

PANJAB UNIVERSITY CHANDIGARH

FACULTY OF ARTS

SYLLABI

FOR

**MASS MEDIA AND VIDEOGRAPHY
(ADD-ON COURSE)
CERTIFICATE, DIPLOMA
AND
ADVANCED DIPLOMA
EXAMINATIONS, 2019**

PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests, syllabi and courses of reading for Mass Media and Videography (Add-On course) for the examination of 2019.

CERTIFICATE COURSE

PAPER A: THEORY

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The purpose of the course is to introduce the students to concepts and types of communication, types of Mass Media and their functions. The course will also introduce the students to TV Production Process.

(B) Pedagogy of the Course Work:

90% Lectures

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

- There shall be 9 questions in all. Time allowed will be 3 hours.
- The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 75-100 words each. Each question shall be of 2 marks. (5X2 = 10 marks)
- Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Definition and concept of communication;
- Forms of communication: intra-personal, inter-personal; group and mass;
- Basic communication process and its elements

Unit – II

- Types of mass media;
- Functions of mass media;
- Mass media of newspapers radio, television and their characteristics;
- Media as means of social change

Unit – III

- Characteristics of television as medium of mass communication
- Basic functions of video camera
- Brief introduction to the role and responsibilities of cameraman, producer, director, floor manager and editor

Unit – IV

- Television as a mass medium: role, reach and its future
- Basic introduction to script writing technique: split-page
- Basic principles of camera composition, centering, rule of third, eyes in the upper third, look space, illusion of depth etc.
- Basics of video lighting

PAPER B: PRACTICAL

Marks: 100

1. A 10-minute classroom presentation on a current topic related to mass communication. 25
2. Preparing a report on the functions being performed by any one mass medium of your choice. The report of about 500-750 words should be based on observation and analysis of mass media messages. 25
3. Write a 3-minute split-page script for a video programme of your choice 25
4. Choose a 3-minute clips of a TV programme and identify various principles of composition used their in. 25

ESSENTIAL READINGS:

1. Wilbur Schramm, (1960), *Mass Communication*, 2nd ed. Urbana, University of Illinois Pr.
2. Wilbur Schramm, (1953), *Process & Effects of Mass Communication*, Urbana, University of Illinois Press.
3. Lee Richardson, (1969), *Dimensions of Communication*, N.Y. Appleton- Century-Croft.
4. Kenneth K. Anderson, 1972, *Introduction of Communication: Theory and Practice*. Menlo Park, Cummings Pub. Co.
5. Deniel Ketz et al, (1962), *Public Opinion and Propaganda*, N.Y. Holt.
6. Kohli Vanita, (2003), *The Indian Media Business*, Sage.
7. Ganaratne Shelton, (2000) *Handbook of the media*, Sage.
8. Marie Winn, (1985), *The plug-in Drug*, Penguin Books.

ADDITIONAL READINGS:

1. Cohen, Akilia A, (1987), *The Television News Interview*, SAGE, New Delhi.
2. Shrivastava, K.M, (2005), *Broadcast Journalism in the 21st century* New Dawn Press Group, New Delhi.
3. Ball-Rokeach, Sandra & DeFleur, (1975), *Theories of Mass Communication*, Melvin, Longman, New York.
4. Berlo David, Rinehart & Winston, (1960), *The Process of Communication*. Holt, NY.

DIPLOMA COURSE

PAPER A: THEORY

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The course objective is to sensitize and acquaint students, to the key concepts meaning, perception, attitude, learning etc to the origin and development of T.V in India, various committees set up to improve T.V. in India; organization structure of Doordarshan and editing techniques for video production.

(B) Pedagogy of the Course Work:

90% Lectures

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

- a) There shall be 9 questions in all. Time allowed will be 3 hours.
- b) The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 75-100 words each. Each question shall be of 2 marks. (5X2 = 10 marks)
- c) Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Communication: Meaning and importance of communication
- Concept of effective communication; fidelity factors of the elements of Source-Encoder and Decoder-Receiver;
- Message; Concept of elements and structure, Components of Message: Channel: different meanings of channel, the concept of boat-dock; concept of gatekeeping

Unit – II

- Basic Models of Communication: S-R model; Shannon & Weaver model
- Lasswell formula
- Osgood & Schramm Model
- Media of internet and mobile and their characteristics

Unit – III

- Basics of TV script writing techniques
- Basic production process: pre-production, production & post production
- Above-the-line and below-the-line function.

ADVANCED DIPLOMA

PAPER A: THEORY

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The purpose of the course is to introduce the students to the profession of Journalism and its management. By the end of the course the students will be conversant with (i) what are news and features, the basic areas in reporting and various types of features. They will also be able to identify news values and the essentials of recognizing a good feature (ii) the process of management, overviews of media industry in India & their membership pattern.

(B) Pedagogy of the Course Work:

90% Lectures

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

- a) There shall be 9 questions in all. Time allowed will be 3 hours.
- b) The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 75-100 words each. Each question shall be of 2 marks. (5X2 = 10 marks)
- c) Rest of the paper shall contain four units. Two questions shall be asked from each unit and the

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Unit – IV

- Organization of Doordarshan and its various departments.
- Programming and programme composition of television
- Brief introduction to linear & non-linear editing; role of switcher; on-line and off-line editing

PAPER B: PRACTICAL

Marks: 100

1. A 10-minute classroom presentation on a current topic related to mass communication. 25
2. Preparing a report on the functions being performed by any one mass medium of your choice. The report of about 500-750 words should be based on observation and analysis of mass media messages. 25
3. Identification of camera shots and angles used in a t.v. programme of three minute duration of your choice. 25
4. Choose a 3-minute clip of a t.v. programme and identify (i) the compositions of shots based on principles of compositions and (ii) the transitions used. 25

ESSENTIAL READINGS:

1. M.H. Syed, (2006), *History of Mass Media*, Anmol Publication Pvt. Ltd.
2. Keval J. Kumar, Jaico, (1995), *Mass Communications in India*, Publishing House.
3. Thomas Sunny, (1997), *Writing for the Media*, Vision Books Ltd. N.D.
4. Lee Richardson, (1969), *Dimensions of Communication*, N.Y. Appleton- Century-Croft.
5. Deniel Ketz et al, (1962), *Public Opinion and Propaganda*, N.Y. Holt.
6. Kohli Vanita, (2003), *The Indian Media Business*, Sage.
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1. Cohen, Akilia A, (1987), *The Television News Interview*, SAGE, New Delhi.
2. Shrivastava, K.M, (2005), *Broadcast Journalism in the 21st century* New Dawn Press Group, New Delhi.
3. McManus John (1994), *Market-Driven Journalism: Let the Citizen Beware*, Iowa State Press.
4. Stanley J. Baran and Dennis K. Davis, (2002), *Mass Communication theory*. Thomson Wadsworth Publication.
5. Neuharth Al (1989), *Confessions of an S.O.B.*, Doubleday.