



**Savitribai Phule
Pune University**



Syllabus Overview

**M.Sc. in
Media and Communication Studies**



**Academic Year
2022-2023**

M.Sc. in Media and Communication Studies

Programme Description:

Established in July 1990, Department of Media and Communication Studies at Savitribai Phule Pune University offers a M.Sc. in Media and Communication Studies under the faculty Science and Technology. The course aims to provide a broad-based understanding of the history and forms of media and communications in relation to production and research, processes of mediation and influence, communication content and audience response. The course will explore your interest in the ever-changing worlds of digital media, social media, journalism, video making, content designing and researching in media studies, while perfecting your ability to express, persuade and argue. It offers an up-to-date engagement with diverse theoretical, conceptual and empirical developments in media and communications through a mix of compulsory and optional courses and an independent research and production projects.

M.Sc. in Media and Communication studies at SPPU offers two streams namely '**Media Production**' and '**Research and Content Strategies**'. Students will specialize in any one of the streams depending on their suitability and interest.

Duration of the Course:

The course will commence from July to May every year spreading to four semesters. July-Dec and Jan-May for 2 years. The admission will be done in the month of June.

Intake of the Course:

The strength of the programme will be maximum **50 students** excluding foreign nationals.

Eligibility:

Student with any undergraduate/Bachelor's degree is eligible for this course

Admission Procedure:

Applications are invited and the **entrance exam** will be conducted in the month of June for the admission of the course.

Medium of Instruction: English.

Instructions for Students:

Students seeking admission to master's course are hereby informed that they are supposed to adhere to the following rules:

- A minimum of 70 % attendance for lectures / practical is the prerequisite for grant of term.
- There shall be tutorial / practical / surprise test / home assignment / referencing of research papers / seminar / Media house visits / training course as a part of internal assessment in each semester. The students are supposed to attend all the tests. The students should note that re-test will not be given to the student absent for the test/s.
- The students opting for dissertation/project shall follow the rules framed for the same.

Admissions:

Admissions will be given as per the selection procedure / policies adopted by the University. Reservation and relaxation will be as per the Government rules.

Examination and Evaluation of Students:

- Students will be evaluated for 100 marks for 4 credits paper and 50 marks for 2 credits paper. This will include end semester examination for 50 marks and in-semester assessment for 50 marks for a 4 credit course. 25 marks internal/In –semester and 25 marks for end-semester assessment for a 2 credit Course.
- Students have to obtain 40% marks in the combined examination of In-Semester and End- Semester assessment with minimum passing of 30% passing in both assessments separately.
- A student cannot register for third semester if s/he fails to complete the 50% credits of the total expected within two semesters.
- Internal marks will not change. Students cannot repeat internal assessment. If a student misses an internal assessment examination, they will have a second chance with the permission of the concerned teacher. But it will not be right of the student. It will be the discretion of the concerned teacher and internal departmental assessment committee. In case s/he wants to repeat Internal, s/he can do so only by registering for the said courses in the consecutive semester whichever is applicable.
- There shall be revaluation of answer script of end semester examination, but not of internal assessment papers.
- Internal assessment answer scripts may be shown to the concerned student but not end semester answer script.

In-semester Examination:

Internal assessment for each course would be continuous and dates for each test/assignment will be pre-notified in the time table for teaching or placed separately as a part of the time table. Faculty members will coordinate this activity with the help of the Head of Department.

Theory/Taught Courses:

Conducting only written tests should not be encouraged. More focus should be on non-written tests. Students should be encouraged to conduct various academic activities. A teacher must select a variety of the procedures for internal assessment for example, Mid-term test, On-line test, Computer based examination, Open book test (concerned teacher will decide the allowed books), Tutorial, Surprise test, Oral/Viva-voce, Home Assignments, Review of research paper, Seminar presentation or Journal/Lecture/Library notes.

Student/Teacher has to preserve the documentation of the internal assessment.

End-Semester Examination:

End-Semester examination for 50/25 marks per course would be held after completion of teaching for the semester. Paper setting and assessment for a particular course would be the

responsibility of the course In-charge, and these activities would be coordinated by the Department. The Department would undertake preparation of the result-sheets for the student

Standard of Passing:

Students have to obtain 40% marks in the combined examination of In-Semester and End-Semester assessment with minimum passing of 30% passing in both assessments separately.

ATKT Rules:

A student cannot register for the third semester if s/he fails to complete the 50% credits of the total credits expected to be ordinarily completed within two semesters.

GPA Rules: As per the University

Grade and Grade Point Average		
100 – 80	‘O’ Outstanding	10
79 – 70	‘A+’ Excellent	09
69 – 55	‘A’ Very Good	08
59 – 55	‘B+’ Good	07
54 – 50	‘B’ Above Average	06
49 – 45	‘C’ Average	05
44 – 40	‘P’ Pass	04
39 and less	‘F’ Fail	00

Final Grade Points	
Grade Points	Final Grade
09.00 – 10.00	O
08.50 – 08.99	A+
07.50 – 08.49	A
06.50 – 07.49	B+
05.50 – 06.49	B
04.25 – 05.49	C
04.00 – 04.24	P
00.00 – 03.99	F

Setting of Question Paper / Pattern of Question Paper:

For core (compulsory) theory course end semester question papers set by the University and centralized assessment for theory papers done as per the University instructions. Questions should be designed to test the conceptual knowledge and understanding of the basic concepts of the subject.

Theory examination will be of 3 hours duration for each theory course of 4 credits and 90 min for 2 credits. The pattern of question papers will be discussed in the class by respective teacher and there will be internal choice and compulsory questions

Verification / Revaluation:

There is also a provision for verification and revaluation. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10% marks and in the grade of the course. There shall be revaluation of answer scripts of end semester examination, but not of internal assessment papers.

University Terms:

Dates for commencement and conclusion for the first and second terms will be declared by University authorities. Terms can be kept by only for duly admitted students. The term shall be granted only on minimum 75 percent attendance at theory and practical course and satisfactory performance during the term.

Qualification of Teacher:

M.A./ M.C.J. / M. Cm. S. / M. Sc. in Media and Communication Studies, Communication and Journalism, Electronic media and also Diploma from any Film and Television Institutes of India, criteria as per the guidelines of UGC and SPPU.

Salient Features of the Course

Semester-wise Distributions of Credits

Semesters	Credits
Semester I	20
Semester II	20
Semester III	20 (for both the streams)
Semester IV	20 (Including Internships for both the streams)
Total	80

Credit Distribution According to Nature of Subjects

Taught subjects	62 credits
Project based	12 credits
Internships	04 credits

Students will have to appear for 10 credits mandatory courses in Human Rights, Cyber Security and courses on Enhancing communication skills and personality over and above the stipulated 80 credits.

Instructions for the Students:

The students seeking admission to M.Sc. Media and Communication Studies course are hereby informed that they are supposed to adhere to the following rules:

- A minimum of 70 % attendance for lectures / practical is the prerequisite for grant of term.

- There shall be tutorial / practical / surprise test / home assignment / referencing of research papers/seminar/Media house visits/training course as a part of internal assessment in each semester. The students are supposed to attend all the tests. The students should note that re-test will not be given to the student absent for the test/s.
- The students opting for dissertation/project shall follow the rules framed for the same.

Structure of the Course

Basic structure/pattern (Framework) of the postgraduate syllabus for the two-year master's course leading to M.Sc. in Media and Communication Studies, SPPU.

Semester- I

Paper code	Title of Paper	Credits
MCC101	Introduction to Communication Studies	4
MCC102	Basics of Audio-Visual Language	4
MCC103	Digital Media Studies	4
MCC104	Elements of Research	4
Electives (Any TWO)		
MCE105	Key concepts in Media Technology	2
MCE106	Excel and Data Visualization	2
MCE107	Design and Graphics	2
Total credits		20

Auxiliary Courses

Paper Code	Title of the Paper	Credits
HRE01	Human Rights Education -I	1
SDC01	Enhancing Communication Skills and Personality Development	4

Semester II

Paper code	Title of the Paper	Credits
MCC201	Formal Writing	2

MCC202	Principles of Journalism				2
Media Production (MP)			Research and Content Strategies (RCS)		
Paper code	Title of the Paper	Credits	Paper code	Title of the Paper	Credits
MCS203A	Video Production: Genre and Processes	4	MCS203B	Media, Culture and Society	4
MCS204A	Writing for Screen	4	MCS204B	Communication and Media Research	4
MCS205A	Camera and Lighting	4	MCS205B	Advertising and Branding	4
MCS206A	Video Production Practice	2	MCS206B	Communication and Development	2
Electives(Any ONE)					
MCE207	Film Criticism				2
MCE208	Radio Production				2
Total Credits					20

Auxiliary Courses

Paper Code	Title of the Paper	Credits
HRE02	Human Rights Education -II	1
SDC02	Cyber Security/Information Security	4
SDC03	Indian Constitution	1

Semester III

Paper code	Title of the Paper				Credits
MCC301	Media Laws and Ethics				2
Media Production (MP)			Research and Content Strategies (RCS)		
Paper code	Title of the Paper	Credits	Paper code	Title of the Paper	Credits
MCS302A	Direction: Principles and Processes	4	MCS302B	Social Media: Issues and Applications	4
MCS303A	Editing: Theory and Practice	4	MCS303B	Media Economics and Management	4
MCS304A	Foundation of Documentary Making	2	MCS304B	Media Audiences	2

MCS305A	Sound Recording and Design	2	MCS305B	Corporate Communication	2
MCS306A	MP Project - I	4	MCS306B	RCS Project - II	4
Electives (Any ONE)					
MCE307	Instructional Design				2
MCE308	Practices in Broadcast Journalism				2
Total Credits					20

Semester IV

Paper code	Title of the Paper				Credits
MCC401	Television Programming				2
MCC402	Digital Marketing				2
MCC403	Internship				4
Media Production (MP)			Research and Content Strategies (RCS)		
Paper code	Title of the Paper	Credits	Paper code	Title of the Paper	Credits
MCS404A	Multi-camera and VFX	4	MCS404B	Political Communication	4
MCS405A	Production Management	2	MCS405B	Basics of Data Analytics	2
MCS406A	MP Project - II	4	MCS406B	RCS Project - II	4
Electives (Any ONE)					
Paper code	Title of the Paper				Credits
MCE407	Media Entrepreneurship				2
MCE408	Open Course				2
Total Credits					20

Syllabus overview

Semester-I

MCC101- Introduction to Communication Studies

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: This introductory course is intended to provide students with an understanding of key theoretical and conceptual issues in the study of media and communications, within an interdisciplinary, social science perspective. It grounds the analysis of media and communications in broader theories of semiotics and rhetorics to better understand the historical, political, technological and cultural significance of media and a changing knowledge society.

Recommended Readings:

- Chakravarti, Uma(2006)Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India. Tulika Books, New Delhi.
- Fiske, J. (1982). Introduction to communication studies. London, Angleterre:Methuen.
- Chandler Daniel(2017) Semiotics: The Basics, New york, Routledge.
- Williams, Raymond.(2002)The Technology and the Society. The Anthropology of Media, a Reader, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers
- Castells, M. (2009) Communication Power. Oxford: Oxford University Press.
- Couldry, N. and Hepp, A. (2016) The Mediated Construction of Reality. Cambridge: Polity.
- Curran, J. (ed.) (2010) Media and Society. 5th Edition. London: Bloomsbury.
- Gill, R. (2007) Gender and the Media. Cambridge: Polity.
- Gitelman, L. (2006). Always Already New: Media, History, and The Data of Culture. Cambridge: MIT Press.
- Hall, S. (ed.) (1997) Representation: Cultural Representations and Signifying Practices. Milton Keynes: Open University Press.
- McQuail, D. (2010) Mass Communication Theory – 6th Edition. London: Sage.
- Mejjias, M. (2013) Off the Network: Disrupting the Digital World. Minneapolis, MN: Minnesota University Press.
- Thompson, J. B. (1995) The Media and Modernity: A social theory of the media. Cambridge: Polity.

MCC102-Basics of Audio-Visual Language

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The course will serve as an introduction to the basic grammar of audio-visual language. The goal of the course is for the student to understand the dynamics of moving images and the ways in which we create, see and make meanings from visuals. Students will be given a detailed insight into the idea-to-screen journey of video production and an understanding of the aesthetics of design, language, symbols and creativity as a whole. The content of the course includes important topics like production equipment and technology, management and distribution of video, image and sound combination, and visual composition. It grounds the knowledge of visual communication in the history of art and goes on to unravel the ways in which we have come to create a visual culture through films and television, from creative and ethical perspectives.

Recommended Readings:

- Monaco, J. (1981). How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
- Millerson, G., & Owens, J. (2012). Television Production. Burlington:Elsevier
- Burrows, T. D., & Wood, D. N. (1986). Television production: Disciplines and techniques.
- Dubuque, Iowa: W.C.Brown.White, G. (1982). Video techniques. London: Newness Technical Books
- Peter Combs and John Tiffin (1978). TV production for Education. Focal Press. Richard Lindheim. (1991) Inside TV Producing. Focal Press.328pages.
- Harcourt, A. (1986). The Independent producer: Film and television. London: Faber and Faber.
- Kindem, G. A., &Musburger, R. B. (1997). Introduction to media production: From analog to digital. Boston: FocalPress.
- Fairweather, R. (1998). Basic studio directing. Oxford: FocalPress.
- Rowlands, A., &Rowlands, A. (1994). The continuity handbook: A guide for single- camera shooting. Oxford: FocalPress.
- Owens, J., &Millerson, G. (2012). Video production handbook. Burlington, MA: Focal Press.
- Paul M. (2006) Visual Communication: Images with Messages
- Ralf E. Wileman: Visual Communication
- David Sless Learning & Visual Communication
- The Digital Evolution: Visual Communication in the electronic age
- Friedrich O. Huck; Carl L. Fales; Zia-Ur-Rehman. Visual Communication an Information Theory Approach

MCC103 - Digital Media Studies

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min each
Total teaching sessions	40
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description:

Following McLuhan's ideas and probes, the course first introduces and establishes communication technology as a significant determinant factor for macro level socio-cultural changes. It then discusses the basic characteristics of digital communication technologies and compares digital media with mass media. Against this backdrop, the course identifies broad contours of fundamental changes Internet and Mobile are bringing in an individual's life. It locates these changes mainly in new spatio-temporal consciousness, invasion of privacy, information & communication overload, rise of visual culture and, reconfiguration of relationship & identities. The course then extends this determinist approach to macro level and explores the rise of network society and discusses its broad characteristics.

Recommended Readings:

- 'Understanding Media: The Extension of Man' by Marshall McLuhan, The MIT Press, 1994
- 'Network Society' (Third Edition) by Yan van Dijk, Sage Publication,, 2012
- 'Alone Together' by Sherry Turkle, Basic Books, 2011
- 'Lessons from the Identity Trail: Anonymity, Privacy and Identity in a Networked Society' by Ian Kerr, Valerie Steeves, Carole Lucock (Edt), 2009
- 'Connected: What it Means to Live in Network Society' by Steven Shaviro, University of Minnesota Press, 2003

MCC104 - Elements of Research

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description:

This course is designed to introduce some of the basic concepts in research and explain the relevance of research in the world of media and communication studies. The course will begin by introducing students to the paradigm of scientific research and will help them realize the strengths and weaknesses of scientific methods. Students will learn the principles of scientific

research with special reference to media and communication studies. The course will introduce various approaches, elements, and data analysis methods used in media research to help students prepare research design for various media centric research enquiry and conduct individual research project

Recommended Readings:

- Wimmer, R. D., & Dominick, J. R. (2000). Mass media research: An introduction. Belmont, Calif: Wadsworth Pub. Co.
- Berger, A. A. (2015). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage Publications.
- Reinard, J. C. (2001). Introduction to communication research. McGraw-Hill Humanities, Social Sciences & World Languages.
- Kothari, C. R. (2004). Research methodology: Methods & techniques. New Delhi: New Age International (P) Ltd.

MCE105 - Key Concepts in Media Technology

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description:

This course aims to bring students from varied disciplines on the same page with regard to the understanding of Key concepts in Media Technology. It introduces them to various aspects of media production, such as Components of digital video, Digital image Quality, Transcoding, Understanding the digital media files, Acquisitions formats, Storage Area Network (SANs) and Network-Attached Storage (NAS), Cloud Storage, and Digital Video-audio cables and connectors. It also introduces them to DCP and Digital cinema.

Recommended Readings:

- The digital film making handbook by Sonja Schenk, Ben Long
- The Film-Makers Hand Book by Steven Ascher & Edward Pincus

MCE106 - Excel and Data Visualization

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description:

Data presentation, its quantitative analysis and visualization, is an extremely important skill in most subjects and professions. It is increasingly becoming the cornerstone of the decision-making process in many professions and research areas. The paper aims to offer basic skills for data presentation, analysis and visualization required in media and research domains. It expands on Microsoft's Excel as a basic software platform which is used across many industries. The paper provides skills related to data capturing, systematization, quantitative analysis using various mathematical formulations, pivot tables, data presentation and various ways of appropriate visualizations available in MS Excel. It emphasizes the use of various tools and techniques provided in the software. The paper basically provides a hands-on experience for using this software at a professional level.

Recommended Readings:

- 'Mastering MS Excel Functions and Formula' by WebTech publication (2021)
- 'Excel Formulas and Functions: A Step by Step Guide with Examples' by Adam Ramirez (2019)
- YouTube Channel 'MS Excel- Beginner's Guide by Tutorial Point India (Ltd) or such videos available on internet.

MCE107 - Design and Graphics

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description:

This course aims at orienting students with the basic principles of design for effective visual communication. It introduces different elements and processes of graphics design and enables the students with the practical skills of designing. Students will be equipped with the required skills in industry standard software like Adobe Photoshop, Adobe Illustrator, CorelDraw through practical exercises and projects. Each student will have a design portfolio as the outcome of the course.

Recommended Readings:

- Evans, P., & Thomas, M. A. (2012). Exploring the elements of design. Cengage Learning.
- Lauer, D. A., & Pentak, S. (2011). Design basics. Cengage Learning.
- Millman, D. (2008). The essential principles of graphic design. How Books.
- Poulin, R. (2018). The Language of Graphic Design Revised and Updated: An illustrated handbook for understanding fundamental design principles. Rockport Publishers.

Semester-II

MCC201- Formal Writing

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: The course helps develop the skills needed for ‘formal writing’. Conventionally, writing can be classified using multiple referents. One of these is the context in which writing is taking place. This paper sees business writing, formal letters, and academic writing as components of formal writing. In this course, students will be taught the basic principles of formal writing, including crucial concepts such as ‘plagiarism’, ‘paraphrasing’, ‘referencing’ and ‘citation’.

Recommended Readings:

- Oshima, A., & Hogue, A. (2007). *Introduction to academic writing* (p. 3). Pearson/Longman.
- Lipson, C. (2011). *Cite right: a quick guide to citation styles--MLA, APA, Chicago, the sciences, professions, and more*. University of Chicago Press.
- Pears, R., & Shields, G. (2019). *Cite them right: the essential referencing guide*. Macmillan International Higher Education.
- Brande Dorothea (1934) *Becoming aWriter*
- Lamott Anne (1994) *Bird by Bird: Some Instructions on Writing andLife*

MCC202 - Principles of Journalism

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: The course has three primary objectives: create awareness about news-media as an important social institution in modern societies, introduce basic principles and practices in journalism and develop the basic skill set required for reporting and feature writing. The course introduces key principles, practices and processes in journalism with focus on news values, gatekeeping, organizational structure and content processing. Through academic inputs and assignments, the course attempts to impart skills required for news gathering and writing. While the course refers to all the news media in general, it emphasizes on the print media and Indian context.

Recommended Readings:

- ‘An Introduction to Journalism’ by Flemming, Hemingway et al, Sage Publication (2006)
- ‘Mass Communication in India’ (fifth editions) by Keval J Kumar, Jaico Books, 2020
- ‘News Values’ by Paul Britton and Dennis Fory, Sage Publications, 2007
- ‘News Writing’ by Anna McCane, Sage Publication, 2006

MCS203A - Video Production: Genre and Processes

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The course helps students get a firm grip on the convergence of audio and video media to create texts. It teaches them how to frame narratives and shape their aesthetics, the use and presentation of time, the interaction of sound and image along with basics of technologies, and infrastructure used in production and editing.

Recommended Readings:

- Dancyger, K. (1999). The world of film and video production: Aesthetics and practices. Fort Worth: Harcourt Brace College Publishers.
- Non-linear Editing Basics, Electronic Film and Video Editing
- Hart, Colin. (2012). Television Program Making. Focal Press
- Bayes, S. (1999). The Avid handbook. Boston: Focal Press.
- Vale, E., & Vale, E. (1998). Vale's technique of screen and television writing. Boston: Focal Press.
- Anderson, G. H. (1984). Video editing and post-production: A professional guide. White Plains, NY: Knowledge Industry Publications.
- Ivan Cury. Directing and Producing for Television. A Formal Approach.
- Cinematography Image making for Theory & Practice
- Ward, P. (2001). Studio and Outside Broadcast Camerawork. Burlington: Elsevier.

MCS204A - Writing for Screen

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: This course focuses on the specific form of the screenplay. It is designed to help students differentiate between various forms of writing, and the format-based writing

for arriving at a screenplay. The course is intended to be a practical step-by-step skill-based program to write a screenplay.

Recommended Readings:

- Thomas, J. M. (2005). Script analysis for actors, directors, and designers. Boston: Focal Press
- Wainwright, C. A. (1966). The television copywriter: How to create successful TV commercials. New York: Hastings House.
- Save The Cat by Blake Snyder
- The Nutshell Technique: Crack the Secret of Successful Screenwriting
- Writing the Short Film Paperback – 26 October 2004 by Pat Cooper, Ken Dancyger

MCS205A - Camera and Lighting

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description:

This paper is designed to introduce and reinforce basic skills required for creating audio-visual content, which requires camera and lighting. It is designed with a practical and skill-based approach to enable students to handle any real-life equipment and videography requirements. The paper aims to equip the students with skills that are not only suitable for their production requirements, but also for procuring sustainable employment.

Recommended Readings:

- The Five C's of Cinematography by Joseph V.Mascelli
- Painting With Light by JohnAlton
- Cinematography: Theory and Practice by Blain Brown
- Masters of Light by Dennis Schaefer
- The Visual Story by BruceBloc.

MCS206A - Video Production Practice

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course focuses on the practical based Video production exercises. This course is developed in such a way the students will get the different types of practicum of camera and lighting and grammar of screen. It includes Three-point lighting, Interior lighting, exterior lighting, Low shooting lighting, Camera Blocking, Camera Movements, Use of block lens and zoom lens etc. The grammar of the screen will include the 10-shot exercise, Continuity exercise, and Dialogue exercise, among others.

MCS203B - Media, Culture and Society

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: Studying and working in the media requires an acute consciousness of the way media and culture shape people’s understanding of contemporary society. This course will examine how our everyday engagements with media are influenced and structured by broader industrial, political, ideological, and social contexts. It focuses on how people interpret and interact with media content which in turn influence cultural practices and continue to influence our daily lives. By anchoring on key theoretical debates this course provides the critical understanding of media and cultural studies from local, national and global contexts.

Recommended Readings:

- Hodkinson, Paul(2011) Media, Society and Culture London, Sage publications
- Raymond Williams. “Culture is ordinary.” Williams, Raymond. Resources of Hope: Culture, Democracy Socialism. London, Verso: 1989. Pp3-18.
- Pierre Bourdieu, Distinction. Harvard University Press,1987.
- Judith Butler. “Subversive bodily acts.” During, Simon, Ed. The Cultural Studies Reader (Third Edition). New York: Routledge, 1993. Pp371-382.
- “A Cultural Approach to Communication”, James W Carey (1989), in Communication As Culture: Essays on Media and Society, Routledge, London, pp 13 –36
- Downing, J., Mohammadi, A., & Sreberny, A. (1995). Questioning the media: A critical Introduction, Thousand Oaks, Calif: Sage Publications.
- Hay, J., Grossberg, L., &Wartella, E. (1996). The audience and its landscape. Boulder, Colo: Westview Press.
- McQuail, D. (2005). McQuail's mass communication theory. London: Sage Publications.

MCS204B - Communication and Media Research

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: A natural extension of the research methods course (part one) taught in the first semester. This course focuses on specific methodological approaches and practices in the field of media and communication studies. After revisiting key concepts in the research process by way of application, the course identifies various research domains in the field of mass media and network media. The course emphasizes on specific quantitative and qualitative methods especially in the domain of content and audiences. These methods mainly include Semiotic, Rhetorical, Discourse and Content Analysis to study the symbolic phenomenon and Survey and Quasi Experimental designs to study Audiences. The course also introduces basic descriptive statistics and use of statistical software.

Recommended Readings:

- Mass Media Research: Roger Wimmer& Joseph Dominick
- Mass Communication Research Methods, Hsia H.J.
- The Practice of Social Research, Babbie E. R.
- Methods in Social Research, Kothari C. R
- Basics of Qualitative Research, Strauss Anselm, Corbin Juliet
- How to Publish Communication Research, Edt- Alison Alexander et al
- Qualitative research methods in Public Relations and Marketing Communication- Daymon Christine and Holloway Immy

MCS205B - Advertising and Branding

Course Credits	4
Duration	January –April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20-25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description:

This course aims to acquaint students with the well-rounded understanding of concepts crucial to Marketing, Advertising and Branding. The course explores the philosophy and functions of advertising firms apart from the production of advertisements by the same. Students are equipped with the process of drafting advertising messages, designing effective advertisements, planning brand management and product marketing campaigns through case studies and practical exercises. Along with the theoretical understanding of the functions of advertisements, the course also explores the evolution of advertising standards and ethics.

Recommended Readings:

- Lewis, R. W. (1996). Absolut book: the Absolut Vodka advertising story (p. 288). Boston: Journey Editions.
- Kelly, L. (2007). Beyond buzz: The next generation of word-of-mouth marketing. Amacom.
- Levenson, B. (1987). Bill Bernbach's book: A history of the advertising that changed the history of advertising. Villard Books.
- Gladwell, M. (2010). Blink: the power of thinking without thinking. Hachette Audio.
- Solomon, R., & Slosberg, M. (2000). Brain Surgery for Suits: 56 Things Every Account Person Should Know (p. 134). New York: Strategy Press.
- Pandey, P. (2016). Pandeymonium. Penguin UK.
- Ogilvy, D. (2013). Ogilvy on advertising. Vintage.

MCS206B - Communication and Development

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course aims at familiarizing students with the developmental issues and the role of media and communication in the resolution of these issues. The course explores the dominant and alternative developmental paradigms and theories for an overall understanding of the concept of development. Communication strategies for rural, urban and tribal development will be explored along with use of traditional and modern media for social and behavior change. Students will be equipped with the knowledge of different approaches and communication strategies like Social Mobilization, Social Marketing, Entertainment Education, Digital Activism and other emerging and alternative strategies through case studies and practical activities.

Recommended Readings:

- Sen, A. (1999). Development as freedom. New York:Knopf.
- Todaro, M. P., & Smith, S. C. (2020). Economic development. Pearson UK.
- Datt, R., & Sundharam, K. P. M. (1966). Indian economy. New Delhi: Niraj Prakashan.
- Narula, U., & Pearce, W. B. (1986). Development as communication: A perspective on India. Carbondale: Southern Illinois University Press.
- Ostman, R. E. (1989). Communication and Indian agriculture. New Delhi: Sage Publications.
- N. Jayaweera and Amunagama: Rethinking Development communication, Singapore. AMIC.

MCE207 - Film Criticism

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course aims to equip students with the capacity to analyze cinema with a critically informed eye and methodological rigor. In the process, it will also enable students to locate cinema within a rapidly shifting social, cultural and technological landscape. It will touch upon the history of film criticism, and the broad lines of enquiry within the domain. Students will be introduced to the various established approaches used to critique cinema, and trained to apply these modes to contemporary films. The course will also enable students to understand the purpose and impact of film criticism, and equip them with the basic skills necessary to churn out a meaningful critique of cinema.

Recommended Readings:

- Elsaesser, T., & Hagener, M. (2009). Film theory: An introduction through the Senses. Routledge.
- Gledhill, C., & Friedberg, A. (2000). Reinventing film studies. ARNOLD.
- Hollows, J., Hutchings, P., & Jancovich, M. (2000). The Film Studies Reader. Arnold.
- Nichols, B. (1976). Movies and methods: An anthology. University of California Press.
- Vasudevan, R. (2009). Making meaning in Indian cinema. Oxford University Press.
- Wollen, P., & Rodowick, D. N. (2019). Signs and meaning in the cinema. Bloomsbury Publishing.

MCE208 - Radio Production

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course introduces students to the history and growth of radio as a medium of mass communication in India. It includes a focus on the theoretical as well as practical aspects of radio production and dissemination, while touching upon the future of the medium, beyond the radio waves. The coursework includes writing and producing content for radio as well as field visit to a radio station and engagement with practitioners.

Recommended Readings:

- All India Radio Handbook, New Delhi, 2005
- Awasthy G.C., Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C., Broadcasting in India, Sage, New Delhi, 1988.

- Masani, Mehra, Broadcasting and People, National Book Trust, New Delhi,1997.
- Kumar Kewal, Mass Communication in India, Jaico Publication,2005
- Vinitha Kohli, Indian Media Business, Response books from Sage,2008

Semester -III

MCC301 - Media Laws and Ethics

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: In this course, the differences between ethics, morality and laws are outlined and understood separately. The concept of ethics in journalism practice for print, television and digital reporting is introduced. It enables students to recognize contemporary professional practices in the media space, as dictated by laws, acts and policies in the Indian context. Students learn about legal rights and obligations in a rapidly changing and complex environment that is suited for media houses, creative entrepreneurs and for journalists. Students also examine how to navigate the digital space of contemporary media and focus on Fair Use, copyright law and best practices while dealing with ethical issues in the field.

Recommended Readings:

- Jean Folkerts (1999) The Media in your life
- Jan R. Hakeculdar (1998) Media Ethics and Laws
- Black, J. and Roberts, C. (2011). Doing Ethics in media: Theories and practical applications. New York: Routledge.
- Paranjy Guha Thakurta .(2011). Media Ethics. OUP Media

MCS302A – Direction: Principles and Processes

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20 -25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: This paper offers insights into various aspects of TV direction. It is specifically designed around the aesthetic, technical and collaborative aspects of direction with a primary focus on storytelling. Narrative, visual language and performance being the focal points, the paper offers students a thorough understanding of the process of production from script to screen. This production includes fiction narratives as well as documentary

films. Not just single camera setup, but students also explore the modus operandi of multi-camera set up from a directorial point of view. The course extends further to cover project pitching procedures as well.

Recommended Readings:

- Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press,(2010)
- Single-Camera Video Production, Musburger, Robert, B., Focal Press(2010)
- From Script to Screen: The Collaborative Art of Filmmaking, Seger, Linda and Whetmore, Edward, J., Lone Eagle Publishing Company (2004)
- Studio and Outside Broadcast Camera Work, Ward, Peter, Focal Press(2001)
- World of Film and Video Production: Aesthetics and Practice, Dancyger, Ken, Wadsworth Publishing (1999)
- Television Programme Making: Everything you need to know to get started, Hart, Colin, Focal Press(1999)
- Vales Technique of Screen and Television writing, Vale, Eugene, Focal Press(1998)
- Studio Drama: Processes and Procedures (Multiple Camera Video Series), Schihl, Robert, J., (1991)
- Directing the Documentary 5thEdition.

MCS303A - Editing: Theory and Practice

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20 -25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The paper accustoms the students to the art of Video Editing. The objective of the class is to familiarize the students with all the aspects of editing and how they affect the final product. It concentrates on the technical, conceptual and aesthetic principles associated with the process of editing. Practical application of the theory will be provided into the state-of-the-art post production studios. By the end of the paper, students will master professional editing software like Adobe Premiere.

Recommended Readings:

- In the Blink of an eye 2nd Edition: Walter Murch, 2001: Publisher:Silman-James.
- Adobe Premiere Pro CC Classroom in a Book 2022 Release: MaximJago:
- Final Cut Pro X Beyond the Basics: Advanced Techniques for Editors, TomWolsky
- Art of the Cut: Conversations with Film and TV Editors, by SteveHullfish
- Color Correction for Video: Using Desktop Tools to Perfect Your Image, by Jaime Fowler and SteveHullfish.

- The Technique of Film and Video Editing: History, Theory, and Practice 5th Edition: Ken Dancyger.
- Grammar of the Edit 2nd Edition: Roy Thompson Christopher J.Bowen: Focal press
- Colour Correction Handbook, 2nd Edition by - Alexis Van Hurkman–
- The Art & Technique of Digital Color Correction: Steve Hullfish–

MCS304A – Foundation of Documentary Making

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course takes cues from the previously studied papers in Video Production in the first and second semesters, and introduces both theoretically and practically, the field of documentary filmmaking. It provides an overview of the history of documentary film, with an understanding of various documentary modes in the changing global and contemporary contexts. It also looks at possible ways of researching and working on the documentary format and initiates an understanding of narrative structures, ideology and aesthetics suited to a documentarian.

Recommended Readings:

- Erik Barnouw. (1993). *Documentary: A History of the Non-Fiction Film*, Oxford University Press
- Bill Nichols. (2001). *Introduction to Documentary* (Indiana University Press)
- B.K.Grant & J.Sloniowski (1998). *Documenting the documentary: Close readings of documentary film and video*. Detroit: Wayne State University Press.
- K.P. Jayasankar & Anjali Monteiro. (2016). *A fly in the curry: Independent documentary film in India*.
- B.D. Garga (2007). *From Raj to Swaraj : the non-fiction film in India*. New Delhi : Penguin Books India

MCS305A – Sound Recording and Design

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: The course is designed to provide a basic theoretical knowledge of sound production techniques focussing on on-set reference recording for optimal sound, which enhances production value. The course also integrates the theory and basic introduction to post-production in sound and techniques of enhancing, correcting and designing sound for any audio-visual production.

Recommended Readings:

- The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford University Press(2013)
- The Recording Engineer’s Handbook, Owsinski, Bobby, Cengage Learning PTR(2013)
- Audio Engineering 101: A Beginner’s Guide to Music Production, Dittmar, Tim, Focal Press(2011)
- What is Music Production?: A Producers Guide: The Role, the People, the Process, Hepworth- Sawyer, Russ and Golding, Craig, Focal Press(2010)
- Creative Recording Volume 1: Effects and Processors, White, Paul, Music Sales America (2006) Creative Recording Volume 2: Microphones, Acoustics, Soundproofing and Monitoring, White, Paul, Music Sales America(2006)

MCS306A - Media Production Project-I

Project Credits	4
Duration	July-October
Guiding sessions per week	As and when required
Internal Assessment	Pre-Production submissions
VivaVoce (External assessment)	50 marks

Students in a group of 3-4 from media production) stream will take up the entire production process in any one of the following:

- AV production which will culminate in 10 min short film of fiction/Non-fiction. Audio-production through SPPU campus radio Vidyavani
- Digital media project (Web based / Social media platform)

The students will be guided by his/her faculty supervisor and evaluated by an external examiner.

MCS302B – Social Media: Issues and Applications

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20 -25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: The paper has two aims. Firstly, it aims to create a critical awareness about some social, political, psychological and cultural issues related to social media. Through these discussions the paper attempts to develop a sound understanding of social

media as a new public sphere and identity experience. Secondly, it offers insight into practices and skills required for meaningful, sustained content creation on some social media platforms. The paper also introduces basic elements of response measurement systems and algorithmic patterns on important social media. The paper attempts to develop a critical and applied mindset towards a responsible use of social media.

Recommended Readings:

- ‘The Social Media Debate: Unpacking the Social, Psychological, and Cultural Effects of Social Media’ by Daven Rosen, Routledge Publication, 2022
- ‘Search Engine Society’ by Alexander Halavias, John Willy and Sons, 2017
- ‘Facebook and Philosophy: What’s on Your Mind’ by D. E. Wittecover, Open Court Publication, 2010
- ‘Instagram: Visual Social Media Cultures’ by Book by Crystal Abidin, Tama Leaver, and Tim Highfield
- ‘Internet Memes and Society: Social, Cultural and Political Context’ by Anastasia Denisova, Routledge, 2019
- ‘One Million Followers: How I Built a Massive Social Following in 30 Days’ by Branden Kane, Ben Bella Books, 2020
- ‘The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand’ by Ekaterina Walter and Jessica Gioglio, McGraw Hill Professionals, 2014
- ‘Influencers’
- Platform: Get Noticed in a Noisy World by Micheal Hyatt, Harper Collins Leadership, 2012

MCS303B - Media Economics and Management

Course Credits	4
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20 -25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: Going beyond the social, cultural, political and aesthetic issues, this paper takes up media primarily as an industry, profession and organization. The paper first discusses economic principles and issues related to media and then takes it up as a challenging domain in management. By identifying organizational structures, division of labour and workflow in the media industry, the paper then discusses issues like media markets & marketing, revenue generation, audience measurement and media regulations. The paper tries to establish the media as a special industry and media management as a special managerial practice which requires an acute sense and balance between its business function and socio- cultural role.

Recommended Readings:

- ‘The Indian Media Business’ (Fourth edition) by Vanita Kohli-Khandekar, Sage Publication, 2014
- ‘The Indian Media Business: Pandemic and After’ by Vanita Kohli-Khandekar, Sage Publication, 2021

- ‘Media Management: Strategy, Business Models and Case Studies’ by Bernd W. Wirtz, Springer Nation, 2020
- ‘The Handbook of Media Management and Economics’ by Albarran, Chan-Olmsted et al, Taylor and Francis Publication, 2005
- ‘Media Organization Management’ (Second edition) by Redmond & Tragor, Wiley Publications, 2004
- Website- exchange4media.com
- Website- www.indiantelevision.com

MCS304B – Media Audiences

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: The course Media Audiences is designed to help students understand the centrality of the concept of ‘audiences’ in the mass communication process. In this paper students will be given a historical overview of development of audience and effects studies which will make students understand the theoretical complexities in studying media audiences.

Recommended Readings:

- Ang, I. (2006). *Desperately seeking the audience*. Routledge.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- McQuail, D. (1997). *Audience analysis*. Sage.
- McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications.

MCS305B – Corporate Communication

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description:

This paper familiarizes the students on the ways in which an organization uses corporate communication to lead, motivate, persuade and inform both employees and outside stakeholders. The course will discuss how organizations set objectives, define messages and reach their employees, the media, customers and extended audiences, Focus will be placed

on crafting corporate messages for internal and external stakeholders. It covers corporate communications planning and briefs, media relations, digital PR, social responsibility and crisis communications.

Recommended Readings:

- Joep Cornelissen, Corporate Communication: A Guide to Theory and Practice, Sage Publication,(2005)
- Michael B. Goodman, Peter B. Hirsch, Corporate Communication: Strategic Adaptation for Global Practice, Peter Lang Publication,(2009)
- Sandra Oliver, Corporate Communication: Principles, Techniques and Strategies, Kogan Page,(2005)
- Argentiby Strategic Corporate Communication, Tata McGraw-Hill Education, 2004

MCS306B – Research and content strategies-I

Project Credits	4
Duration	July-October
Guiding sessions per week	2-3
Internal Assessment	Pre-submission seminars
Viva-Voce (External assessment)	50 marks

Students in a group of 2-3 from RCS stream will take up the assignment in any one of the following:

- a. Research Dissertation involving literature review, formulation of research questions, data collection and analysis.
- b. Students can take a search/research based content development project on some important or contemporary topic.
- c. Digital media project(Content development for digital media platforms)

The students will be guided by his/her faculty supervisor and evaluated by an external examiner.

MCE307 – Instructional Design

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: Instructional Design is a multidisciplinary subject which builds up its principles and practices on the inputs from subjects like educational psychology, technology, media and methods of instruction. This discipline is rooted in three most crucial paradigms of learning: behaviorism, cognitive and constructivism. This course introduces the students to important learning theories, instructional design models and the complete process of

design. The course also explains various instructional strategies and methods to help student design suitable learning solutions. Besides, it introduces some software tools which are used to prepare instructionally sound learning experiences. This course aims to make students proficient in designing and developing instructionally sound content.

Recommended Readings:

- Choi, H. J., & Johnson, S. (2005). The effect of context-based video instruction on learning and motivation in online courses. *American Journal of Distance Education*, 19(4),215-227.
- Coombs, Norman (2010). Creating a level learning space in Making online teaching accessible: Inclusive course design for students with disabilities (pp. 1–18). San Francisco, CA:Jossey-Bass.
- Coombs, Norman (2010). Making multimedia accessible in Making online teaching accessible: Inclusive course design for students with disabilities (pp. 101–113). San Francisco, CA: Jossey- Bass.
- Kirschner, P. A., Sweller, J., & Clark, R. E. (2006). Why minimal guidance during instruction does not work: An analysis of the failure of constructivist, discovery, 23 problem-based, experiential, and inquiry-based teaching. *Educational Psychologist*, 41(2),75–86.
- Krathwohl, D. R. (2002). A revision of Bloom's taxonomy: An overview. *Theory into Practice*, 1(4),212–218.
- Mayer, R. E. (2002). Rote Versus Meaningful Learning. *Theory into Practice*, 41(4), 226–232.
- Morain, M., & Swarts, J. (2012). YouTutorial: A framework for assessing instructional online video. *Technical Communication Quarterly* 21(1),6-24.

MCE308 – Practices in Broadcast Journalism

Course Credits	2
Duration	July-October
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	12-15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: Extending the inputs from the paper ‘Principles of Journalism’ in the second semester, this paper focuses on some basic practices in television journalism. It first identifies the basic organizational structure of TV news channels and the electronic news gathering process. The paper then focuses on reporting, scripting and editing for television news. The paper also introduces some basic techniques and technologies associated with broadcast journalism. It also aims to impart basic skills like piece to camera, scripting and video editing.

Recommended Readings:

- ‘Television Production & Broadcast Journalism’ by Phillip L. Harris, Goodheart-Wilcox Publisher, 2011

- ‘Understanding Broadcast Journalism’ by Starkey, McDonald et al Jukes, Routledge, 2017
- ‘Broadcast Journalism: Techniques of Radio and TV News’ by Andrew Boyd, Focal Press, 1997
- ‘Broadcast Journalism in the 21st Century’ by K. M. Shrivastava, New Dawn Press, 2005
- ‘Indian Journalism in a New Era: Changes, Challenges, and Perspectives’ by Shakuntala Rao (Editor), Oxford University Press, 2019

Semester IV

MCC401 – Television Programming

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course, designed to help students understand the world of television programming, has two broad components namely audience measurement systems and television programming. In ‘audience measurement systems’ students will be given an overview of audience measurement systems in India with special reference to television audiences. Having learnt the basics of audience measurement systems, students will be exposed to the practical world of television programming for GECs i.e. general entertainment channels. The unit will discuss the need, significance process and challenges associated with television programming.

Recommended Readings:

- Meehan, E. R. (2005). *Why TV is not our fault: Television programming, viewers, and who's really in control*. Rowman & Littlefield.
- Gross, L., Gross, B., & Perebinossoff, P. (2012). *Programming for TV, radio & the Internet: Strategy, development & evaluation*. CRC Press.
- Eastman, S. T., & Ferguson, D. A. (2012). *Media programming: Strategies and practices*. Cengage Learning.

MCC402 – Digital Marketing

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: The course is tandem with changing nature of media and communication today in times of convergence. It covers the aspects of Internet, Social Media and Mobile Marketing that are most relevant to the marketing mix for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, communications and PR. Within the overall framework of digital marketing the paper emphasizes more on social media platforms which navigates variety of content.

Recommended Readings:

- Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World By Gary Vaynerchuk
- Digital Marketing That Actually Works the Ultimate Guide: Discover Everything You Need to Build and Implement a Digital Marketing Strategy That Gets Results by Krista Neher, Joe Busam, Allison Chaney, Lirie VanSchaik, Melissa Byers
- Digital Marketing Strategy – An Integrated Approach to Online Marketing By Simon Kingsnorth
- Social Media Marketing Power Mindset by Rory Ames-Hyatt

MCC403 – Internship Programme

All the Students are expected to do an internship at any media /communication related organizations during their semester breaks. It is a compulsory exercise for both the streams. Students have to undergo a minimum 30 days of internship in any organization they have chosen. Two such internships are assessed during their course period. After completion of internship, students are expected to submit an internship report. Evaluation of the internship is based on the report, viva-voce by internal faculty members and the feedback from the concerned authority of organization where the student interned.

MCS404A – Multi-Camera and VFX

Course Credits	4
Duration	January -April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20 -25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description: This paper is aimed at introducing the fundamentals of multi-camera production and various advanced techniques used in Video Post-production process. Multi-

camera production fundamentals emphasize the importance of live, naturalistic, non-repeatable and non-fiction content such as interviews, sports, game show productions, etc. Advanced Video Post-production techniques emphasize the processes like Color Correction (CC), Computer Generated Images (CGI), Visual effects (VFX) etc. Students are introduced to TV industry standard software like Adobe Photoshop, Davinci Resolve, After Effects, etc. The course uses a combination of classroom sessions and hands-on student activities.

Recommended Readings:

- The Visual Effects Arsenal: VFX Solutions for the Independent Filmmaker
- VFX Fundamentals: Visual Special Effects Using Fusion 8.0 by ByWallaceJackson
- The Art and Science of Digital Compositing: Techniques for Visual Effects, Animation and Motion Graphics, MorganKaufmann
- Digital Compositing for Film and Video by Wright, S. (2010), Focal Press
- The VES Handbook of Visual Effects Zwerman, Okun (2010), Focal Press
- Adobe After Effects CC Classroom in a Book (2018 release) 1stEdition
- The Visual Effects Producer: Understanding the Art and Business of VFX By Charles Finance, SusanZwerman

MCS405A – Production Management

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: Video production is a team work job. To complete any production you need people of different skill sets. This course focuses on the production part of the film making process. It includes roles and responsibilities of production manager, film distributor etc. It also throws light on the film economics, guerilla shooting techniques, legalities of production and film festival market.

Recommended Readings:

- Film Production Management, Third Edition by Bastian Cleve
- The Complete film production handbook by by Eve Light Honthaner
- The Business of Media Distribution: Monetizing Film, TV and Video Content in an Online World (2009) by Jeff Ulin

MCS406A – Media Production Project-II

In this semester Students from ‘Media Production’ stream take up an AV production/ Radio Production/ Digital media Project worth 4 credits. For a AV production, the subject, topic, content of the project has to be of the length 8 - 10 minutes. After approval of the story concept from the production guide and the script selection committee, students are expected to assume

the role of the director/s for this project and execute it within given/scheduled time frame. Also, in order to understand the process better, students will be expected to do at least two production exercises and do detailed documentation in the pre-production, production and post-production phases.

Evaluation of any of the above project involves production exercises, submissions related to productions and the final product (short film, radio production etc) along with a viva- voce for the same.

MCS404B – Political Communication

Course Credits	4
Duration	January -April
Teaching sessions per week	2 of 90 min. each
Total teaching sessions	20 -25
Internal Assessment	3-5 Assignments for 50 marks
Semester end exam	50 marks

Course Description:

The paper explores the complex relationship between the communication, media and power politics. It first delineates the centrality of communication in any political process and then takes up the specific case of liberal democracies like India and traces various contours of the political communication. After explaining politics as concept and practice, the paper explores the role of communication in politics in its three forms: unmediated, mass mediated and network-mediated political communication. The paper also describes two phases of this relationship- politicization of media and mediatisation of politics. It also takes a critical appraisal of practices of political image management, campaigns, propaganda and censorship. Finally, the paper attempts to portray a sketch of contemporary political public sphere in liberal democracies. Although the paper does take into account references and cases from across the world, it emphasizes the Indian context of political communication.

Recommended Readings:

- ‘Media and the Political Process’ (Second edition) by Eric Louw, Sage Publication, 2010
- ‘Key Concepts in Political Communication’ by Darren Lilleker, Sage Publication, 2006
- ‘An Introduction to Political Communication’ by Brian McNair, Routledge Publication, 2018
- ‘Modi Effect: Inside Narendra Modi’s Campaign to Transform India’ by Lance Price, Hodder and Stouton, 2015
- ‘Political Communication: The Indian Experience’ Vol 1 & 2 by Kiran Prasad, 2003
- ‘The Game of Votes: Visual Media Politics and Elections in the Digital Era’ by Farhat Basir Khan, Sage Publications, 2019

MCS405A – Basics of Data Analytics

Course Credits	2
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Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description:

The course offers a foundation for working with various data of large size in quantitative mode. It introduces some basic statistical tools and techniques related to frequency distribution, probability, correlation, regression and hypothesis testing. It introduces these elements and analytical processes through a basic orientation of the programming language Python.

Recommended Readings:

- A General Introduction to Data Analytics by Moreira, Carvalho et al, Wiley Publications, 2019
- ‘Data Analytics Basics A Beginner’s Guide’ by Simplilearn · IndraStra Whitepapers2020
- ‘Storytelling with Data: A Data Visualization Guide for Business Professionals’ by Cole Nussbaumer Knaflic, John Wiley & Sons Publication, 2015
- Creating Value With Social Media Analytics: Managing, Aligning, and Mining Social Media Text, Networks, Actions, Location, Apps, Hyperlinks, Multimedia, & Search Engines Data, by Gohar F. Khan CreateSpace Independent Publishing Platform.
- Python Fundamentals by Marvin, Ng’Ang’A, et al Packt Publishing, 2018
- Basic Python Programming for Beginners Paperback – by Dr. Marlapalli Krishna S. Jaya Prakash et al.

MCS406B – Research and Content strategies Project-II

Students from research and communication strategies stream take up an individual research dissertation worth 4 credits. The subject for research must be directly related to media and communication. After approval from the guide and the committee, students are expected to work on the topic thoroughly and submit the dissertation within the given deadline.

Evaluation is made on the basis of external assessment of the research dissertation and viva voce.

MCE407 - Media Entrepreneurship

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course will help future media professionals who aspire to take their own path rather than seek employment in corporations or media organizations. The goal of this course is to inspire students to become media entrepreneurs and to help them imbibe an entrepreneurial mind-set. Through this course students will learn what are entrepreneurial opportunities in the field of media and communication studies. Students will be given an opportunity to assess their own strengths and identify gaps that need to be addressed to become a successful media entrepreneur. This course will aim to initiate the student in the journey of becoming an entrepreneur and will be based on projects and activities that will deliver the real experience of Media Entrepreneurship.

Recommended Readings:

- Hoffman, R., & Casnocha, B. (2012). *The Start-up of You: Adapt, Take Risks, Grow Your Network, and Transform Your Life*. Random House.
- Reis, E. (2011). *The lean startup*. New York: Crown Business, 27, 2016-2020
- Kawasaki, G. (2015). *The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything*. Penguin.
- Masters, B., & Thiel, P. (2014). *Zero to one: notes on start ups, or how to build the future*. Random House..
- Covey, S. R. (2013). *The 7 habits of highly effective people: Powerful lessons in personal change*. Simon and Schuster.
- Godin, S. (2010). *Linchpin: Are you indispensable? How to drive your career and create a remarkable future*. Hachette UK.

MCE408 - Open Course

Course Credits	2
Duration	January -April
Teaching sessions per week	2 of 2 hours each
Total teaching sessions	12 -15
Internal Assessment	2-3 Assignments for 25 marks
Semester end exam	25 marks

Course Description: This course will be announced by respective faculty member at the end of the II semester and the course/title may vary every year significantly in their content and approach to the subject . The courses offered in this slot are not limited to theory-based subjects but also can be a combination of practical preparation for various media careers and alongside opportunities. For instance, gaining practical skills such as making portfolios or copy-writing etc.