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- Role of TV in Information, Education and Communication
- Basic functions of video camera
- TV Production team: Role and responsibilities of cameraman, producer, director, floor manager and editor

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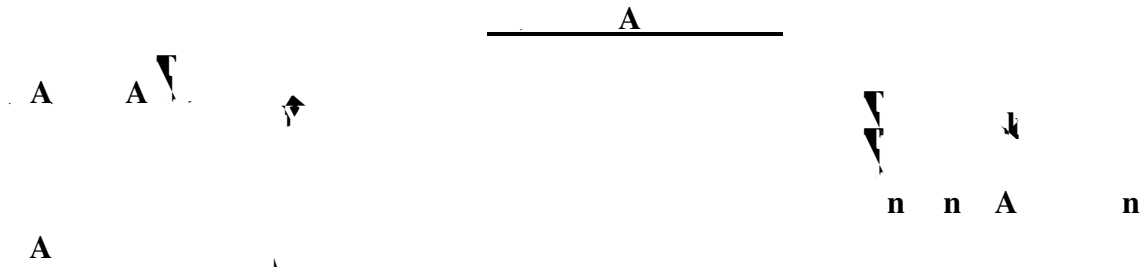
1. A 10-minute classroom presentation on a current topic related to mass communication. 25
2. Preparing a report on the functions being performed by any one mass medium of your choice. The report of about 500-750 words should be based on observation and analysis of mass media messages. 25
3. Identifying the different parts and functions of video camera 25
4. Choose a TV program and identify its production team 25

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1. Anderson Kenneth K., (1972), *Mass Communication: A Theory of Mass Communication*, Menlo Park, Cummings Pub. Co.
2. Brown Lucy and Duthie Lyndsay, (2016) *Mass Communication: A Textbook*.
3. Jackman John, (2010) *Mass Communication: A Textbook*, 3rd Edition, Taylor & Francis Ltd. Oxford, United Kingdom
4. Kohli Vanita, (2003), *Mass Communication: A Textbook*, Sage.
5. Murch Walter, (2017) *Mass Communication: A Textbook*, Silman James Press 2017-05-01, Los Angeles, Calif.
6. Owens Jim, (2015) *Mass Communication: A Textbook* 16th Edition Focal Press.
7. Schramm Wilbur, (1960), *Mass Communication: A Textbook*, 2nd ed. Urbana, University of Illinois Pr.
8. Shelton Ganaratne, (2000) *Mass Communication: A Textbook*, Sage.
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1. Ball-Rokeach, Sandra & DeFleur, (1975), *Mass Communication: A Textbook*, Melvin, Longman, New York.
2. Berlo David, Rinehart & Winston, (1960), *Mass Communication: A Textbook*- Holt, NY.
3. Bhatt S.C., (2010), *Mass Communication: A Textbook*, Har Anand Publication Pvt. Ltd. New Delhi.
4. David J, (2007), *Mass Communication: A Textbook*, Cyber Tech. Publication Pvt. Ltd. New Delhi.
5. Shook Fred, Larson Fred J. And DeTarsio John, (2005), *Mass Communication: A Textbook* 4th Edition, Dorling Kinderlay India, New Delhi.
6. Zettl, Herbert (2006), *Mass Communication: A Textbook*

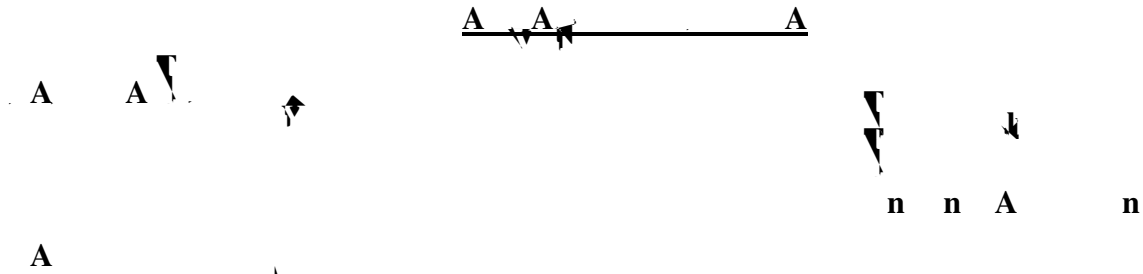


The course objective is to sensitize and acquaint students, to elements of Communication, process and models of communication (10(c)1A)

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1. Listening to a recorded speech in class and analyzing the speech vis-a-vis 7C's of communication. 25
 2. Watch any film and identify the barriers communication between the characters with relation to the story line. 25
 3. Watch a TV programme for two minutes and identify different camera shots, angles and movements. 25
 4. Prepare a budget for a ten minute documentary based on above the line and below the line functions. 25

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1. Brown Lucy and Duthie Lyndsay, (2016) , o ro on n boo .
2. Jackman John, (2010) Lighting and Digital video and Television, 3rd Edition, ay lor & Francis Ltd. Oxford, United Kingdom
3. M.H. Syed, (2006), , or! o , Anmol Publication Pvt. Ltd.
4. Michael Norton and Purba Dutt, (2003), , n , r, n Co n, on, Sage Publications.
5. Murch Walter, (2017) In the Blink of an Eye, Sil12.52281Zand Purbe (201d021 397 2394 1 h W n q 4.16667 (



The course introduces the students to concept of editing and graphic. It also discusses light and sound editing.

90% Lectures

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

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- 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)

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- Introduction to Editing for precision, accuracy, clarity, brevity, spelling, punctuation and grammar
- Definition and importance of Graphic Design in Communication & Promotion
- Design principles & their application.

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- Brief introduction to origin and development of television in India; organizational structure of TV channels in India: Govt. and Private
- News Broadcasting Standards Authority and Broadcasting Content Complaints Council
- Cable TV Networks Regulations Act (1995)

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- Basics of editing, switching, components of video editing systems
- Using the editing system
- Linear and non-linear editing

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- Types of microphones: Dynamic, Ribbon and Condenser
- Sound pick-up pattern: uni-directional, bi-directional, omni-directional
- Basic functions of lighting and its properties.

