Course Title: Graphics and Visual Communication
Course Code: VCOM104
Semester: 01

Course Objectives:

- Introduction to sketching and drawing
- Introduce the basics concepts and fundamental principles of graphic design.
- Explain the rules for making visually appealing and aesthetical design.
- Develop visual thinking.
- Familiarize the students with graphic design software programs such as Adobe Illustrator, InDesign and Photoshop.
- Expose to wider application of design in media, advertisement and entertainment industry.

Course Contents/Syllabus:

Module 1: Elements, Principles and Theories of Design

Introduction to design and visual communication, Meaning and Purpose of design, Role of design in everyday life, Design thinking processes: empathize with user, challenge the popular assumption, offer strategic innovation, multi-dimensional approach to finding a meaningful solution to a problem, on-going experimentation, mindset shift, etc., Element: Line, shape, direction, size, color, texture, Principles: Alignment, Visual Centre & Hierarchy, Contrast, Repetition, Proximity, Balance, Color, Space, Typography, Symmetrical and asymmetrical designs, Gestalt Principles, Visual perception, Semiotics: Sign & symbols and their impact on communication, Color: Color basics: Considering the tone of project and choosing the correct color palette, Primary & secondary color, color wheel, Hue-saturation-value, Color scheme (monochromatic, analogous, complementary, etc.), Critical evaluation of designs, Making of visually pleasing as well as informative design, Layout and Grid Systems, Composition: Focus, leading lines, juxtaposition, white space, Rule of thirds, the Golden ratio., Typography: Evolution, principle, typeface & font, structure of letter (Baseline, meanline, ascender, descender, etc.), Serif & Sans-serif font, use in news media, illustrated magazines, ads, signs, logos, brochures, movie posters, digital platforms, etc.

Module 2: Aspects of Designing

Design processes: Discuss the problem, developing creative brief, concept building, visualization, development, etc., Stages of campaign planning, Steps involved in designing Press ad, Magazine ad, Hoardings, Kiosks, Interior & Exterior Signage, Danglers and Banners etc., Focusing on the composition and balancing the different element of design, Choice and use of images and colors Tagline, Visuals, Copy, Spot colors, Process colors, Color Management for images, Understanding the in-house style guide

Module 3: Layouts and Design

Elements of an effective layout, Book design: stages of book/e-book design., Periodicals: magazine and newsletters functions. Editorial planning, design planning, design approach, Newspaper makeup: using photographs, communicating with type and color, Poster design: strengths and limitations of poster designing, its steps and poster production, Creative brief, research, brainstorming, conceptualization, refinement, client presentation, development, etc.

Module 4: Understanding Designing Softwares and its Usages : Illustrator, InDesign

Understanding the basic architecture of and differences between vector and raster graphic software and their wider usages in media industry, Designing Logotype, Processes of logo design: Principles of logo design, Letterhead design, Business Card, Envelop, Catalogues, Brochures, Digital Posters, etc., Using the standardized style sheets on software, Basics of Adobe Illustrator: Document types and templates, Configuring the user interface, Creating various shapes, Fill and stroke, Transformation techniques, Selection tools, Grouping the objects, Alignment & distribution, Handling the appearance of objects, Drawing, Use of Various Brushes, Working with images (tracing), Typing options, Saving & exporting for print and the web, Basics of Adobe InDesign: Document type, Managing the workspace, working with templates, Bleed and slug, Importing docs and text, Various tools: Selection, type, line, pen, etc. Grouping, ungrouping and rotating, Layer, Color & swatches, Working with lines and frames, Master page, Guide-columns- grids etc., Using text and image: Basic formatting, Inserting symbols, Header and footer, Character & Paragraph style, Working with multiple pages and magazine spread, Creation and usages of table, Cheat sheets and shortcuts, Exporting options.

Module 5: Graphic Design for the Digital Platforms

Understanding user experience for the Web, Static vs. dynamic design, Issues of file size and load time, Type of typography for the Web, Making GIF animation, User-friendly designs, Compression techniques: Lossy and Lossless, Color choices.

Text Reading:

- Ambrose, G., & Harris, P. (2009). The fundamentals of graphic design. Bloomsbury Publishing.
- Bringhurst, R. (2004). The elements of typographic style. Point Roberts, WA: Hartley & Marks.
- Cross, N. (2011). Design thinking: Understanding how designers think and work. Berg.
- Dabner, D., Stewart, S., & Vickress, A. (2017). Graphic design school: the principles and practice of graphic design. John Wiley & Sons.
- Fahmy, S., Bock, M., & Wanta, W. (2014). Visual communication theory and research: A mass communication perspective. Springer.
- Golombisky, K., & Hagen, R. (2013). White space is not your enemy: A beginner's guide to communicating visually through graphic, web & multimedia design. Focal Press.

References:

- Lawson, B. (2006). How designers think: The design process demystified. Routledge.
- Pressman, A. (2018). Design Thinking: A Guide to Creative Problem Solving for Everyone. Routledge.
- Shaughnessy, A. (2009). Graphic design: A user's manual. London, U.K: Laurence King.
- Smith, K. L., Moriarty, S., Kenney, K., & Barbatsis, G. (Eds.). (2004). Handbook of visual communication: Theory, methods, and media. Routledge.

Course Title: Mass Communication Models & Theory
Course Code: JMC117

Course Objectives:

- Students will understand the concepts, types, characteristics and importance of communication
- Students will understand the importance of communication theory
- Students will understand and recognise how the media has evolved over a period of time
- Students will understand the relationship between media, culture and society
- Students will understand issues associated with global communication
- Students will identify and analyse contemporary issues in the media

Syllabus

Module 1: Introduction to Communication and Mass Communication

Communication: Concept, Definition, Elements, Types of Communication: Intra-Inter-Group- Mass Communication; Verbal Communication & Non Verbal Communication, Characteristics and functions of mass communication, Importance of mass communication, Means of Mass Communication: Press, Radio, Television, Film, Internet

Module 2: Introduction to Communication Theory

Models of Communication: A transmission model, A ritual or expressive model, Publicity Model, Reception Model, Power and Ideology: Ideology, Culture Industry, Political Economy, Communication Process: Functionalism, Scientism, Media Effect theories, Information theories: Cybernetics, Information Society

Module 3: Media History

Early Perspectives on Media and Society: The Rise of Mass Media, Print media-The book, Print Media- Newspapers, Film as Mass Medium, Broadcasting, Recorded Music , The communication Revolution: Traditional media to Digital Media

Module 4: Media Society and Culture

Media Society theory: The Mass Society, Mass Culture, Information Society, Communication and Society: Mediation Process, Aspects of Mass Media Power., Cultural Studies: Birmingham School, Frankfurt School and the concept of high and low culture; Popular Culture.

Module 5: Global Communication and Contemporary Issues in Media

Origins of Globalization: Meaning of Media Globalization, Global Media Structure: International Media Dependency, Media Ownership pattern, Global Media Culture, International Media Flow, Entertainment Education, Digital media and the rise of fake news, Role of development communication in contemporary times, The viral culture in social media, Relevant National and International case studies.

Student Learning Outcomes:
- Students will able to relate to the concepts, types, characteristics and importance of communication
- Students will be able to relate to the importance of communication theory
- Students will be able to relate to the media's development over a period of time
- Students will be able to recognise and critically identify the relationship between media, culture and society
- Students will be able to relate to the issues associated with global communication
- Students will be able to identify and analyse contemporary issues in the media

Text Reading:

- McQuail, Denis ed., 2002, *McQuail's Reader in Mass Communication Theory*, Sage: London, Ch 2.
- McQuail, Denis, 2010,(6th Edition) Mass Communication Theory, Sage:London
- Melkote, Srivinas R, 1991, *Communication for Development in the Third World: Theory and Practice*, Sage: New Delhi.
- Mody, Bella. (ed.), 2003, *International and Development Communication: A 21st – Century Perspective*, Sage: New Delhi, Selected chapters from Part II.
- Moemeka, Andrew A. (ed.), 1994, *Communicating for Development : A New Pan-Disciplinary Perspective*, State University of New York Press, Albany, Selected chapters.
- Mosco, V.1996. *The Political Economy of Communication: Rethinking and Renewal, S*age, London.
- Murdock, Graham. 1983, 'Large Corporations and the Control of the Communications Industries', in Michael Gurevitch, Tony Bennett, James Curran and Janet Woollacott, eds., *Culture, Society and the Media,* Methuen ; London and New York, pp.118-122

<u>**Semester II**</u>

Course Title: Introduction to Radio and Audio Technique

Course Code: JMC119

Course Objectives:
 The course objectives are as follows:

- Defining the basics of radio medium

- Highlighting the characteristics and roles of radio in society.
- Outlining the growth and development of radio.
- Explaining different roles involved in radio production.
- Categorizing private and public service broadcasting, radio/audio broadcast technologies and various program formats.
- Developing the writing ability for various radio program formats.
- Building the capabilities of presentation skills and news-reading.
- Showcasing various tools and equipment used in radio broadcast.
- Enabling students to create programmes for various radio formats such as news bulletin, talk, interview, magazine, etc.

Syllabus:

Module 1: Introduction to Electronic Media – Radio

Origin & development of electronic media, Characteristics of electronic media, Understanding Radio as electronic media, Characteristics, scopes & limitations of radio, Radio as mass medium, Radio as auditory medium, Role of radio in community outreach and development communication, Role of radio in information, entertainment & education, Radio as local medium, Radio as participatory medium, Role of radio in holding social campaigns, Role of radio during natural disaster and conflict management, Role of radio as promoter the fundamental right to freedom of expression enshrined in the UN Declaration of Human Rights and the Article 19(1)A of Indian Constitution

Module 2: An Overview of Radio

Radio Transmission Bands (SW, MW, FM)**,** A brief history of Public Service Broadcasting (PSB) in India**,** Local, national and international services, Private FM Channels/Networks**,** Community and Campus Radio: Select case studies**,** Internet Radio**,** Radio Mobile Apps**,** Amateur/ham radio: Technical aspects and Utilities, Regulatory framework of radio stations in India**,** Broadcast code, Programme code and content regulation in broadcast media: Special reference to Public and Private Stations in India, Growth & development of BBC and its role in Indian broadcasting, Name of some radio stations & their companies, Basics of analog & digital framework for radio broadcast

Module 3: Ideation, Visualization and Writing

Conceptualization: Program designing, Idea generation: Observation, need or requirement of story, Visualization and imagination, Story Ideas: Perishable and nonperishable, Importance of basic research in radio writing, Audience research: Market research, Listenership survey, Focus group discussion, etc., Basic writing techniques for Radio, Introduction to news, Writing for various Radio formats/genre: News bulletin, Documentary, Talk, Interview, Discussion, Magazine, Play/Drama, Advertisement, Jingle, games & quiz, etc., Art of storytelling, Listening to radio news & other programmes, Importance of reading

Module 4: Media Skills for Radio

Presentation skills for Radio: RJ, compering, commentary, announcement, moderation of group discussion, etc., Art of interviewing: Knowing the subject, prepare, craft the question, listen, empathizing with & making the interviewee comfortable, place & equipment, setting ground rules, maintaining the natural flow, ethical issues, Art of news reading: Fluency, confidence, adjusting tone for content, accent & dialects, sound natural & conversational, voice as instrument, practice, etc, Art of conversation, Spontaneity & quick thinking, Spirit of team work, Understanding the synchronization among anchor-editor-produce, Command over language, Discouraging the use of slang, Art of music managing & scheduling, Understanding the needs & wants of audiences, Knowing the techniques of engaging the audience.

Module 5: Basics Techniques of Audio Editing and Production of News and Fiction

Basic architecture of sound: Principles and Quality, Setting input & output preferences, Basic editing techniques, Basics of Voice Over (VO), Mixing & multi-track, Managing the quality & file size, Editing with aesthetics, Editing as key to good programming, Creation of SFX bank and music beds, Visit to Radio Station & understanding studio design, Programming team & responsibilities in radio station , Different types of equipment's and their usages in radio broadcast, Types & Usages of Microphones, Types of programs: Live/recorded, Outdoor/indoor, and Fiction/non Fiction., Dealing with unexpected technological glitches, Project on production of radio documentary or a docu-drama, Coverage of an open event (cultural or religious) for making the students sensitive

Text Reading:
1. Beaman, J. (2011). *Interviewing for radio*. Routledge.
2. Berger, A. A. (1990). *Scripts: Writing for radio and television*. New Delhi: Sage.
3. Boyd, A. (2001). *Broadcast journalism: Techniques of radio and television news*. Taylor & Francis.

4. Chantler, P., & Stewart, P. (2009). *Essential Radio Journalism: How to produce and present radio news*. Bloomsbury Publishing.
5. Chantler, P., & Stewart, P. (2013). *Basic radio journalism*. CRC Press.
6. Chatterji, P.C. (1991). *Broadcasting in India*. New Delhi: Sage.
7. Crook, T. (2002). *Radio drama: Theory and practice*. Routledge.
8. Gross, L. S. (2010). *Electronic media: An introduction*. McGraw-Hill Higher Education.
9. Hilliard, R. L. (2014). *Writing for television, radio, and new media*. Cengage Learning.
10. Hyde, S. (2017). *Television and radio announcing*. Routledge.
11. McInerney, V. & Williams, S. (2001). *Writing for Radio*. Manchester University Press.
12. McLeish, R. (2012). *Radio production*. Routledge.
13. Starkey, G., & Crisell, A. (2009). *Radio journalism*. Sage.
14. Trewin, J. (2013). *Presenting on TV and Radio: An insider's guide*. Focal Press.
15. White T., & Barnas, F. (2010). *Broadcast news writing, reporting, and producing*. London: Focal Press.

Other key reading list

1. Akash Bharti: National Broadcast Trust (1978). *Report of the Working Group on Autonomy for Akashvani and Doordarshan*. New Delhi: Publication Division.
2. Ash, W. (1985). *The way to write radio drama*. Trafalgar Square Publishing.
3. Beaman, J. (2006). *Programme making for radio*. Routledge.
4. Crook, T. (2002). *International radio journalism*. Routledge.
5. Emm, A. (2012). *Researching for television and radio*. Routledge.
6. Hand, R. J., & Traynor, M. (2011). *The radio drama handbook: Audio drama in context and practice*. A&C Black.
7. Luthra, H.R. (1986). *Indian Broadcasting*. New Delhi: Publication Division.
8. Mehra, M. (1985). *Broadcasting and People*. New Delhi: National Book Trust.
9. Musburger, R. B. (2012). *An introduction to writing for electronic media: Scriptwriting essentials across the genres*. Routledge.
10. Pavarala, V. & Malik, K. (2007). *Other Voices: The struggle for community radio in India*. New Delhi: Sage
11. Report of the Working Group on Software for Doordarshan: An Indian Personality for Television. (1985). Publication Division: New Delhi.
12. Singhal, A., & Rogers, E. M. (1989). *India's information revolution*. New Delhi: Sage.
13. Smith, F. L. (1979). *Perspectives on Radio and Television: An Introduction to Broadcasting in the United States*. HarperCollins Publishers.
14. Starkey, G. (2011). *Local radio, going global*. Springer.
15. Stephens, M. (1993). *Broadcast news*. Wadsworth Publishing.
16. Teddern, S., & Warburton, N. (2015). *Writing for TV and Radio: A Writers' and Artists' Companion*. Bloomsbury Publishing.
17. Tolson, A. (2006). *Media Talk: Spoken Discourse on TV and Radio*. Edinburgh University Press.
18. Willis, E. E., & Aldridge, H. B. (1992). *Television, cable, and radio: A communications approach*. Prentice Hall.

Course Title: Media Ethics & Laws
Course Code: JMC120

Course Objectives:

- To introduce students to ethical issues and legal restraints placed upon media
- To discuss the conflicting traditions of a free but regulated mass media
- To discuss various media laws
- To understand the context and framework of media regulation in India
- To discuss the regulations of advertising

Syllabus:

Module 1: Media Ethics

Ethics: Definition and Context, Ethics in Journalism: Concept of Deontology & Consequentialist, Truth, Fairness & Objectivity, Sources of Information, Sensitivity, Code of conduct for Journalists: Importance & Relevance, Media Market: Editorial Content & Integrity, Industrial Journalism

Trends in Commercialization: Paid News, Advertorials, Private Treaties

Module 2: Media Laws

Media & Democracy, Freedom of Speech and Expression, Defamation, Contempt of court, Right to Privacy, Copyright, Intellectual Property Rights, Right to Information , Cinematograph Act, 1952

Law on Cyber Security (IT Act, 2000)

Module 3: Media Regulation

Regulation: Meaning & Context, Why regulate the media?, Regulatory bodies for Print: Press Council & its Role, broadcast, Films, Regulatory Bodies for Television & Films: BCCC, BRAI, NBA, CBFC, Cable Television Regulation Act, 1995, Self Regulation

Module 4: Regulating Advertising

Constitution and Role of ASCI, Guidelines for regulation of a) - Automotives & Safety b) Educational Institutions c) Food & Beverages d) Disclaimers in an Advertisement, Laws governing advertising, Products and Services banned from Advertising a)Tobacco- Tobacco Prohibition Act, 2003 b) Alcohol - Cable Television Network Rules, 1994 c) Human Organs - The Transplantation of Human Organs Act, 1994 d) Magical Remedies - The Drugs and Magical Remedies (Objectionable Advertisements) Act, 1954 e) Services for-Natal Determination of Sex - The Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 f) Physicians - Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations, 2002 g) Legal Services - Advocates Act 1961 h) Prize, Chits & Money Circulation Schemes - Prize Chits and Money Circulation Schemes (Banning) Act, 1978 i) Firearms, Weapons & Ammunitions - Arms Act, 1959

Competition Act (2002, 2007) and impact on Advertisement

Text & References:
- Divan, M.G. (2013). Facets of Media Law A mini encyclopaedia covering multiple dimensions of media law. New Delhi: Eastern Book Company.
- Christians, G.C. et al.(2011). Media Ethics.
- Thakurta, P. G (2012); Truth Fairness Objectivity: Oxford University Press
- Kumar Keval J, Mass Communication in India
- Christians, G.C. et al.(2011). Media Ethics

Any other Study Material:

- -SPJ: Anonymous Sources (http://www.spj.org/ethics-papers-anonymity.asp)
- -SPJ: When Sources Won't Talk (http://www.spj.org/ecs19.asp)
- -Poynter: 5 Tips for Journalists Who Want to do a Better Job of Cultivating Sources
- (http://www.poynter.org/how-tos/writing/176219/5-tips-for-journalists-who-want-to-doa-better-job-of-cultivating-sources/)
- -RCFP: The Landmark Food Lion Case (http://www.rcfp.org/browse-media-lawresources/news-media-law/news-media-and-law-spring-2012/landmark-food-lion-case)
- -Poynter: ABC and Food Lion: The Ethics Questions

- (http://www.poynter.org/uncategorized/2125/abc-and-food-lion-the-ethics-questions/)
- -SPJ: Who's the Predator? (http://www.spj.org/ecs8.asp)
- Poynter: Where the Journal News Went Wrong in Publishing Names, Addresses of Gun
- Owners (http://www.poynter.org/news/mediawire/199218/where-the-journal-news-wentwrong-in-publishing-names-addresses-of-gun-owners/)
- -SPJ: Naming Victims of Sex Crimes (http://www.spj.org/ecs11.asp)
- -Recommendations for Reporting on Suicide
- (http://reportingonsuicide.org/Recommendations2012.pdf)
- --Poynter: How a Minneapolis Journalist Turned a Difficult Situation into a Human
- Triumph (http://www.poynter.org/uncategorized/2137/how-a-minneapolis-journalistturned-a-difficult-situation-into-a-human-triumph/)
- -RCFP: Liability for Intrusive or Harassing Newsgathering Activities
- (https://www.rcfp.org/browse-media-law-resources/digital-journalists-legalguide/liability-intrusive-or-harassing-newsgath)
- Columbia Journalism Review: Native Ads Aren't As Clear As Outlets Think
- (http://www.cjr.org/behind_the_news/ftc_workshop_on_sponsored_cont.php)
- -American Society of Magazine Editors: Editorial Guidelines (distinguishing between
- advertising and editorial) (http://www.magazine.org/asme/editorial-guidelines)
- --SPJ Ethics Committee Blog: Yet Again, ABC Has Disclosure Problems
- (http://blogs.spjnetwork.org/ethics/2010/06/22/yet-again-abc-has-disclosure-problems/)
- -SPJ: Cooperating with the Government (http://www.spj.org/ecs1.asp)
- -Michigan Needs a New Voice: Challenging Censorship in the Wolverine State
- (http://www.huffingtonpost.com/neel-swamy/michigan-needs-a-newvoic_b_7852278.html)
- -USA Today: Charlie Hebdo' Satirical Journalism Drew Fans, Critics
- (http://www.usatoday.com/story/money/business/2015/01/07/charlie-hebdoprofile/21386729/)
- -The New York Times: Terrorists Strike Charlie Hebdo Newspaper in Paris, Leaving 12
- Dead (http://www.nytimes.com/2015/01/08/world/europe/charlie-hebdo-parisshooting.html)
- -American Press Institute: The Best Ways for Publishers to Build Credibility Through
  Transparency (https://www.americanpressinstitute.org/publications/reports/strategystudies/transparency-credibility/)
- -The New York Times: Do Times Journalists Pay Attention to Readers' Comments?
  (http://publiceditor.blogs.nytimes.com/2014/03/10/do-times-journalists-payattention-to-readers-comments/)
- -SPJ Ethics Committee Blog: Do you Trust Rolling Stone?
  (http://blogs.spjnetwork.org/ethics/2015/04/06/do-you-trust-rolling-stone/)
- -Mike Sisak's Tumblr Post on Brian Williams (NBC news anchor)
  (http://thesak.tumblr.com/post/110195051742/lyin-williams)
- -SPJ Ethics Committee Blog: What We Should Ask About Williams' Mistake
  (http://blogs.spjnetwork.org/ethics/2015/02/06/what-we-should-be-asking-aboutwilliams-mistake/)
- -The Rolling Stones: A Rape on Campus: A Brutal Assault and Struggle for Justice at UVA (article will be emailed) -Columbia Journalism Review:
  Rolling Stones Investigation: 'A Failure that was Avoidable" (http://www.cjr.org/investigation/rolling_stone_investigation.php)

- Readings: Janet Cooke, "Jimmy's World" , Washington Post, 1980; Richard Prince, "Janet Cooke's Hoax Still Resonates After 30 Years," .
- -Media Shift: Why Journalism Professors Should Teach Accuracy Checklists (http://mediashift.org/2015/02/journalism-professors-should-teach-accuracy-checklists/)
- -USA Today: Dangers of Speed vs. Accuracy (http://usatoday30.usatoday.com/news/opinion/forum/story/2012-04-24/journalismsocial-media-giffords-paterno-nikki-haley/54513448/1)
- -Poynter: How Journalists Can Do a Better Job of Correcting Errors on Social Media (http://www.poynter.org/news/mediawire/181508/how-journalists-can-do-a-better-jobof-correcting-errors-on-social-media/)
- -New Republic: Hello, My Name is Stephen Glass, and I'm Sorry (http://www.newrepublic.com/article/120145/stephen-glass-new-republic-scandalstill-haunts-his-law-career)
- - Optional, but recommended: watch "The Shattered Glass," a 2003 film based on the rise and fall of Stephen Glass' journalism career.
- Dan Barry, et al, "Times Reporter Who Resigned Leaves Long Trail of Deception," New York Times, May 2003.

Refernces:

http://thehoot.org/web/home/section.php?sectionId=7&sectionLevel=1&sectionname=Media%20Law%20and%20Policy&mod=1&page=1&valid=true
- http://indiatogether.org/c/media
- http://www.poynter.org/
- http://meejalaw.com/
- https://indialawyers.wordpress.com/category/media-ethics/
https://ethics.journalism.wisc.edu/2013/03/19/covering-rape-the-changing-nature-of-society-and-indian-journalism/

Course Title: Photography theory& Practice
Course Code: VCOM105
Semester: 2

Course Objectives:

- To make the students understanding photographs as an effective communication medium.
- To introduce the students to the modern technologies in imaging processes and fundamentals of photography.
- To provide knowledge on artistic and scientific photography.
- To educate on the application of photography in mass media

Syllabus:

Module1: Photography Basics

Photography as an Art and Science, Human Eye & Camera, Understanding color theory, Light and Color, Qualities of Light, characteristics of light, Painting and Photography- A comparative analysis, Types of photography, Mobile photography : mobile Camera and accessories, Introduce Drone photography as a concept

Module 2: Visual Perception

Basics of Camera, Types of Camera, The art of seeing, Aperture and Shutter- Functions, Shutter and motion, Focal length, Focal plane & Focus, Types of lenses: Lenses and its relation to subjects, choosing lenses, different models & brands of lenses, Exposure techniques, Different types of light – Natural & Artificial, Photographing in available light, Digital SLR vs SLR

Module 3: Principles of Photography & Compositing

Rules of Composition – Portraits, Landscape, Composing different subjects, Perspective –Texture – Pattern- Color- Shape- Contrast-Types of Photography- Landscape –Portrait- Still Documentary, Filters, Learning the Editing Techniques through Photoshop Software, Merging of multiple shots to produce a suitable output, Product based photography, Black and white photography, Elements of photo feature (prepare a photo feature on any theme).

Module 4: Digital Photography

Digital camera features and controls, Types of cameras, Focusing mechanisms & focusing methods, Shutter speed and controlling motion in photography, Aperture and controlling Depth of Field, Shutter- Aperture- ISO-Exposure, Concepts of lightning- Three point lightning and natural lightning concepts, Film & Sensor- Types of sensors, File formats and Applications, Difference between DX and FX format, Exposure metering, Digital image capturing, Working with sensor formats

Module 5: Output and Aesthetics of Photography

Digital processing – File types and uses, Image work flow and post production techniques in photography- Techniques in Photoshop light room, Analog to digital conversions, Scanning the image- Image management, color printing methods, Digital output, Digital printing – presenting images, display of images, pictures on the web, Different subjects in Photography, Composition and frame size, Exposure and Light, Shooting textures, patterns, shapes colors, perspectives, silhouettes and contrast, Conceptual Photography

Text Reading & References:

- Zakia, R. D., & Page, D. (2012). *Photographic composition: A visual guide*. Routledge.

- Langford, M. (2013). *Basic photography*. Routledge.

- Peterson, B. (2016). *Understanding exposure: how to shoot great photographs with any camera*. AmPhoto books.

- Langford Michael, Basic Photography, Plume; 5 edition (August 26, 2003)

- Peterson , Bryan Understanding Exposure, Amphoto Books; 3rd Revised edition edition (10 August 2010)

- *David Taylor,*Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks,(*Aug 18, 2015)*
- . Scott Kelby ,The Landscape Photography Book: The step-by-step techniques you need to capture breathtaking landscape photos like the pros,(Jun 7, 2019)
- P. Lowe, Photography Masterclass: Creative Techniques of 100 Great Photographers(Sep 22, 2016)
- Bruce Bruce, The Art of Photography, 2nd Edition: A Personal Approach to Artistic Expression(May 10, 2018)
- Brian Black ,DSLR Photography for Beginners: Take 10 Times Better Pictures in 48 Hours or Less! Best Way to Learn Digital Photography, Master Your DSLR Camera & Improve Your Digital SLR Photography Skills(Jan 3, 2017)
- Tim Boyer, Learn the Art of Bird Photography: The Complete Field Guide for Beginning and Intermediate Photographers and Birders(Mar 14, 2018)

<u>**Semester III**</u>

Course Title: Advertising Concepts

Course Level: UG   2nd year

Course Objectives:
The course provides an overview of advertising from media perspective. It talks about the evolution and development of advertising. It creates a clear understanding of traditional advertising and promotional tools.

- To introduce the students to concepts of advertising.

- To interpret the knowledge of Indian advertising scenario.
- To compare and contrast the relationship between advertising and marketing.
- To identify advertising media, traditional, new and experimental.
- To familiarize the students with the social and ethical issues concerning advertising in society.

Syllabus

Module 1: Introduction to Advertising

Concept of advertising: Definitions and Meaning, Evolution and development of advertising , Advertising process and its participants, Functions of advertising, AIDA, DAGMAR, Overview and scope of advertising industry in India

Module 2: Advertising as a component of marketing

Concept of Integrated Marketing Communication (IMC), Marketing Plan, Advertising and its relationship with other tools of marketing, Introduction to Segmentation Targeting and Positioning (STP)

Module 3: Types of Advertising

Advertising Media (ATL,BTL,TTL), Classification on the basis of: Audience, Media, Advertiser and Area, Special purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising, Digital advertising , Hybrid Advertising (Online merging with Offline)

Module 4: Advertising agencies

Evolution of Ad Agencies- Various Stages and Current Status, Various Functional Departments and Scope of their Work (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.), Ad Agency: Functions, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Revenue and Commission Systems, Agency Operation: The organizations in Advertising, the Role of Advertising Agency, Types of Advertising Agencies, Client related Issues and the Process: Stages in the Client-Agency Relationship, Factors Affecting Client-Agency Relationship, The Pitching Mechanism-Simulation

Module 5: Latest Development, Trends and Practices

Increase in adverting spending , OTT advertising , Mobile first ads, User generated content, Shorter ads, In stream ads, QR codes, Artificial Intelligence (AI) in Advertising, Ethical Issues in Advertising, Social Criticism of Advertising, Laws in Advertising
Role of Advertising Statutory Bodies. In case of India: Role of AAA and ASCI and the Study of Various Codes of Conduct, Advertising and Social Responsibility, Advertising and Indian culture, Pester power, Advertising ethics and Minorities- racial, religious, gender, ethnic, caste-based, sexualities

Student Learning Outcomes:
- Identify and define the advertising concepts.
- Recognize the structure of an advertising agencies
- Analyze the Indian and international advertising scenario.
- Distinguish between advertising and marketing.
- Categorize different types of advertisements.
- Appraise and interpret the legal, ethical and social aspect of advertising.

Text Reading:
- Shah Kruti, D'Souza Alan, (2011), Advertising and Promotions An IMC Perspective, Tata McGraw Hill Education Private Limited
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 8th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education

References:
- Batra R, Myers G.J., Aaker D (2009), Advertising Management, Pearson Education.

Kazmi, S.H (2005): Advertising and Sales Promotion. Excel Books.

Course Title: Introduction to Television Production
Course Code:

Course Objectives:
The course aims to produce both knowledge and skills to students. The objectives of the course are to:

- Familiarize the students with the process of television news and make them understand the working of a television news organization.
- Aware of the basic attributes and skills needed to pursue a journalistic path and different types of reporting undertaken in electronic media.
- Specialize in news script writing for television.
- Familiarize with TV language and improve their writing style

Syllabus

Module 1: Evolution of TV in India

Growth and Emergence of Television in India , Origin of Cable Television: Emergence , Cable Television Networks Regulation Act 1995, Broadcasting Bill 1997, Origin of Satellite Television and Cable TV, Entry of private channels: Specialized TV channels, TV as a medium of glamour, immediacy, democratizing and infotainment, Social impact of television

Module 2: Broadcast Industry

TV Newsroom Structure: Hierarchy, Output Desk and Input Desk, Role and Importance of Output Desk: Rundown, Ticker, Planning, News Prep, Scripting, Production, Video editing, and Graphics, Role and Importance of Input Desk: News gathering, Phone, Live, Guest Coordination, Forward plan, Day plan, Follow-up and Backgrounder, Role of each personnel at the Output Desk and Input Desk, Coordination with different reporters at various locations, Guest Coordination Department: Role and Importance, Research: News research, SIT, RTI, Archive/library-tagging, description, archiving, Monitoring: Keeping watch on other channels, Ingest: Feed, Recording, PCR: Director, Switcher, Sound, Play Out, CG, Teleprompter, MCR: Scheduling of programs, Scheduling of advertisements, Time Management, Content crisis Management, Technical Process of News from Idea Generation to Final Implementation (On-Air Process)

Module 3: Television Reporting and Scripting

News Sense and Importance of News Placement, Differences between writing for TV, Radio, Print and Social Media, Researching the topic: Program Resources, Terminology used in Television Writing, Reporting Beats: Definition, Types of Reporting: Live, Deferred, On location, Actual, impact on viewers and team involved, Thought process of working on a report: Research, Data Collection, Expert Advice, Collecting Information, Shots and Bytes/Counter Bytes, On- location shoot, PTC's: Definition, Concept, Types and Requirement

Module 4: Anchoring and Presentation

Qualities of an Anchor, Voice Modulation and Rundown Production, Using the teleprompter in Studio, Anchoring techniques: Live shows & Recorded programs, Anchoring according to Program Formats, Role of styling (makeup techniques), Discussing Eminent Anchors of the Industry

Module 5: Production and Post-Production

Difference between natural and artificial lighting, Basic Lighting set-up: Three-Point Lighting, Creative use of Back-Light and Bouncing Light, Lighting tips: *Taking Care of Lights and Yourself*, Basic parts of Video Camera: Building a sequence in the camera without external editing, OB Vans, Camera Movements, Shots & Angles, Difference between multi-camera and single camera set up : EFP and ENG, Types of microphones: Its positioning, Working with Computer: Selection & use of Effects & Music, Basics of Editing: FCP *(Final Cut Pro)*, Linear and Non-Linear editing, Basic Transitions (Cut, Dissolve, Fade, Wipe), Sequencing shots: Story Telling through Editing, Role and ethics of an editor, Importance of File footage and archival footage, Ingest: Technical process from ideation to final implementation

Student Learning Outcomes:

Having taken this course, the students will be able to:

- Identify the working procedure of the TV industry
- Understand the organizational structure and editorial workflow of TV newsroom
- Outline the relationship of each personnel inside a newsroom.
- Develop the skills of writing, shooting and editing news stories and other programs for TV.
- Learn the good practices of TV Viewing and techniques of Audience Measurement and Engagement
- Outline quality lighting set-ups for different genres of TV program

Text & References:
- **Launching New Ventures: An Entrepreneurial Approach, 5th Edition, Kathleen R. Allen University of Southern California, ISBN-13: 9780547014562**
- **Entrepreneurship: creating and managing new ventures, Bruce Lloyd, Pergamon Press, ISBN 0080371086**
- **Start Run & Grow: A Successful Small Business, CCH, CCH Tax and accounting ,ISBN 0808012010**
- **Managing New Ventures: Concepts and Cases in Entrepreneurship, By Anjan Raichaudhur, PHI, ISBN 978-81-203-4156-2**
- **Technology Ventures: From Idea to Enterprise, Thomas H. Byers, Richard C. Dorf, Andrew Nelson, Science Engineering & Math**

<u>**Semester IV**</u>

Course Title: Communication for Sustainable Development

Course Code: To be generated

Course Objectives:
- Students will understand the concept of development
- Students will be introduced to the concept of development communication and will understand its significance and need
- Students will understand the need for mass media and social sensitization

- Students will understand the need for development campaigns for social change

Syllabus:

Module 1: Concept of Development

Concept and meaning of development; Characteristics of developing countries, Measuring development- Classification of countries based on development index (Developing versus Developed countries), Models and theories of Development- Dominant Paradigm, Basic Needs Model, Participatory Paradigm, Importance of Sustainable Development Goals to understand development

Module 2: Introduction to Development Communication

Development Communication- concept, definition, and characteristics, Differences between Communication for Development and Development Communication, Innovations and trends in Development Communication. Paradigm shift to participatory communication, Concept and approaches of Behavior Change Communication

Module 3: Mass Media and Social Sensitization

Role of communicator in the process of social change, Mass media as a tool for development; Entertainment Education as an ICT tool, Mass media and its focus on developmental issues such as health, poverty, education, gender discrimination, climate change, and many more

Module 4: Development Campaigns for Social Change

Importance of social change campaigns, Role of mass media in development campaigns across cultures, CSR initiatives, Designing and execution of campaigns for social changes, Contemporary trends in development communication campaigns through national and international case studies.

Student Learning Outcomes:
The course will help students in the following areas
- Students will be able to understand the concept of development and its need
- Students will be able to understand the effect of various forms of communication on social change
- Students will be able to critically analyze how mass media can bring about social sensitization
- Students will be able to understand the importance of social change campaigns

Text Reading:
- Arvind Singhal and Everett M. Rogers (2001). The Entertainment-Education Strategy in Campaigns. In R.E. Rice and C. Atkins (eds.) Public Communication Campaigns. 3rd Edition. Thousand Oaks, CA: Sage Publications

- Gupta V.S.,Communication and Development Concept, New Delhi

- Joshi Uma, Understanding Development Communication, Dominant Publications, New Delhi

- Lerner Daniel & Schramm Wilbur.,Communication and Changes in Developing Countries, East West Communication Centre, Honolulu

- Mefalopulos. P (2008) Development Communication Sourcebook- Broadening the boundaries of communication, The World Bank.

- Melkote Srinivas, Communication for Development in the Third World, Sage, New Delhi

- Rogers Everett M, Communication and Development: Critical Perspective, Sage, New Delhi

- Tewari, I P, Communication Technology and Development, Publication Division, Govt. of India

- Todaro, Michael P Longman., Economic Development in the Third World, New York

- Uma Narula, Anand Har. Development Communication – Theory and Practice

Additional Reading:
- *Sustainable Development Goals*. United Nations Development Programme. https://www.undp.org/content/undp/en/home/sustainable-development-goals.html.

- *What is CSR*? Report by United Nations Industrial Development Organization. https://www.unido.org/our-focus/advancing-economic-competitiveness/competitive-trade-capacities-and-corporate-responsibility/corporate-social-responsibility-market-integration/what-csr

Course Title: On Air Skills for Broadcast Media
Course Code:
Course Level: UG

Course Objectives: The objectives of course are to:
- Define various on-air skills for broadcast media
- Associate the various programme formats and job roles in radio and TV
- Articulate the art of anchoring, news reading and reporting
- Attribute the students with camera, microphone and other recording devices
- Editorialise the art of anchoring/news reading/reporting

Syllabus

Module 1: Anchoring Skills for Radio and TV

Comfort with camera, microphone and other equipment, Skills of on air presence: Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Solid knowledge base, Understanding of ethical issues, Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation , command over language, Anchoring skills for various types of shows in radio and television, diction (dos and don'ts), Sensitivity while handling event, religious venues and conflict.

Module 2: Art of Interviewing, Reporting and Anchoring

Learning Interviewing skills, Discussing prominent anchors: Case studies from Radio and TV, Anchors role in debates and panel discussions inside Studio and outside, On location anchoring/ Reporting facilitator, Relevance of research and keeping updated with current affairs, Knowing personalities and their background Understanding ground realities and issues, Anchoring is not TP reading, Art of listening, Analysis of news capsule from camera perspective particularly when it is outdoor reporting (conflicts), Reporting for various beats: Politics, sports, business, crime, legal/court, Art of listening, etc.

Module 3: News reading & Voice Over (VO)

News reading and presentation, Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

Module 4: Profiles of Prominent Broadcasters

The prominent broadcasters of radio since the evolution of radio, The prominent ones of today, including AIR and private FM channels, The various styles to inform, educate and entertain listeners through various program formats, Profiles of people behind successful shows, Critical analysis of anchors and following the dos and don'ts of anchoring, Detailed analysis of styles used by prominent TV anchors and news readers: Ravish Kumar, Arnab Goswami, Shireen Bhan, Vinod Dua, Barkha Datt, Rajat Sharma, etc., Detailed analysis of styles used by prominent Radio personalities: Ameen Sayani, Saira Mujtaba, Neelesh Mishra, Siddharth Kannan, RJ Naved etc., Discussing contemporary trends in the industry

Student Learning Outcomes: Having taken the course, students will be able to:
- Quote the nuances of broadcast media
- Interpret the characteristics of various programmes on Radio and TV and required on-air skills for the same
- Execute the industry patterns for broadcast media

- Illustrate anchoring, news reading, interviewing and other skills
- Understand the unique styles of prominent Radio and TV personalities
- Experiment a comfort level with camera, microphones and recording devices
- Role play for various program formats of TV and Radio.

Text & References:
1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). *Television and radio announcing*. Routledge.
3. Kalra, R.J. (2012). *The ABC of news anchoring: A guide for aspiring anchors*. Pearson.
4. Reardon, N., & Flynn, T. (2013). *On camera: How to report, anchor & interview*. Focal Press.
5. Trewin, J. (2013). *Presenting on TV and Radio: An insider's guide*. Focal Press.
6. White T., & Barnas, F. (2010). *Broadcast news writing, reporting, and producing*. London: Focal Press.

Course Title: Online Journalism and Digital Media
Course Code: To be generated later

Course Objectives:
- Students will gain a basic understanding of the internet
- Students will recognise the need for media convergence and its different types
- Students will understand the basics of New Media
- Students will understand the basics of web journalism
- Students will analyze how social media is used for news
- Students will get a basic insight into digital marketing
- Students will identify and recognise emerging trends in social media
- Students will get an understanding about the various types of cyber laws and cyber crimes

Syllabus

Module 1: Understanding the Internet

Internet and its functions, How internet works and basic terminologies of the digital world - megabytes, gigabytes and terabytes, URL, web address, IP address, domain name, world wide web, hypertext transfer protocol, e-mail, instant messaging, file transfer protocol (FTP), web browsers, cache, plug-ins and extensions, RSS readers and feeds, web-based readers and stand-alone readers

Module 2: Media and Convergence

Media convergence and its types, Understanding the advantages and disadvantages of media convergence, Use of media convergence in digital marketing

Module 3: Understanding New Media and Practices

Transition from traditional journalism to multiplatform journalism, Blogs and vlogs, Mobile and backpack journalism, Being a new media journalist – learning to leverage technology and internet for data, news, research, crowd sourcing, and managing conversations, Curating content for news apps, Need for content over quality Tools of new media - using a smartphone to record, edit and disseminate audio and video clips, cloud computing, Artificial Intelligence

Module 4: Using social media for news

Social media sites and their relevance, User Generated Content, YouTubers, Influencers and Bloggers, Monetising social media, Understanding how independent digital journalists operate (Quint, Scroll, Wire, The Print etc.), Policymakers and their use of social media (role of Twitter and Facebook in governance), Fake news: Differentiation and combating

Module 5: Digital Marketing

Digital marketing and its relevance, Understanding search engine optimization, search engine marketing and social media marketing, Online Advertising, Digital PR: An overview Understanding Data and its use, Gaming trends, Viral content and user generated content, From Web 4.0 to Web 5.0, Cyber-crimes: Types and cases, Cyber Laws (IT Act, 2000, IT (Amendment) Act , 2008 and Draft Personal Data Protection Bill, 2018), Role of cyber-crime cells, Cyber Ethics

Student Learning Outcomes:
- Students will recognise the need and importance of the internet for a journalist in the 21st century.
- Students will identify the need for convergence of media and technology.
- Students will recognise the concepts of web-based journalism and mobile journalism
- Students will recognise the concepts of social media in this emerging media landscape
- Student will be able to explain new media, its origin and evolution and impact on readers, business and society
- Students will employ the learnings from this course in their daily routine whether they work as journalists or other communication professionals
- Students will understand cyber-crimes and the regulatory mechanism surrounding them

Text Reading:
- Briggs Mark. Journalism 2.0: How to Survive and Thrive
- Wardrip Noah -Fruin & Montfort Nick. The New Media Reader
- Lister Martin, Dovey Jon, Giddings Seth, Grant Iain, Kell Kieran. New Media: A Critical Introduction
- Dewdney Andrew & Ride Peter. The New Media Handbook

Course Title: Public Relations Concepts
Course Level:UG
Course Code:NEW

Course Objectives:
- to describe the concepts of Public Relations
- to discuss the PR tools and techniques applied for media relations
- to recognize the role of PR in different sectors
- to describe the concept and role of corporate communications
- to identify the contemporary trends in PR and corporate communications

Syllabus

Module 1: Introduction to Public Relations

PR concepts and Role (Definitions and concepts, Role and Objectives of PR), Evolution of PR, Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool, Ethics in PR, PRSI Code, IPRA

Module 2: PR Agency- Tools and Techniques

PR agency: Concept, Structure and Functions, Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours, Tools &Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions, Use of Digital Media and Emerging trends in PR

Module 3: PR in Different Sectors

Role and Responsibility of PRO, PR in Public and Private sector,Role of PR in Education and Health sector, Role of PR in Political Parties and Election Campaigns

Module 4: Preparing PR tools for campaign

Defining PR Pitch and Campaign, Research in PR, PR campaign: Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation, PR, Corporate Communications and Corporate Social Responsibility (CSR)

Module 5: Corporate Communication

Introduction- Difference between Public Relations and Corporate Communication, Importance and functions of Corporate Communication, Elements of corporate communication: corporate philosophy, culture, Corporate identity, citizenship and philanthropy, Importance & Role of Corporate Communication tools - House Journal , Annual Reports, Internet – E- News letters, Memos, Notices, Company Profile in an organization, Direct marketing, network marketing, Liasioning and its importance

Student Learning Outcomes:
- to relate the concepts and scope of Public Relations
- to prepare the PR tools and techniques applied for relationship building
- to categorise the role of PR in different sectors
- to contrast the concept and role of corporate communications with PR
- to debate the contemporary trends in PR and corporate communications

Text Reading:
- Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Jethwaney, J. (2010). Corporate Communication: Principles and Practice. Oxford: Oxford University Press.
- Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.
- Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.

References:
- Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.
- Oliver, S. (2004). A Handbook of Corporate Communication and Public Relations: Pure and Applied. London:Routledge.
- Cornelissen, J. (2008). Corporate Communication: A guide to Theory and Practice. Los Angeles: Sage Publications.
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Additional Reading:

- Argenti, P. A. (2009). Strategic Corporate Communication: A Global Approach for doing Business in the New India.New York: McGraw-Hill.
- Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com
- Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.

NOTE: Syllabus of 5th and 6th semester courses will be updated shortly.