
3. Learn how to source a news.

**Detailed Syllabus:**

**Unit I: Why Study Journalism? (07 Lectures)**

- Technological Forces: Printing Press to Internet
- Political Forces: Democracy
- Economic & Social Forces: Massification and Urbanization
- Journalism as an Important Social Institution

**Unit II: History of Journalism in India (07 Lectures)**

- The Social Reforms Era: 19th Century
- Struggle for Independence: 19th& 20th Century
- Experiments in New Democracy: Post Independence Journalism
- Professionalism, Market & Competition: Journalism Post 1980s

**Unit III: Structural Challenges in Journalism (07 Lectures)**

- Time & Resources
- Abundance or Scarcity of Information
- Audience Expectations and Orientation
- Accuracy, Utility and Accountability

**Unit IV: Organizational Structure (07 Lectures)**

- Newspaper Organizational Structure as Archetype
- Overall Structure & Units
- Editorial Section and Its Role
- Editorial Unit: Roles, Responsibilities & Processing

**Unit V: News as Genre (07 Lectures)**

- Definitional Difficulties
- News Values and Trends
- News as an Important Genre
- Writing News: Print and Digital Media

**Unit VI: News Gathering and Processing (07 Lectures)**

- News Events & Sources
- Beat Structure and Practices
- Editorial Processing
- Gatekeeping and Agenda Setting

**Suggested Readings:**

1. Mass Communication In India: Keval Kumar (2011). Jaico Publication
2. Broadcast journalism: Techniques of radio and TV news: Boyd, A. (2001). Focal Press.
3. Writing Feature Stories: Matthew Ricketson (2004): Allen & Unwin
4. White, R. (1990). TV news: Building a career in broadcast journalism.: Focal Press.
5. Rivers, W. L., & Mathews, C. Ethics for the media. Englewood Cliffs, N.J: Prentice Hall.
6. Olen, J. (1988). Ethics in journalism. Englewood Cliffs, N.J: Prentice-Hall.
7. Visit: [www.thehoot.org](http://www.thehoot.org) / [presscouncil.nic.in](http://presscouncil.nic.in)

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**Syllabus**  
**M. Sc. Media and Communication Studies**

Title of the Course: New Media Studies								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-3	MS-MS 113T	02	00	02	30	15	35	50

**Learning Objectives :**

1. To introduce students to the fundamentals of new media technology.
2. To have a theoretical understanding of new media.
3. Understand the ethical, legal, social, and economic issues of social (new) media.

**Course Outcomes (Cos)**

1. Discuss the fundamental principles of New Media.
2. To understand the impact of Digital Media on culture and society.
3. Develop a critical perspective toward use of new media.

**Detailed Syllabus:**

**Unit I : New Media and Communication (05 Lectures)**

- Defining New media
- Characteristics of New media
- Understanding the dynamics of human computer interface

**Unit II : New media and identity (05 Lectures)**

- Emergence of Real virtual continuum
- New media and cultural imperialism
- Negotiating Identity (Gender, Class and Caste)

**Unit III : Language of New Media (07 Lectures)**

- Computer mediated form of Communication
- Hybridity and Convergence
- Contestations: Verbal vs. Visual

**Unit IV : Overview of New Media Industry (07 Lectures)**

- Reach and expansion
- Economics of production distribution and consumption
- Marketing the content
- Current statistics

**Unit V : New Media, Institutions and Governance**

**(07 Lectures)**

- Freedom vs. Control
- Regulation: need, challenges and Debates
- Regulation Policies
- Negotiating power

**Suggested Readings:**

1. Pradip Thomas, Digital India: Understanding Information, Communication and Social Change Media, Sage Publication, (2012)
2. Andrew Dewdney and Peter Ride, The New Media Handbook, Routledge publication
3. Eugenia Siapera, Understanding new media, Sage Publication, (2012)
4. Leah A. Lierouw and Sonia Livingstone, The Handbook of new media, Sage Publication,
5. Paul Hodkinson, Media,Culture and Society – An introduction by, Sage Publication,
6. McQuail Denis, Mass Communication Theory, Sage Publication, 2004
7. Downing John et al, Questioning the Media, Sage Publication The Art of Social Media: Power Tips for Power Users, by Peg Fitzpatrick, Guy Kawasaki
8. Writing on the Wall: Social Media - The First 2,000 Years, by Tom Standage
9. The Social Organism: A Radical Understanding of Social Media, by Michael Casey
10. Social Media Marketing: An Hour a Day, by Dave Evans
11. Social Media Marketing Workbook, by Jason A. McDonald
12. Likeable Social Media, by Dave Kerpen Socialnomics: How Social Media Transforms the Way We Live and Do Business, by Erik Qualman

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Title of the Course: Reading and Writing Skills								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-4	MS-MS 114P	00	02	02	60	15	35	50

**Learning Objectives :**

1. To encourage and inspire student for reading.
2. To learn comprehensive use of language skills.
3. To learn using language skills creatively for media and communication.

**Course Outcomes (Cos)**

1. To develop literal and critical comprehension skills.
2. To increased reading efficiency.
3. To give firsthand experience of reading and writing.

**Detailed Syllabus:**

**Unit I : Importance of reading for media student (07 Lectures)**

- Media as a content world, Content is king
- Reading Expands the Mind
- Reading for creative thinking
- Reading as base for writing

**Unit II : Fundamentals of reading (07 Lectures)**

- Elements or components of reading
- Decoding in the process of reading
- Reading between the line
- Drawing conclusions and writing summary

**Unit III : Understanding different text, types and forms (07 Lectures)**

- The world of literature
- Non fictional, Informative writing
- Biographical, Autobiographical, Travel, Technical, Instructional writing
- Different styles of writing, Author, Authorship

**Unit IV : Reading exercise (07 Lectures)**

- Reading loud in classroom
- Reading outside classroom
- Analyzing or summarizing
- Discussions on reading

**Unit V : Fundamentals of Writing (07 Lectures)**

- The Blank Page and Overcoming Fear of Writing
- Three Step Process of Writing: Write-Review-Destroy- Repeat
- Reading Techniques for faster review: Speed and Comprehension
- An Introduction to Creative Writing

**Unit VI : Identifying Writing in Audio-Visual Content (07 Lectures)**

- Reading v/s watching Audio-Visual content
- Tools of Reading Audio-Visual content
- Identifying Structure
- Identifying Drama and emotion

**Unit VII : Introduction to Various Types of Media Writing (07 Lectures)**

- Writing for Television: Fiction vs Non-Fiction
- Writing for Advertising: Print vs TVC
- Writing on the Internet: Blogs, Marketing Content, Social Media
- Writing for Streaming Services: The Web series

**Unit VIII : Writing Exercise (07 Lectures)**

- Writing in classroom
- Writing outside classroom
- Writing on given subject
- Discussions on writing

**Suggested Readings:**

1. Hilliard Robert L. (2015) Writing for Television, Radio and New Media
2. Witt Leonard (1991) Complete Book of Feature Writing
3. Brande Dorothea (1934) Becoming a Writer
4. Lamott Anne (1994) Bird by Bird: Some Instructions on Writing and Life
5. Standage Tom (2013) Writing on the Wall: Social Media – The First 2000 years

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Title of the Course: Audio Visual Technologies								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-5	MS-MS115P	00	02	02	60	15	35	50

**Learning Objectives :**

1. To have operating expourse to audio visual technology.
2. Learn the creative use of technology in media and communication.
3. Learn and practice micro skills of using technology in media production.

**Course Outcomes (Cos)**

1. To introduce students to basics of media technologies.
2. To help students gain an understanding of use and functions of various equipment's.
3. To acquire micro skills of using equipment's for production.

**Detailed Syllabus:**

**Unit I : Audio Technology**

**(07 Lectures)**

- A brief history of sound recording from Acoustic to Digital era
- Technology basics: Frequency, Modulation (AM-FM) Bandwidth
- Compression and Encoding: Sampling, bit rates, storage v/s quality
- Elements of audio recording: Equipment's, Systems, Software's, Basic Physics of Sound

**Unit II : Visual Technology**

**(07 Lectures)**

- A brief history of photography technologies
- A brief history of moving images: Film to Video
- Still and Moving image comparison
- Elements of moving images

**Unit III : Evolution of Viewing Technology**

**(07 Lectures)**

- Origins of the Screen: The CRT
- Types of Screens: Plasma, LCD, LED, OLED, TFT, Projector, HD, QHD, VR
- Important Concepts: Interlaced-Scan, Progressive Scan, Resolution, Pixel ratios, Aspect Ratios, Refresh rates.
- Convergence of technology



**Unit IV : Production Equipment and Technology (10 Lectures)**

- Camera Types and assisted equipment's
- Lighting Equipment's
- Sound Equipment's
- Editing Equipment's

**Unit V : Camera Technology (20 Lectures)**

- Basics of Camera - Camera as a Tool, Lenses, Equipment - Care and feeding.
- Camera Settings, Perspectives, Camera Operating
- Functions: Aperture, Shutter Speed, ISO, Depth of Field, Exposure, Preset Modes
- Image Files and Formats, Image Storage Formats, Image Processing Formats

**Unit VI : Other aspects of Camera (10 Lectures)**

- Pixel and types memory card, CCD & CMOS
- Controlling Audio in the camera, Monitoring Audio level, Understanding Microphones
- Light Basics: 6 Elements, lighting techniques, Matching indoor and outdoor,
- High key and low key, Situation based lighting, Use of lighting control accessories

**Suggested Readings:**

1. Monaco, J. How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
2. Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
3. Burrows, T. D (1986). Television production: Disciplines and techniques. Dubuque, Iowa
4. White, G. (1982). Video techniques. London: Newnes Technical Books
5. Peter. Combs and John Tiffin (1978). TV production for Education. Focal Press. 196 pages.
6. Richard .Lindheim. (1991) Inside TV Producing. Focal Press. 328 pages.
7. Harcourt, A. The Independent producer: Film and television. London: Faber and Faber.

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**Syllabus**  
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Title of the Course: Still Photography								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-6	MS-MS116P	00	02	02	60	15	35	50

**Learning Objectives :**

1. To introduce students to basic concepts and importance of Photography.
2. To inculcate the knowledge of elements of photography.
3. Learn to practice the protography as means of visual expression.

**Course Outcomes (Cos)**

1. Develop an ability to evaluate the aesthetic content of visual works within a context.
2. Make students to rethink the environment in which they live through the pictures.
3. Gaining familiarity with the photography field.

**Detailed Syllabus:**

**Unit I : History of Visual Art (05 Lectures)**

- Visual art History
- Painting
- Architecture and Sculpture
- Artistic Styles

**Unit II : Introduction to Photography (05 Lectures)**

- History of Photography
- Evaluation of Photography
- Photography and Contemporary Art
- Digital Evolution

**Unit III : Understanding Visual culture (10 Lectures)**

- Elements of Visual Communication: Line, Shape, Color and Texture
- Light and form
- Depth and movement
- Visual Theories

**Unit IV : Visual Design (10 Lectures)**

- Contrast: Size, symbolism, Time, Sound
- Balance, Symmetry, Rhythm
- Harmony, unity, layout
- Grid Point of View

**Unit V : Photo Composition (20 Lectures)**

- Aesthetics of Photography, Aesthetics of Thinking and Creativity
- Ways of Seeing, Taste and Aesthetes
- Rule of Third, Framing
- Elements of Composition

**Unit VI : Understanding Light (10 Lectures)**

- Light in Photography
- Shades and Shadows
- Available and Artificial Light
- Mix Light

**Suggested Readings:**

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloch. Paul M. (2006)
7. Visual Communication: Images with Messages
8. Paul M. (2006) Visual Communication: Images with Messages
9. Ralf E. Wileman: Visual Communication
10. David Sless Learning & Visual Communication
11. The Digital Evolution: Visual Communication in the electronic age
12. Friedrich O. Huck Visual Communication an Information Theory Approach
13. Gillan Rose, Visual Methodologies, Sage Publications, London 2001
14. Berger J., Ways of Seeing, B B C, London 1972

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**Syllabus**  
**M. Sc. Media and Communication Studies**

Title of the Course: Gender and Media								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-1	MS-MS117T (A)	02	00	02	30	15	35	50

**Learning Objectives :**

1. Learn key concepts, terminology, and theoretical frameworks central to gender studies.
2. To demonstrate an openness to learning about people different from themselves.
3. To acquaint students with important aspects of the gender representation in media.

**Course Outcomes (Cos)**

1. To understand the basic concept of Gender Consciousness.
2. Identify stereotypes of gender, race, class and sexual identity in media portrayals.
3. Analyze complex interconnections of gender aesthetic.

**Detailed Syllabus:**

**Unit I : Introduction of Gender (05 Lectures)**

- Sex and Gender
- Types of Gender
- Gender Socialization and Gender Stereotyping
- Gender Stratification and Gender Discrimination

**Unit II : Gender Issues (07 Lectures)**

- LGBTQ
- Gender Perspectives of Body
- Social Construction of Femininity and Masculinity
- Gender-based Violence in Community and State

**Unit III : Gender -Cinema and Television (07 Lectures)**

- Gender Portrayal in Indian Popular Cinema
- Gender Portrayal in Indian Television
- Women and LGBTQ Film Makers- Case Studies
- Gender Crisis in Cinema and Serials

**Unit IV : Gender and Advertisements (07 Lectures)**

- Gender Representation
- Objectification of Women
- Sexism in Advertising
- New Media and Gender Depiction in Advertising

**Unit V : Media and Gender Movements (05 Lectures)**

- Gender Inequality in Main Stream Media
- Gender Equality Policy and Legislation
- Movements for Gender Equality in Media- Cancel Culture
- Case Study- Disha Pinki Shaikh, Lakshmi Tripathi, Gauri Sawant, ect.

**Suggested Readings:**

1. Connell, R.W. (2002), Gender, Cambridge: Polity Press
2. S. Gunew (ed.) (1991), A Reader in Feminist Knowledge, London, Routledge.
3. Holmes M (2007), What is Gender?, New Delhi, Sage Publications.
4. Jackson S and Scott S (2002), Gender: A Sociological Reader, New York, Routledge.
5. Kessler S J and McKenna W (1978), Gender: An Ethno methodological Approach, Chicago, University of Chicago Press.
6. Kimmel S Michael (2004), The Gendered Society: Reader, Oxford: Oxford University.
7. Lipman-Blumen J (1984), Gender Roles and Power, New Jersey, Prentice Hall.
8. Oakley A (1985), Sex, Gender and Society, London, Temple Smith.
9. Stanley L and Wise S. (1983), Breaking out Again: Feminist Methodology and Epistemology, London, Routledge.
10. Andrea N (1989), Feminist Theory and Philosophies of Men, New York, Routledge.
11. Gender Inequality in Indian Media: A Preliminary Analysis, UN Women, 2019.

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**Syllabus**  
**M. Sc. Media and Communication Studies**

Title of the Course: Film Appreciation								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-1	MS-MS117T (B)	02	00	02	30	15	35	50

**Learning Objectives :**

1. Learn and understand key concepts, terminology about film as medium.
2. To understand collaborative nature of film.
3. Learn skill to analyse and appreciate film asthetically.

**Course Outcomes (Cos)**

1. Identify and define the formal and stylistic elements of film.
2. Develop an understanding of film language and terminology.
3. Analyze the ways in which film language constructs meaning and ideology.

**Detailed Syllabus:**

**Unit I : Why Appreciate Film? (06 Lectures)**

- Film as collaborative art
- Aesthetic of cinema
- Principles of Film Form
- The Value of Film Viewing

**Unit II : Elements of Narrative (06 Lectures)**

- Theme
- Story, Screenplay
- Character
- Semiotics

**Unit III : Cinematic Term (06 Lectures)**

- Cinematography
- Editing
- Time and Space
- Shot & Scene

**Unit IV : Film Genre**

**(06 Lectures)**

- What is genre
- Genre as industry makers need
- Genre as audience need
- Types of genre

**Unit V : Film World**

**(06 Lectures)**

- Indian Cinema
- World Cinema
- Art Cinema
- Popular Cinema

**Suggested Readings:**

1. World of Film and Video Production: Aesthetics and Practice, Dancyger, Ken
2. Thomas, J. M. (2005). Script analysis for actors, directors, and designers
3. How to Read a Film, by Jems Monaco
4. A companion to film theory by Toby Miller & Robert Stem
5. Aesthetics and Film by Katherine Thomson-Jones
6. Psychoanalysis and Film by Glen O. Gabbard
7. Visual and Other Pleasures by Laura Mulvey
8. The History of Film by David Parkinson
9. European Film Theory and Cinema by Ian Aitken
10. Barsam, Richard and Dave Monahan. Looking at Movies. New York: Norton, 2016
11. Bordwell, David and Kristin Thompson. Film Art. An Introduction. New York: McGraw Hill, 2001. 6th edition. Website: <http://www.mhhe.com/filmart>.

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Title of the Course: Radio Jockey								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-1	MS-MS118P (A)	02	00	02	30	15	35	50

**Learning Objectives :**

1. To understand the concept of Radio Jockey.
2. To learn and practice the voice culture of radio jockey.
3. Learn the presentation style of radio jockey.

**Course Outcomes (Cos)**

1. To write scripts for the radio.
2. To demonstrate participation in radio programmes
3. To anchor, record and edit radio programmes in the studio and outside.

**Detailed Syllabus:**

**Unit-I Understanding Radio**

**(07 Lectures)**

- History of FM
- Radio as a Medium
- AM, FM, CR
- Language of Akashwani and FM

**Unit-II Radio Jockey**

**(07 Lectures)**

- Concept of Announcing
- Akashwani Announcer
- Concept of Radio Jockey
- Characteristics of Radio Jockey

**Unit-III Voice Culture**

**(07 Lectures)**

- Voice Modulation
- Pronunciation and Articulation
- Learning to Talk, Regional Accent
- Voice Projection



**Unit-IV Radio Productions**

**(07 Lectures)**

- Scripting for RJ
- Live Programme
- Programme Recording
- Editing and Dubbing

**Suggested Reading:**

1. Radio and TV Journalism- Jan R Hakemulder, PP Singh, Fay AC DE Jonge.
2. Audio in media- Stanley R. Alten.
3. Radio production – Robert McLeish.
4. Handbook of Journalism and Mass Communications-Vir Bala Aggarwal & V.S. Gupta.
5. Radio and TV Journalism – K.M. Srivastava.

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Title of the Course: Writing for Social Media								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-1	MS-MS118P (B)	02	00	02	30	15	35	50

**Learning Objectives :**

1. To introduce students to the fundamentals of social media technology.
2. To have a theoretical understanding of new media.
3. Understand the ethical, legal, social, and economic issues of social media.

**Course Outcomes (Cos)**

1. To familiarize the students with the basic understandings of social media.
2. To develop knowledge about social media.
3. To develop critical understanding of social media

**Detailed Syllabus:**

**Unit I : Introduction to Social Media Platforms (07 Lectures)**

- Facebook, Instagram, Twitter, LinkedIn, YouTube
- Characteristics and uses of Social Media Platforms
- Literary Text vs writing for Social Media
- Policies of Social Media platforms

**Unit II : Social Media as an Industry (07 Lectures)**

- A brief history of Social Media platforms
- Economics of Social Media (Revenue generation, etc.)
- The dynamics of likes and followers
- Democratization of Social Media platforms

**Unit III : Writing for Social Media (07 Lectures)**

- Characteristics of Writing of social media
- Writing for Facebook and Instagram
- Writing for LinkedIn
- Writing exercises

**Unit IV : Responsible use of Social Media**

**(07 Lectures)**

- Rumours, gossips and Fake News on Social Media
- Do's and don'ts while writing for social media
- Hate speech and other regulations
- Recent trends and issues: Government interference, algorithm, privacy, AI and social media

**Suggested Readings:**

1. Pradip Thomas, Digital India: Understanding Information, Communication and Social Change Media, Sage Publication, (2012)
2. Andrew Dewdney and Peter Ride, The New Media Handbook, Routledge publication
3. Eugenia Siapera, Understanding new media, Sage Publication, (2012)
4. Leah A. Lierouw and Sonia Livingstone, The Handbook of new media, Sage Publication,
5. Paul Hodkinson, Media,Culture and Society – An introduction by, Sage Publication,
6. McQuail Denis, Mass Communication Theory, Sage Publication, 2004
7. Downing John et al, Questioning the Media, Sage Publication The Art of Social Media: Power Tips for Power Users, by Peg Fitzpatrick, Guy Kawasaki
8. Writing on the Wall: Social Media - The First 2,000 Years, by Tom Standage
9. The Social Organism: A Radical Understanding of Social Media, by Michael Casey
10. Social Media Marketing: An Hour a Day, by Dave Evans
11. Social Media Marketing Workbook, by Jason A. Mcdonald
12. Likeable Social Media, by Dave Kerpen Socialnomics: How Social Media Transforms the Way We Live and Do Business, by Erik Qualman

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**M. Sc. Media and Communication Studies**

Title of the Course: Mass Media Research								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
RM-1	MS-MS119T/P	02	02	04	90	30	70	100

**Learning Objectives :**

1. To learn the definitions and basic concepts of communication and media research.
2. To learn the elements of research.
3. Understand the ethical, analytical issues of communication and media research.

**Course Outcomes (Cos)**

1. To understand the concepts and values of media research.
2. To develop ability to critically analyse media content through communication research.
3. To learn the various types of research approach with data collection methods.

**Detailed Syllabus:**

**Unit-I: Science and Research**

**(07 Lectures)**

- Different Methods of Knowing
- Concept of Science and Research
- Characteristics of Science
- Nature of Scientific Enquiry

**Unit-II: Research in Communication**

**(07 Lectures)**

- Nature of Communication Research
- Area of communication Research
- Main issues of Research- Audience, Content, Effect
- Applications of research in media industry

**Unit-III: Elements of Research**

**(10 Lectures)**

- Variables and Constants
- Aim, Objectives, Hypothesis
- Operational Definitions
- Logic : Inductive and Deductive

**Unit-IV: Research Design (10 Lectures)**

- Concept and Types of Research Design
- Components of Research Design
- Approaches to Research
- Writing Format (Font Size, Spacing, etc.) of RD

**Unit-V: The Research Process (10 Lectures)**

- Research Issues, Deciding the Research Topic
- Stages of Research, Scope and Limitations
- Research Methodology
- Reference Writing Methods, Appendix

**Unit-VI: Sampling and Data Collection Methods (20 Lectures)**

- Sampling: Basic Concept
- Probability and Non-Probability Sample: Subtypes
- Data Collection: Basic Concept
- Types of Data Collection Methods

**Unit-VII: Research Methods (10 Lectures)**

- Qualitative Methods- Semiotic analysis, Rhetoric analysis, Discourse analysis
- Qualitative Methods- Focus Group Discussion, In-depth Interviews, Field Observations
- Quantitative Methods- Survey Method, Content Analysis
- Data Analysis of Qualitative and Quantitative Content

**Unit-VIII: Online Research Methods (10 Lectures)**

- Online Surveys Method, Online Questionnaire
- Online Interviews and FGD
- Online Data collection and Analysis Techniques
- Online Referencing and Plagiarism

**Suggested Readings:**

1. Wimmer, R. D., & Dominick, J. R. (2000). Mass media research: An introduction. Belmont, Calif: Wadsworth Pub. Co.
2. Hansen, A. (2009). Mass communication research methods. New Delhi: Log angeles.
3. Babbie, E. R. (1992). The practice of social research. Belmont, Calif: Wadsworth Pub. Co.
4. Kothari, C. R. (2004). Research methodology: Methods & techniques. New Delhi: New Age International (P) Ltd.
5. [www.indianstat.com](http://www.indianstat.com)
6. [www.thehoot.org](http://www.thehoot.org)
7. [www.mediawatch.com](http://www.mediawatch.com)
8. डॉ. आगलावे प्रदीप, सामाजिक संशोधन पद्धतीशास्त्र व तंत्रे, विद्या प्रकाशन नागपूर, जानेवारी २०००.
9. प्रा. धुरी नीलम, संशोधन पद्धती, फडके प्रकाशन, कोल्हापूर, जुलै २००८.

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Title of the Course: Communication Studies - II								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-7	MS-MS121T	03	00	03	45	30	70	100

**Learning Objectives :**

1. Learn the basic structure of process and semiotics models of communication.
2. Learn the various views and aspect about meaning making approach.
3. Learn the methods of semiotic analysis of a media product.

**Course Outcomes (Cos)**

1. To provide the basic concepts of media and communication studies.
2. To understand the relationship between media and audience.
3. To have a critical and analytical prespective about media, society and audience.

**Detailed Syllabus:**

**Unit I: Evolution of Mass Communication (07 Lectures)**

- Massification and Rise of Mass Society
- Mass Communication as Socio-Political need and Cultural Expression
- Functions of Mass media
- Technological Phases of Media of Mass Communication

**Unit II: Historical overview of Mass media (07 Lectures)**

- Media as a prism of history
- Brief history of Indian Languages and Literature
- History of technological media
- Making India: Role of History and Media

**Unit III : Mass Media and Social Structure (07 Lectures)**

- Media as a cultural storyteller
- Popular Culture, Class, Cult Culture and Media
- Mass Media Effects
- Media and Concepts of Public Sphere

**Unit IV : Ideology and Hegemony** (07 Lectures)

- Ruling Class and Ruling Ideas
- Rhetoric of Images
- Agenda Setting and Propaganda
- Commodity Audience

**Unit V : Media Representation** (07 Lectures)

- Gender Sexuality Issues
- Race and Ethnicity
- Women and Children
- Digital Images

**Unit VI : Audience Reception** (07 Lectures)

- Usage and gratification
- How media affects society
- Concept of audience research
- Interpretation of media texts

**Suggested Readings:**

1. Campbell, Richard, et al., "Cultural Approaches to Media Research." Media and Culture 2016 Update: Mass Communication in a Digital Age. 10th ed., Bedford St. Martins, 2016
2. Hall, Stuart. "Encoding/decoding." Media Studies: A Reader, edited by Paul Marris and Sue Thornham, Edinburgh University Press, 2000
3. Schirato, Tony, et al., "Reception Theory." Understanding Media Studies. Oxford University Press, 2010
4. Croteau, David and William Hoynes, excerpts from "Social Media Inequality and Media Representation." Media/Society. 6th ed., Sage, 2019
5. Potter, W. James. "Audience: Industry Perspective." Media Literacy. 8th ed., Sage, 2016
6. Hodgkinson, Paul. "Media as Manipulation?" Media, Culture and Society: An Introduction. Sage, 2010
7. Fiske, John. "Popular Culture." Critical Terms for Literary Study. 2nd ed., edited by Frank Lentricchia and Thomas McLaughlin, University of Chicago Press, 1995
8. Fiske, John. "Understanding Popular Culture." The Audience Studies Reader, edited Will Brooker and Deborah Jermyn. Routledge, 2003
9. McLuhan, Marshall. "The Medium is the Message." Media Studies: A Reader. 3rd ed. edited by Sue Thornham, et al., New York University Press, 2010

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Title of the Course: News Writing and Editing								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-8	MS-MS122T	03	00	03	45	30	70	100

**Learning Objectives :**

1. To learn and understand the basics of news writing and editing.
2. Learn the various views and aspect about process of editing and reporting.
3. Learn different writing techniques for newspaper.

**Course Outcomes (Cos)**

1. To comprehend the nature of news writing and editing.
- 2.. To enhance the skill of news editing
3. To upkeep critical thinking, writing and editing.

**Detailed Syllabus:**

**Unit-I : Print News Nature (07 Lectures)**

- Elements of News
- Changing Concepts of News
- Writing News-Structure of News-Inverted Pyramid
- Five W's (Who What, When, Why, Where) and One H (How)

**Unit-II : Print News Writing (07 Lectures)**

- Writing Intro/Lead, Body, types of Intro/Lead
- Organizing the News Story: Angle, Attribution, Quote, Background and Context,
- Accuracy, Objectivity, Fairness and Balance
- Writing Headlines. Writing for Print, Electronic and Digital News Media
- Translation and Trans creation

**Unit-III : News Editing Concept (07 Lectures)**

- Concept of News Editing
- Need of Editing
- Concept of Gate-keeping
- News Editor



**Unit-IV : News Editing Process – I (07 Lectures)**

- Selection and Editing of News
- Editing: Words and Sentences
- Content Editing
- Photo Editing

**Unit-V : News Editing Process – II (07 Lectures)**

- Copy Editing
- Objectives of Copy Editing
- Ensuring News Value and other Criteria
- Checking Facts, Language, Style, Clarity and Simplicity

**Unit-VI : News Editing Process – III (07 Lectures)**

- Graphics and Cartoons
- Relevant Photos and Captions
- Editing Symbols
- Various Editing Software's

**Suggested Readings:**

1. Richard, Communication Skills
2. A.E. Schwartz, Communication Skills
3. Leena Sen, Communication Skills
4. John Niles on, Communication Skills
5. Juluis, Fast Body Language
6. Feature Writing- a Practical introduction- Susan Paper, SAGE Publications
7. Brendan Hennessy, Writing Feature Articles, 4th edition, focal press

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Title of the Course: Digital Marketing								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-9	MS-MS123T	02	00	02	30	15	35	50

**Learning Objectives :**

1. To identify and define the digital marketing concepts.
2. Understand the importance of digital marketing in the contemporary scenario.
3. Learn using methodologies, tools and technologies involved in digital marketing.

**Course Outcomes (Cos)**

1. To understand digital advertising environment.
2. To develop skills required for digital media use.
3. To develop ability to use digital media for various purpose.

**Detailed Syllabus:**

**Unit- I: Introduction to Digital Marketing (07 Lectures)**

- What is Digital Marketing?
- Difference between traditional marketing and digital marketing
- Importance of digital marketing
- Trends and scenarios of the industry

**Unit- II: Search Engine Optimization (07 Lectures)**

- What is SEO?
- Search Engine Optimization
- On-Page Optimization, Off-Page Optimization
- Keywords, Google AdWords

**Unit- III: Social Media Marketing (07 Lectures)**

- Important aspects
- Blogging, Video Blogging
- Social Networking
- Use of Different Social Media Platforms
- Content Creation

**Unit- IV: Web Analytics**

**(07 Lectures)**

- Introduction to Web Analytics
- Audience Reports, Traffic & Content Report
- Campaign Tagging & Reporting, Linking
- Google AdWords Data, Real-Time Data

**Unit- V: Email Marketing**

**(07 Lectures)**

- Importance of Email Marketing
- Email Marketing Platforms
- Creating & Tracking e-Mailers
- Open Rates & CTR of e-Mailers
- Create Forms, Create Opt-in Lists

**Suggested Readings:**

1. Chaffey, D. (2019). Digital marketing. Pearson UK.
2. Chaffey, D., & Smith, P. R. (2017). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.
3. Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
4. Kaufman, I., & Horton, C. (2014). Digital marketing: Integrating strategy and tactics with values, a guidebook for executives, managers, and students. Routledge.
5. Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. International Journal of Information Management, 34(2), 65-73.
6. Stokes, R. (2011). E-Marketing: The essential guide to digital marketing. Quirk eMarketing

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Title of the Course: Writing for the Media Platforms								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-10	MS-MS124P	00	02	02	60	15	35	50

**Learning Objectives :**

1. To understand the dynamics of storytelling of film, television, and new media.
2. Learn developing stories and writing scripts for multiple media platforms.
3. Demonstrate the ability to collaborate with others in a writing assignments.

**Course Outcomes (Cos)**

1. To understand the basics of script writing.
2. To develop writing skills for various media platforms.
3. To develop ability to write script in various formats.

**Detailed Syllabus:**

**Unit I : Writing for the Screen**

**(05 Lectures)**

- The Nature and Characteristics of Media Writing
- Literary text v/s text written for the screen
- Understanding the written word as a blue-print for visuals
- Visualization: 'Seeing' and 'Hearing' before writing

**Unit II : The Core of Screen Writing: Genesis of an Idea**

**(07 Lectures)**

- Conscious attention to surroundings/Listening carefully, reading, observing, writing a diary
- Types of Ideas: Event-led, character-based, reality-based, concept-led
- Choosing and Formulating the Theme: Choosing Characters and their Points of Views.
- The Concept/Idea diary

**Unit III : Basic structure of Story**

**(10 Lectures)**

- Chain of linear, chronological cause-effect event structure.
- The Three Act Structure: Beginning-middle-end (Character-Setting-Problem-Resolution)
- Forming familiar associations with the written word: Short Story = short film, Novel = feature film, Research paper/essay (with human touch) = Documentary.
- Other Parts of the Story: Character Back stories, Sub-story arcs

**Unit IV : Form** (07 Lectures)

- Formulating the Visual Narrative: Story + Plot Order
- The Treatment: Plotting Scenes and Scene Flow
- Types of Narratives
- The First Draft and going beyond

**Unit V : Format: Fiction, Non-Fiction** (07 Lectures)

- What is a Scene? What is a Unit? (Fiction v/s Non-Fiction)
- Screenplay without Dialogue: The Scene/Unit Skeletal Structure.
- Dialogue: Types, Rules, Methods
- Formatting the Screenplay: Introduction to Celtx /Final draft.

**Unit VI : Format Based Writing** (07 Lectures)

- Fiction Programming: Family Drama, Sitcom, mini-series, Tele-film
- Non-Fiction Programming: Interview Based Shows, Travel Shows, Food Shows
- Writing for the platform: Corporate Film, Educational, Instructional Writing, DIY Video
- Creative aspect of writing script

**Unit VII : Adaption** (07 Lectures)

- Why adapt?
- What is not an adaptation? Intertextuality
- What is the appeal of Adaptations? Questions of Genre.
- New and Old Approaches to Adaptation, Form, Style and Cinematic Space
- Adaptation/Appropriation, Original/Copy, Fidelity/Betrayal

**Unit VIII : Writing Exercise** (10 Lectures)

- Scene writing exercise
- Writing on the given theme, subject and topic
- Developing own idea and event
- Executing the activity

**Suggested Readings:**

1. Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press,
2. Single-Camera Video Production, Musburger, Robert, B., Focal Press (2010)
3. From Script to Screen: The Collaborative Art of Filmmaking, Seger, Linda and Whetmore,
4. Studio and Outside Broadcast Camera Work, Ward, Peter, Focal Press (2001)
5. World of Film and Video Production: Aesthetics and Practice, Dancyger, Ken, Wadsworth
6. Television Programme Making: Everything you need to know to get started
7. Vales Technique of Screen and Television writing, Vale, Eugene, Focal Press (1998)
8. Studio Drama: Processes and Procedures (Multiple Camera Video Series), Schihl, Robert,
9. Hilliard, R. L. (1976). Writing for television and radio. New York: Hastings House.
10. Thomas, J. M., Script analysis for actors, directors, and designers. Boston: Focal Press

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Title of the Course: Camera Techniques								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-11	MS-MS125P	00	02	02	60	15	35	50

**Learning Objectives :**

1. To understand the working mechanism and production of the camera at the basic level.
2. Learn technological features on the camera.
3. Demonstrate the ability to use camera technology as mode of visual expression.

**Course Outcomes (Cos)**

1. To learn the basics of audio visual production process.
2. Develop skills for workflow in audio visual production.
3. To practice and execute audio visual production.

**Detailed Syllabus:**

**Unit I : Visual Composition (12 Lectures)**

- Understanding Composition, Elements of Shot Composition, Scene and Sequences
- Composition for different aspect ratio, Effect of Visual Balance
- Application of Composition, Composing moving image
- Communication through visuals

**Unit II : Screen Grammar and Genres (12 Lectures)**

- Time and Space Dimensions
- Camera Angles, Continuity
- Creative conceptualization: Object, body & event in space design
- Construction of Units in space: The Frame as limited reality, Temporality of Screen Units
- Story -, Plot Time, Screen Time, Audience Time, Synthetic Time, Internal External Time

**Unit III : External composition & Internal Composition (12 Lectures)**

- Ideas in Physical Form: Idea, Size, Symbol, Style, Structure, Shape, Length
- Visualizing, Synthesizing composition in motion
- Conceptual Development complete Design creative and technical skills,
- Planning and staging, Basic elements and stages in creating events.

**Unit IV : Sound Recording**

**(12 Lectures)**

- Types of Microphones
- Sync sound, Ambience
- Dialogue/Voice over
- Sound effects

**Unit V : Lighting**

**(12 Lectures)**

- Types of lights, Function and Uses
- Indoor lighting, Outdoor lighting
- Lighting accessories, Function and uses
- Lighting control accessories, Function and uses

**Suggested Readings:**

1. Dancyger, K. (1999). The world of film and video production: Aesthetics and practices. Fort Worth: Harcourt Brace College Publishers.
2. Non linear Editing Basics, Electronic Film and Video Editing
3. Hart, Colin. (2012). Television Program Making. Focal Press
4. Bayes, S. (1999). The Avid handbook. Boston: Focal Press.
5. Vale, E., & Vale, E. (1998). Vale's technique of screen and television writing. Boston:
6. Anderson, G. H. (1984). Video editing and post-production: A professional guide.
7. Ivan Cury ()Directing and Producing for Television. A Formal Approach.
8. Cinematography Image making for Theory & Practice

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Syllabus  
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Title of the Course: Editing Techniques								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-12	MS-MS126P	00	02	02	60	15	35	50

**Learning Objectives :**

1. To learn how to combine basic design principles in video editing.
2. Learn technological and operating features of video editing softwares.
3. Demonstrate the ability to use video editing skills for visual expression.

**Course Outcomes (Cos)**

1. To understand the basics of video editing.
2. To develop video editing skills.
3. To develop ability to edit for various forms.

**Detailed Syllabus:**

**Unit I : Intro- to Post-Production (12 Lectures)**

- The Nature and Characteristics of Media Editing
- Brief History of Post-Production
- Basics of theory of Video editing
- Linear and Non-linear

**Unit II : Intro to Video-editing (12 Lectures)**

- The types of machines and software
- Various formats of video-tape and cards
- Video editing- set up and editing-studio

**Unit III : Start-up of Video editing (12 Lectures)**

- Editing Software Introduction
- Capturing or Importing the Footage
- Types of Windows
- Setting of the Sequence



**Unit IV : Video Editing**

**(12 Lectures)**

- Timeline
- Audio Video Tracks
- Tools of Editing
- Sync sound

**Unit V : Principles of Editing and Techniques**

**(12 Lectures)**

- Principles of Editing
- Editing Techniques
- Introduction of Transitions
- Sound Editing

**Suggested Reading :**

1. The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford
2. The Recording Engineer's Handbook, Owsinski, Bobby, Cengage Learning PTR (2013)
3. Audio Engineering 101: A Beginner's Guide to Music Production, Dittmar, Tim, Focal Press
4. What is Music Production?: A Producers Guide: The Role, the People, the Process
5. Creative Recording Volume 1: Effects and Processors, White, Paul, Music Sales America
6. Creative Recording Volume 2: Microphones, Acoustics, Soundproofing and Monitoring, White, Paul, Music Sales America (2006)

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Title of the Course: Public Relation								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-3	MS-MS127T (A)	02	00	02	30	15	35	50

**Learning Objectives :**

1. To understanding of the role of professionals and institutions in shaping communications..
2. Understanding of the various publics and stakeholders in the public relations continuum.
3. Demonstrate conceptual framework to understand the strategic roles of public relations.

**Course Outcomes (Cos)**

1. To know about public relations and its function.
2. To understand the tools and techniques for handling public relations.
3. To understand the essence of PR as a practical discipline within the organization.

**Detailed Syllabus:**

**Unit I : Introduction (7 Lectures)**

- Definition and Concept
- Nature and Scope of Public Relations,
- Evaluation and Growth of PR,
- PR as a Management Function.

**Unit II : Role of Public Relations (7 Lectures)**

- Principles of PR
- Types of Publics – Internal and External
- PR Strategies, Audience Segmentation
- Functions and Responsibilities of a PRO

**Unit III : PR Tools (7 Lectures)**

- Press Releases
- Press Conference, Press Briefings
- Interviews, Meetings,
- Seminars, Exhibitions, Bulletin Boards, Workshops

**Unit IV : Digital PR**

**(7 Lectures)**

- Digital Campaign Principles
- PR Campaigns Through Social Media
- Digital Propaganda
- Crisis Management and Social Media

**Suggested Reading:**

1. Vir Bala Aggarwal & V.S. Gupta Handbook of journalism and mass communication.
3. R. K. Ravindram, Handbook of Public Relation.
4. 1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi
5. Cutlipscottetal, Effective Public Relations, London, 1995.
6. Black Sam, Practical Public Relations, Universal Publishers, 1994.
7. S. M. Sardana, Public Relations: Theory and Practice.
8. J. V. Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt. Ltd., New Delhi2011.

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Title of the Course: Film Studies								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSE-4	MS-MS127T (B)	02	00	02	30	15	35	50

**Learning Objectives :**

1. Identify and define the formal and stylistic elements of film.
2. Employing theoretical tools in the analysis and assessment of film and filmic images
3. Gain a basic understanding of film theory and global film perspective.

**Course Outcomes (Cos)**

1. To develop an academic interest in film studies.
2. To learn the different theories in film studies.
3. To experience and understand world wide expressions in film making.

**Detailed Syllabus:**

**Unit I : Film Theory (7 Lectures)**

- Basic Concepts
- Narrative, Text
- Representations
- Authorship

**Unit II : Film Language (7 Lectures)**

- Basic aspect of film language
- Visual Analysis
- Textual Analysis
- Semiotic Analysis

**Unit III : European Cinema (7 Lectures)**

- French New Wave
- Italian Neo Realism
- German Expressionism
- Soviet Montage

**Unit IV : American Cinema**

**(7 Lectures)**

- The Emergence of Hollywood
- American Studio Culture
- Stardom
- Latin American Cinema

**Unit V : Asian Cinema**

**(7 Lectures)**

- Japanese Cinema
- Chinese Cinema
- Indian Cinema and Bollywood
- Other Asian Cinema

**Suggested Readings:**

1. A companion to film theory by Toby Miller & Robert Stam
2. Aesthetics and Film by Katherine Thomson-Jones
3. Psychoanalysis and Film by Glen O. Gabbard
4. Visual and Other Pleasures by Laura Mulvey
5. The History of Film by David Parkinson
6. European Film Theory and Cinema by Ian Aitken
7. Barsam, Richard and Dave Monahan. Looking at Movies. New York: Norton, 2016
8. Blonsky, Marshall. Ed. On Signs. Baltimore: The Johns Hopkins University Press, 1985.
9. Bordwell, David and Kristin Thompson. Film Art. An Introduction. New York: McGraw Hill, 2001. 6th edition. Website: <http://www.mhhe.com/filmart>.
10. Braudy, Leo and Marshall Cohen. Eds. Film Theory and Criticism. Oxford: Oxford University Press, 1999.

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Title of the Course: Sound Recording								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OJT-1	MS-MS128P(A)	00	02	02	60	30	70	100

**Learning Objectives :**

1. Identifying basic sound production and design vocabulary.
2. Executing preproduction and production protocol.
3. Executing sound recording, mixing and editing techniques.

**Course Outcomes (Cos)**

1. To learn the basic function of Sound Design.
2. To learn the practical knowledge about Sound Design.
3. To learn the skills and apply Sound Design in Film Making.

**Detailed Syllabus:**

**Unit I: Location Recording for film**

**(15 Lectures)**

- Function of Location recording equipment
- Dialogue recording on Location
- Sink sound recording
- Acoustics Fundamentals
- Voice over recording

**Unit II: Sound Editing**

**(15 Lectures)**

- Importance of Sound Track
- Dialogue Editing and cleaning
- Noise reduction for dialogue
- Use of equalizer, reverb, compression, etc.

**Unit III: Advanced Post Production**

**(15 Lectures)**

- Dialogue Dubbing
- Foley recording
- Basics of sound mixing
- Re- recording

**Unit IV: Advanced Recoding**

**(15 Lectures)**

- Music recordings
- Multi – track mixing
- Out – Puts for different formats

**Suggested Reading:**

1. Sound for Digital Video by Tomlinson Holman
2. Producing for TV and Video: A Real-world Approach by Cathrine Kellison
3. Sound for picture: an inside look at audio production for film and television by Jeff Forlenza, Terri Stone
4. Audio in Media by Stanley R. Alten
5. Master Handbook of Acoustics by F. Alton Everest
6. Modern Recording Techniques by David Miles Huber
7. Mastering Audio by Bob Katz
8. Mixing Audio by Roey Izhaki
9. Practical Recording Techniques by Jenny Bartlett
10. Critical Listening Skills for Audio Professionals by F. Alton Everest
11. On Film Editing by Edward Dmytryk
12. The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford
13. The Recording Engineer's Handbook, Owsinski, Bobby, Cengage Learning PTR (2013)
14. Audio Engineering 101: A Beginner's Guide to Music Production, Dittmar, Tim, Focal
15. What is Music Production? A Producers Guide: The Role, the People, the Process

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Title of the Course: Creating Video for Social Media								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OJT-1	MS-MS128P(B)	00	02	02	60	15	35	50

**Learning Objectives :**

1. Identifying basic concept and vocabulary for video production.
2. Executing preproduction, production and post production stages.
3. Executing idea to screen process by creating a video.

**Course Outcomes (Cos)**

1. To learn skills necessary to create content for social media
2. To practice and execute content creation process
3. Develop ability to ideate and execute a short content based project

**Detailed Syllabus:**

**Unit I : Basics of Content Creation (15 Lectures)**

- (Mobile) Camera as a tool for creating content
- Framing compositions while creating content for social media

**Unit II : Basics of Video editing (15 Lectures)**

- Video Packaging (Graphics, logo, subtitles, etc.)
- Audio recording and dubbing short videos

**Unit III : Content Creation (10 Lectures)**

- Selecting Ideas, subject and themes
- Idea to execution
- Creating reels for Facebook, Instagram and YouTube
- Creating a YouTube channel and creating videos for the same

**Unit III : Content Creation Exercise (20 Lectures)**

- Creating Reels and Short Videos



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Title of the Course: Internship								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
OJT-1	MS-MS129P	00	04	04	120	30	70	100

**Learning Objectives :**

1. Experience the industry environment.
2. Understand the workflow in various media organisations.
3. Executing the given work or task under expert supervision.

**Course Outcomes (Cos)**

1. To gain a first hand experience of media industry.
2. To have a personal breakthrough in media industry.
3. To develop an ability to relate academics to professionalism.

**Detailed Syllabus:**

# Detail framework for internship will be provided to student saperately.