

BANGALORE UNIVERSITY
DEPARTMENT OF ELECTRONIC MEDIA (FACULTY OF SCIENCE)
RULES AND REGULATIONS FOR TWO-YEARS M.SC. ELECTRONIC MEDIA
COURSE UNDER CBCS SEMESTER SCHEME WITH EFFECT FROM 2014-15

General objectives of the course:

The world mass media has changed with the advent of technology. The transformation in Mass media has contributed to the field of electronic media considerably. Media Education has taken momentum in the world and in India during early 20th century. The needs and the demands have created the new Diaspora for specialized media training. To meet the new trends in the Electronic media field necessitates the revamping of class room teaching for the media students.

Keeping mass media expansion in mind the course has been restructured with the following broad objectives.

1. Train the students to meet the requirements of the electronic media organizations and the society.
2. To train the students with special focus to cinema, Radio and Television programme productions
3. To educate the students in the areas of research, media management, advertising and Corporate communication.
4. To enlighten students to be aware of the media impact on culture and society, ethical and legal aspects of media profession.
5. To train the students in multi media and emerging communication technologies.

I. Eligibility for Admission

1. Department shall admit the maximum number of 35 students. In addition 5 seats to be filled under payment quota.
2. Candidates who have passed any bachelors degree examination of Bangalore University or any other recognized university and passed graduation with 50 percent of marks (aggregate of all the subjects including the languages) are eligible as per the Bangalore University rules.
3. In case of SC/ST categories of students the minimum percentage of marks required shall be 5 percent less than general categories.

II. Admission procedure

Admission to M.Sc. Electronic Media Course shall be made in order of merit of the candidates subject to the statutory provision of the reservation based on the following criteria.

- a. Half of the percentage of average of marks obtained by the candidates in all the examination of three years bachelors' degree course including languages.
- b. Entrance test will be conducted for 50 marks.
- c. Entrance test shall be designed to test aptitude interest and flair for the study M.Sc. Electronic Media.
- d. Any candidate found to have given false information at the time of admission regarding eligibility shall forfeit the admission even after getting selected and admitted to the course.

III. Duration of the Course

The course of the study of the M.Sc. Electronic Media degree shall be of two year compositing four semesters. The course commencement, programme, examination, scheme of instruction, terms and vacations shall be as prescribed by the university from time to time.

IV. Course of Study and Schemes of Instructions

V. Examination

- a. There shall be a university examination at the time of each academic semester with a maximum of 70 marks in case of theory and practical paper.
- b. Internal assessment marks; each theory paper and practical paper shall have 30 marks for internal assessment. The award of internal assessment is based on two class test, attendance and assignments in the academic semesters.
- c. The internal assessment marks once awarded for any paper shall be retained and considered as final even if a student reappears for that paper in subsequent attempts.

VI. Attendance, Progress and Conduct

- a. Students have to compulsorily attend the classes, seminars, practical classes and other academic activities conducted during the academic year as prescribed by the department.
- b. Students shall be considered to have completed the attendance requirements if they have attended not less than 75% of the class conducted in each of the papers.
- c. Students who do not satisfy the attendance requirements will not be permitted to appear for the university examination.

VII. Minimum requirement for pass

- a. A candidate shall be declared to have passed M.Sc. Electronic Media degree examination in each semester if he/she obtained not less than 35% of marks in each of the theory papers, including the internal assessment marks and 40% in the aggregate of all the papers including internal assessment marks.
- b. Those candidates who fall short of 40% marks in aggregate even when they have secured 35% marks in all the papers and want to improve their results may select any paper/papers to appear once again to improve their semester performance within a period of one year.
- c. A candidate could continue his/her studies in the next semester irrespective of number of papers in which he/she has passed in the previous semester exams provided he/she has satisfied attendance requirements in the previous semester.
- d. A Candidate shall compulsorily appear for practical examination conducted by the department, and shall pass in respective practical exam. If the candidate secured less than the pass marks he/she has to reappear for the practical exam in subsequent academic year.

VIII. Documentary Project and Viva

- a. All the students of M.Sc. Electronic Media shall produce a 15 to 17 minutes video documentary in the 4th semester by following guideline as prescribed by the department.
- b. All the 4th semester of M.Sc. Electronic Media students shall be compulsorily attend for Viva conducted by the department.

IX. Internship

All the students shall undergo an internship with media organizations for a period of not less than 8 weeks immediately after the M.Sc. Electronic Media 4th semester examinations.

BANGALORE UNIVERSITY
CBCS Two Years (Four Semester)
Post Graduate Programme: M.Sc. Electronic Media
(First Semester)

T-101 Introduction to Electronic Media

Objective: To introduce the students to the basics of electronic media

Unit – 1

Growth and development of radio - Radio during second world war; Evolution and growth of radio in India- Radio since 1947, Commercial radio, organizational structure of radio, Present status of radio in India, impact and reach of radio.

Unit – 2

Private radio channels in India. : Community radio, satellite radio. Major radio networks in India.

Unit - 3

Television in India: SITE, Organizational structure of Doordarshan, Emergence of cable and satellite channels, news and entertainment networks, National and regional channels .

Unit - 4

History and development of film in India: silent era, talkies. Documentary, Short films, parallel cinema, commercial films, Current trends in Indian films.

Unit - 5

New Media: Evolution of internet, Computer revolution in India. Social media mobile communication.

Books for Reference:

1. Arvind Singhal and Everett M. Rogers, India's Communication Revolution- Sage Pub. 2007
2. Keval J. Kumar, Mass Communication in India Jaico, Mumbai.
3. P.C. Chatterjee, Broadcasting in India, Sage Pub. New Delhi.
4. Marshal Macluhan, Understanding media
5. Seema Hasan, Principles of Mass communication-
6. Shamci A.N., Electronic Media, Anmol Publication
7. Arora, Sushil, Encyclopedia of Indian Cinema, Anmol Publication.
8. Maria Bakard, Internet society- the internet in everyday life, Sage publication, 2005.

BANGALORE UNIVERSITY
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(First Semester)

T-102 News gathering and Writing for Electronic Media

Objective: To enable students to write electronic media scripts and prepare news reports

Unit - 1

The news; Meaning, news judgment, language of news. News writing techniques; lead and body, organizing story, sources, interview.

Unit – 2

Reporting and Editing: Political, legal, crime, art and culture, lifestyle, business, sports. Investigative and interpretative reporting. Techniques of copy editing.

Unit - 3

Radio and TV Scripts; basics, types, nature and characteristics. Stages of script development; background research, brain storming, concept, pitching, treatment, first draft, voice narration and dialogue, revision, final draft.

Unit – 4

News gathering techniques: ENG, SENG, DN and OB Production or radio and television news.

Unit – 5

News documentaries: Story, research, script writing for TV and Radio and public service announcements.

Books for Reference:

1. Lanson, Stephens, Writing and reporting the news, Oxford university press.
2. Frieman, Writing for visual media, Focal press.
3. Fred Fedler, Reporting for Media, Oxford Press.
4. T.K.Ganesh, News reporting and Editing in digital age, Gnosis Publications.
5. Steve Weinberg, The Reporters' handbook, Bed Ford Publication.
6. Ken Metzler, News Writing Exercises.
7. Carole Rich, Writing and Reporting News, Thomson-Wordsworth publications.
8. Dona Cooper, Writing Great Screen Plays for Film and TV, Mc Millan Publication.
9. J. Michel Straczlynski, The Complete Book of Script Writing, Titan Publication.

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T-103 New Media Technology

Objective: Students has to understand the importance of new media technology

Unit: 1

Satellite Communication, up linking, down linking, parts of satellite, transponders, antennas, earth station 10hrs

Unit: 2

Cable Communication, Cable casting, OFC, Cable telecommunication, cable internet service. 10hrs

Unit: 3

Terrestrial communication, DTT,AM,FM transmission, relay station, microwave communication. 12 hrs

Unit: 4

Mobile communication, CDMA, GSM technology, mobile communication pattern, satellite telephony, 3G and 4G technology in mobile, Smartphone video telephony, mobile application. 10hrs

Unit: 5

Broadcasting technology, master control room, production control room, OB Van, OB Trucks, transmission technology, computer assisted communication and other emerging technologies 10hrs

Books for Reference

1. Anton et.al.: Using Quark Xpress 4. Indianapolis: Que Publ.
2. Bangia, Ramash L: Learning Page Maker 7.0. New Delhi: Kanna Book Publ.Co. Pvt Ltd
3. Bangia, Ramash: Learning Corel Draw 12. New Delhi: Kanna Book Publ.Co. Pvt Ltd
4. Bauer & Foster: Using Adobe Photoshop 7. Indianapolis: Que Publ.
5. Craig, Richard.: Online journalism: reporting, writing and editing for new media. Belmont: Thomson/Wadsworth
6. McQuail, Denis.: Mass Communication theory: An introduction, 3rd Ed. New Delhi: Sage Publications.
7. Nick, Heap Ray & Thomas Geoff: Information technology & society. New Delhi: Sage Publications.
8. Polonsky, Brett.: Official Microsoft Frontpage 2000 book. Washington: Microsoft Press
9. Snellned, Temple Bob & Clork T.Michoel: Internet and web basics all in one. Indianapolis: Pearson Educations.
10. Srivastava, Chetan.: Fundamentals of information technology. New Delhi: Kalyani Publishers

BANGALORE UNIVERSITY
CBCS Two Years (Four Semester)
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(First Semester)
T-104 Computer Applications in Electronic Media

Objective: To introduce the students to the basics of Computers and its application related to electronic media.

Unit - 1

Origin and growth of computer, main input and output devices, □ Computer memories – primary and secondary, Introduction to operating systems, LAN, WAN, MAN.

Unit - 2

Presentation application excel: word processing, spreadsheet, power point presentation, photo management, media players.

Unit - 3

Internet: Internet protocols FTP, HTTP, TCP, IP. Use of search engines, E-mailing, Blogs, chatting, bulletin boards. Web technology: Web Browsers, and Social networking sites.

Unit - 4

Multimedia: Definition, hardware requirements for multimedia, components of multimedia- text, graphics, video and sound, compression formats.

Unit - 5

Computer Software: System Software and Application Software; Programming Concepts: Open source and Propriety, Operating Systems: Windows & LINUX.

Books forReference:

1. Satyanarayana, R., Information Technology and its facets, Delhi, Manak 2005.
2. Sunder, R., Computers Today Ed.2, John Wiley, 2000.
3. Benedikt, M., Cyberspace: First steps, ed. Cambridge, MA. MIT Press. 1991.
4. Chapman and Chapman, Digital Multi media, Wiley Publication.
5. Macintosh, Advanced Adobe photoshop, Adobe publishers.

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(First Semester)
T-105 Basic Television Production Techniques

Objective: To make students understand the art of Basic Television Production Technique.

Unit - 1

Television as a medium of communication- technical factors and aesthetic factors. Evolution of television production- changing trends in television production.

Unit - 2

Studio equipment - role of and responsibilities of production team - Producer, Director, Floor Manager, Camera person, sound engineers, Lighting director, editors, script writer, storyboard writer, art director etc., Production design and planning.

Unit - 3

Television program formats - styles and genres, news, entertainment and infotainment programs.

Unit - 4

Script writing to story boarding – concept story, Screenplay - construction of sequences-scenes, Single and dual column script,

Unit - 5

Introduction to stages of production: pre production, production and post production. Copyright issues.

Reference:

1. Frederich Shook, Television Field Production and Reporting.
2. Rudy Bretz, Techniques of TV Production, Focal Press
3. Gerald Millerson, Techniques of Video Production.
4. Effective TV Productions by Gerald Millerson, Focal Press.
5. Gerald Millerson, Video Camera Techniques.
6. David Lusted and Christine Geraghty, The Television Studies Book.
7. Jonathan Bignell, An Introduction to Television Studies, Routledge 2007

BANGALORE UNIVERSITY
TWO-YEAR (semester)
Post Graduate Course in M.Sc. Electronic Media
(First Semester)

TITLE OF THE PAPER: P-106 A-Computer Applications in Electronic Media

- A. Microsoft Office
- B. Web Designing
- C. Graphic Designing
- D. Video and Image Editing
- E. Sound Editing

BANGALORE UNIVERSITY
TWO-YEAR (semester)
Post Graduate Course in M.Sc. Electronic Media
(First Semester)

TITLE OF THE PAPER: P-106 B-Basic Television Production Techniques

Practicals

- A. Writing Production Proposal
- B. Writing camera Script Storyboard
- C. Short films documentaries
- D. Actuality coverage
- E. Production of special programs

BANGALORE UNIVERSITY
CBCS Two Years (Four Semester)
Post Graduate Programme: M.Sc. Electronic Media
(First Semester)
T-107 Media and Social Change

Objective: To teach students about social and cultural impact of mass media

Unit - 1

Communication system- Communication process; meaning and definition, structure, principles and functions. Introduction to society and culture.

Unit - 2

Media and society- the rise mass media, sociology of media, Media and democracy, Media and public sphere. Public opinion.

Unit - 3

Cultural thoughts: Mass culture-, cultural imperialism, hegemony, media institution. Media monopoly, Technological determinism.

Unit - 4

Theories of social change- Mass society theory, critical theory, message-centered theory, theory of audience effect, uses and gratification of media, modernization theory, development communication theory and models. 12 hrs

Unit - 5

Evolution New media- effects and implications, role of new media in democratization process, citizenship through participation. 10 hrs

Books for Reference:

1. Amitai Etzioni and Eva Etzioni, Social change, sources, patterns and consequences, Basic books Inc, Newyork.
2. Joseph A, Communicology-an introduction to the study of communication, Devito, Harper and Row Publishers, Newyork.
3. Denis Macquail, Mass communication theory- An introduction, Sage Paublication.
4. Wilbur Shramm, Mass communication.
5. Srinivas M.N. and Rogers E., Communication and development in third world countries, Sage publication, 2010.

BANGALORE UNIVERSITY
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(SECOND SEMESTER)

T-201 Media Management

52 Hrs

Objective: To learn media organization patterns, management and media economics.

Unit - 1

Management: Definition, Nature and Scope, Principles, Process.

8 hrs

Unit - 2

Principles of media Management and their significance- media as an industry and profession, Different Media organizational structure, delegation, decentralization, motivation, control and co-ordination.

10 hrs

Unit - 3

Ownership patterns of mass media in India- sole proprietorship, partnership, private limited companies, public limited companies, trust, co-operatives, religious institutions (societies) and franchises, transnational ownership.

12 hrs

Unit - 4

Policy formulation- planning, problems; Organizational theory, process and prospects of launching media ventures. Mergers, acquisitions, Takeovers, FDI.

10 hrs

Unit - 5

Economics of electronic media-management, business, legal and financial aspects of media management. Building and finance, capital costs, production costs, commercial polity, advertising and sales, strategy, completion and survival, evolving a strategy and plan of action.

12 hrs

Reference:

1. Vedaprakash Gandhi, Electronic Media Communication and Management, Kanishka Publication.
2. Kohli, The Indian Media Business, Response publication.
3. Angela Wadia, Baroadcast Management in India, Kanishka Publications.
4. Alan B Albarran, Management of Electronic Media, Wordworth-Thomson Publication.
5. Piers Robinson, The CNN effect : The Myth of News, Foreign policy and Intervention. Routledge Publication.

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(SECOND SEMESTER)

T-202 Film Communication and Film appreciation

52 Hrs

Objective: To prepare the students to analyze and appreciate good cinema.

Unit-1

The origin of films, film as entertainment and art in the 20th century, relationship with other media like theatre, print, radio and television. 10 Hrs

Unit – 2

The Art of the film and its relationship with other arts like literary, theater, music and painting. Film and realism, film language, film genres, film psychology and sociology. 10 Hrs

Unit - 3

Indian cinema: documentary movement in India - Government and cinema, Parallel cinema, feature films. 10 Hrs

Unit - 4

Institutions of cinema in India, production, distribution and exhibition. Public sector film organizations and their functions. Film Associations and their contribution. 12 Hrs

Unit - 5

Making of Film- Direction, choreography, art direction, music composition, dubbing, story line, script, film presentation, editing. Criticism and review of cinema. 10 Hrs

References:

Dudley Andrew, Major Film Theories
Eric Barnouw, Documentary.
Mike Wolverton, Reality on Reels.
James Monaco, How to read the films.
Hugh W Baddeley, The documentary of film production.
Student has to analyze one film every week

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(SECOND SEMESTER)

T-203 Media Laws and Ethics

52 Hrs

Objective: To teach the students Laws and ethics pertaining to Mass media.

Unit - 1

Constitution of India- Features, fundamental rights, Fundamental duties, Directive Principles. Freedom of the press and reasonable restrictions, Press during emergency. Media laws and ethics in India. 10 hrs

Unit - 2

History of press legislations in India, rights of the press, Press council of India and code of conduct for journalists, Provisions for legislature reporting, parliamentary privileges. 10 hrs

Unit - 3

Right to Information Act 2005, Contempt of court Act-1971, Defamation law in India, right to privacy, Consumer Protection Act 1986. 10 hrs

Unit – 4

Intellectual property rights- Copy Right Act 1957, Trade mark act, patent act, Press and Registration of Books Act- 1867. IPC with reference to Sedition, Obscenity, Crime against women, children. POSCA. 10 hrs

Unit – 5

Cinematograph act 1952, Censorship, Prasar Bharti Act 1990, Cable TV networks regulation act 1995, Information technology Act 2000, Cyber laws, Media Ombudsman. 12 hrs

Books for Reference:

1. Paranjy guha Thakutha, Media Laws and ethics; Truth, fairness and objectivity, Making and breaking news- Oxford University Press.
2. Durga Das Basu, Law of Press, Prentice Hall of India.
3. Samuel T.M., Computer crime and information technology, Commonwealth publication.
4. Kenneth C Creech, Electronic Media Law and Regulation.

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(SECOND SEMESTER)

T-204: Television Programme Production Techniques

52hrs.

Objective: To learn the facets of television programmes and production.

Unit - 1

Television as Entertainment medium. Introduction to entertainment formats of TV programs - Soap operas, situation comedies, Discussions, game shows, quiz shows, talent Shows, musical Programs. 10 hrs

Unit - 2

Single camera production: Characteristics of Single camera production- Team and their responsibilities. Production process, development stage - pre production stage - production stage - post production stage – mastering – duplication - distribution.

10 hrs

Unit - 3

Multi-camera studio production and Working principles of Electronic Field Production (EFP) - team members and their roles. Studio equipment. Floor plan, sound design, lighting design, Set and props design. Production process, development stage - pre production stage - production stage - post production stage – offline and online production. 12 hrs

Unit – 4

Basic Television news production techniques: production of news magazine, Electronic News Gathering, PTC, Sound byte, Current affair programs, news interviews, Production Control room and Studio Floor. 10 hrs

Unit - 5

Basic elements of the documentary: selection of story, script, Different stages of documentary production techniques. Copyright issues.

10 hrs

Books for Reference:

1. Amjad Ali, Introducing News Media, Essess publication.
2. Edited by Robert C. Allen, The Television Studies Reader, Annette Hill
3. Glen Creeber, TELE-VISIONS: An Introduction to Television Studies, 2006
4. Ronald wolfe, A guide to scripting for TV, Radio and Film –
5. Rudy Bretz, Techniques to TV Production, (McGraw Hill)
6. Prager, Understanding TV –
7. H Zettel, TV Production Handbook
8. Allan Wurtzel, TV Production

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(SECOND SEMESTER)

T-205: Camera and lighting Techniques

52 Hrs

Objective: Learning the art of camera and television lighting.

Unit - 1

Evolution of cinematography, Basic elements of cinematography, various prospective of Cinematography. Basics of digital Cinematography.

10 hrs

Unit - 2

Types of cameras, principles of camera, mounting equipment. Functions and Controls of Video Camera, Camera Lens and types. Depth of field, Depth of focus, Hyper focal distance.

12 hrs

Unit - 3

Elements of Composition. Framing, Image size, angle. Concept of looking space, head room, walking space. Camera movements- 180 axis of action rule, Imaginary line-continuity.

10 hrs

Unit - 4

Lighting, Objectives of lighting. Source of light- Light Direction- intensity, colour temperature. Composition of lighting- Unit of light-foot candle, lux. Lighting and exposure-direct light, diffused light. Lighting Instruments, lighting accessories. studio lighting procedures- 3 point lighting, cyc light.

12 hrs

Unit - 5

Audio equipments: microphones, placement of microphones. Audio recording, location, studio and OB recording, Mixing techniques, sound editing, audio control, cables, connectors, uses of sound effects.

8 hrs

References:

1. Allen Bermingham: Location Lighting For Television, Focal Press Publication.
1. Mark Jacobs: Photography in Focus
2. MJ Langford: Basic photography.
3. Gerald Millerson: Video Camera Techniques, Focal Press
4. John Peter: Techniques of TV Cameraman.
5. Des Lyver: Graham Swainson, Basics of Video Lighting, Focal Press.
6. Gerald Millerson: Lighting for Television and Film, Focal Press
7. Roy Sidney: The Lens and All its Job.

BANGALORE UNIVERSITY
CBCS Two Years (Four Semester)
Post Graduate Programme: M.Sc. Electronic Media
(SECOND SEMESTER)
T-206 A: Television Programme Production Techniques

Practicals:

1. Single Camera Production
2. Multi Camera Studio Production
3. Electronic Field Production
4. Short Documentary Production
5. Production of news magazine

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(SECOND SEMESTER)
T-206 B: Camera and lighting Techniques

Practicals

1. Camera Movements
2. Shot Composition exercises
3. Outdoor Lighting
4. Studio Lighting
5. Audio recording and editing.

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(SECOND SEMESTER)

T-207 Development Communication

52 hrs.

Unit: 1

Concepts of development: definition, nature and indicators of development. Complexities of development; paradigms of development; dominants and alternative paradigm, modernization.
10 hrs.

Unit: 2

Development approaches: Theories and models of development, philosophies of development, approaches to development, developmental projects.
10hrs.

Unit: 3

Development communication: Definition, development communication policies and practices in India. Indian media and development, Development Support Communication, Sustainable development concepts.
10 hrs.

Unit: 4

TV and development: Family planning, national integration, uplift of weaker section, education, poverty and unemployment alleviation programmes, human rights, environment and ecology, health hygiene and nutrition.
10 hrs.

Unit: 5

Development and Society: Media and agricultural development programmes, rural journalism, panchayath raj, development by government sector, corporate sector, NGO's National and International bodies, community Radio and Local media in development.
12 hrs.

Books for Reference

1. Melkote, Srinivas.: *Communication for Development in Third World Countries*. New Delhi: Sage.
2. Rogers, Everett M and Floyd Shoemaker: *Communication of innovations*. New York: Free Press.
3. Nair, Sadanandan K. and White, Shirley.: (Ed). *Perspectives on development communication*. New Delhi: Sage.
4. Gill, S.S.:. *Information revolution and India: A critique*. New Delhi: Roopa.
5. Narula Uma: *Development Communication: theory and practice*. New Delhi: Har-Ananda Publications.
6. Singhal, Aravind & Rogers, Everett.: *India's communication revolution: From bullock carts to cyber marts*. New Delhi: Sage.

7. Parmar, Shyam: Traditional Folk Media in India. New Delhi (?): Routledge.
8. Sinha, Aravind K.: Mass Media and Rural Development-: A study of village communication in
ihar. New Delhi. Concept Publishing House.
9. Sainath, P: Everybody loves a good drought. New Delhi: Penguin
10. Sen, Amartya.: Development as Freedom. New Delhi: Oxford University Press

BANGALORE UNIVERSITY
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(THIRD SEMESTER)

T-301 Media Research

52 Hrs

Objective: To sensitize students to electronic media research and enable students to independently conceive and execute research projects.

Unit - 1

Research; Basic concepts, meaning, definition, nature and characteristics of scientific research. Theory and research. Patterns- inductive, deductive. Elements of Social science research. Nature and scope of media research. Ethical problems in media research. Quantitative and qualitative research.

10 hrs

Unit - 2

Sampling: definition, types of sampling, Sampling distribution, Sampling Error, Advantage and Disadvantage of Sampling in Media Research. Selection of the problems; Meaning and characteristics of problems. Hypothesis: Types of Hypothesis. Variables- Types of variables. Scales of Measurements.

12 hrs

Unit - 3

Research procedure, Types of Research- laboratory experiments, field experiments, field studies, ex post facto, survey, observational, content analysis, comparative studies, historical, case studies, Discourse analysis, framing analysis, focus group discussion and action research, audience research- TAM, TRP

10 hrs

Unit – 4

Research Design- purpose, principles of design, and types of research design. Writing research report- structure and format of research report.

10 hrs

Unit - 5

Statistics in Research- sample and population, data organization. Central tendency, parametric and non parametric tests. Application of SPSS.

10 hrs

Reference:

1. Berger J jump, Media and communication methods: on introduction to qualitative and quantitative approaches, Sage publication, 2000.
2. Roger D. wimmer and Josef R. Domnick- Mass media research: on introduction, wardsworth publishing.
3. Ralph O., Nafigr and D. David M white: introduction to mass communication research, Louisiana state university press.
4. Gulford Jp and B. fruchtr- Fundamental statistic and psychology and education, Mcgraw –Hill Publication.
5. Harper and Rachel Marcus, Research for development, Visitar publication.

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(THIRD SEMESTER)

T-302 Radio Programmes

52 Hrs

Objective: To introduce the students to the field of radio and audio recording.

Unit - 1

Radio Programming- conception to execution of ideas. stages of production: pre production, production, post production..

10 hrs

Unit - 2

Production team members and their responsibilities, equipment for radio studio.

8 hrs

Unit - 3

Studio design- Importance of acoustic treatment. Cues, commands and signals of radio studio, connectors and cables used in radio studio.

12 hrs

Unit - 4

Radio field production- equipments and process. Use and placement of microphones for audio recording selection and Placement of speakers, types and characteristics of speakers. Mono and stereo recording.

12 hrs

Unit - 5

Radio Studio Production Techniques- process and technologies, creation of spot and Gram Effects.

10 hrs

References:

1. Chatterji, P.C. :Broadcasting in India, Sage, New Delhi,
2. Bruce Barlitt: On Location Recording Technique.
3. Don Davis, Carolyn Davis, Sound System Engineering, Focul Press Publication.
4. Keith, The Radio Station, Focul Press Publication.
5. Eleslie Smith, Perspectives on Radio and Television, Happer and Row Publication.
6. Eric G Norberg, Radio Programme Tactics and Strategy, Focul Press Publication.

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(THIRD SEMESTER)

TITLE OF THE PAPER: T-303 Visual Communication

52 Hrs

Objective: To train students in computer graphics, Animation and multimedia applications.

Unit - 1

Visual Elements- line and shape, forms, value, texture, color, measure, type, direction. Space and composition. Visual culture. Reading Pictures, Vocabulary of color, Drawings, Portraits. Landscapes, Photo-features, Visual thinking and Designing of Visual media. Illustrations- 10hrs

Unit - 2

Modern forms of Visual Communication- mobile technology, I-MAX and 3D movies. Institutions, awards and recognition for visual media. Virtual reality. 8 hrs

Unit - 3

Computer Graphics. Elements, principles of visual design, layout principles, Balance, contrast and harmony, perspective design & communication. Electronic media design (television & computer) – Still & moving, visual only, text only, visual & text. 10 hrs

Unit - 4

Graphics input output devices: Direct input devices - Cursor devices - direct screen interaction - logical input. Line drawing displays - raster scan displays. Two dimensional graphics. Raster and vector graphics. File formats –GIF , JPEG ,TIFF, Graphics Animation Files , Postscript/Encapsulated Postscript files. 12 hrs

Unit - 5

Animation- definition and principles. Elements of animation. Preparation for animation projects. recording animation, Animating with space to time. Segment manipulation options. Animation using flash. 10 hrs

Books for Reference:

1. John R.Rankin,: "Computer Graphics software construction", Prentice Hall of Australia Pvt. Ltd.
2. William M.Newmann, Robert F. Sproull: "Principle of Interactive Computer Graphics", McGraw Hill International Book Company.
3. B.S.Hi., JP.: "Computer Graphics" Maxwell Macmillan International editions.
4. James Alan Farrel, "From PIXELS to ANIMATION : An introduction to Graphics Programming", AP Professional.

5. Rod Salmman, Mel Slater, "Computer Graphics: Systems and concepts", Addison Wesley Publishing Company.
6. Roy A. Plastock, Gordon Kalley, "Theory and Problems of Computer Graphics", Schaum's outline series, McGraw Hill International editions.
7. Richard Harrington UNDERSTANDING ADOBE PHOTOSHOP: Digital Imaging Concepts and Techniques.
8. Hseuv M.H., Handbook of visual communications, Academic Press.

BANGALORE UNIVERSITY
CBCS Two Years (Four Semester)
Post Graduate Programme: M.Sc. Electronic Media
(THIRD SEMESTER)

T-304 Video Editing

52 Hrs

Objective: Hands on training on video Editing.

Unit - 1

Video editing: Concepts, Principles and process. Evolution of editing. Similarities and differences in film and video editing. Forms of video editing- linear and non-linear editing, Creative video editing, application of audio in video editing.

10 hrs

Unit - 2

Process of editing continuity, action continuity, relational continuity, match cut, jump cut - cut in, cut away, master shots, transitions, pace and rhythm. Montage.

10 hrs

Unit – 3

Assemble and insert editing, on line and off line editing, cut to cut editing, AB roll editing - Time Code, Edit Decision List.

10 hrs

Unit – 4

Non Linear Editing: Process and Principles of non-linear editing. file management, capturing, digitization, format to format conversion, logging and organizing the footage, timeline management, trimming, graphic keying, motion effects, compositing, Animation and Graphics, Voice over, Dubbing, Mixing, Titling, Mastering, exporting digital file format, video streaming.

12 hrs

Unit – 5

Trends in video editing. NLE soft wares.

10 hrs

Books for References:

1. Steven E. Browne, Video Editing- A post production primer,
2. Ken Dancyger, Film and Video Editing,
3. Gary Anderson, Video Editing and Post Production- a Professional guide,
4. Thomas A Ohanian, Digital Nonlinear Editing,
5. Arthur Schneider, Electronic Post production and video tape editing,
6. Karel Reiz, Technique of Film Editing,
7. Gerald Millerson, Techniques of television Production,

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(THIRD SEMESTER)

P-305 A: Visual Communication

Practical:

1. Preparation of illustrations
2. Advertisements using computer graphics
3. Short animation projects
4. Title card graphics
5. Photoshop projects

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P-305 B: Video Editing

Practical:

1. Edit Decision List
2. Laying Time Code
3. Assemble editing
4. Insert editing
5. Cut to cut editing
6. AB roll editing

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(THIRD SEMESTER)

T-306: Presentation Skills for Broadcast Media (Open Elective) 52hrs.

Unit-1

Effective communication skills: Language skills, Oral and Written communication skills.

Unit-2

Presentation techniques; Voice modulation, appearance, Eye contact, Facial expression, Body language, General knowledge, Appearance.

Unit-3

Radio presentation skills: Presentation techniques- R Jing, Compering, Radio commentary, Radio announcement, Radio talk, interviewing skills, News reading. Phone-in-Programmes.

Unit-4

Television presentation skills: Presentation techniques- anchoring, News Presentation, Newscasting, Panel Discussion, Television interviews, live reporting, Phone-in-Programmes.

Unit-5

Special programs: planning, preparation, scripting and Rehearsal for award functions, reality shows, Cultural and Sports programmes.

Books for References:

1. **Hedwig Lewis** – Body language
2. **Kaul** – The Effective Presentation
3. **Carl Houseman** – Modern Radio Production, Programming and Performance
4. **Andrew Boyd** - Broadcast Journalism, Techniques of Radio and Television News, 5th Edition
5. **Shart.W.Hyde** – Television and Radio Announcing
6. **David Kaith Kohler** – Broadcast Journalism – A Guide for the Presentation of Radio and TV News
7. **Robert.J.Schini** – Newscast – Process and Procedure

BANGALORE UNIVERSITY
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(FOURTH SEMESTER)

TITLE OF THE PAPER: T-401 Advertising and corporate communication

52 Hrs

Objective: To equip the students with advertising and corporate communication techniques.

Unit - 1

Advertising- Definition, concept, evolution of advertising, Types and Functions of Advertising, Advertising and Society, Economic effects of advertising. ASCI.

10 hrs

Unit - 2

Advertising Agency- Types of agency, structure, functions & scope, Planning and advertising campaigns: market research, product research, consumer analysis, Media planning and scheduling. Marketing mix, Brand building, Brand loyalty, unique selling proposition.

12 hrs

Unit - 3

Public Relations: Evolution, Definitions, concept, scope, Publicity, Propaganda, advertising. Public Opinion, Lobbying, PR Campaign, Promotion. PR and social responsibility.

10 hrs

Unit - 4

Corporate communication- definition and functions. Internal and external communication. Tools of corporate communication. CSR, Crisis management.

10 hrs

Unit - 5

Scheduling and handling of press Conference, Press get-together, Press Meet, Press kit, PR and Media Relations. Event Management, PR code of ethics.

10 hrs

References

1. Agarwal C.D.: Media and Advertising, Mohit publication.
2. Ulmar S.S.: Effective Crisis Communication, Sage publication.
3. Rajiv Batra: Advertising Management, Prentice publication
4. Paul A Argenti: Corporate Communication, Irwin Publication.
5. Al Ries & Laura Ries: The Fall of Advertising and the Rise of PR, Harper Business Publication.
6. Clow and Baack: Integrated Advertising Promotion and Marketing communication.

BANGALORE UNIVERSITY
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(FOURTH SEMESTER)

TITLE OF THE PAPER: T-402 Radio production

52 Hrs

Objective: To equip the students with radio programmes production.

Unit - 1

Preparing log sheet of radio programs, Planning and production of field based programs- Interviews, debates, talks. 8 hrs

Unit - 2

Voice modulation, Common errors in pronunciation, Techniques of radio announcing, Audition: conducting audition, Preparations for audition. 10 hrs.

Unit - 3

Radio program formats – news, newsreel, features, talk, discussion, phone in program, music program, Special audience and current affairs programs, and commentary. Recording interview in studio. 12 hrs

Unit - 4

Producing radio feature, documentaries, dramas. spot recording, Recording voice dispatch. Preparing radio advertisements; Planning and production of radio commercials. 12 hrs

Unit - 5

Introduction to editing software- Creation of audio special effects, working of audio workstation. 10 hrs

Books for Reference:

1. Angela Wadia, Film, TV, and Radio Production, Kanishka Publication.
2. Brad Shultz, Broadcast News Producing, Sage Publication.

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(FOURTH SEMESTER)

T-403 : Presentation Techniques for Radio and Television

52 hrs

Objective: To train students in presentation techniques for radio and television.

Unit - 1

Communication skills for radio and television; Process and principles of effective communication – Barriers to communication. Verbal and non-verbal communication skills.

Unit - 2

Critical thinking and analyzing; The Art of visualization, Listening and interviewing skills, planning and preparing concepts. Knowing your audience, interpersonal skills and language proficiency, Demonstrating confidence, enthusiasm, clarity and understanding. 10 hrs.

Unit - 3

Skills for oral presentations; group discussions; Seminars- question & answer sessions – Use of multimedia technology in presentations. Understanding the various roles of live & recorded television presenters, Do's and don'ts for the presenter. Familiarizing with the studio environment. 10 hrs

Unit - 4

RJing, Anchoring, News reading, Presenting Special programs for radio. Conducting group discussions, Debates, different Narration Styles, radio News language. Creating a bond with the unseen audience. 10 hrs

Unit - 5

TV presentation. Preparing and researching for subjects, Live reporting, Interaction with celebrities, Grooming and make-up. Review of news presentation. The lineup meeting, structuring and writing for a newscast; Story meeting, technical orientation, practice at positions including anchoring, interviewing and narrating. 12hrs.

Reference:

1. Vasantha R. Patri & Neelakant Patri, Essentials of Effective Communication, Greenspan,
2. William Silcock et al., Managing Television News– A Handbook for Ethical and Effective Producing, Routledge.
3. Caul, The Effective Presentation, Response publication.
4. Hedwig Lewis, Body Language: A Guide for Professionals, Sage Publication.
5. Dr. Rameshchandra Shastri, Language and Communication Skills, ABD Publication.
6. Gay Lumsden, Donald Lumsden, Communication with Credibility and Confidence. Thomson Publication

BANGALORE UNIVERSITY
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(FOURTH SEMESTER)

P-404 A: Radio production

Radio Production Practical:

1. Preparing log sheet
2. Narration
3. Radio commercials
4. Radio feature
5. Recording outdoor interview

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(FOURTH SEMESTER)

T-404 B : Presentation techniques for Radio and Television

Practical:

1. RJing
2. VJing
3. News casting
4. Anchoring special programs
5. Conducting interviews, panel discussions, live programmes