

SAINT CLARET COLLEGE, ZIRO

FIRST SEMESTER SYLLABUS AS PER RGU SEMESTRAL SCHEME
(subjected to syllabus enrichment by SCCZ for Claretines)

B. A. MASS COMMUNICATION
(Old Syllabus)

This is the old syllabus for Mass Com, and is applicable only up to the batches that entered the B. A. (Mass Communication) program until (and including) the academic year 2015-2016. The batches that are entering /have entered the program in or after the academic year 2016-2017, will study the New Syllabus (see separate document).

Course Structure

Semester I

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
MC 101	Environmental Studies- I	20	80	--	3 hours
MC 102	Communicative English-I	20	80	--	3 hours
MC 103	Introduction to Mass Communication	20	60	20	3 hours
MC 104	Computer Application for Mass Media	20	60	20	3 hours
MC 105	Culture, Media and Communication - I	20	80	--	3 hours

Semester 2

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
MC 201	Environmental Studies- II	20	80	--	3 hours
MC 202	Communicative English-I	20	80	--	3 hours
MC 203	Introduction to Mass Communication-II	20	60	20	3 hours
MC 204	Visual Thinking	20	60	20	3 hours
MC 205	Culture, Media and Communication - II	20	80	--	3 hours

Semester 3

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
MC 301	Print Journalism	20	60	20	3 hours
MC 302	Media Scene in India-I	20	60	20	3 hours
MC 303	Sound for Media-I	20	60	20	3 hours
MC 304	Audio-Visual Media (Radio)-I	20	60	20	3 hours
MC 305	Still Photography	20	60	20	3 hours

Semester 4

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
MC 401	Broadcast Media	20	60	20	3 hours
MC 402	Media Scene in India-II	20	60	20	3 hours
MC 403	Sound for Media-II	20	60	20	3 hours
MC 404	Audio-Visual Media (Radio)-II	20	60	20	3 hours
MC 405	Photo Journalism	20	60	20	3 hours

Semester 5

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
MC 501	Video for Communication	20	60	20	3 hours
MC 502	New Media	20	60	20	3 hours
MC 503	Media Entrepreneurship and Marketing	20	60	20	3 hours
MC 504	Media Law and Ethics	20	60	20	3 hours
MC 505	Graphics and Animation	20	60	20	3 hours

Semester 6

Paper Code	Name of Paper	Marks Allotment			Exam Duration
		CIA	Theory	Practical	
MC 601	Video Production	20	60	20	3 hours
MC 602	Advertising and Public Relations & Corporate Communications	20	60	20	3 hours
MC 603	Online Journalism	20	60	20	3 hours
MC 604	Short Film Production	20	60	20	3 hours
MC 605	Internship (1 month, during Summer Break)	20	60	20	3 hours

Detailed Syllabi

SL. NO.	COURSE CODE	PAPER	TYPE OF COURSE	CREDITS
SEMESTER 1				
1.	MC101	Environmental Studies-I	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
Unit I: Media and the Environment <ol style="list-style-type: none"> 1. Definition, scope and importance 2. Need for public awareness via media 3. Natural resources and associated problems: <ol style="list-style-type: none"> i. Forest resources 				

- ii. Water resources
 - iii. Mineral resources
 - iv. Food resources
 - v. Energy resources
 - vi. Land resources
4. Role of an individual and media in conservation of natural resources.

Unit II:

- 1. Media & Ecology
- 2. Concept of an ecosystem: structure and function of an ecosystem
- 3. Producers, consumers and decomposers
- 4. Ecological succession
- 5. Introduction, definition: genetic, species and ecosystem diversity
- 6. Biodiversity at Global, National and Local levels
 - i. India as a mega-diversity nation.
 - ii. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts.
 - iii. Endangered and endemic species of India.
- 7. Media's role in disseminating of information in ecology

2.	MC 102	Communicative English-I	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3 Hrs
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Unit I:

Foundation Unit (English as a language)

- 1. Background of English language
- 2. Basic aim of learning English
- 3. Lingua franca
- 4. Vernacular
- 5. Written language
- 6. Spoken language
- 7. Pronunciation

Unit -II:

Essentials of Good Writing

- 1. Is writing an art or a craft?
- 2. Kinds of Media Writing: (Writing to Inform, Writing to Describe, Writing to Persuade)
- 3. The ABCD of Media Writing
 - i. Accuracy
 - ii. Brevity
 - iii. Clarity
 - iv. Discernment
- 4. Writing Simply
- 5. Vocabulary
 - i. Vocabulary Building: Using Dictionaries and Thesauri
 - ii. Rules of Spelling
- 6. Overcoming Grammar Problems
- 7. Punctuation

3.	MC 103	Introduction to Mass Communication -I	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3Hrs
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<p>Unit I: Journalism and Mass Communication – nature – scope – mass communication – definition – process: mass media and modern society – functions – mass media and democracy.</p> <p>Unit II: Early efforts in printing, newspaper – types of newspaper – contents – characteristics: magazines – characteristics and types of books – book publishing in India.</p> <p>Unit III: Early communication systems in India, history of Indian press – from earlier days to 1880s, Tilak Era, role in freedom movement – brief history of major English and language newspapers and magazines.</p>				
4.	MC 104	Computer Application for Mass Media	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3Hrs
<p>Unit I: Introduction to computers – history and generation of computers; types of computers hardware and software; digital technology keyboard functions. MS office and its applications; MS-word with features; MS windows; Excel; MS Excess, presentation manager; important commands; page maker, interfacing, working with text, page set up, printing; formatting techniques; graphics and drawings.</p> <p>Unit II: Adobe Photoshop: Setting preferences, calibrating system, scanning and importing images, Photoshop interface, selections, paths and masks, painting and editing images, layers and channels, colour images, colour correction, working with text, preparing images for the web, filters, printing and exporting Adobe PageMaker MS Front Page</p> <p>Unit III: Concepts of Internet and Web design</p> <ol style="list-style-type: none"> i. Introduction to the internet, evolution, ISP, TCP-IP, addressing, domains, types of connectivity, browsing the internet, introduction to http, html ii. E-mail: Protocols (SMTP, POP3, IMAP), format, email clients iii. File transfer protocols, Introduction to networking, LAN iv. Web publishing: Website planning, designing a website, hosting, maintaining, and the process of web publishing (creating site, linking, navigation, and management) 				
5.	MC 105	Culture, Media and Communication-	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
<p>Unit I: Social Structure and Process</p> <ol style="list-style-type: none"> 1. Structure, Function and Organisation 				

2. Social Mobility: types, tribe and caste, tribe-caste-peasantry contrast and continuum
3. Conceptual understanding of Social process: Tribalisation, detribalization, retribalisation and sanskritisation

Unit II:

Tribes in Arunachal Pradesh

1. Demography, Geographical distribution, racial and linguistic family, religious classification
2. Historical background
3. Traditional Knowledge System – health and medicine, resource conservation, beliefs, practices
4. Tribal ethics and morals
5. Customary laws and social sanctions
6. Culture and Communication

Unit III:

Tribal Life in Arunachal Pradesh and Change

1. Social, Political, economic and religious life
2. Changing Scenario
3. Education and health
4. Political participation and PRIs
5. Religious conversion and revivalism
6. Occupational diversification
7. Mobility and status of women
8. Traditional Communication in Arunachal -- content form – character – utility – regional diversity- evolution – future
9. Contributing factors and agents of change- reach of media
10. Media content – effects, ‘sky-vasion’, culture integration and culture pollution

SEMESTER 2

2.	MC201	Environmental Studies-II	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
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Unit I:

Media & Environmental Disaster

1. Definition of environmental pollution: Causes, effects and control measures of:
 - (a) Air pollution (b) Water pollution
 - (c) Soil pollution (d) Marine pollution
 - (e) Noise pollution (f) Thermal pollution
 - (g) Nuclear hazards
2. Role of an individual and media in prevention of pollution.
3. Role of Media in Disaster management: Floods, earthquakes, cyclones and landslides
4. Environmental ethics: Issues and possible solutions.
5. Laws for environment protection
 - i. Environment Protection Act.
 - ii. Air (Prevention and Control of Pollution) Act.

- iii. Water (Prevention and Control of Pollution) Act.
- iv. Wildlife Protection Act.
- v. Forest Conservation Act.

Unit II

Communicating Human Welfare

- 1. Population growth, variation among nations.
- 2. Population explosion – Family Welfare Programme and media awareness
- 3. Environment and human health.
- 4. Smoking and Cancer
- 5. HIV/AIDS.
- 6. Women and Child Welfare.
- 7. Role of Media awareness in environment and Human Health issues

Unit III:

Environmental Communication

- 1. Concept, objectives and scope.
- 2. Environmental ethics and media.
- 3. Mass communication channels available for communicating environmental issues.
 - i. Newspaper reporting and writing.
 - ii. Magazine feature writing
 - iii. Visual and electronic reporting.

2.	MC 202	Communicative English-II	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
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Unit I:

Mode of Communication: Written and Oral

- 1. Literary,
- 2. Expository,
- 3. Informative,
- 4. Uses of English in different registers (political, business, legal, sports, media and technology)

Unit II:

Putting Sentences Together

- 1. The Paragraph
- 2. Concise Ideas
- 3. Elements as Paragraphs & Sub Paragraphs
(Putting Paragraphs Together - Logical Sequencing)
- 4. Rule of editing
- 7. Writing Formats: Journals, Letters, Essays & Reports

Unit III:

Translation in Journalism

- 1. Concept & Definition of Translation.
- 2. Nature & Norms of Translation.
- 3. Types of Translation
- 4. The need and importance of Translation in Journalism.
- 5. The process of Translation and How to maintain its originality:
- 6. Guidelines for Translation: Points to be kept in mind while doing Translation, KISS rule
- 7. Practice of Translation from Hindi to English & Vice – Versa.

3.	MC 203	Introduction to Mass Communication-II	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3Hrs
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Unit I:

Ownership of print media – types – merits and demerits: organizational structure of newspaper functions of the staff, editorial, advertising, circulation departments, patterns of newspaper ownership and management of India – procedure to launch a publication, marking practices in print media.

Unit II:

Communication Research, Media Reach and Impact

- Basics of Communication Research, Definitions, Elements, Methods (census, sample surveys, audience survey, observation, clinical studies, case studies, content analysis, ethnographic research), interpreting text, concept of audience (Mass Media)
- Media reach Media access, Media exposure, Media impact
- Advertising & Development, commercialization, violence and sex on television and its consequences
- The effects of cable television & satellites, the homogenizing of culture.

Unit III:

International Communication

- Political, economic and cultural dimensions of international communication – communication and information as a tool of equality and exploitation, Impact of new communication technologies on news flow
- Satellite communication, UNESCO’s efforts in removing imbalances in news flow, MacBride Commission Report,
- International media institutions and professional organizations, FDI, significant issues in the management of print, broadcast and web media, profits and quality
- Media convergence

4.	MC 204	Visual Thinking	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3Hrs
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Unit I:

What is Visual Communication?

- Introduction to Visual Semiotics I
- The image and the spectator

Visual Communication design

- The Visual elements and their organization;

All images have organization, the arrangement of inter-dependent parts to form a co-ordinate whole.

Organization can be referred to as design, composition or order, but organization is a more fundamental and inclusive term. It is inherent in the process and product not superficially applied or arbitrarily imposed. It implies a purposeful integration of the elements like:

Space, Line, Form, Shape, Texture, Light & Colour, Rhythm, Movement, Balance, Harmony, Variety and Unity.

Unit II:

Visual Creativity -The requisites for creativity, the creative process, the ability to transform, curiosity

and receptiveness, flexibility and open mindedness, the spirit of adventure and experimentation. Lettering and typography for titles and production credits. Working in two-dimensional media within a frame: Principles of composition, exercises to create an image based on a theme in black and white.

Unit III:

Exercises towards initiating, complete story telling, in four frames; elaboration of the story in between the frames and working out appropriate visuals for them. Emphasis on elements like continuity, also emphasis in a frame and progression.

5.	MC 205	Culture, Media and Communication-II	MANDATORY	80 Semester Exams 20 CIA Exam Duration 3Hrs
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Unit-I

Contemporary Tribal Issues in Arunachal Pradesh

Problems of the aged, issue of access to education and literacy. Malnutrition, alcoholism, drug abuse, child-labour, trafficking, HIV/AIDS, gender inequality, safe-drinking water, re-productive health

Economic Problems

Poverty, Indebtedness, Land alienation, unemployment, migration displacement and globalisation, rehabilitation, impact of urbanization and industrialization.

Issues of Identity

Social movements and types – Recent trends.

Unit-II:

History of Tribal Policy and Approach to Tribal Development

1. Concept of Tribal development
2. Tribal Policy during
 - i. Pre-British Periods;
 - ii. British Period; and
 - iii. Post-Independence Period
3. Approaches to tribal development in India
4. Tribal Rights
 - i. Land, Forest and Water
 - ii. Intellectual Property Rights
 - iii. Human rights
 - iv. Cultural rights

Unit III:

Development communication

1. Meaning –concept –definition – philosophy – process –theories-role of media in development communication - strategies in development communication
2. Social cultural and economic barriers – case studies and experiences
3. Development communication policy – strategies and action plans – democratic, Panchayati Raj
4. Planning at national, state, regional, district, block and village levels.

SEMESTER 3

1.	MC 301	Print Journalism	MANDATORY	60 Semester Exams 20 Practical
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				20 CIA Exam Duration 3Hrs
<p>Unit I: Principles and methods of effective writing for mass media communication, general rules of grammar, exceptions in mass media writing use of words, sentences – types and construction, use of tenses in mass media writing. Use of negatives and double negatives; adjectives and adverbs; transitional devices; redundancy. Methods of attribution, identification, quotation, paraphrasing.</p> <p>Unit II: Press Commissions, Press Council, DAVP, INS, ABC, unions of media men and media women, professional organizations – PIB, other public information agencies – of both State and Central governments. Agency Journalism: News Media Operations, How news media functions? National media – How it nationalizes the news?, New categories of News, Approaches to Journalism.</p> <p>Unit III: Structure and salient features of a newspaper. Story gathering, thumb rules of news reporting, News</p> <p>Assignments 1. Production of Newspaper</p>				
2.	MC 302	Media Scene in India	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
<p>Unit I: Language and society – development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA. Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India. Newspapers and Magazines in the Nineteenth century – First war of Indian independence and the press – issues of freedom, both political and press freedom. Birth of Indian language press – contribution of Raja Ram Mohan Roy: Birth of the Indian / News agencies.</p> <p>Unit II: The Indian Press and Freedom Movement – Mahatma Gandhi and his journalism, social, political and economic issues before independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism. Journalism in Indian languages (a brief historical perspective of important newspapers to be selected by the concerned university; history of the language journalism of the region (Arunachal Pradesh) The press in India after independence: social, political and economic issues and the role of the Indian press problems and prospects.</p> <p>Unit III: Indian Media Organisations</p> <ul style="list-style-type: none"> • Press Council Of India-Audit Bureau Of Circulation- Registrar of Newspaper for India-Press Commissions-Indian Newspaper Society-UNI- PTI • Chanda Committee Report- Verghese Report- Joshi Report • Films Division- NFDC- FTIJ-National Film Archives-Children's Film Society • Prasar Bharati Board • Advertising Agencies Association of India-India Society Of Advertisers-Society of Advertising 				

Practitioners. • National Readership Surveys and Television Rating Points .				
3.	MC 303	Sound For The Media-I	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
<p>Unit I: Principles and techniques of audio-visual communication – thinking audio and pictures, grammar of sound, AM and FM Radio. Technology and skill of linear and non-linear systems of audio-visual communication, various video standards, tape format.</p> <p>Unit II: Sound construction and picture formation through a wide range of microphones, sound recorders, camcorder, video recorders computer- graphics and studio equipment (exposure through field visits) Evolution and growth of satellite communication, ground receiving and transmission systems, transmission of sound, images and data through microwave, cable and internet technologies. Community Radio, Internet Radio, Radio News Channels, Mobile Radio</p> <p>Unit III: Principles of Sound: Cause and nature of sound, propagations, frequency, audio frequency range, low/mid/high frequencies amplitude, wavelength, pitch, presence, sibilance, reverberation, echo, reverberation time, reflection, absorption, loudness & decibels.</p>				
4.	MC 304	Audio-Visual Media (Radio)-I	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
<p>Unit I: Introduction to electronic media components of electronic media, electronic media as a medium of mass communication; growth of radio, television and films in India; characteristics of radio. Ownership and organizational structure of radio; AIR and private channels; educational radio, commercial radio; emerging trends franchising and community radio, AM and FM.</p> <p>Unit II: The Spoken Word: Distinction between the spoken word and the written word. Marshalling the material and writing for the radio based on assembled material; art of speaking over the radio; radio as medium vis-à-vis listeners’ imagination; role of spoken word producer, scriptwriting for radio. Radio script writing: language for radio, grammar of radio; script writing for news, commercials, features, interviews and plays.</p> <p>Unit III: Radio programme production: sound mixers, recorders, mics and their user sound effects, mixing, recording. Programme presentation announcing, news reading.</p>				

The Studio: Technical parameters Acoustics, reverberation time, dead and live acoustics, decibel, distortion, dubbings, cuing, effects, erasure, feedback effect, filter, frequency, impedance.

Projects:

1. Production of news bulletins
2. Radio ads and jingles

5.	MC 305	Still Photography	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
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Unit I:

Camera history & lenses, Early experiment and later developments camera history: its type and functions Pin hole, box, studio, field, pocket, folding, SLR, TLR, miniature, stereoscopic, panoramic, video, cine & digital cameras and choice of camera & sizes, Principal parts and their function- various shutters, view finders, rising and folding, cross movement and swing back focusing systems, attachments and accessories.

Unit II:

ELEMENTARY PHOTOGRAPHY OPTICS

Refraction of light, dispersion, image formation, principal focus & focal length, size . of images, intensity of images, speed of lenses, diaphragm notation, principles of axis, depth of field, depth of focus, factors controlling of depth of field & focus, variation of aperture with distance of subject, defects of images, chromatic and spherical aberration, curvature of field, distortion astigmatism.

Unit III:

PRINTING

Papers characteristics, grade and selection, paper exposure, development, fixing, washing, drying, types of enlargers and methods of illumination, determination of exposure, projection control of the image

SEMESTER 4

1.	MC 401	Broadcast Media	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
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Unit I:

Evolution and growth of electronic media: radio, television and internet, characteristics of radio, television and internet as a medium of communication - spoken, visual and multiple version of information through links.

Unit II:

Evolution and growth of satellite communication, ground receiving and transmission systems, transmission of sound, images and data through microwave, cable and television technologies. Infrastructure, content and flows of internet with specific references to India, reach and access to

personal computers and internet connectivity. Newspaper, magazines, radio, television and internet.

Unit III:

Writing for television; Writing to skill, writing for video, reference visual to words.

TV news writing: making copy in production language.

Writing for television programmes – research, visualization and production script.

Television reporting: visualizing news, ENG – research, investigation, interviews techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories.

Television news editing : planning, production and compilation of news programmes – writing lead-in/ intro to news packages – headlines writing, teasers and promos.

Television Anchoring: voice broadcast skills – enunciation, flow, modulation- facing an camera – eye contact – use of teleprompter, live studio and field interviews – moderating TV studio discussions; anchoring chat shows and cross-fire.

2.	MC 402	Media Scene in India- II	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration: 3 hrs
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Unit I:

Radio: Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II.

Emergence of AIR – commercial broadcasting – FM radio – state and private initiatives.

Unit II:

Television: Development of television as a medium of communication – historical perspective of television in India – satellite and cable television in India.

SITE Project, Doordarshan, Private Channels (news and entertainment)

Indian Television - 1990 onwards

- Public broadcasting
- Private television
- Cable Television
- DTH and Sat TV

Films: Early efforts – films as a mass medium; historical development of Indian films – silent era – talkies – Indian cinema after independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

Unit III:

Folk Media: Traditional media in India – regional diversity – content form – character – utility – evolution – future.

New Media: Development of new media; convergence – internet – online.

3.	MC 403	Sound for Media- II	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration
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Unit I:

Microphones: Basic designs, pressure operated and pressure gradient operated mikes, carbon, piezo electric, dynamic/moving coil, capacitor/electrostatic/condenser, electric, phantom powered, R. F. mikes, advantages and limitations of different types, wireless mikes, lapel mikes, mike accessories, impedance, power supplies.

Unit II:

Directional response and polar diagrams of mikes: Basic field patterns, line mikes, shotgun mikes, interference tubes, recording techniques with different polar characteristics, factors governing the selection of mikes, types of cables and connectors and their uses

Unit III:

Recorders and playback machines

b) Audio Tapes: Base materials, coatings, designs, format applications.

c) Sound Safety, dope sheet, effects library.

d) Sound level Controls: Manual, Automatic level control, Sound Level Meters.

Creative applications: The sound recordist’s role in a production crew, production of audio albums

Sound Production –

Crew for Studio and Location

- Sound Engineer
- Scriptwriter
- Artist for Different Radio Program and Genres

4.	MC 404	Audio-Visual Media (Radio)- II	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration: 3 hrs
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Unit I:

Nature and Types of Radio Programmes: General characteristics of the medium, its strength and weaknesses, not bound by space and time, scope for imagination, its ephemeral nature, one way communication. Is Radio a distinct Art form?

Unit II:

Kinds of Radio Programmes:

- The Radio Talk
- The Discussion
- Interviews and the art of interviewing
- Feature and Documentary: Writing and production, technique of good documentary writing with illustration, important ingredients in a radio documentary, selection of an idea and point of view/focus to be presented, research in written and audio material, outline determining the specific material to be selected, preparation of final outline & final script.
- Radio Drama: characteristics of the Radio Play, use of sound effects and production techniques, importance of sound effects like “stage properties”; ingredients of a radio play (dialogue, sound effects, music, and silence),radio play vis-à-vis listener's imagination
- News and Current Affairs, News Bulletins, General Characteristics of a news bulletin, sources of news, policy and censorship, news dispatches, writing/voicing of dispatches

- Music and Radio, presentation of live music programmes, classical and light, devotional, folk etc., balancing problems involved
- Commercial Broadcasting: Writing advertisements for radio, multi-track recording techniques for commercial radio products.
- Production and scheduling of recorded programmes, cueing, and timing.

Unit III:

Radio and Applications:

- Non-formal Education: Rural Programmes, radio vis-à-vis intensive agricultural district programme (IADP): development of Rural Forums in AIR, Farm School of the AIR.
- Children's Programmes: What can be achieved considering the psychological development of the child, in terms of the findings of Piaget.
- Radio and Literacy: School Broadcasts, objectives, the importance of the teacher, preparation, visual aids, summing up.
- The Concept of Entertainment: Entertainment in learning; in India education needs to become entertaining and fun oriented so we can learn through entertainment.

Projects:

- Radio drama
- Radio feature

5.	MC 405	Photojournalism	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
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Unit I:

Introduction of Photo Journalism, Concept, Importance, Requirements, Nature, Objectives, Purpose & Functions.

Syndicates Photography - Elements and principles - visual language - meaning - photographer's jargon; composition of photography-subject and light.

Unit II:

Photographic equipment

Cameras - types - formats - lens - their types and functions - film - types and functions accessories.

Camera and Photo - Shots-focus - shutter - speed - selection of subject - different types of photographs - action - photo editing - procedure - pictures for newspapers and magazines - developing photographers' manual and computerized photography.

Unit III:

Photographing people portrait and still, wildlife; environment; sports; landscape; industrial disasters; photography for advertising; conflicts - war - political and social photography. News values for pictures - photo-essays-photo features; qualities essential for photo journalism; picture magazines - colour photography; impact of technology, practical's, field assignments and their evaluation
Portrait Photography, Food Photography, Documentary Photography

Assignments

1. Photo album of 25 style shots.

SEMESTER 5				
1.	MC 501	Video for Communication	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
<p>Unit I:</p> <p>Television: characteristics of television, comparison with other media, educational TV, commercial TV, satellite TV, cable TV. Ownership and organization: ownership pattern – Doordarshan, other Indian and foreign channels; organizational structure of Doordarshan and other channels, their comparative merits and demerits.</p> <p>Unit II:</p> <p>Writing for television: language and grammar of television; principles of TV script writing; script writing for news, interviews, documentaries, short talks and commercials.</p> <p>Unit III:</p> <p>Television production techniques: introduction to pre-production, production and post-production; editing – linear and non-linear; special effects; emerging trends.</p> <p>Exercises and Assignments</p> <ol style="list-style-type: none"> 1. Script for one episode for an on-going serial 2. Script for TV News. 3. Script for a Documentary 4. Video record of a commercial. 				
2.	MC502	New Media	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration: 3 hrs
<p>Unit I:</p> <ol style="list-style-type: none"> 1. What are New Media? 2. Evolution of Digital Communication 3. Finding and Evaluating Online Communications 4. Human-Computer Interaction 5. Networks - Social and Technological 6. Online News <p>Communication Technology (CT): Concept and scope, technology, electronic Digital exchange; C-Dot; Pagers; Cellular Telephone; IP application; impact of IT on society. Networks: Topology ; types – LAN , MAN , WAN ; TCP/IP; FTP; Ethernet; Domain and DNS.</p> <p>Unit II:</p> <p>Internet – Concept, ownership and administration of internet, ISPs, connectivity – Dial Up, Leased line, V-SAT, E-mail, FDDI; X.25; Hub.Net meeting; web browsers; search engines; Internet – sourcing – web technology and its applications – new generation Internet potentials and limitations – priorities and utilization</p>				

Unit III:				
Introduction to WWW; HTTP, Java, HTML; browsing and browsers, Bookmarks, searching: through directory, search engine, search resources ;video conferencing and telephony , e-commerce : buying, selling, banking, advertising on internet. HTML - elements of HTML, inserting, linking; web editing tools, publishing a Site.				
3.	MC 503	Media Entrepreneurship and Marketing	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
Unit I:				
Introduction to entrepreneurship The Concept and principles Factors that effect entrepreneurial development Entrepreneurship and management Role of Entrepreneurs in society				
Unit II:				
Entrepreneurship in North East- Problems and possibilities, support systems Media Management – Introduction, Definition, Principles and Significance of Management Media Ownership Patterns in India – Proprietorship, Partnership, Private Ltd., Public Companies, Trusts, Co – Operatives, Religious Institutions (Societies) & Franchisee Chains Recruitment, Hiring & Training of Staff Organization Theory, Functions & Organizational Structure of Different Departments				
Unit III:				
Media Entrepreneurship Management of media institutions Media buying and selling, Media marketing strategies in the light or globalization Technology interventions				
4.	MC504	Media Ethics and Law	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration: 3 hrs
Unit I:				
Nature and scope of Media Law; an overview of various laws having bearing on the media –print, electronic and on-line. Concept and scope of media freedom, constitutional guarantees on Press freedom; their limitations, reasonable restrictions. Media freedom and pressures on media – internal economic, pressure groups, advertisers, political groups, extremist elements, trade unions etc. Press and Registration of Books Act, 1867, laws on defamation, contempt of courts and official secrecy, censorship; privileges of legislature. Press Council Act, law regarding working journalists and other newspaper employees, law on freedom of information, copyright Act. Prasar Bharti Act, Cable Television Act, Broadcasting Bill, law regarding information technology.				

Unit II:

Media ethics – concept of ethics, ethics and law, rules of media ethics, broadcasting code, Press codes, advertising code of print and broadcast media.

Rights and Liabilities of the Editor, Printer and Publisher – Editorial autonomy and Independence – Govt. Information Services and their controls – PIB.

Unit III:**Media Laws**

Right to Information Freedom of Expression and Freedom of Press in various political Setup Constitutional Restrictions on Media Privileges of Media Personnel, The Indian Penal Code, Indian Evidence Act, Libel Slander, Defamation, Contempt of Court.

The Press Registration of Books Act 1867, Copy Right Act – Periodical Changes, Post and Telegraphy Act, Official Secrets Act of 1923. Press Council – Working Journalists Act – MRTPC (Monopolies and Restrictive Trade Practice Commission) – Industrial Dispute Act – Indecent Representation of Women Act of 1986.

Censorship Law and Internet – emerging trends – Laws relating to cable and satellite TV – Cyber Law – Cyber Crime – Cyber Ethics – Convergence Bill – Communications Commission of India (CCI) – Intellectual Property Rights – Rights to Privacy and Internet.

5.	MC 505	Graphics and Animation	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration: 3 hrs
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Unit I:

Graphics creation- brand and corporate identity manual, poster, brochure, label artwork presentation. Interactive, navigation techniques and authoring skills.

Elements of design and graphics, visualization, convergence and divergence – conceptualization – functions and significance – fundamentals of creativity in art – logic – style- value – tools of art – illustrations – graphs.

Basic elements and principles of graphics, design lay-out and production; typeface families- kinds – principles of good typography; spacing – measurement – point system.

Type composition – manual – mechanical – lino – mono – ludlow – photo, DTP, use of computer software, character generation – use of multi-media.

Unit II:

Adobe Photoshop, Adobe premiere, Adobe Illustrator, Coral draw, PowerPoint, Aftereffects, Digital Fusion, Macromedia Director, Sound forge/Sound edit.

Unit III:**Animation**

What is mean by Animation – Why we need Animation – History of Animation- Uses of Animation – Types of Animation – Principles of Animation – Some Techniques of Animation – Animation on the WEB – 3D Animation – Special Effects - Creating Animation.
 Creating Animation in Flash: Introduction to Flash Animation – Introduction to Flash – Working with the Timeline and Frame-based Animation - Working with the Timeline and Tween-based Animation – Understanding Layers - Actionsript.
 3D Animation & its Concepts – Types of 3D Animation – Skeleton & Kinetic 3D Animation – Texturing & Lighting of 3D Animation – 3D Camera Tracking – Applications & Software of 3D Animation.
 Motion Caption – Formats – Methods – Usages – Expression – Motion Capture Software’s – Script Animation Usage – Different Language of Script Animation Among the Softwares
 Concept Development –Story Developing –Audio & Video – Color Model – Device Independent Color Model – Gamma and Gamma Correction - Production Budgets

SEMESTER 6

1.	MC601	Video Production	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
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Unit I: The Video Chain

- a) The Video Chain: Basic design and structure, the camera tube, encoding & decoding colour, formation of the composite image, the scanning process, lens characteristics, care & maintenance of equipment, digital cameras and CCDs.
- b) Basic operations: Exposure, under and over exposure, gain and aperture, controlling exposure, tripod, pan and tilt head
- c) The Video Tape Recorder: Video track, operations & control, helical scan, control track, video formats, video technology
- d) Grammar of cinema: Terminology and description, scripting, grammar & visual thinking, rationale for using specific shots, cutting between shots
- e) Composition: Technique & aesthetics, balance, proportion and perspective
- f) Exposure & Lighting: Colour temperature, colour balance, lighting plots, lighting equipment and accessories, 3 point lighting

Unit II: Editing

- a) Editing or electronic transfer: Off line and on line edit, insert and assemble edit, roll back and crash edit
- b) Basic principles: Continuity of action & appearance, the line and how to cross it, cutaways/cut ins/buffer shots, the aesthetic considerations of editing
- c) Preparing the audio track (Music SFX, Dialogue etc)

Unit III: Production Planning/ Paperwork:

- a) Format and structure budgeting, production book, scripting
- b) Storyboarding, Floor plans, Rundown sheet, Camera blocking, Paper edit, proposal writing

Projects:

- Familiarization exercise with equipment
- In camera edit exercise
- Continuity exercise
- Final Electronic Field Product (with a proposal)

2.	MC602	Advertising and Public Relations & Corporate Communications	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
<p>Unit I: Advertising: Organization and functioning, how advertising works, social and economic impact, advertising and social development issues, target audience Strategies of ad campaigns: Copywriting, prioritization, tools and methods, editing, layout & design, type and type faces, copy preparation for printing, desktop publishing, feedback and evaluation</p> <p>Unit II Meaning, Definition of PR, objective and Function of PR , PR as a communication function history of PR – growth of PR in India, PR specially, propaganda and public opinion, PR as a management function.</p> <ol style="list-style-type: none"> Stages of PR – planning – implementation – research – evaluation; PR practitioners and media relations – press conference – press releases – other PR tools. Communication with public – internal and external – community relations – employees relations; PR in India – public and private sectors; PR counseling; PR agencies; PR agencies; PR and advertising – PR for media institutions. Shareholder relations – dealer relations; PR for hospitals – PR for charitable institutions; defense PR; PR for NGOs; PR for political parties; crisis management – case studies. PR research – techniques; PR and law; PR and new technology; code of ethics for PR international PR; professional organizations of PR; emerging trends in PR. ETHICS AND PR Code of ethics, PR Law , defamation, libel, SOLAADS, slander, privacy, copyright, press conference, type of press conference, press release, how to write a press release checklist for press conference <p>Unit III: Interface of PR with various management disciplines (human resources and development, finance, marketing, management services, planning and development, etc.) – public in PR, PR tools (interpersonal, mass media and selective media) – PR in industry (public sector, private sector and MNCs)- PR in Central and State Government and the functioning of various media units of the state and Union Governments.</p>				
3.	MC 603	Online Journalism	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
<p>Unit I: Overview Of Online Journalism Around The World What is online journalism? The changing landscape: Why newspapers and broadcast outlets are on the Web Online Journalism in India</p> <p>Tools Of Online Journalism Multimedia Interactivity Hyperlinks Weblogs and content management systems</p> <p>Unit II: Citizen And Participatory Journalism</p>				

Citizen Journalism
 Hyperlocal Journalism
 Weblogs
 New Media And Social Networks
 New Media
 Social Media
 Social Networking websites

Unit III:
 Security And Ethical Challenges In Online Journalism
 Security challenges
 Applying Journalism Ethics to online journalism
 Audio Journalism Online
 What is audio journalism online?
 Digital editing using free and open source Audacity
 Saving and exporting file
 Signing up for Dropbox WordPress.com
 Using Dropbox and WordPress.com to embed edited MP3 file directly on a web page, so people can listen to it

4.	MC604	Short Film Production	MANDATORY	60 Semester Exams 20 Practical 20 CIA Exam Duration 3 hrs
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Unit I:
 Writing concept, story & screenplay for the short film
 Conceptualization of Visual Effects (VFX) and Sound Effects (SFX) according the film
 Making story board for shot selection and division

Unit II:
 Making budget for Short film

Unit III:
 Scheduling process and post- production
 (Will culminate in the production of a 15 minute film)

5	MC 605	Internship	MANDATORY	80 Intership Report 20 Viva Exam Duration
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The assessment will be done based on the submission of a report on the term of the internship

Recommended Readings:

Introduction to Communication & Theories of Communication

1. Kumar K. J.(2009). *Mass Communication in India*, Jaico Publishing House.
2. McQuail, Denis. (2005). *McQuail's Mass Communication Theory*, Sage Publications.
3. Mehta.D.S. *Mass Communications & Journalism in India*, Allied Publisher Limited.
4. Mahajan Kamlesh. *Communication & Society (The Emerging Human Concern)*, Classical Publication Company, New Delhi.
5. Robin Jeffery. *India's Newspaper Revolution*, Oxford University Press
6. G. Parthasarthi. *History of Indian Journalism*.
7. Singhal Arvind. *India's Communication Revolution*
8. Downs F.S.: *The Mighty Works of God – A Brief History of the Council of Baptist Churches in North-East India: The Mission Period 1836-1950*; Christian Literature Centre, Guwahati, 1971
9. N Maheswar: *The Resuscitation of the Assamese Language by the American Baptist Missionaries*, Omsons Publications, 2008, xxvi, 502 p, ISBN : 8190720502,
10. Sword V.H.: *Baptists in Assam – A Century of Missionary Service (1836-1936)*; spectrum Publications, Guwahati/Delhi, 1992

Environmental Studies

1. Agarwal K.C. (2001). *Environmental Biology*. Nidi Publications Ltd.
2. Bharucha.E. (2004). *Environmental Studies for Undergraduate Courses*. New Delhi: University Grants Commission.
3. Kumar . M & Gupta. R (2011). *Biodiversity: An overview*. New delhi: New Age International (P) Ltd.

Introduction to Northeast India

1. BaruahSanjib, *Beyond Counter-insurgency: Breaking the Impasse in Northeast India*, Oxford University Press, ISBN 019569876-2
2. Borua P.C: *AsamarBatorikakat – AtiRuprekha (1846-1946/47)*; Lawyer's Book Stall, Guwahati, 1993
3. Das, Samir Kumar, *Governing India's Northeast*, ISBN 978-81-322-1146-4

Traditional Media

1. Rani Usha. *Traditional Media and Development*.
2. *Pamar, Shyam*, Traditional Folk media of India.

Introduction to Indian Constitution

1. Vidyasagar, I.S. (2006), *Constitution of India*, Abd Publishers.
2. Basu et al. *Indian CONSTITUTIONAL Law*, 3rd edition, 2011
3. NCERT Text Books, url: <http://www.ncert.nic.in>

Reporting and Editing

1. Srivastava M.V. *The Journalistic Hand Book*, Sterling Publishers, New Delhi

2. Chadda Sativa. *Modern Journalism and News writing*, Popular Prakashan, Bombay
3. Rangaswami Parthasarathi. *Basic Journalism*, Macmillan India Ltd.
4. Kessler, Lauren & McDonald, Duncan. (1996). *When Words Collide: A Media Writer's Guide to Grammar and Style*. Belmont, California: Wadsworth.
5. Clark, Roy Peter. (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.

Photography and Photojournalism

1. Dilwali Ashok. *All about Photography*, National Book Trust, India.
2. Chandra P.K. *Visual Communication and Photo Journalism*, Swastik Publishers & Distributors, Delhi.
3. Langford M.J. *Basic Photography*.
4. Langford Michael. *The Step by Step Guide to Photography*.
5. Kurtz D Bruce. *Visual Imagination*.

Media Law and Ethics

1. Saxena Ambrish. *Issues of Media Policy Regulation and Ethics*, Kanishka Publishers, Distributors, New Delhi.
2. Basu D.D. *Law of the Press in India*, Wadhwa & Company, Nagpur.
3. Hakemulder R. Jan. *Media Ethics & Law*, Anmol Publications, New Delhi.
4. Singh, P.P. et. al., (1998). *Media, Ethics and Laws*, Anmol.
5. Prabhakar, M. et. al., (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
6. Agarwal, S.K. (1989). *Media Credibility*, Mittal.

Communication for development

1. McLuhan Marshal. *Understanding Media*.
2. Sinha K. Arvind. *Mass Media and Rural Development*.
3. Chhabra S.S. & Ahuja B.N. *Development Communication*.
4. Sondhi Krishnan. *Problems of Communication in Developing Countries*.
5. Achware and Bhatnagar. *ICT in Development*.

Introduction to Film studies

1. Zettl, H. (1999). *Television Production Handbook*, Wadsworth
2. Luthra H.R. *Indian Broadcasting*, Publication Division, New Delhi.
3. Chatterjee P.C. *Broadcasting in India*, Sage publications, New Delhi.
4. Shrivastava K.M. *News Writing for Radio and TV*, Sterling Publication, New Delhi.
5. Burrows, Thomas D., et al. (2000). *Video Production: Disciplines and Techniques*. McGraw-Hill.
6. Browne, Steven E. (2002). *Video Editing- A Post-production Primer*. Focal Press
7. Compesi, R.J. (2006). *Video Field Production and Editing*. Allyn and Bacon.
8. Cooper, Richard, Lavery, Mike & Rinvoluceri, Mario. (1991). *Video*. Oxford Univ. Press
9. Crittenden, Roger. (1995). *Film and Video Editing*. Blueprint.
10. Dancyger, Ken. (1993). *The Technique of Film and Video Editing*. Focal Press.
11. Ahuja B.N. *Audio Visual Journalism*.
12. Dix, A. (2010) *Beginning Film Studies*. Viva Books, New Delhi.

Sound and Radio Production

1. Tabing Louie. (2002). *How to do community radio*, Unesco Publication, New Dehli.
2. Fraser, Colin & Estrada Rastrepo Sonia. (2001). *Community Radio Handbook*, Unesco
3. Maeseneer De. Paul. *Here is the News: A radio news manual*. Unesco.
4. Chantler, Paul & Sam Harris (1997) *Local Radio Journalism*. Oxford: Focal Press.
5. Wilby, Pete (1996). *The Radio Handbook*. London: Routledge
6. Chrisell, Andrew. (1986). *Understanding Radio*. Methuen & Co. Ltd. New York.
7. Eng, Peter & Hodson, Jeff. (2001). *Reporting and writing News: A basic hand book*, Bangkok. Written for the Indo- china Media Memorial Foundation.
8. Alexander, James P. (1979). *Programmed Journalism Editing*. Ames, Iowa; Iowa State University Press.

Television Production and Journalism

1. Boyd, Andrew (1997). *Broadcast Journalism*. Oxford: Focal Press.
2. Hausman, Carl (1995). *Crafting the News for Electronic Media*. California: Woodsworth publishing.
3. Waltern, Roger L (1994). *Broadcast Writing*. New York: McGraw Hill.
4. Boyd, Andrew. (1990). *Broadcast journalism*. Oxford: Heinermann professional publishing.
5. Wulfemeyer, K. Tim. (1984). *Beginning Broadcast Writing*. Ameslowa: Iowa State University Press.

New Media

1. Sinha K. Pradeep, Sinha Priti. *Computer Fundamentals*.
2. Chowdhury Roy Biswaroop. (2008). *Dynamic memory computer course*.
3. Rajaraman. V, Adabala Neeharika. *Fundamental of computers*.
4. *Web Design Fundamentals handbook: Dreamtech, Delhi*.
5. Goel, S.K. (1999). *Communication Media and Information Technology*, Commonwealth.
6. Leon, Alexis. (1998). *Internet for Everyone*, LeonTechworld.
7. Lievrouw, Leah A. & Livingstone, Sonia. (2006). *Handbook of New Media*. Sage publication.
8. Foust, James. (2004). *Online Journalism: Principles and Practices of News for the Web*. Holcomb Hathaway Publishing.
9. Rosales, Rey, G. (2006). *The Elements of Online Journalism*. iUniverse Inc.
10. Quinn, Stephen & Lambie, Stephen. (2007). *Online Newsgathering: Research and Reporting for Journalism*. Focal Press.
11. Craig, Richard. (2004). *Online Journalism: Reporting, Writing, and Editing for New Media*. Thomson/Wadsworth Publishing Co.

Media Entrepreneurship and Marketing

1. Biswasroy P.K., Panigrahy Dibakar. *Media Management in India*, Kanishka Publishing House, New Delhi.
2. Chiranjeev Avinash. *Electronic Media Management*, Authors Press, New Delhi.
3. Jain Subhash C. *International Marketing Management*, CBS Publishers & Distributers, New Delhi.

Advertising and Public Relations

1. Ahuja B.N, Chabra S.S. *Advertising & Public Relations*, Surjeet Publications, Delhi.
2. Banik E.G. *Effective Public Relations in Public and Private sector*, Jaico Publishing House, Mumbai.
3. Kaptain S.S. *Advertising- New Concepts*, Sarup & Sons, New Delhi.

4. Felton J Charles. *Layout, Printing, Design and Production*
5. Kau J.M. *Public Relations in India*

Media, Culture and Society

1. Pandey Deepak, TripathiByomakesh. *A comprehensive history of Arunachal Pradesh (From earliest times to 1947 AD)*
2. Srinivas Melkote,&Steeves. (2001). *Communication for Development in the Third World*, Sage, 2001,
3. Gupta V.S. (2004). *Communication for Development and Civil Society*, Concept.
4. Ravindran R.K. (2000). *Media in Development Arena*, Indian Publishers Distributors, 2000.

Techniques of Media Analysis

1. Asa Berger, A. (2012), *Media Analysis Techniques*, Sage Publication

Please Note Well:

The B. A. (Mass Com) Syllabus given above is essentially as per the BUGS of Rajiv Gandhi University, Itanagar, under which SCCZ is a permanently affiliated undergraduate school. However, for the purposes of meeting the needs of the Claretines and to give them an edge at excellence, the syllabus has been enhanced providing a more detailed references with additional listing of books and journal articles. The responsibility for and the rights regarding the enrichment of the syllabus rests with Saint Claret College, Ziro.

~ Principal