SCHOOL OF MEDIA STUDIES

PROGRAMME: BA JOURNALISM (HONS)

SEMESTER: IV

COURSE TITLE: TV PRODUCTION

COURSE CODE: 03ABAJH17411   **CREDIT: 4**

Unit I
Development of Television
History of television, Development of television in India, Organizational structure;
Professionals involved in TV production, ENG and DSNG, Mojo kit, Recent trends in TV
Broadcasting, National, Regional and Local Area Network; TV production formats.

Unit II
Pre-Production
Stages in production, Programme concept, synopsis, treatment, Development of story and
script, Storyboard. Selection of talents, costumes, location, backdrop, Planning, Budgeting,
Scheduling.

Unit III
Production
Film and TV language and its grammar, Shot composition, Camera angles, Camera
movements, Lighting techniques, Sound recording, Single and multi-camera production,
online editing, Floor and studio management, field production.

Unit IV
Post Production
Dubbing, titling, subtitling, caption writing, Graphics and animation, Editing and mixing,
Ethics in programme production, Television rating.

REFERENCES

- Fundamentals of Television Production: Donald, Ralph & Spann, Published 2000,
  Blackwell Publishing
- Film Production Management: Bastian Clevé, Published 2003, Focal Press
- Editing Today: Smith, Ron F. & O'Connell, L.M, Published 2003, Blackwell
  Publishing
- Television Production Handbook: Zettl, Herbert, Published 2005, Thomson
  Wadsworth.
- Art and Production: Sarkar, N.N
- TV Production: Gerald Millerson, Published 1993, Focal Press

COURSE TITLE: TV PRODUCTION LAB

COURSE CODE: 03ABAJH17411   **CREDIT: 2**

Script Writing for the following TV Formats-Advertisement, Documentary, News Bulletin, Interview, Recording a personality interview, Record and edit a music video,

COURSE TITLE: MEDIA LAWS AND ETHICS

COURSE CODE: 03ABAJH17412   **CREDIT: 4**

Unit I
Constitution of India, Legal system in India, Basic Structure- Union and States, Fundamental rights – freedom of speech and expression and their limits, Parliamentary privileges, Emergency provisions.

Unit II
History of press laws in India, Press Council of India - structure, functions, History PCI code of conduct for journalists, Right to information, Laws related to freedom of the Press, Examining the right to know vs. the right to privacy.

Unit III
Defamation, Sedition, Obscenity, Contempt of Court, Contempt of parliament, Official Secrets Act, Intellectual property right, Copyright Act, Trade Marks Act and Patent Act, Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees Act, 1955, Cinematograph Act, 1953.

Unit IV
Media's ethical problems including privacy, right to reply, Cyber laws- Types, Information technology Act, Media laws and women, Media law and children, The Press as the fourth estate.

REFERENCES

- Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
- Media Credibility by Aggarwal, S.K.
- Mass Media: Laws and Regulations by Rayudu, C.S.
- History of Press, Press Laws and Communication by Ahuja, B.N.
- Press and Pressure by Mankakar, D.R.
- Freedom and Fraud of the Press by Ghosh, Kekar
- Press and Press Laws in India by Ghosh, Hemendra Prasad

COURSE TITLE: MEDIA LAWS AND ETHICS

COURSE CODE: 03ABAJH17413   **CREDIT: 4**

Unit I
Types of video editing: linear editing, non-linear editing, online editing, offline editing, Framing, cut, fade, transition, crossing the line – imaginary line, Various broadcast formats (PAL, NTSC and SECAM).

Unit II
 Principles of editing: Continuity Matching actions, Matching tones, cut in, cut away, jump cut, axial cut, Syncing Audio, compression and expansion of time.
Ingesting footage, making project file, project setting, timeline operations, various project windows: transitions, effects, filters and toolbar. Basic transition devices- cut, dissolve, wipe, fade.

Unit III
Switching or instantaneous editing, Visual effects; Standard electronic effects-Superimposition, Chroma key.
Digital video effects, inserting graphics and images.
Multi-images, Export options, various compression ratios.

Unit IV
 Film screening in class to give fair and constructive criticism.

GARDEN CITY UNIVERSITY

SCHOOL OF MEDIA STUDIES

PROGRAMME: BA JOURNALISM Honours PE

SEMESTER-IV

COURSE TITLE: Current Affairs II

COURSE CODE: CREDITS: 04

Unit I
Imagining India
The Political Division of India, English as a Universal Language, Globalisation,
Infrastructure and Development in Modern India (L, A, Ap)

Unit II
World Wars I and II
First World War, Holocaust, Second World War, Current Poloitics and 'isms'.

Unit III
Political Systems of the World
Colonialism, American Imperialism, Liberalism, Propaganda L, A, Ap)

Unit IV
News Reading and Analysis
National News, International Events, Economy and Businessi, Sports and Games.

REFERENCES
* M.R Dua and T. Manonmani, 'Communications and culture', GalgotiaPublishingHouse, New Delhi, 1997
* N.L. Gupta, Cross Cultural Communication : Global PerspectivesPublished by
* Concept Publishing House, 1998
* Denis Mcquail, Mass communication theory, sage pub. London, 1994
* William B. Gudykunst,Cross-Cultural and Intercultural Communication, Sage Publication, 2003
* Louw E. The Media and Cultural Production, New Delhi: Sage Publications, 2001
* AltheideD.L.,Media Power, New Delhi: Sage Publications, 1985
* Dr. Felipe Korzenny, 'Mass Media Effects Across Cultures (International and Intercultural Communication Annual)', Sage Pub. 1992
* UNESCO. (2005). UNESCO World Report: Investing in Cultural Diversity and Intercultural Dialogue. PARIS: UNESCO.

COURSE: TV Production and Management
CODE: CREDITS:3

Unit I

Development of Television

History of television, Development of television in India, Organizational structure; Professionals involved in TV production, ENG and DSNG, Mojo kit, Recent trends in TV Broadcasting, National, Regional and Local Area Network; TV production formats. (A)

Unit II

Pre Production

Stages in production, Programme concept, synopsis, treatment, Development of story and script, Storyboard, Selection of talents, costumes, location, backdrop, Planning, Budgeting, Scheduling.

Unit III

Production

Film and TV language and its grammar, Shot composition, Camera angles, Camera movements, Lighting techniques, Sound recording, Single and multi-camera production, online editing, Floor and studio management, field production.

Unit IV

Post Production

Dubbing, titling, subtitling, caption writing, Graphics and animation, Editing and mixing, Ethics in programme production, Television rating.

REFERENCES
- Fundamentals of Television Production: Donald, Ralph & Spann, Published 2000, Blackwell Publishing
  - Film Production Management: Bastian Clevé, Published 2003, Focal Press
  - Editing Today: Smith, Ron F. & O'Connell, L.M, Published 2003, Blackwell Publishing
  - Television Production Handbook: Zettl, Herbert, Published 2005, Thomson Wadsworth.
  - Art and Production: Sarkar, N.N
  - TV Production: Gerald Millerson, Published 1993, Focal Press

COURSE: Television Production Lab
CODE: CREDITS: 01

Script Writing for the following TV Formats-Advertisement, Documentary, News Bulletin, Interview, Recording a personality interview, Record and edit a music video.

COURSE: Media Laws and Ethics
CODE: **CREDITS:4**

Unit I
Constitution of India, Legal system in India, Basic Structure- Union and States, Fundamental rights – freedom of speech and expression and their limits, Parliamentary privileges, Emergency provisions

Unit II
History of press laws in India, Press Council of India - structure, functions, History PCI code of conduct for journalists, Right to information, Laws related to freedom of the Press, Examining the right to know vs. the right to privacy.

Unit III
Defamation, Sedition, Obscenity, Contempt of Court, Contempt of parliament, Official Secrets Act, Intellectual property right, Copyright Act, Trade Marks Act and Patent Act, Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees Act, 1955, Cinematograph Act, 1953.

Unit IV
Media's ethical problems including privacy, right to reply, Cyber laws- Types, Information technology Act, Media laws and women, Media law and children, The Press as the fourth estate.

REFERENCES
- Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi.
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- Press and Pressure by Mankakar, D.R.
- Freedom and Fraud of the Press by Ghosh, Kekar
- Press and Press Laws in India by Ghosh, Hemendra Prasad

BRITISH LITERATURE: EARLY 20ᵗʰ CENTURY   **CREDIT: 4**
CODE:

Unit I
Poems
Prelude by T. S. Eliot, Sailing to Byzantium by W. B Yeats, Collected Poems – The Darkling Thrush & The Ruin Maid by Thomas Hardy, Unknown Citizen by W. H. Auden

Unit II

Short story

The Rocking Horse Winner by D.H. Lawrence, A Haunted House by Virgina Wolf, The Nightingale & the Rose by Oscar Wilde, Three Questions by Leo Tolstoy.

Unit III
Drama
The Theatre of the Absurd by Samuel Beckett, Waiting for Godot
Introduction to the theatre of the Absurd, Act I, Act II, Detailed study with themes of the play.

Unit IV
Fiction
The Speckled Band by Arthur Conan Doyle, One hundred shades of white by Preethy Nair

REFERENCES
* The Oxford Companion to English Literature
* The Cambridge Guide to Literature in English

HEALTH PSYCHOLOGY

CODE: **CREDITS: 03**
1.

Unit I
Introduction
Definition; Mind-body relationship; Functions and need of health psychologists, Bio-psychosocial model.

Unit II
Stress and coping
Theories of stress (Selye and Lazarus), Stress and health: Sources of Chronic Stress, Stress related illness(PTSD and Acute stress disorder, Digestive system disorders, Asthma, Recurrent Headaches), Psychoneuroimmunology ,Moderators of the stress experience , Coping with Stress.

Unit III
Pain
Psychological factors and pain, Individual differences in reactions to pain, Types of Pain, Assessment of Pain, Pain Control Techniques PCOD, Irritable Bowel Syndrome.

Unit IV
Chronic illness and management, Cardiovascular diseases, Cancer, AIDS, Living with chronic illness, Quality of life, Emotional response to chronic illness, Rehabilitation, psychological interventions, health enhancing behavior, Nutrition.

REFERENCES

Taylor, S.E. (2006). *Health Psychology*. New Delhi: Tata Mc Graw-Hill

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COURSE: Health Psychology	
CODE:	**CREDITS: 01**

General Health Questionnaire, Emotional Intelligence Scale, Reaction to Frustration Scale, Bell's Adjustment Inventory, Test Anxiety Scale, Statistics- Correlation

COURSE: Film Studies	
CODE:	CREDITS: 04

Unit I

Cinema and other mass media

Cinema and other mass media: The growth and development of cinema in India as a media of mass communication, entertainment and art in 21st Century; Cinema as an entertainment industry, A brief account of Indian cinema – Film as a medium of communication and social change, Film industry status – Technologies in film production – Digital projection, Regulations for the film industry – Problems of film industry: Piracy - Government's initiatives and policies – Film institutes and organizations: Children's Film Society and professional Associations – Film Clubs – International and National Film Festivals and Awards – Award winning films- a review.

Unit II

Types of Films

Development of cinema: important stages of development in process of cinema production in: Europe, Russia, Asia, Africa and Latin America, Kinds of Films: Fiction, documentary, newsreels, educational and instructional films, multinational and advertising films; characteristic of animation of films; New wave cinema, Film audiences – Fantasy Vs reality in cinema – cinematic theme and elements – Film culture, Film genre – Popular, Parallel and Documentary films – concepts in film.

Unit III

Cinema and the State

Cinema and the state: various committees on cinema and Government response; central and state Government's organizations on cinema; film festival and film awards; Art of film, Criticism and review of cinema: psychology and sociology of cinema. Censorship of films in India: Film journalism in India; film society movement in India; impact of globalization on Indian cinema, Film production: Theme and story line – script writing – characterization – visualization equipment and other inputs-Script Writing: the shooting process, editing and recording, characteristic of the film medium; shot composition; psychological and aesthetic significance; composition in film making; problems of cinema production; trends in Indian cinema, Role and responsibilities of the Cinematographer and the Director – problems of artists – financial management – editing studios – editing methods-audio and video special effects.

Unit IV

Film appreciation

Film appreciation – Film criticism, Deconstruction of film – comparison of Indian and western films – the influence of Hollywood on Indian films, Great directors: an outline of the development of the art of film making with screenings of one major film of important personalities such as D.W.Griffith, Eisenstein, Vittorio De Sice, Akira Kurosawa, Ingmar Bergman, Jean Luce Godard, Satyajit Ray and Mirnal Sen and other contemporary personalities, Writing a film review – content analysis.

REFERENCES

1. Eric Barnouw and S. Krishnamurthy,1980, Indian Film, New Delhi, Oxford University press

2. CrartyJowelt, James M Linton, 1986, Movies As Mass Communication, London, SAGE Publication.
3. Jhon W Hood: The Essential Mystery: Major Film makers of Indian Art cinema, New Delhi, McMillan Publications.
4. Jhon A Lent, 1990, The Asian Film Industry, London, Christopher Helm
5. Anananda Mitra, 199, Through the western lens, New Delhi, SAGE Publications
6. Fareed Kazmi,2000, The Politics of Indian Conventional Cinema, New Delhi, SAGE Publications
7. M.Madhava Prasad,1998, The Ideology of the Hindi Film, New Delhi, Oxford University Press
8. Ernest Lind grin (Ed.) 1990, The Art of films, New Delhi, Oxford University Press
9. T.G.Vaidyanath, (Ed.), 1990, Hours in the Dark, New Delhi, Oxford University Press
10. Gilles Dalluge (Ed.), 2006, Cinema - I, London, Contimum
11. Thames Monaco,(Ed.), 2004, How to read a Film, New Delhi, Oxford University Press 30
12. Mast & Cohen,(Ed.), 1990, Film theo~ & Practice, New Delhi, Oxford University Press
13. Gaston Roberge,(Ed.)2006, The Subject of Cinema, New Delhi, Oxford University Press
14. Christian Metz, 1982, The Imaginary Signgifier, Psyhoanalysis and the Cinema, Bloomington, Indiana University.
15. Andre Brazin, 1967, What is Cinema, University of California Press, Berkely Vol.1&11

SCHOOL OF PROFESSIONAL STUDIES

DEPARTMENT OF FASHION AND APPAREL DESIGN

SEMESTER: IV

COURSE TITLE: RESEARCH TOOLS FOR COMMUNICATION STUDIES

COURSE CODE : 03ASECO17431   **CREDITS : 02**

Unit I

Communication Theory

Introduction and Defining Communication, Communication Theory and Scholarship Communication, Scope and Need of Communication Theory; Communication theory as a field, Positivist, Critical.

Unit II

Traditions of Communication Thought

Interpretivist, Constructivist, Traditions of Communication Thought, Need of Communication Theory - Ontology, Epistemology, Axiology, Praxiology.

Unit III

Schools of Thought in Communication

Paradigms and schools of thought in Communication-Semiotic, Phenomenological, Cybernetic, Socio psychological, Sociocultural, Critical, Rhetorical, Content Analysis, Semiotics Analysis.

Unit IV

Presentation of Research Report Critical Discourse Analysis, Foucauldian Discourse Analysis, Field Observation, Ethnography, Presentation of Research-Report writing, Academic writing APA Style referencing.

REFERENCES
- Krippendorf, K. (2009) Media analysis techniques, Sage Publishers
- Westley and Stemple (1998) Research Methods in Mass Communication, Oxford.
- Bernard Berelson (1999) Content analysis: Handbook of Social Psychology, Routledge.
- Goonasekara (2006) Communication Research in Asia, Kalyani Publishers.
- Kothari (2000) Methods in Social Research. Himalya Publishers.
- Research methods in Social Sciences, Vistaar Publications, New Delhi.
- Crotty, M. (1998), The Foundation of Social Research: Meaning and Perspective in the Research Process, Sage Publications, London.