Amrita University’s Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Post-graduate students shall have to register for any one of the following courses, in the second semester, which may be offered by the respective school.

Courses offered under the framework of Amrita Values Programme:

Art of Living through Amma
Amma’s messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma’s guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Insights from the Ramayana
Historical significance of Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Misinterpretation of Ramayana by Colonial powers and its impact on Indian life - Relevance of Ramayana for modern times.

Insights from the Mahabharata
Historical significance of Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance – Importance of Dharma in society – Message of the Bhagavad Gita - Relevance of Mahabharata for modern times.

Insights from the Upanishads
Introduction: Sruti versus Smriti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – Ultimate reality – the nature of Atman - the different modes of consciousness - Sanatana Dharma and its uniqueness - The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, Satyakarma Jabala, Aruni, Shvetaketu.

Insights from Bhagavad Gita

Swami Vivekananda and his Message
Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message to Indians about our duties to the nation.

Great Spiritual Teachers of India
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramanujacharya, Sri Madhvacharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi

Indian Arts and Literature:
The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre, Paintings, Sculpture and architecture – the wonder language, Sanskrit and ancient Indian Literature

Importance of Yoga and Meditation in Life:
The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Appreciation of Kerala’s Mural Art Forms:
A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural paintings are not restricted to the permanent structures and are being done even on canvas. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries CE when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.
Practicing Organic Farming
Life and nature are closely linked through the healthy practices of society for maintaining sustainability. When modern technological knowhow on microorganisms is applied in farming using the traditional practices we can avoid damage to the environment. The course will train the youth on modern practices of organic farming. Amma says "we have to return this land to the coming generations without allowing even the slightest damage to happen to it”. Putting this philosophy to practice will bring about an awakening and enthusiasm in all to strive for good health and to restore the harmony in nature”

Ancient Indian Science and Technology
Science and technology in ancient and medieval India covered all the major branches of human knowledge and activities, including mathematics, astronomy, physics, chemistry, medical science and surgery, fine arts, mechanical, civil engineering, architecture, shipbuilding and navigation. Ancient India was a land of sages, saints and seers as well as a land of scholars and scientists. The course gives an awareness on India’s contribution to science and technology.

15CUL501 CULTURAL EDUCATION 200 P/F

Objective: Love is the substratum of life and spirituality. If love is absent life becomes meaningless. In the present world if love is used as the string to connect the beads of values, life becomes precious, rare and beautiful like a fragrant blossom. Values are not to be learned alone. They have to be imbibed into the inner spirit and put into practice. This should happen at the right time when you have vitality and strength, when your hearts are open.

The present course in value education is a humble experience based effort to lead and metamorphosis the students through the process of transformation of their inner self towards achieving the best. Amma’s nectarous words of wisdom and acts of love are our guiding principles. Amma’s philosophy provides an insight into the vision of our optimistic future.

1. Invocation, Satsang and Question - Answers
2. Values - What are they? Definition, Guiding Principles with examples Sharing own experiences
3. Values - Key to meaningful life. Values in different contexts
4. Personality - Mind, Soul and Consciousness - Q and A. Body-Mind-Intellect and the Inner psyche Experience sharing
5. Psychological Significance of samskara (with eg. From Epics)
6. Indian Heritage and Contribution and Q and A; Indian Ethics and Culture
7. Self Discipline (Evolution and Practice) – Q and A
8. Human Development and Spiritual Growth - Q and A
9. Purpose of Life plus Q and A
10. Cultivating self Development
11. Self effort and Divine Grace - their roles – Q and A; - Vedanta and Creation - Understanding a spiritual Master

REFERENCES:
1. Swami Amritaswaroopananda Puri - Awaken Children (Volume VII and VIII)
2. Swami Amritaswaroopananda Puri - Amma’s Heart
3. Swami Ramakrishnananda Puri - Rising Along the Razor’s Edge
4. Deepak Chopra - Book 1: Quantum Healing; Book 2: Alpha and Omega of God; Book 3: Seven Spiritual Rules for Success
5. Dr. A. P. J. Abdul Kalam - 1. Ignited Minds 2. Talks (CD)
6. Swami Ramakrishnananda Puri - Ultimate Success
7. Swami Jnananubhutananda Puri - Upadesamritam (Trans: Malayalam)
8. Vedanta Kesari Publication - Values - Key to a meaningful life
9. Swami Ranganathananda - Eternal values for a changing society
10. David Megginson and Vivien Whitaker - Cultivating Self Development
11. Elizabeth B. Hurlock - Personality Development, Tata McGraw Hill
12. Swami Jagadatmananda - Learn to Live (Vol.1 and 2), RK Ashram, Mylapore

15FNA503 FILM STUDIES 200 2

Objective: To introduce the students to the creative study of films and at the same time developing their skills for analyzing different media.

Unit 1
Introduction to Film Studies - Film movements.

Unit 2
Different Genres of films.

Unit 3
Introduction to world cinema.

Unit 4
Indian Cinema and Malayalam Cinema (Origin and Development).

Unit 5
Theoretical perspectives.

TEXTBOOKS:
1. Film Art: An Introduction - David Bordwell, Kristin Thompson
2. Malayala Cinemayude Katha - Vijayakrishnan

Arts and Sciences AMRITA VISHWA VIDYAPEETHAM S 3

Arts and Sciences AMRITA VISHWA VIDYAPEETHAM S 4
SYLLABI


REFERENCES:
1. The Art and Science of Cinema - Anwar Huda
2. Key Concepts in Cinema Studies - Susan Hayward
3. Film as Art - Rudolf Arnheim
4. Chalachitratheinte Porul - Vijayakrishnan
5. Movies and Meanings - Stephen Prince
6. How to read a film? Movies, Media, Multimedia - James Monaco

15FNA504 INTRODUCTION TO COMMUNICATION AND MEDIA THEORIES

Objective: To provide an overview of various concepts and theories of Mass Media and Communication.

Unit 1

Unit 2
Models and Theories of Communication: Aristotle’s, Lasswell’s, Shannon and Weaver, Osgood and Schramm, Newcomb’s ABX, Gerbner’s, Westley and MacLean, Riley and Riley’s Sociological Model - Hypodermic Needle.

Unit 3
Agenda Setting, Uses and Gratification, Media Dependency, Gatekeeping, Individual Differences, Selective Exposure, Perception and Retention, Diffusion of Innovation, Spiral of Silence.

Unit 4
Early perspectives of Media and Society - The rise of Dominant Paradigm - Four Eras of Mass Media Theory.

Unit 5
Media, Society and Culture - Sub Culture, Popular Culture, Media and Realism - Construction of Reality by Media - Representation and Stereotypes - Gender and Mass Media.

TEXTBOOK:

REFERENCES:

SYLLABI


15FNA506 PHOTOGRAPHY, VIDEOGRAPHY AND AUDIOGRAPHY I

Objective: To understand the basics of Photography, Videography and Audiography.

Unit 1

Unit 2
Basic Principles of motion picture - Persistence of Vision, Phi-Phenomenon, flip books, History of Motion Pictures and Differences between video and film medium - Principles of Visual Grammar, Parts of Video Camera - different types of lens, focus, zoom controls, aperture ring, gain, shutter speed, ND Filter, audio inputs, battery, viewfinder, LCD, Important features in camera - White balancing, gain controls, recording medium, tape and tapeless formats, frame rate, aspect ratio, different recording formats, HD cameras, Camera support systems - different types of tripods, fluid head tripods, track and trolley, crane, jib arms, steadycam, Shots - purposes of shots, factors decide setting up of shots, Classification of shots - High angle, low angle and eyeline shots, basic shot types - ECU, CU, MCU, MS, MLS, LS, ELS, Camera movements - panning, tilting, track-in, track-out, truck-right, truck-left, pedestal-up, pedestal-down, arc-right, arc-left - master-shot, point of view shot, over the shoulder shot - Cut in shot, cut away shot.

Unit 3

Unit 4
Audio productions – Introduction to basics of sound - sound as a waveform, behaviour of sound in different media, acoustics, intensity of sound, devices used
SYLLABI
Master of Jour & Mass. Commu. 2015 admissions onwards

for measuring sound parameters, hearing characteristics of human ear, relationship between sound waves and other waveforms - Electricity and electronics - Electric charges, structure of atom, generation of electric current, AC and DC current, volt meter ammeter, conductors and insulators - Electronics basics, semiconductors, transistors, integrated circuits, AC to DC conversion - History of sound recording - Evolution of sound recording, acoustic recording, gramophone recording, electrical recording, changes in recording techniques - brief introduction to the different media used in recording, evolution of film as medium of recording, movie films, movie camera, optical sound recording, synchronization of sound and picture.

Unit 5
Microphones - Basic principles of microphones, history and development of microphones - Different types of microphones - dynamic, ribbon and condenser microphones - Technical parameters of microphones - directional properties of microphones, Lapel microphones, Gun microphones - Applications of microphones in different situations, stereo mixing, microphone placement - Basic structure of an audio mixer, different types of mixers, signal processing, routing of audio signals comparison of different mixers, analogue and digital mixers, control surfaces - Loud speakers, Loudspeaker principles, different types of loudspeakers, history and development of loudspeakers, headphones - Setting up loud speakers – Amplifiers - domestic power amplifiers, professional power amplifiers.

TEXTBOOKS:
1. Vasuki Belavadi, Video Production, Oxford University Press
3. T. Krishnan Unni – Sound in Moving Pictures – Mathrubhumi Publications

REFERENCES:
1. Michael J. Langford - The Basic Photography - Focal Press
5. Arthur Cox - Photographic Optics - Focal Press, 1974
9. Happe - Basic Motion Picture Technology - Focal Press, 1971
10. Weber - Practical Photographer - Fountain Pr Ltd 1974
14. Siegfried Kerncaau - Film Theory
15. John Garner - S. Eisenstein - The Montage of Film Aesthetics

SYLLABI
Master of Jour & Mass. Commu. 2015 admissions onwards

15FNA509 RESEARCH METHODOLOGY FOR COMMUNICATION AND MEDIA STUDIES

Objective: To introduce the students to social sciences research and to train them in media research. It aims to enable the students to critically analyse media content and exposing them to tools and techniques of analysis for media studies.

Unit 1
Research - Definition, characteristics - Scientific enquiry - Social science research - Logic of Induction and Deduction. Types of research. Development of Mass Media Research.

Unit 2

Unit 3
Research Design - definition, functions – Methods of data collection – Primary data and secondary data – Qualitative and Quantitative approaches - Content analysis - Case studies – Textual analysis – Participant observation – In-depth interviewing - Focus group – Survey.

Unit 4
Establishing the validity and reliability of research instrument – validity - types of validity – reliability – Sampling - Population and Sample, Probability and Non-Probability Samples, Types of Probability and Non-Probability Samples, Sample size.

Unit 5
Statistical analysis - mean, mode and range, correlation, regression, standard deviation - Presenting statistical data - Writing a research report. Various styles of writing. Ethics in research.

TEXTBOOKS:

REFERENCES:
2. Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005
4. And Media Studies
SYLLABI  
Master of Jour & Mass. Commu.  2015 admissions onwards

15FNA512  MEDIA ETHICS AND LAWS  2002

Objective: To provide an awareness of various aspects of Indian Constitution and Press Laws; to highlight the importance of media ethics and to sensitize students about norms of journalistic conduct.

Unit 1

Unit 2

Unit 3
PCI guidelines - Norms for Journalistic conduct.

Unit 4

Unit 5
Introduction to Mass Media Ethics - Ethics vs Laws - The Right to publish and Right to privacy - social commitment of media - Accuracy and fairness – Plagiarism - Pre-publication verification – Obscenity and vulgarity to be eschewed - Yellow Journalism.

TEXTBOOKS:

REFERENCES:
1. Press Laws of India.

15FNA516  PHOTOGRAPHY, VIDEOGRAPHY AND AUDIOPHONY II  2103

Objective: Introduce the students to the evolution of Photography, Videography and Audiography.

SYLLABI  
Master of Jour & Mass. Commu.  2015 admissions onwards

Unit 1
Different genres of photography – Black and White Photography, fashion photography, wildlife photography, advertising photography, wedding photography, macro-photography, medical photography, film photography, photo journalism, Candid Photography, architecture photography, travel photography - Composition principles - vertical, horizontal and diagonal framing - symmetry, perspective, balance, background and foreground. Rule of Thirds, frame balancing, leading lines, frame within a frame - Different camera movements – tilting – panning - different types of shots, different camera angles - High angle, low angle, eyeline, birds eye, worms eye - Different accessories of camera - tripod, monopod, lens-hood flash, remote, shutter release - Different types of filters - polarizing filter, neutral density filter, UV filter, extension tubes - Metering modes.

Unit 2
Introduction to Lighting - natural lights, outdoor lighting, studio lighting, still life photography - Three point lighting - Key light, fill light, back light, light meters and their working, different lighting instruments, lighting accessories used - soft box, reflector, umbrella reflector, snoot, trigger, diffusers - working under different lighting conditions - Different colour modes - RGB, CMYK, gray scale, different lens aberrations - Science of colour - Attributes of colour - Additive colours - Subtractive colours - Colour reproduction in different imaging devices.

Unit 3

Unit 4
Single camera production - roles and responsibilities of production personnel, pre-production stage - different activities, writing the treatment, script writing and story boarding, location hunt, Production stage - different problems in shooting, reviewing shots, Post-production stage - Video logging, editing, closing the file. Multicamera Production process, Layout of TV studio - Major installations in PCR - Camera control unit, Video switcher, graphics and titling machines, Major installations in studio floor - Teleprompter, dimmer and patch boards, studio cameras, Virtual studios - different activities in Multicamera production - Chroma Keying, DSN, different methods used in DSN, OB Van, Electronic News Gathering and Electronic Field Production, Floor plans for different field productions, Introduction to DSLR cinematography, Shooting video for web, Videos for social media.
**SYLLABI**

**Unit 5**

Audio cables and interconnections - different types of connectors, microphone cables and line cables, balanced and unbalanced cables, snake cables, transformers, electronic balancing, DF boxes, distribution amplifiers - Outboard equipment - Equalizers, compressors, limiters, echo and reverb devices, multi-effect processing, connection of outboard devices - Analogue recording and digital recording - Development of analogue recording, analogue recording systems - optical recording, magnetic recording - Multitrack recording - digital recording, tape based systems and tapeless systems, comparison of analogue and digital systems – MIDI - basic MIDI principles, MIDI communication, synchronization - Timecode and synchronization - Surround sound - Three channel stereo, four channel stereo, 5.1 channel sound surround sound systems, digital surround sound formats, surround sound recording techniques - Television – Different television systems, radio sound, TV transmission, digital transmission and distribution of TV and cinema. Multicam shooting and recording, Live recording for news.

**TEXTBOOKS:**
1. Vasuki Belavadi, Video Production, Oxford University Press
3. T. Krishnan Unni – Sound in Moving Pictures – Mathrubhumi Publications

**REFERENCES:**
1. The Basic Photography - Michael J. Langford
2. The Advanced Photography - Michael J. Langford
9. Basic Motion Picture Technology - Happe, Focal Press, 1971
10. Practical Photographer - Weber, Fountain Pr Ltd.1974
14. Film Theory - Siegfried Karacauer
15. The Montage of Film Aesthetics - S. Eisenstein
16. Directories in Modern Theatre and Drama - John Garner

**SYLLABI**

**Unit 1**


**Unit 2**


**Unit 3**

PR as a strategic management function - PR Process, four stages - Crisis Management.

**Unit 4**

PR and media strategy - Principles of effective media relations - Writing for PR - Press release - Press Tour - Press conference - Electronic PR.

**Unit 5**

Corporate advertising - House Journal, How to be a good PR Manager - Ethics in PR - Case studies.

**TEXTBOOK:**

**REFERENCES:**
2. Public Relations Principles and Practice, Iqbal S. Sachdeva - Oxford University Press

**15FNA520 SHORT FILM PRODUCTION (FICTION AND DOCUMENTARY)**

**Objective:** To impart training in producing and directing short fiction films and documentaries

**Unit 1**

Converting incidents in to stories - Building stories from images - Structuring the story – Docudrama.

**Unit 2**

Plot structuring of themes - Three-part structure.

**Unit 3**

Sub plots - Climaxes - Conflict and rising action.

**Unit 4**

Three-point lighting - High-key lighting - Low-key lighting.
SYLLABI

Master of Jour. & Mass. Commu. 2015 admissions onwards

Unit 5
Building visual images - Narrative continuity - Shot size - Shot duration – Montage.

TEXTBOOK:
Writing the Short Film by Patricia Cooper, Ken Dancyger
Producing and Directing the Short Film and Video by David K. Irving, Peter W. Rea

15FNA573 AUDIOGRAPHY LAB. I 0 0 2 1
Familiarizing different types of Microphones
Different Audio connectors
Mixer console
Recording in Studio
Digital Recording

15FNA574 PHOTOGRAPHY LAB. I 0 0 2 1
Familiarization of different Cameras
Working with Digital SLR Camera
Experiments with depth of field
White balance, metering mode
Different modes in DSLR
Familiarizing Flash Lights & Light Meter
Lighting theory
Working with different light sources

15FNA575 VIDEOGRAPHY LAB. I 0 0 2 1
Familiarizing Video Camera and accessories
Familiarizing tripods and other support systems
Focusing
White balancing
Different types of storage mediums - Tape and tapeless systems
Practicing different camera movement
Audio recording in video camera
Introduction to DSLR cinematography
Different types of Shots
Practicing different camera movements
Working under different light sources

15FNA576 GRAPHIC DESIGN LAB. I 0 1 2 2
Workspace basics, Photoshop images, Introduction to Camera Raw, About colour

SYLLABI

Master of Jour. & Mass. Commu. 2015 admissions onwards

- Colour modes, Viewing histograms and pixel values, Applying special colour effects to images, Adjusting crop, rotation, and canvas - Retouching and repairing images - Correcting image distortion and noise, Making selections, Layer Basics, Painting tools, Drawing vector graphics, Filter basics - Filter effects reference - Applying specific filters - Add Lighting Effects, Creating type - Editing text - Formatting characters, Saving images - Saving PDF files - Saving and exporting files in other formats - File formats, Working with web graphics - Slicing web pages - Modifying slices, Video and animation in Photoshop - Creating images for video - Interpreting video footage, Editing video and animation layers - Creating frame animations - Creating timeline animations - Preview video and animations - Save and export video and animations, Automating with actions - Creating actions - Processing a batch of files.

15FNA583 PHOTOGRAPHY, VIDEOGRAPHY AND AUDIOGRAPHY LAB. II 0 0 2 1

Photography
Different types of shot - Different types of camera angles - Working with lenses of different focal lengths - Distance - Depth of Field - Framing - Familiarizing with different lens filters - Camera movement practices - Tilting and panning - Advanced lighting techniques - Working with natural light - Studio lighting - HDR photography - Panorama photography - Different photography assignments.

Videography
Practicing with lights (Additional lights and Natural lights) - Studio cameras - Breaking down the script and shot division - Working with DSLR’s and its accessories - Track and Trolley - Studio Visit and Crane Operations.

Audio
Advanced audio recording in studio – Acoustics - Analog Mixer Console routings and connections - Equalizers, Speakers and Headphones - Practice in Microphone placements - Working with Mixer Console.

15FNA584 DIGITAL VIDEO EDITING 0 1 2 2
Nonlinear Video Editing - Create and open projects, Work with files, Import media, Organize your media once it’s imported, Use the Timeline for video and audio tracks, Edit tracks in the Timeline, Create sequences and nested sequences, Add motion to your clips, Create and work with keyframes, Add animation and other effects, Add transitions, Use the colour-correction tools, Sync clips from multiple cameras, Add text, shapes, and logos to your project, Work with audio in the Audio Workspace, Export media, Create and edit closed captions.
15FNA586  GRAPHIC DESIGN LAB. II  0 1 2 2


Page Layout Workspace basics - Customizing menus - Toolbox overview - Selection tools, Layout - Creating documents - Creating custom page sizes - Rulers and measurement units – Grids - Ruler guides - Page and spreads – Masters – Layers - Laying out frames and pages - Numbering pages, chapters and sections - Text variables, Working with files and templates - Saving documents - Exporting, Creating text and text frames - Adding text to frames - Importing text - Formatting text - Text frame properties, Typography - Formatting text, Styles - Paragraph and character styles - Dropcaps and nested styles - Object styles - Working with styles - Combining text and objects - Creating type on a path, Tables - Creating tables - Selecting and editing tables - Formatting tables - Table strokes and fills - Table and cell styles.


15FNA637  ADVERTISING  2 0 0 2

Objective: This helps the student to make integrated approach on advertising, providing with an in-depth understanding of the creative and strategic processes behind successful advertising. The students are introduced to the processes, tools and techniques used in developing advertising concepts with the study areas including creative thinking and visualizing, advertising theory and practice.

Unit 1
Position of Advertising in marketing - Brief history of advertising - Advertising - meaning and definition - Advertising as a tool of communication - Features of advertising - Social and economic impact of advertising - Key players in advertising - Significance and criticism of advertising - Advertising agency.
SYLLABI

Master of Jour. & Mass. Commu. 2015 admissions onwards

TEXTBOOK:
Dennis McQuail, McQuail's Mass Communication Theory – Sage - 2013

REFERENCES:

15MCJ502 PRINT JOURNALISM AND WRITING 2 0 0 2

Objective: To provide an understanding of journalistic practices and to orient the students in reporting and writing for print media.

Unit 1

Unit 2

Unit 3
Elements of a news story - Headline, Lead: types of lead, body copy. Inverted pyramid style. Editing - Role and responsibilities of editorial staff. General principles and functions of editing.

Unit 4

Unit 5

TEXTBOOK:

SYLLABI

Master of Jour. & Mass. Commu. 2015 admissions onwards

REFERENCES:
1. F. Fedler - Reporting for the Print Media, Oxford University Press, USA; 9 edition (March 24, 2008)

15MCJ511 BROADCAST JOURNALISM AND REPORTING 2 0 0 2

Objective: To provide in-depth knowledge about Journalism in Television Media and the making of stories through Television, their editing and best presentation.

Unit 1

Unit 2

Unit 3
Writing for TV. Television Journalism, TV Reporting and Interviewing - Dos and Don’ts in TV programming.

Unit 4
OB Van, DSNG, PCR - Live coverage of important events, sensational subjects - Steps in producing Newscasts.

Unit 5
News reading and presentation methods. Different kinds of microphones - studio floor - Phone-in programmes.

TEXTBOOKS:

REFERENCES:
2. Techniques to TV Production – Rudy Bretz (McGraw Hill)

15MCJ512 MEDIA STUDIES 1 0 0 1

Objective: To give an overview of various aspects of media studies.

TEXTBOOK:
SYLLABI

Unit 1
The media in early civilization - The print revolution - Technologies and the emergence of different types of media.

Unit 2
Global new media - Information revolution.

Unit 3
Media convergence - Print and Electronic media - Technology of Mechanical and Electronic media.

Unit 4
Digital transformations - Media in the new generation.

Unit 5
Why study media? Media as text.

TEXTBOOK:
Media and Society: Critical Perspectives, Graeme Burton, 2010, Open University Press

REFERENCES:

15MCJ581      PRINT JOURNALISM AND WRITING PRACTICE      0 1 2  2

15MCJ585      SCRIPTWRITING/WRITING FOR BROADCAST MEDIA      0 0 2  1
To equip students with the skills required to master the art of script writing for broadcast media. Making them format live news packages and familiarizing them with fundamental concepts such as voice over, piece to camera, wrap up etc.

15MCJ601      COMMUNICATION FOR DEVELOPMENT      2 0 0  2
Objective: To enable the students to understand development and the role of communication in development.

SYLLABI

Unit 1

Unit 2

Unit 3
Alternative paradigms of Development and Development Communication.

Unit 4
Media and development: Development support communication using various media as Development Communication tools. Issues for development journalism - SITE and Kheda Projects.

Unit 5
Understanding of social development. Empowering people. SHGs.

TEXTBOOK:

REFERENCES:

15MCJ602      MEDIA ANALYSIS TECHNIQUES      2 0 0  2
Objective: To enable the students to critically analyse media texts.

Unit 1
Semiotic approach to media analysis.

Unit 2
Psychoanalytic approach to media analysis.

Unit 3
Marxist approach to media analysis.

Unit 4
Sociological approach to media analysis.
Objective: To create awareness among students about the new emerging trends in information technology. The students are benefitted with the latest knowledge of information technology applications in the field of various media and web journalism.

Unit 1
Internet - features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile.

Unit 2
What is online journalism?: Earlier websites of newspapers, E-books and E-publishing, Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today.

Unit 3
New Social Media: Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends Podcast and Webcast.

Unit 4
Open source journalism: Responding to the audience, Annotative reporting, Citizen Journalists, Problem of verification, accuracy and fairness, Use of blogs, tweets, etc. for story generation and development, Protecting copyright, Exploring Cyberspace.

Unit 5
Internet and Social Activism: Digital divide: Problem of access and other issues; Use of internet for development, by NGOs and E-governance; Politics 2.0 and Virtual Democracy; Social sharing to social activism; National and international campaigns on environment, human rights and other issues.

TEXTBOOKS:
**SYLLABI**

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**2015 admissions onwards**

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**Unit 1**


**Unit 2**

Writing for print - newspaper and magazine - Writing headline, Lead and Body copy - Feature Writing - Review Writing - Books, Films, etc.

**Unit 3**

Writing for Broadcast - Television Journalism - TV Reporting and Interviewing - Cyber Journalism.

**Unit 4**

Radio Journalism - Radio broadcasting in India - AM and FM broadcasting - Radio talks and discussions - Radio plays and features - Writing for radio and television - Different programme formats.

**Unit 5**

Online journalism - Definition - distinctive features - web content writing - web journalism ethics.

**REFERENCES:**

- Handbook of Broadcasting, Waldo Abbot and R Rider, McGraw Hill
- Reporting for the Print Media, F.Fedler, Oxford University Press, USA
- Electronic Journalism, Aditya Sen Gupta, Authors Press Publishers
- Digital Newsroom, Balakrishna Aiyar, Authors Press Publishers
- Online Journalism Ethics: Traditions and Practice, Cecilia Friend and Jane B. Singer, PHI Learning Pvt Ltd

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**PHOTO JOURNALISM**

**2002**

**Objective:** To synthesize the knowledge and skills those pertain to photography and journalistic reporting/ story telling.

**Unit 1**


**Unit 2**


**Unit 3**


**Unit 4**


**Unit 5**


**REFERENCES:**

- Digital Photojournalism – Susan Zavoiona, John Davidson (ISBN 0205332404)

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**SCIENCE COMMUNICATION**

**2002**

**Objective:** This course is for those who want to train as professional science communicators. Academic components provide a broad overview of the professional science communication landscape. The course includes print journalism, new media work, broadcast television or radio production and presentation.

**Unit 1**

Science Communication - an introduction - communication theory, laws and ethics.

**Unit 2**

Science Reporting and Writing - web designing - Computer Graphics.

**Unit 3**


**Unit 4**


**Unit 5**

Science Broadcasting - New Media and Science Communication – Internet – Blogs - Alternative Media and Science Communication.
SYLLABI Master of Jour & Mass. Commu. 2015 admissions onwards

TEXTBOOKS:
1. Anthony Wilson, “Handbook of Science Communication”, IOP

REFERENCES:

15MCJ681 CRITICAL VIEWING AND READING ANALYSIS PRACTICE
0021
Imparting skills to cultivate a critical mindset for media analysis.

15MCJ682 NEWS CASTING, ANCHORING AND PROGRAMME PRESENTATION SKILLS
0021
Training in Anchoring, Television Programs including Reality Shows.
Training in co-ordinating Talk Shows and News Programs.
Training in conducting interviews.

15MCJ683 NEW MEDIA AND WEB CONTENT LAB. 0021

15MCJ684 PUBLIC RELATIONS CAMPAIGNS PRACTICAL 0021

15MCJ685 REPORTING, EDITING AND LAB. JOURNAL 0021
Preparing a Lab. Journal (To enable the students to have practical experience in Reporting and Editing News stories for print media) and visual media.

15MCJ686 INTERNSHIP TRAINING AND REPORT PRESENTATION 0021
Attending press conferences at press clubs, reporting major events and preparation of Reports based on it.

15MCJ6890 LIVE-IN-LAB. 2 cr
This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester) and if they identify a worthwhile project, they shall register for a 2-credit Live-in-Lab project, in the third semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

15MCJ692 INTERNSHIP 2 cr
Internships in different companies.

15MCJ696 COMPREHENSIVE AND TECHNICAL VIVA-VOCE 4 cr
The students are required to write a scholarly dissertation after identifying a research problem, reviewing relevant literature and choosing appropriate research methods. The dissertation evaluates critical and analytical skills of the students and their ability to construct coherent and logical arguments in order to support or negate a proposed hypothesis. Students are required to work on a research paper on any area of their choice within the broad area of mass communication.

15MCJ698 VIDEO NEWS PRODUCTION WITH MINI PROJECT 0021
Creating Radio News of minimum 10 minutes duration.
Creating TV News of minimum 10 minutes duration.

15MCJ699 PROJECT 4 cr
Students are required to conceive, script, direct and complete a short film or documentary and a project report for the same should be submitted.

15OEL631 – 6xx OPEN ELECTIVES 2002
Open electives syllabi – see at the end of the booklet.

16FNA500 COMMUNICATION AND MEDIA THEORIES 2002
Objectives: To provide an overview of various concepts and theories of Mass Media and Communication.
Unit 1
Definition, nature and scope of communication; Communication variables; Process and functions of communication; Levels of communication - Intrapersonal, Interpersonal, small group, public, Intercultural and non-verbal communication; Communication barriers; Mass communication - meaning of concept of 'mass' - definition, nature and scope;

Unit 2
Communication - models definition and types of models - linear and non-linear models; Convergence models of communication; Shannon and Weaver model, Berlo, Lasswell, Osgood, Schramm, Baker and Wiseman, Barnlund models of communication; Theories of Communication.

Unit 3
Beginnings of journalism in India; Early British newspapers; Birth of India Language Press; Freedom movement and the India Press- social reforms and social transformation movement and role of the Press; Growth and development of regional press; Role of regional newspapers in independence struggle; Development of Press in the independent India; News Agencies.

Unit 4
Origin and development of broadcasting in India; Private radio broadcasting in India; Regional broadcast- origin and development; Impact of radio in society; Community radio in India - an overview; Origin and development of television in India; Growth and development of regional channels; Growth and development of private television channels; Development and growth of Cable TV in India and its impact on society.

Unit 5
Current affairs and general knowledge - Current events - National and International.

History of India; Geography of the world - Physical, Social, Economic; Indian Polity and Governance; Economic and Social Development; General Issues – Environmental – Ecology - Bio-Diversity - Climate change and other issues; General Science.

BOOKS RECOMMENDED:
1. Dennis McQuil: Mass Communication Theory: An Introduction
2. Melvin L. De Fleur and Sandra Ball – Rokeach: Theories of Mass Communication
3. Melvin L. De fleur and Evette Dennis: Understating Mass Communication
4. Joshi P.: Culture, Communication and Social Change
5. Wilbur Schramm: The process and Effects of Mass Communication
6. Wilbur Schramm: Men, Message and Media

16FNA551 AUDIOGRAPHY PRACTICE LAB. I 0 1 2 2
Familiarizing different types of Microphones, Different Audio connectors, Mixer console, Recording in Studio, Digital Recording.

16FNA552 PHOTOGRAPHY PRACTICE LAB. I 0 1 2 2
Familiarization of different Cameras, Working with Digital SLR Camera, Experiments with depth of field, White balance, metering mode, Different modes in DSLR, Familiarizing Flash Lights & Light Meter, Lighting theory, Working with different light sources.

16FNA553 VIDEOGRAPHY PRACTICE LAB. I 0 1 2 2
Familiarizing Video Camera and accessories, Familiarizing tripods and other support systems, Focusing, White balancing, Different types of storage mediums - Tape and tapeless systems, Practicing different camera movement, Audio recording in video camera, Introduction to DSLR cinematography, Different types of Shots, Practicing different camera movements, Working under different light sources.

16FNA556 AUDIOGRAPHY PRACTICE LAB. II 0 1 2 2
Advanced audio recording in studio, Acoustics, Analog Mixer Console routings and connections, Equalizers, Speakers and Headphones, Practice in Microphone placements, Working with Mixer Console.

16FNA557 PHOTOGRAPHY PRACTICE LAB. II 0 1 2 2
Different types of shot, Different types of camera angles, Working with lenses of different focal lengths, Distance - Depth of Field Framing, Familiarizing with different lens filters, Camera movement practices - Tilting and panning, Advanced lighting techniques , Working with natural light, Studio lighting, HDR photography, Panorama photography, Different photography assignments.

16FNA558 VIDEOGRAPHY PRACTICE LAB. II 0 1 2 2
Practicing with lights (Additional lights and Natural lights), Studio cameras, Breaking down the script and shot division, Working with DSLR’s and its accessories, Track and Trolley, Studio Visit and Crane Operations.