

Educational Multimedia Research Centre, DAVV, Indore

Doctoral Entrance Test – DET 2014

Syllabus: Electronic Media Studies

The question paper will comprise of 100 multiple choice based objective type questions of one mark each, of three hours duration. There will be no negative marking. The subject wise distribution of Questions of one mark each will be approximately as follows:

S. No.	Subject	No. of Question (Approx.)
1	Media Research and Statistics	25
2	Media – Society and Media Law	15
3	Audio – Visual Technology	15
4	Media Production and Advertising	15
5	Multimedia	15
6	Broadcast Journalism	15

1. Media Research and Statistics

1. Nature of scientific inquiry and scientific method. Need of research in Media Production. Elements of research: theory and facts, hypotheses, concepts and constructs, variables, nature and levels of measurement.
2. Survey, experimental and historical research, production research, content analysis, audience/reception research, evaluation research, quantitative and qualitative research, formative research & summative research.
3. Research design: exploratory, explanatory, experimental, and diagnostic. Research question, review of literature, topic selection, sampling, methods of data collection, compiling bibliographies.

4. Data analysis. Quantitative analysis and qualitative analysis. Common elementary statistics: frequency tables, central tendencies. Measurement of variability, correlation, parametric and non parametric tests,.
5. Writing a research report: structure and organization, language, presentation of data, charts, graphs, tables etc.

2. Media – Society & Media Law

1. Fundamentals, theories and models of mass communication, Concept and characteristics of Electronic Media, Development of Electronic Media in India. Development, characteristics, objectives, and services of Radio, Television and Information Technology.
2. Psychology and sociology of Media audiences; Media audience, the audience as market, Psychology of audiences, audience measurement, audience surveys.
3. Electronic Media and Society: Characteristics of Indian Society, Interaction between media and society, Effect of media on education, Indian family, children, women etc.; Media and consumerism, media and violence, mass media and culture, creation of media culture.
4. History of press/media laws in India; Contempt of Courts Act 1971; Civil and Criminal Law of Defamation; Relevant provisions of the Indian Penal Code with reference to sedition, obscenity, crime against women, children etc.; Laws dealing with obscenity; Official Secrets Act 1923.
5. Cinematography Act 1953; Prasar Bharati Act; GATT and intellectual property right legislation's including Copyright Act, Trade Mark Act and Patent Act, Information Technology Legislation Ethics. Media Council and media ombudsmen in the world; Codes for radio, television and Advertising. Cyber Law, IT Act and its Indian context.

3. Audio Visual Technology

1. Nature, structure, organization and operation of Radio and Television studios. Graphic illustration of Radio and Television studios. Essentials, layout and design of Radio and Television studios. Control room transmission of Radio and Television programs.
2. Audio Recording and maintenance equipments: Microphones, Audio mixers, Speakers, Audio amplifiers, Audio recorders, Special effects generators, Cables etc. Analog and digital recording.

3. Video Recording and Maintenance equipments: Recorders, Cameras, Vision Mixer, Special effect generator, Character generator, Edit control Units, CCU, Cables, Studio lights etc. Analog and digital recording.
4. Function and types of camera and camera image sensors, C.C.D. principles, Television scanning: lines and frames, Color system in camera, Resolution AGC, Gain- AGC and manual gain control, white balance. Lenses: functions and types: focus sink, zoom sink, aperture sink, aperture control and depth of field, focus. Camera movements: composition, framing, camera movements like pan, tilt, dolly, etc., different type of shots. Camera angles like point of view, low angle, high angle etc., floor management.
5. Light: the techniques of lighting, physical factors of lighting, light fittings, base light- Incident and reflector lights, contrast range, color, temperature, white balance, lighting equipment, controlling the intensity of light, basic lighting approach, three point lighting- key light, fill light, back light, lighting techniques used in the production of commercials, special effects in lighting, TV lighting techniques, lighting on location and lighting for general TV programs. The aims of lighting.
6. Editing technique in television, Basics of editing, The mechanics of editing, Editing with the production switcher, The art and technique of editing, Special effects in video editing. Principles of non-linear editing, proper start up and shut down procedure, finding files, savings, copying & back up, introduction & principles; terms, concepts & digital editing. Logging and organizing the footage. Digitizing from format. Basic editing technology. Trimming, graphic keying, motion effects, audio mixing, composting, media file management. Generating an EDL, a reference tape and online a final master. Exporting digital file formats including streaming media.

4. Media Production & Advertising

1. Introduction and production of different formats of the TV programmes: news, documentary, discussion, drama, educational and instructional programmes, sports, features, music and dance, variety, children's programme etc.
2. Production planning, pre production and post production planning, Planning and Production of indoor and outdoor shootings, planning and management of live shows.
3. Television and its multiple roles; Basic elements of television production specially news program, documentary program; Discussion program. Drama.

4. Concept and importance of script in television production. General steps of writing a television script, specific steps and activities related to write script for production of news program, drama, series etc. Television script formats, checklist for script revision. Meaning and use of script in the production of audio programs. Steps of writing audio script specially for news productions, feature, music program & drama.
5. Functions / roles of advertising, benefits of advertising, classification/types of advertising: by target audience, by geographic area, by medium, by purpose.
6. The Advertising Spiral, Advertising campaign planning – defining campaign planning, various stages in campaign planning. Media: Types and characteristics, Media planning and buying, Media Terminology.

5. Multimedia

1. Introduction: Operating systems, Multimedia, its evolution and components- Audio, Video, Text, Graphics and Animation.
2. Audio: Basic PC sound, Sound boards: its architecture and processing, compatibility and standards, Audio quality, tone, note, intensity, pitch, timbre. Sampling, compressions, digitization, file formats, microphones, MIDI, Advance techniques, Audio CD preparation.
3. Video: Analog and digital video, Video boards, its architecture and processing, Video controller, graphic accelerators, signals, connectors. Broadcast standards, recording formats, compression and codes, Video for windows, file formats, advance techniques, video CD preparation.
4. Graphics and Animation: Principles of graphics, resolution, colour and pallets, digital image processing and formats. 2D and 3D animation techniques.
5. Authoring tools: Need, importance and selection of authoring tools, authoring approaches, authoring stages, content, flow chart, programming, testing and evaluation, authoring packages, authoring macromedia, director, hypertext, programming and writing on CD.

6. Broadcast Journalism

1. Introduction: world of Journalism and its constituents. Journalism in Digital Age, Ethics, Laws, Free speech in journalism and the journalism language. Print and electronic journalism – growth and development in India and abroad.
2. News: definition, concept, elements, values and sources, types of news programmes on electronic media, news editing, its meaning, purpose, symbols and tools.

3. Editing – meaning, purpose symbols and tools. News desk – its composition and functions.
4. Print versus electronic journalism. New technology and journalism. News production today.
5. Electronic news gathering, writing and reporting. Writing and reporting techniques, compiling the report, reporting for broadcast, investigative reporting, specialist reporting, public affairs reporting. Basic equipment for electronic news gathering, news rooms, satellite communication and video journalism. Comparisons with print media.
6. Presentation: presenting the news for Radio and TV, Its various formats and styles, pronunciation, voice delivery, accent etc. Online Journalism, Internet news portal, reporting techniques, writing and story construction, convergence of media.