



**MAHARAJA AGRASEN COLLEGE**

University of Delhi

VASUNDHARA ENCLAVE, DEIHI-110096

Department of Journalism, Maharaja Agrasen College (University of Delhi) is introducing a course in TV programme & News Production. This two year course '**Advance Diploma in TV Programme & News Production**' will be run under community college scheme. Duration of this course will be 2 years i.e. 4 semesters with multiple exit points at 6th Month (after completion of first semester), 12<sup>th</sup> Month (after completion of second semester). In case of exit after 1st Semester Certificate in TV Programme & News Production will be awarded to the learner and after 12 months Diploma in TV Programme & News Production will be awarded.

The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach to the field and enable the students to create a foyer in the market of contention. Syllabus has been developed in consultation with the industry professionals, academicians, media & Entertainment sector skill council.


This is a credit-based modular programmes, wherein banking of credits shall be permitted so as to enable multiple exit and entry. This would enable the learner to seek employment after any level of certification and join back as and when feasible to upgrade her / his qualification / skill competency either to move higher in her / his job or in the higher educational system. This will also provide the learner an opportunity to move from vocational stream to general stream and vice versa subject to fulfilling the entry qualification. Certification of any level of the NVEQF / NSQF will be the entry qualification for the next level of the NVEQF / NSQF.

**Seats Available**

Advance Diploma in TV Programme & News Production offers 50 seats (5 seats are reserved for PWD); preference will be given to the learners living in the local community. Rules and regulations for admission under reserved categories will be followed as per government norms and policies.

**Eligibility:**

The minimum educational qualification for admission into '**Advance Diploma in TV Programme & News Production**' is 10+2 pass or equivalent from any recognized board or university Or Level-3 and Level-4 NVEQF / NSQF. For admission in '**Advance Diploma in TV Programme & News Production**' preference will be given to the learners living in the local community. Rules and

  
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regulations for admission for reserved categories shall be followed as per government norms and policies. There is no age bar for admission in the course.

**Admissions:**

1. Admission to '**Advance Diploma in TV Programme & News Production**' course will be based on performance in best 4 subjects of qualifying examination & Personal Interview of the candidate.
2. Weightage to qualifying examination marks & Interview will be in ratio of 70:30.
3. Call list for the Interview will be drawn on the basis of their best 4 marks of qualifying examination. 3 candidates may be called against one seat for personal interview.
4. Candidates have to present all original documents at the time of Personal Interview.
5. The applicants seeking re-entry into the college will get preference in admission over the new applicants.
6. All efforts will be made to make sure that no seat remains vacant. In case reserve category candidates are not available, vacant seats will be filled by general category candidates.
7. Following documents are required for admissions in '**Advance Diploma in TV Programme & News Production**'
  - a. 10<sup>th</sup> Mark sheet + Certificate
  - b. 10+2 Mark sheet + Certificate
  - c. TC / Migration Certificate
  - d. Character Certificate
  - e. Category or/& latest Income Certificate ( if required)
8. Candidate may be asked to submit all testimonials including category & income certificates in original to the college office for further verifications.

**Fee for the Course**

Fee of Rs. 6,000 per annum will be charged to each student enrolled in the course. The fund collected from the learners as student fee shall be used to recover part of the operating expenditure.

**Scholarship**

A scholarship of Rs. 1,000/- per month may be given to meritorious and regular students.

**Guidelines for credit calculations**

The following formula will be used for conversion of time into credit hours to facilitate multiple entry and exit at each level (or within a level) with the bundle of credits earned, clearly certified by the Community College.

  
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- a) One Credit would mean equivalent of 14-15 periods of 60 minutes each, for theory, workshops / labs and tutorials.
- b) For internship / field work, the credit weightage for equivalent hours shall be 50% of that for lectures / workshops.
- c) For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study shall be 50% of that for lectures / workshops as per UGC GUIDELINES FOR COMMUNITY COLLEGES.

Awards could be given at each stage as per Table below, when there are enough students who enter the College after completing Level-1 to 4 of Skill components of the NVEQF.

NVEQF Level	Skill Component Credits	General Education Credits	Normal Calendar duration (post meeting the entry criterion)	Exit Points / Awards
6	72	48	Four Semesters	Advance Diploma
5	36	24	Two Semesters	Diploma
	18	12	One Semester	Advance Certificate
	9	6	Three Months	Certificate

**Entry:** 10+2 or equivalent certificate along with certificate for meeting the learning outcomes of the Vocational / Skills components of Level-1 to Level-4 under NVEQF.

On completion of Advanced Diploma (120 Credits), a student is eligible for admission to Level-7 (third year), leading to B (Voc.) Degree.

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## Programmes and Curricula

### Proposed curricula

#### Scheme of Papers

Semester	Papers	No. of Hours / Credits
Sem-I	GEC 101: Communication Skill	4 Credit
	GEC 102: Information Technology	4 Credits
	GEC 103: Introduction to Television	4 Credits
	104: Introduction to TV News Script	6 Credits
	105: Introduction to TV Programme Script	6 Credits
	106: Practical- Script Writing	3 Credits
	107: Project ( Live Project with Industry / Community)	3 Credits
Sem-II	GEC 201: Environmental Studies	4 Credit
	GEC 202: हिंदी लेखन कौशल : विस्तार एवं संभावनाएं	4 Credits
	GEC 203: Television Production	4 Credits
	204 : Video & Audio Technology	6 Credits
	205: Basics of Production Management	6 Credits
	206: Practical - Production Management	3 Credits
	207: Project ( Live Project with Industry / Community)	3 Credits
SEM III	GEC 301: Fundamentals of Management & Organizational Behaviour	6 Credits
	GEC 302: Media Industry and Management	6 Credits

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	303: News Production Process	3 Credits
	304: TV Reporting	3 Credits
	305: Copy Editing	3 Credits
	306: Unit Production	3 Credits
	307: Practical : News Production	3 Credits
	308: Project ( Live Project with Industry / Community)	3 Credits
<b>SEM IV</b>	GEC 401: Entrepreneurship	4 Credits
	GEC 402: Making Decisions	4 Credits
	GEC 403: Screen & gfx Communication	4 Credits
	404: Sound Direction	2 Credits
	405: Light Direction	2 Credits
	406: Video Editing	2 Credits
	407: News Direction	3 Credits
	408: Fiction Direction	3 Credits
	409: Practical – Production	3 Credits
	410: Project ( Live Project with Industry / Community)	3 Credits

## Assessment

### Scheme of Examination

1. In each paper up to 33 % marks will be for continuous internal assessment, which may be based on written assessment, tests, case presentation, group discussion, practical exercise etc.
2. Written examination will be conducted for up 70% marks in theory & 66% Skill based papers. Duration of the written examination will be of 3 hrs.
3. A practical examination / viva-voce will be held for practical papers & projects.
4. Classes / contact hours for one credit should be 15 hrs, thus for 4 credit paper 60 hrs are mandatory, for 6 Credits 90 hrs, for 3 Credits 90 hrs are mandatory.
5. For practical / viva-voce examinations board of examiners shall be appointed by the principal, Members of the board shall be one external examiner from the Industry / MESSC /Academia / expert along with the internal faculty.



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Semester	Papers	No. of Hours / Credits	Continuous Assessment	Theory Examination	Practical / viva-voce Examination	Total
Sem-I	GEC 101: Communication Skill	4 Credit	25	75	NA	100
	GEC 102: Information Technology	4 Credits	25	75	NA	100
	GEC 103: Introduction to Television	4 Credits	25	75	NA	100
	104: Introduction to TV News Script	6 Credits	50	100	NA	150
	105: Introduction to TV Programme Script	6 Credits	50	100	NA	150
	106: Practical Script Writing	3 Credits	25	NA	50	75
	107: Project (Live Project with Industry / Community)	3 Credits	25	NA	50	75
Sem-II	GEC 201: Environmental Studies	4 Credits	25	75	NA	100
	GEC 202: हिंदी लेखन कौशल : विस्तार एवं संभावनाएं	4 Credits	25	75	NA	100
	GEC 203: Television Production	4 Credits	25	75	NA	100
	204: Video & Audio Technology	4 Credits	25	75	NA	100
	205: Basics of Production Management	4 Credits	25	75	NA	100
	206: Practical Production Management	3 Credits	25	NA	50	75
	207: Project (Live Project with Industry /	90 Hrs / 3 Credits	25	NA	50	75





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	Community)					
<b>SEM III</b>	GEC 301: Fundamentals of Management & Organizational Behaviour	6 Credits	30	70	NA	100
	GEC 302: Media Industry and Management	6 Credits	30	70	NA	100
	303: News Production Process	3 Credits	30	70	NA	100
	304: TV Reporting	3 Credits	30	70	NA	100
	305: Copy Editing	3 Credits	30	70	NA	100
	306: Unit Production	3 Credits	30	70	NA	100
	307: Practical- News Production	3 Credits	25	NA	50	75
	308: Project ( Live Project with Industry / Community)	3 Credits	25	NA	50	75
<b>SEM IV</b>	GEC 401: Entrepreneurship	4 Credits	30	70	NA	100
	GEC 402: Making Decisions	4 Credits	30	70	NA	100
	GEC 403: Screen & Gfx Communication	4 Credits	30	70	NA	100
	404: Sound Direction	2 Credits	30	70	NA	100
	405: Light Direction	2 Credits	30	70	NA	100
	406: Video Editing	2 Credits	30	70	NA	100



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407: News Direction	3 Credit	30	70	NA	100
408: Fiction Direction	3 Credits	30	70	NA	100
409: Practical - Production	3 Credits	25	NA	50	75
410: Project ( Live Project with Industry / Community)	3 Credits	25	NA	50	75



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**Semester – I**

**Paper GEC 101 - Communication skills**

**Credits: 4 Duration: 60 hours**

**Unit-I Basics of Communication skills**

**12 Hours**

Understanding communication, Evolution and Growth of communication, Levels of communication, Modes of communication, Non-verbal communication: Body language, gestures, Paralanguages, Second-skin communication-makeup, hairstyle, costume, presentation, Barriers to Communication in respect to TV.

**Unit-II Speaking skills**

**12 Hours**

Communicating with visible and invisible audiences, Voice and speech: Articulation, De-jargonizing, Fluency, 'Sadharanikaran', Speech personality: Usage of contemporary language, Voice culture: Pitch, timbre, tempo, vitality, tone and enthusiasm, Using your voice-conversation to present-actions (usage of words and verbs).

**Unit-III Mass Communication skills**

**12 Hours**

Mass Communication- Functions, role & impact of media, Defining Mass Communication: its functions and various elements, TV as Mass Medium, Visual Communication as 'Text', Language of Television: Genre, Jargon and Terminologies, New Media: Text and Platform, Issues and challenges of New Media, Role of Community TV and informal TV

**Unit-IV Concepts and Procedures**

**12 Hours**

A brief introduction to Communication theories, Multistep Theory, Selective Exposure, Selective Perception and Selective Retention, Uses & Gratification Theory, Cultivation Theory, Role of Agenda Setting in TV , Gate Keeping in TV news

**Unit V Exercises & Assignments**

**12 Hours**

Conversational Exercises , Monitoring and Critical Appreciation of TV programmes Writing exercises, Public Speaking/Presentation Situations, Interview session, Group Discussion sessions on current issues, Effective Presentation using various audio – visual aids, Practising New Media Platforms/formats

**Suggested Readings:**

- Michael Ruffner and Michael Burgoon, Interpersonal Communication (New York, Holt, Rinehart and Winston 1981,
- John Fiske, Introduction to Communication Studies, (Routledge 1982)
- Dennis McQuail, Mass Communication Theory, (London, Sage, 2000) fourth Edition
- Baran and Davis, Mass Communication Theory, Indian Edition, (South West Coengate Learning,
- Kevin Williams, Understanding Media Theory, (2003)



**Paper GEC 102 – Information Technology**

Credits: 4 Duration: 60 hours

**Unit 1: Introduction to Information Technology**

12 Hours

Fundamentals of Computers, Basic concepts of ICT, Digital India campaign & its impact over society, Role of ICT in Media & Entertainment Industry , Introduction to Office Automation Tools: MS-Office: Word, PowerPoint, Excel, Access, Working with PC PACKAGES. Translators: Assembler, Compiler and Interpreter & other tools used in media and entertainment Industry, Software: System and Application Software, Utility packages Applications of Information Technology: Wide range of applications in: Media & Entertainment Industry

**Unit 2: Introduction to Information Technology Tools**

12 Hours

Operating System, Programming Languages, Features and trends, Droning, Online platforms for media communication , Twitter, Blog, SNS , Introduction to Information Literacy, Introduction to open source Software / Freeware.

**Unit 3: Information Accesses**

12 Hours

Using Internet and other sources of online information, Responsive web, User Generated content creation and Management, Web Achieving: Uses & Data accesses. Searching Techniques & Search Engine Optimization, Cataloguing of information, Introduction to Database Management Systems.

**Unit 4: Cyber World**

12 Hours

Netizens & Digital Divide, Digital Migrants & Natives, Netiquettes, Ethico-legal procedures , Cyber laws

**Unit 5: Exercises**

12 Hours

Presentation on Digital India Campaign, Blog Writing & Archival, Web Page Optimization (Understanding & Project), writing a Paper on Digital Divide, Role of ICT & Media Industry, Net Uses & Netiquettes, Court Orders on Cyber laws

**Suggested Readings:**

- Vincent Miller. Understanding digital culture. Sage Publications, 2011.
- Lev Manovich. 2001. "What is New Media?" In The Language of New Media, Cambridge
- Siapera, Eugenia. Understanding new media. Sage, 2011.
- Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010.
- Goldsmith, Jack, and Tim Wu. 2006. Who Controls the Internet? Illusions of Borderless World. Oxford University Press US.
- O'Reilly, Tim. (2005). What is web 2.0: Design patterns and business models for the next generations software. Oreilly.com.
- Grossman, "Iran Protests: Twitter, the Medium of the Movement"



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**Paper GEC 103 - Introduction to Television**

Credits: 4 Duration: 60 hours

**Unit-I Basics of Television Media**

**15 hours**

Introduction to visualization; different approaches to visualization- TV, Films, short films and ad films, Types of telecasting, New Media broadcast, production standards NTSC, PAL, SECAM etc, Television crew, Organizational structure, An overview of direction, art direction, floor management-indoor and outdoor, production management, budget preparation etc.

**Unit-II TV News Production**

**10 hours**

News production process, Concept of General News Room , ENG, EFP, Tools & Techniques adopted in news gathering, News Desks and their functions, output monitoring, Changing News/Views production style.

**Unit-III Visual Grammar of TV**

**20 hours**

Camera Techniques & operation: Framing, Shots & Movements (wide, medium, close ups, shadow, zoom, pan, tilt, aerial, etc.), Usage of various types of camera lenses (normal, tele, zoom etc.), Usage of various filters (day, night, colour correcting filter, diffusion filter), Objectives of TV lighting: various types of lights (baby, junior, senior etc.), Colour temperature, Lighting for different situation (interview, indoor, out-door), Types of lighting (back, front, full etc.), Video Recording- on line or off line. Usage of various kinds of microphones (Dynamic mic, Condenser mic, Ribbon mic, Uni-directional mics, Bi-directional, Hand mic, Head set mic, Quadraphonic mic, and Wireless mic lapel etc.), Knowledge about audio recording (Mono, stereo, surround sound, eco etc.)

**Unit-IV Post Production Basics**

**15 hours**

Editing procedure, assembling shots, symbolic editing and editing errors, The language of editing, synchronization, voice over or narration, music and dubbing, Video editing- liner, non-liner, types of editing modes (assemble mode, insert mode, online mode), computer editing- time cede roll editing etc. Television Graphics, tilting and special effects, Audio-Dubbing, Background Music, synchronizing of video and audio, Presentation skills, Recording live programmes.

**Suggested Readings:**

Zettl Herbert, Television Production Handbook.  
Robert c Allen and Annette Hill (Ed- 2004), The Television Reader  
P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987  
Carrol Fleming, The Radio Handbook, Routledge  
Vasuki Belavadi, Video Production, Oxford University Press (2013)

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**Paper 104 - Introduction to TV News Script**

Credits: 4

**Unit I Introduction**

1. Introduction to script
2. Type of scripts in TV
3. Importance of Script
4. Elements of Script : Idea, Story- Plot, Characters, Treatment, Value addition, Script development, Shorting scripts

**Unit II Ideation for Script**

1. Process
2. Concept
3. Idea
4. Brain Storming (Considerations: Platform, Promoter & People)
5. Big Idea

**Unit III Research for TV Script**

1. Research for News Programmes
2. Research for Current affairs programme
3. Research for Fiction
4. Research for Documentaries / Docudramas

**Unit IV Scripting for News and Current affairs**

1. Forms
2. Types
3. Do's & don't
4. Print / VO script
5. Different types of script for TV News
6. Script for P2C ( Opening , Explanatory, Closing / Signoff )
7. Writing SIMSET , Chit-chat & other Live Formats

**Unit V Script for other Formats**

1. Script writing for Current affairs programme (Forms , Types, Do's n don't)
2. Script for interview (formats for writing) (Forms , Types, Do's n don't)
3. Script for Discussion (Forms , Types, Do's n don't)
4. Script for scenario building magazine (Forms , Types, Do's n don't)
5. Writing for GFX plate

**Unit -VI Practical Exercises**

1. Developing Idea for News programme / Short film / TV Programme
2. Research for a Documentary / Docudrama
3. Developing script for TV News Programme





4. Conducting interviews
5. Conducting Mock discussions
6. Developing script for scenario building magazines



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## **Paper 105 – Introduction to TV Programme Script**

### **Unit I Introduction**

1. Data Collection
2. Structure : Clarity, Coherence & Interest
3. Visual & Audio Thinking
4. Importance of Description: Location, appearance, Costume, Movement, Time & Sound

### **Unit II Developing Script**

1. Plot, Sub Plot, Characterisation
2. Introduction to Dramatic Structure – one Act Script & Five act script
3. Narrative Structure :- Linear & Non Linear Techniques of Narration
4. Script writing software, Interface with automation system

### **Unit III Script Writing for Fictional programmes**

1. Genre of the Fictional Programme ( Daily Soap, Telefilm, Individual Episode)
2. Forms
3. Types
4. Do's n don't

### **Unit IV Script Writing for Documentary / Docudramas: Research Script**

1. Forms
2. Types
3. Do's n don't

### **Unit V Scripting for other Formats**

1. Writing for Teasers, promos & bumpers
2. Writing flash
3. Writing Headlines



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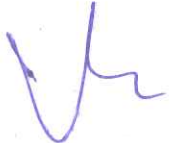
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**Paper 106 – Practical Script Writing**

Credits: 3 Duration: 90 hours

1. Understanding TV News Script of a particular organization (3 Hrs)
2. Audio Visual Imagination Exercises: Monitoring a TV Programme & rewriting the same in script format. (3 Hrs)
3. Prepare a story outline covering aspects such as story plot, structure, theme, setting, character profiles and key turning points, as appropriate Evaluation of scripts and correction (Learners may be asked to evaluate and correct the script written by other friends on the basis of legal, ethical or regulatory instructions) (6 Hrs)
4. Case studies about ethico- legal issues of different TV programmes (3 Hrs)
5. Case Studies related to Ethico - Social Issues of TV News. (3 Hrs)
6. Writing News Stories for a 24 min news bulletin. (1 Hrs)
7. Writing a Script for a New Media film (2 Hrs)
8. The scriptwriter's requirements about the nature, goals and scope of the script in TV news & TV Programmes. (Interviews taken by the learners ) (3 Hrs)
9. The genre and timelines for story delivery and budget considerations (Lab Exercise) (3 Hrs)
10. Presentation on common legal, ethical and regulatory considerations of News Channel ( Case study of a particular organization) (3 Hrs)
11. Regulations and policies of the organisation relating to script writing. (Case study of TV News / TV Programmes ) (3 Hrs)
12. Construct a story and develop a script for at least 3 types of productions. (6 Hrs)
13. The essentials of scriptwriting including setting, character profiles, key turning points in the story (Lab Activity) (6 Hrs)
14. workshops for word processing software and screenwriting, formatting software  
Final Draft (7 Hrs)  
Movie Magic (7 Hrs)  
Celtx (7 Hrs)
15. Assignments should be submitted in Print form using Unicode (In case of regional Language) (3 Hrs)
16. Developing Scripts for TV Programms (18 Hrs)
  1. 3-act structure
  2. 5- Act structure
  3. Plot point
17. Language of Archiving; procuring information/ background material and research (3 Hrs)
18. Use correct grammar, spelling, punctuation and phonetics for the language in which the script is being developed (Group Exercises) (3 Hrs)

  
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**Paper 107 – Project**

Credits: 3 Duration: 90 hours

Learners should be assigned Various Projects /Live Projects with Industry / Community to keep in mind the workflow of the organization, health Hazards & Safety norms in the Govt. departments / Organization. In the given projects an understanding should be developed about related Laws/norms.

Personal Health, Risk & Stress Management, Crisis management & other related areas should be in focus while developing projects on the given topics.



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**Semester – II**

**Paper GEC 201 - Environmental Studies**

**Credits: 4 Duration: 60 hours**

**Unit I Introduction to environmental studies**

**(4 Hours)**

1. Multidisciplinary nature of environmental studies;
2. Scope and importance; Need for public awareness.

**Unit II Ecosystems**

**(8 hours)**

1. What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession.
2. Case studies of the following ecosystems :
  - (1) Forest ecosystem
  - (2) Grassland ecosystem
  - (3) Desert ecosystem
  - (4) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit III Natural Resources: Renewable and Non-renewable Resources**

**(10 hours)**

1. Land resources and land use change; Land degradation, soil erosion and desertification.
2. Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
3. **Water:** Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
4. **Energy resources:** Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

**Unit IV Biodiversity and Conservation**

**(8 hours)**

1. Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
2. India as a mega-biodiversity nation; Endangered and endemic species of India
3. Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
4. Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit V Environmental Pollution**

**(8 hours)**

1. Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
2. Nuclear hazards and human health risks
3. Solid waste management: Control measures of urban and industrial waste.
4. Pollution case studies.

**Unit VI Environmental Policies & Practices**

(8 hours)

1. Sustainability and sustainable development.
2. Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
3. Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act.
4. Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

**Unit VII Human Communities and the Environment**

(8 hours)

1. Human population growth: Impacts on environment, human health and welfare.
2. Resettlement and rehabilitation of project affected persons; case studies.
3. Disaster management: floods, earthquake, cyclones and landslides.
4. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
5. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
6. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

**Unit VIII Field work**

(6 Hrs)

1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
3. Study of common plants, insects, birds and basic principles of identification.
4. Study of simple ecosystems-pond, river, Delhi Ridge, etc.

**Suggested Readings:**

- Bharucha, E. 2003, Textbook for Environmental Studies, University Grants Commission,
- New Delhi and Bharati Vidyapeeth Institute of Environmental Education and Research, Pune.
- Carson, Rachel. 1962. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002
- Economy, Elizabeth. 2010. The River Runs Black: The Environmental Challenge to China's Future.
- Gadgil, M. & Ramachandra, G. 1993. This fissured land: an ecological history of India. Univ of California Press.
- Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
- Grumbine, R. Edward, and Pandit, M.K. Threats from India's Himalaya dams Science
- Heywood V.H. & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press



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- McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
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**Unit I - लेखन कौशल के आयाम :**

- लेखन कौशल प्रेस - क्षेत्र विभिन्न के व्यवहार ;, रेडियोमल्टीमीडिया एवं टेलीविज़न ,, प्रूफ रीडिंग एवं सम्पादन - समाचार, फीचर सम्पादकीय ,, वार्ता , स्तम्भ एवं साक्षात्कार में प्रूफ रीडिंग व संपादन, रेडियो एवं टेलीविज़न - उच्चारण की शुद्धता मॉड्युलेशन वॉईस , वाचन प्रक्रिया के रेडयो - लिए समाचार, वार्ता , रेडियो रूपक आदि । टीवी के लिए - समाचार ,वाचन-संयोजन कार्यक्रम
- मल्टी मीडिया में हिंदी भाषिक अनुप्रयोगमोबाइल ,, वीडियो गेम, टैबलेट, आईपैड, ई बुक-रीडर आदि

**Unit II - लेखन के कौशल-सर्जनात्मक रूप**

- कविता संवाद एवं रिपोर्टाज ,कहानी ,व्यावसायिक लेखन - भाषण ,होर्डिंग ,स्लोगन ,गीत , विज्ञापन
- बच्चों के लिए मनोरंजन परक साहित्य लेखन और खेल सम्बन्धी लेखन
- विज्ञापन कथा और यात्रा साहित्य लेखन की प्रक्रिया

**Unit III - लेखन कौशल के आधार - अनुकूल परिस्थितियां ज्ञान का विषय /**

- लेखन कौशल प्रक्रिया - विषय वस्तु का चयन
- ज्ञान एवं अनुभव के आधार पर लेखन
- कथा सूत्र का निर्माण और लेखन कार्य
- लेखन कार्य का प्रूफ शोधन एवं संपादन

**Unit IV - अंतिम प्रारूप मूल्यांकन**

- लेखन सम्बन्धी व्यावहारिक कार्य
- कविता लेखन लेखन कहानी ,
- विज्ञापन लेखन लेखन स्लोगन ,
- साक्षात्कार की तैयारी

सन्दर्भ पुस्तकें - १. रचनात्मक लेखन, गौतम रमेश .

1. हिन्दी प्रयोजनमूलक हिंदी और अनुवाद टंडन चंद पूरण डॉ ,
2. टेलीविज़न लेखन - असगर वजाहत और प्रभात टंडन
3. टेलीविज़न की भाषा - हरीश चंद वर्णवाल
4. हिंदी भाषा - हरदेव बाहरी





**Paper- GEC 203- Television Production**

Credits: 4 Duration: 60 hours

**Unit I Basics of TV Production**

(20 hours)

1. Visual Language: Visual Grammar, Shot Theory, Shot Compositions, Principles of Visual Grammar
2. Production Stages: Pre production-Production- Post Production.
3. Role & Responsibilities of Personals for Video Production : Executive Producer, Director / Producer, Script Writer, Creative Director, Production Assistant, Production Manager, Cameraperson, Set Designer, Lighting Director, Make-up Artist, Costume Designer, Choreographer, Prop. Manager, Sound Engineer, Electrical Engineer, Music Director, Gfx Engineer, Video Editor, Talent.

**Unit II Pre Production: The Planning Stage**

(10 hours)

1. From Idea to Script
2. Writing The Treatment ( Objectives, Audience Profile, Treatment)
3. Story Boarding, Planning, Location Hunting, Auditioning
4. Budgeting
5. Briefing the Crew

**Unit III Production: The Shooting Stage**

(10 hours)

1. Managing Video Equipment : Video Tape, Batteries, Camera Support & Movement Equipment, Crew, Setting,
2. Managing Audio & Audio Equipment
3. Managing Light & Lighting Equipment
4. Blocking, Rehearsing & Shooting
5. Executing Shoot
6. Handling The Master Shot, Shooting Nodding, Fillers etc
7. Dealing with Visualizing Problems
8. Reviewing The Shoots

**Unit IV Post-Production: The Completion Stage**

(10 hours)

1. Logging
2. Editing
3. Previewing
4. Integrating Sound & SFX
5. VFX
6. Closing The File : Programme Proposal & Budget, Details of The Production Schedule, Facilities request, Production Personal, The Shooting Script, Working Stills, Contracts & Permits, Master Tape Copy

**Unit V Exercises**

(10 hours)

1. Developing a Production Plan
2. Preparing Permit Requests
3. Preparing Contracts
4. Hiring / Requisite Procedures
5. Prepare a Presentation on Equipment Requisite in any Media Organization.

**Suggested Readings**

**Suggested Readings:**

Zettl Herbert, Television Production Handbook.  
Robert c Allen and Annette Hill (Ed- 2004), The Television Reader  
P.C Chatterjee, Broadcasting in India, New Delhi, Sage 1987  
Carrol Fleming, The Radio Handbook, Routledge  
Belavadi Vasuki , Video Production, Oxford University Press (2013)  
Musburger B. Robert, Single Camera Video Production, Focal Press (2010, vth Ed.)



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**Paper 204 – Video & Audio Technology**

Credits: 6

**Unit I Visual Techniques & Technology**

1. Visual Communication- Persistence of Vision, Theories of visual communication (gestalt, Semiotic, cognitive)
2. Understanding the medium - Nature and Language of TV
3. Different Types of Camera
4. Introduction to Video Camera- Light to Image formation
5. Parts of Video Camera and their Functions
6. Camera accessories- camera filters, lens cap, lens hood, cards, tapes etc.
7. CCDs & Camera sensors (Types and usage)
8. Optic Control : Lenses – functions and types, Depth of Field and How they work, Lens care, Lens perspective, Shutter, Iris, Shutter Speed, Shooting frame rate
9. Camera Support Equipment and Camera Movement their usage-Tripod, Monopod, Steady cam, Shoulder kit, Jib, Crane, Track and Trolley, Truck, Robotic Pedestal etc.

**Unit II Visualization**

1. Principal of Composition, Types of shots, Camera Angles & Movements
2. Aesthetics in visual composition & Grammar
3. Subject - Camera Relationship.
4. Aperture control and Depth of field , White balance, Zebra Lines
5. Types of Focus- Depth of focus, Deep Focus, Shallow focus, Sharp Focus
6. Different film formats, DV,SD,HDV,
7. Develop the competency to handle video camera
8. Compose shots
9. Shoot appropriate visuals for video programmes- Gathering right visuals etc.
10. Use lights effectively inside and outside the studio

**Unit III Video Camera Operations**

1. Inserting & Removing : Battery, Tapes, Cards
2. Mounting Camera on Tripods and its Movement like Tilt, Pan, pedestal UP / down.
3. Exposure Control, Zoom Control, Gain etc.
4. Performing White / Black Balance
5. Audio Input & record
6. Colour Bar Recording, Black Record, Lighting condition & Balances. Spirit Level of Tripod,
7. Camera & Lens Care

**Unit IV Audio Productions during Shoot**

1. Audio fundamentals
2. Types of Sound- diegetic sound & Non diegetic sound



3. Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects, Foley & Fumble.
4. Uses of Different types of microphones.
5. Use of audio mixers for recording of sound, Re-Recording, Field Sound, Studio Sound recording techniques etc.
6. Different audio equipment for studio and location recording

#### **Unit V Audio Equipment Operations**

1. Audio Defined
2. Tracks and Channels
3. Signals : Analog and Digital
4. Level: Microphone Level, Line Level, Speaker Level, Level Comparison
5. Quality Issues: Dynamic Range: Headroom and Noise, Wow and Flutter, Digital Audio Specific Problem
6. Capturing Sound: Production sound for fiction, Preproduction –location scouting,

#### **Unit VI Audio Video Synchronization**

1. Production Sound Mixing
2. Audio post production – mix and un-mix tracks
3. Single versus double system sound, for double system setup separate mixer and recorder or combined
4. Mixing
5. Transfer- Types of transfer, audio file formats,
6. Streaming digital audio transfer
7. Time code etc.
8. Sound Editing



  
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**Paper 205 – Basics of Production Management** Credits: 6

**Unit I Introduction to Production Management**

1. Production Planning: Established goals, Identify Resources, Establish goal related task, Create timelines and assignment, Identify alternative courses of action.
2. Budgeting.
3. Log sheet, Prop list, lighting and Camera requirement list etc.
4. Identify barriers of improvement.

**Unit II Pre- Production Management**

1. Creating location Map
2. Location hunting support
3. Technical arrangements
4. Logistic arrangements
5. Art Direction support
6. Script Support, Shot Division, Prop. Arrangements
7. Budget
8. Guest Coordination

**Unit III Production Coordination**

1. Talent coordination
2. Shooting Schedule implementation
3. Transport coordination
4. Controlling
5. Scene Briefing
6. Crowd Management and Controlling
7. Coordination with account department
8. Coordination with technical team
9. Assisting the Director
10. Managing floor logistics
11. Time management
12. Costume logistics
13. Coordination between office and the location staff
14. Transportation management

**Unit IV Post Production Coordination**

1. Ingesting tapes or chip
2. Coordination between editors and Graphics Department
3. Output Management
4. Editors Script



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5. Continuity Balance
6. Preview
7. Equipment maintenance
8. Promotion ( Coordination with PR Team)
9. File Maintenance & Closing of Files.

**Unit V Exercises**

1. Preparing Budget for a Documentary
2. Preparation of one hour Live Discussion
3. Preparation of News shows in association with Partner News Channels
4. Preparation of audience participatory programme



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**Paper 206 – Practical Production Management**

Credits: 3 Duration: 90 hours

1. Preparing Budget for a TV programme (3 Hour)
2. Developing Production Schedule, arranging production in association with partner industry (8 Hour)
3. Coordinating News Production (8 Hour)
4. Practical Exposure of PCR (8 Hours)
5. Practical Exposure of EFP (8 Hours)
6. Practical Exposure of Multi Camera Production (8 Hours)
7. Practical Exposure of Single Camera Production (8 Hours)
8. Practical Exposure of Off Line Production (24 Hours)
9. Practical Exposure of Guest Coordination (8 Hours)
10. Preparing File of Production (7 Hours)

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**Paper 207 – Project**

Credits: 3 Duration: 90 hours

Learners should be assigned Various Projects /Live Projects with Industry / Community to keep in mind the workflow of the organization, health Hazards & Safety norms in the Govt. departments / Organization. In the given projects an understanding should be developed about related Laws/Norms.

Personal Health, Risk & Stress Management, Crisis management & other related areas should be in focus while developing projects on the given topics.



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**Semester – 3**

**Paper GEC 301 – Fundamentals of Management & Organizational Behaviour**

Credits: 6

**Unit I**

Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

**Unit II**

Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organisational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation.

**Unit III**

Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality: Learning: Concept and Theories of Learning, reinforcement, . Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership, Emotional Intelligence.

**Unit IV**

Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window Organisational Power and Politics: Nature of organisational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Organisational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos

**Suggested Readings:**

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing The Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organisational Behaviour, Vikas Publication.
6. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
7. Luthans Fred: Organisational Behaviour, Tata McGraw Hill.
8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. – Organisational Behaviour; Tata McGraw Hill.

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## Appendix - XXX

9. Newstrom John W.: Organisational Behaviour, Tata McGraw Hill.
10. Richard L. Daft: Principles of Management, Cengage Learning India.
11. Robbins Stephen P: Organisational Behaviour, Pearson.
12. Stephen P. Robbins & Mary Coulter: Management, Pearson.
13. Stoner & Wankel: Management, Prentice Hall of India.
14. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons.
15. Navin Mathur, Management Gurus, National Publishing House, New Delhi



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**Paper GEC 302 – Media Industry and Management**

Credits: 6

**UNIT - 1**

Concept, Perspective, origin and growth of Media Management  
Fundamentals of management  
Management School of Thought  
Changing phases of Indian journalism after independence

**UNIT - 2**

Media Industry: Issues & Challenges – problems of finance, personnel, land, machinery etc.  
Media industry as manufacturers- Manufacturing Consent, news and content management.  
Market Forces, performance evaluation (TAM, TRP, BARC and HITS) and Market shifts Changing  
Ownership patterns

**UNIT – 3**

Structure of news media organizations in India. Role, responsibilities & Hierarchy Media Entrepreneurs,  
Qualities and Functions of media managers Distribution / Circulation Management Process, promotion and  
Evaluation Media audiences and credibility

**UNIT – 4**

Media Economics, Strategic Management and Marketing Government-Media Interface Policies and  
regulations, FDI (policies & Practices)  
Ethico – legal perspectives in Media management Issues related to Paid news, lobbying, pressure group  
influence, Corporatisation and Politicisation of Media Capital inflow, Budgeting, Financial management, and  
personnel Management, Market forces

**Case Studies –**

Indian and International Media Giants

**Suggested Readings:-**

Vinita Kohli Khandeka, Indian Media Business, Sage  
Pradip Ninan Thomas, Political Economy of Communications in India, Sage  
Lucy Kung, Strategic management in media, SAGE  
Dennis F. Herrick, Media Management in the age of Giants, Surjeet Publications  
Jennifer Holt and Alisa Perren, (Edited ) Media Industries-History, Theory and Method , Wiley- Blackwel  
John M. lavine and Daniel B. Wackman, Managing Media Organisations  
Robin Jeffrey, India's Newspaper Revolution, Oxford University Press, New Delhi, 2000



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**Paper 303 News Production Process**

Credits: 3

**Unit I News Production Basics**

1. News Production Process
2. News channel set up-facilities,
3. Studio, MCR, PCR etc.,
4. Software and Hardware of News production
5. Who's who of news production- Who does what in a News Channel- Role, Hierarchy and Nomenclature
6. The producing process: stages of TV news production- conference, source identification, script, record, selection, editing, report, bulletin, debriefing, News production terminologies, Producing Strategies.

**Unit II Gathering Information**

1. Understanding News- a brief introduction to News concepts, News Values, Story Formats,
2. Role of Input Desk, Output Desk, Assignment Desk
3. News Source, News gathering
4. Input Head, National Bureau, City desk, Outstation Bureau, Sports Desk, Entertainment Desk, Crime Bureau, Business Desk
5. Role of Shift In-charge, Senior Producer, Assistant Producer, Guest Coordinators.
6. Day Plan and its Utility
7. Emergent Plan , Long Term Plan,
8. Operations & Functions of DSNG, OB Van, VSAT, Leased Line,

**Unit III Information Flow & Treatment**

1. Understanding News- a brief introduction to News concepts, News Values, Story Formats,
2. Role of Input Desk, Output Desk, Assignment Desk
3. News Source, News gathering
4. Input Head, National Bureau, City desk, Outstation Bureau, Sports Desk, Entertainment Desk, Crime Bureau, Business Desk
5. Role of Shift In-charge, Senior Producer, Assistant Producer, Guest Coordinators.
6. Day Plan and its Utility
7. Emergent Plan , Long Term Plan
8. Operations & Functions of DSNG, OB Van, VSAT, Leased Line

**Unit-IV Producing News**

1. Understanding News- a brief introduction to News concepts, News Values, Story Formats, Treatment
2. Covering News from different approach
3. Concept of 5W1H, 6<sup>TH</sup>W, other components of News Developments
4. Research for News gathering, News Angle, Script, Pre Plan, Technical Preparation
5. Newness, Audience, TRP, Editorial policy of the Organization, Time of Telecast, Format of News Bulletin,

6. Output Head, News Desks, General Desk, Shift In Charge, Bulletin Producer, Panel producer, Copy editor, Package Producer, Asst. Producer & Production Executives.
7. Editing of News, Relevance, Anchoring, Monitoring, Gfx & Animation,
8. News Room Automation Run down/Line up, Skeleton rundowns, Block and stacking, Using hardware, Theoretical introduction to Production software



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**Paper 304 – TV Reporting**

Credits: 3

**Unit I TV news**

1. NEWS - definitions, functions of news, news elements, news values,
2. Structure of TV news, medium and the message - the similarities and differences
3. Television News Reporter- qualities, roles, skills and responsibilities, ~~cosmetics~~ of television reporting – voice, delivery, style etc.
4. Basic of Television News, Concept of news Engineering,
5. Sources of TV News
6. Idea pitch, Assignment of Coverage : Objectivity, Authenticity, Balance & Fairness
7. The news sources and news gathering methods - the conventional sources of news (press conferences, press releases, scheduled programmes, regular beats like police, markets, assembly, parliament, courts, etc), industrialists, dinner parties, etc.
8. News agencies for TV News— purpose, function, structure and its importance,

**Unit II Concept of TV reporting**

1. Introduction to television news - the visual story,
2. Basic formats of news Reporting
3. Role of Screen Presentation in TV News: SIMSET, P2C, Signoff, Live Coverage, Chit Chat, Byte, VoxPOP, working with ENG / OB Unit, Live Phone-in, walk through, etc.
4. Importance of Background Research / Sources/ Archival retrieval , Need of Graphics in TV News Story.
5. Techniques of Reporting- Difference between news and opinion, Verifying facts, Verifying Source, Recognize the elements that make news for TV,
6. Note Taking: accurate, comprehensive, readable notes; use a recorder when necessary,
7. Reporting, exclusive news, essentials of good reporting, responsibilities and liabilities of a news reporter during coverage of specific events like; Natural Disaster, Incidents, Political Crisis, Terror Attack, War etc.
8. Types of Reporting — Investigative, Interpretative, sport, weather, disaster, entertainment, business, national, crime and other reporting beats,
9. Gate keeping, the run downs, leads, bunching, kickers, Rhythm and flow.

**Unit III Developing TV News**

1. Locating TV stories
2. Structuring a TV news report, V/O's, packages & story formats.
3. PTC: Opening, Bridge and closing.
4. The equipment, Field work, TV news interviews, shooting, recording and editing.
5. Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges.



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6. Major International events and TV coverage and Satellite link for News reporting from abroad
7. Writing feed for different types of visuals, Incorporating Sound Bites
8. Elements of a package -Package format

**Unit IV Exercises**

1. Reporting Assignment- Local and National Issues / various reporting beats
2. Producing News Capsule with Live Reporting, Phone-in and PTC
3. Producing News Show with Indoor & Outdoor Anchoring in focus
4. Producing Entertainment Show and News Show
5. Practice shooting –standupsll on camera
6. Write a basic package from a story sheet



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**Paper 305 – Copy Editing**

Credits: 3

**Unit I Meaning & Concept**

1. Fundamentals of copy editing
2. Principles of Copy Editing.
3. Editing techniques & skills in electronic era.
4. Local Area Network in media offices.
5. Editing provincial news.
6. Processing e-mails and copies filed by correspondents and news agency reports.
7. Selection of News.
8. Selection of leads.
9. Art of giving headlines, sub-heads, photo-captions, Responsibilities and tools of a copy editor.

**Unit-II Process of Copy Editing**

1. Structure and function of news channel
2. Role of copy writer and copy editor
3. Writing headline, teasers and slugs for television
4. Importance of rundown and assignment board.
5. Editorial Organization: Hierarchy in the Newsroom. Roles of Sub-Editor, News Editor, Editor. News Flow. News Policy. Relationship between Management and Editorial Heads
6. Editing anchor leads; editing bytes, procuring and editing visuals Text; Broadcast styles and techniques of writing

**Unit-III Copy Editing Styles**

1. Dumbbell Shape Writing
2. Multi dumbbell Shape writing
3. Pointers
4. Narrative Story
5. Selection of words
6. Linking Stories
7. Script Editing for different Television Programmes (TV Talk Show/ Panel Discussion)
8. Writing lead-in/intro to news packages – headlines writing, teasers and promos.

**Unit-IV Editing Text**

1. Language, ABCD of script Writing, pencilling
2. Accuracy, Privacy, Fairness, Linking, Journalistic integrity
3. Terminologies
4. Avoid Bias, Editorial policy Alignments
5. Editing for Graphics writing

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**Paper 306 – Unit Production**

Credits: 3

**Unit 1- Understanding Unit Production Management**

1. Concept of 'Unit production management' and its relevance in the present scenario.
2. Role, duties and responsibilities of unit production manager during pre-production and post-production
3. Line producer and unit producer
4. Revisiting terminologies- timeliness, scheduling, working budget, budget, make shift production office, logistics, callsheets, breakdown sheets, script breakdown, schedule review, props.

**Unit 2- Pre-production skills**

1. Scheduling skill- Prepare, breakdown sheets and preliminary shooting schedule, dealing with approval of time cards.
2. Budget and agreement- prepare and coordinate the budget, different types of agreements – Formulating the budget for a production and its management. Hiring the crew and negotiating their contracts on behalf of the production, striking deals for equipment, reviewing contracts, authorizing payroll, location agreements, location search and surveys, issuing and approving purchase orders.
3. Communication skills- skills to negotiate with, manage, and motivate a diverse group of individuals.
4. Administrative and Organizational skills- arrangement of material, location, props, budget, paper work.
5. Strategic and creative problem solving skill- Managing challenges of scheduling and finance, Safety coordination with construction co-ordinator, stunt co-ordinator, transportation co-ordinator and special-effect co-ordinator.

**Unit 3- Production skills**

1. Scheduling skill during production- checking log sheets
2. Budget – coordination and implementation of the budget during production, arranging travel, props, dresses, and other material and overseeing the production staff other maintenance.
3. Communication skills- Coordination and implementation with various production departments
4. Administrative and Organizational skills- salary rates, working hours, overtime penalties, required meals and other related criteria, reviewing the production reports and approving callsheets and security related issues on location.
5. Strategic skill- Managing challenges of personnel, set, location and equipment related issues during production, Safety coordination with director and various production department heads





**Unit 3- Unit Production Management and Production formats**

1. Process, understanding and crisis management in TV production- News and non-news format- Field reporting, interviews and other non-scripted programming and any other forms of audio-visual production.
2. Tele-film production, short films and television documentaries
3. Multimedia productions for television website, internet TV, mobile apps and mobile TV
4. Television commercials
5. Animated TV programmes, films and production.
6. Audio sync in television formats

**Unit-4 Experimental Programming Formats**

1. Recorded programmes- Reality TV formats productions: indoor and outdoor
2. Trend of Chat shows and talk shows on TV: recorded or live events
3. Comic shows: stand-up comedy, satirical show formats: recorded or live
4. Disruptive formats: debates
5. Sit-coms



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**Paper 307 – Practical News Production**

Credits: 3

- |   |          |
|---|----------|
| 1. Working of General desk in a News Channels     | (8 Hrs)  |
| 2. Working of Entertainment Desk                  | (8 Hrs)  |
| 3. Working of Sports Desk                         | (8 Hrs)  |
| 4. Working of Crime Bureau                        | (8 Hrs)  |
| 5. Producing a News Bulletin                      | (24 Hrs) |
| 6. Producing a Live Show                          | (8 Hrs)  |
| 7. Preparing Workflow of a News Channel           | (11 Hrs) |
| 8. Prepare News Copies for 20 News of 3 Min. Each | (15 Hrs) |



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**Paper 308 – Project**

Credits: 3

Learners should be assigned Various Projects /Live Projects with Industry / Community to keep in mind the workflow of the organization, health Hazards & Safety norms in the Govt. departments / Organization. In the given projects an understanding should be developed about related Laws/norms.

Personal Health, Risk & Stress Management, Crisis management & other related areas should be in focus while developing projects on the given topics.



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**Semester – 4**  
**Paper GEC 401 – Entrepreneurship**

Credit-4

**Unit I: The Entrepreneurial Mindset**

Concept of an entrepreneur, Concept and Evolution of entrepreneurship, Distinction between entrepreneur and manager, Distinction between entrepreneur and intrapreneur, Attributes of entrepreneurs, Core elements of entrepreneurship, Entrepreneurship in a Developing economy, Factors affecting Entrepreneurship development, Entrepreneurship as a Process, Role of entrepreneurship in the developing economy.

**Unit II: Launching Entrepreneurial Ventures**

Generation of ideas: Methods and process of generating ideas, sources of ideas and screening process  
Assessing opportunities: Challenges, pitfalls and critical factors of new venture; Business and Entrepreneurial development organizations Determining and acquiring required resources (Financial, Physical and Human): Search for entrepreneurial capital- Debt vs. Equity; Venture Capital Market; Angel Financing and Alternative sources of finance for Entrepreneurs Business Plan Preparation for new Ventures: Meaning of a business plan, benefits, elements and presentation

**Unit III: Role of Innovation & Creativity**

Creativity: Concept and process of creativity; role and importance of creativity and mental blocks to creativity

Innovation: Meaning and importance of innovation; Types of innovation; Sources of innovation; Conditions for effective innovation at Organization level and Methods of protecting innovation and creativity: branding, trademarks, patents, copyrights and registered design protection

**Unit IV: Case Study of selected Indian Business Houses**

Note: Case Studies and examples of successful entrepreneurs and entrepreneurial ventures should be discussed at relevant places.

**Suggested Readings:**

1. Entrepreneurship: A South Asian Perspective, Donald. F Kuratko& T.V Rao, Cengage Learning Publications, 2012
2. Family Business, Ernesto J. Poza, 3rd ed., 2010
3. Entrepreneurship and Small Business Management, C.B Gupta and S.S Khanka, Sultan Chand Publications, 2014
4. Entrepreneur Development, Taneja& Gupta, Galgotia Publishing Company, 2nd ed., 2012



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**Paper GEC 402 – Making Decisions**

Credit-4

**Objective:** Students will learn various strategies through which they can make good decisions.

**Unit 1:**

Introduction: Basic concepts of decision making, Importance of making good decisions, self-efficacy.

**Unit 2:**

Making effective decisions: Decisions regarding career, Decision making in interpersonal context, Decision making at the workplace

**Readings:**

Adler, R.B & Proctor, R.F (2009). Communication Goals and Approaches. Wadsworth cengage Learning, India

Chadha, N.K. & Bhatia, H. (2014). Career Development-different voices, different choices. The Readers Paradise: New Delhi.

Sherfield, R.M., Montgomery, R.J., & Moody, P.G. (2009). Developing soft skills. Pearson Education, India.



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**Paper GEC 403 – Screen & GFX Communication**      Credit-4

**Unit-I Basics of TV Screen**

1. Screen as Text
2. Composition of Screen
3. Colours of the Screen
4. PIP & Their Relevance on TV Screen
5. GFX, Montage, Promo
6. Precap & Recap
7. Countdown & Timers,
8. Tickers, windows, Logo, Supers

**Unit-II News Screen**

1. Changing ecology of News Presentation
2. News Reading to News Jockeying
3. Facing Camera Vs Facing Audiences
4. Changing News Lingo
5. Disruptive Format News
6. Basic Characteristics of News Presentation
7. Virtual Set Synchronizations

**Unit-III Equipment for Screen Designing**

1. Character Generator
2. Vision Mixer
3. Studio & PCR
4. Monitor
5. Graphics Station
6. Teleprompter
7. VTR
8. Ticker Machine
9. News Work station

**Unit-IV On Screen Presentations**

1. Breaking News
2. Headlines
3. Text Headlines
4. Voshot / VO Shot
5. Dry News
6. Anchor Graphics
7. Anchor Byte
8. Anchor Shot

**Unit-V Exercises**





1. Analysing Screen Communication of different TV Programmes
2. Analysing Screen Communication of different News Programmes
3. Designing Screen
4. Show Presentation Techniques
5. Live show Presentations



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**Paper 404 – Sound Direction**

Credits: 2

**Course objective:**

- To learn aesthetics and techniques of direction and sound design
- To handle the gamut of and sound designing tasks including audio editing and sound recording and mixing
- To promote Critical listening
- To Be comfortable in a recording studio environment
- Comprehend basic audio terminology and concepts
- Demonstrate appropriate microphone usage and placement
- Understand and demonstrate Pro Tools for digital audio recording and editing
- Record and edit single and multiple audio tracks
- Demonstrate creative and functional application of sound and audio with and without accompanying visual media.

**Unit 1 Basics of Sound and Acoustics**

1. Concept of acoustics and sound and Silence
2. Characteristics of sound: frequency, wavelength, Amplitude, - Pitch, loudness, tone, quality and timber
3. Classification of sound: Dialog, music, noise, Sfx, Collage etc.
4. Importance of Sound/Audio for television
5. Relevance of music and sound in TV: Music Vocabulary and Language of Music
6. Understanding TV Sound: natural and recorded, embedded
7. Sound Sync & Harmonics


**Unit 2 Sound Pre Production**

1. Basics of Sound Recording and Reproduction
2. Basics of Sound Design & Soundscape.
3. Elements of Sound and audiography
4. Noise & Reflection of Sound
5. Planning, management and implementation for sound location scouting, sound crew & others
6. Basics of Sound equipment & their utilities.
7. Throw, voice quality, Auditions & talent selection etc.

**Unit 3 Sound Recording**

1. Audio Studio: Types & Related Equipment i.e. Sound recording machines, mixing consoles, production controls and signal processing equipment, control surface and sound studio space.
2. Sound recording equipment (Analog and digital), workstation & Recording Formats

  
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3. Microphone : Usage in TV reporting and production, types, Directivity Patterns, placement,
4. Audio Recording Support accessories: filters, Acoustic Diffusers, Wind screen, booms, stands etc.
5. Studio Recording: Dialogue, voice-over, sound effects, story/narrative sound, and effects generation,
6. Single Track recording & Multi Track recording
7. Field production : Ambience and dialogue Recording, Live Recording Techniques  
Monitoring your audio & Microphones

#### **Unit 4 Sound Editing**

1. Sound in Post Production : Mono & Stereo sound, Digital sound, Surround sound
2. Synchronization of the sound , Noise Reduction & Effects
3. Plan and design the use of sound effects, music, narration, and dialog in a TV script
4. Operate digital audio equipment to conduct interviews and capture sound
5. Sound Capturing, Sampling & Digitization of Sound.
6. Basic sound editing Software:
  - (i) Sound Track
  - (ii) Pro-tool
  - (iii)Cool-edit
7. Audio special Effects, Final Audio mixing with video, dubbing, Exporting Master

#### **Unit 5 Practical Exercises**

1. Sound Appreciation
2. Sound designing exercises: Dubbing; Dialogue replacement; Music recording; Sound mixing; Audio measurements; Electronics and Digital media
3. Audio mixing and studio recording practices
4. Microphones handling
5. Voiceover exercises
6. Multi-track recording exercises
7. Audio editing using digital audio editing software pro-tool
8. The mixing process using digital audio software



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**Paper 405 – Light Direction**

Credits: 2

**Unit I**

- Aim of Lighting
- Sources of light : Natural & Artificial
- Polarized & Non Polarized Light
- Hard & Soft Lit Frame
- Nature and physical properties of light
- Reason of Light- Technical and artistic reason
- Nature of light- Light Intensity, Color temperature , Photometer and concept of Photometer, Light dispersion, light direction,
- Types of Light- Studio Lights and Field Lights
- Concave and Convex
- Lighting accessories- Barn doors, Flag, Snoot, Butter Paper, Black Cloth, Light meter, Gels, Scrim, etc.
- Gateway, covers, reflectors,

**Unit II**

Lighting Luminants – regular Tungsten, Overrun Lamps etc.

- Lighting Plot/Design
- Lighting on Location- Techniques (Day exteriors, Night Exterior, Night Interior etc.)
- Lighting Techniques- role of surface in lighting, Lighting an object, Three Point Lighting, Bounce, Effects light etc.
- Three point lighting, two person or single person interview, Outdoor overcast, Bright sunlight,
- Mixing of natural and artificial light
- One, two & three point lighting : Key, fill and back light
- Croma and virtual setup lighting,
- Role of pattern
- Role of Directional Light
- Light according to mood, effect etc.
- Types of reflector and their use
- Lighting Control & Connectors - Dimmers, Board
- Bounce lighting

**Unit III**

- TV Lighting Problems- Electronic Problem, Sound Boom Shadow,
- Shadow- Attached Shadow, Attached shadow defined shapes, Rough Texture, Smooth Texture, Attached Shadow Emphasized, Attached shadow Minimized, Cast Shadow etc.
- Additive and subtractive color Mixing
- White balance and color temperature
- Light mounting equipments- Stand, King poll, grids etc.
- Direction & angle of light : Front, side, top & back
- Lighting contrast and its control by fill in lights



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**Paper 406 – Video Editing**

Credits:

**Unit-I Video Editing: An Introduction**

(15 hours)

1. Aesthetic Factor of Video Editing
2. Why Edit
3. VTR and Its Working
4. Time Code
5. Grammar of Edit : Motivation, Information, Composition, Sound, Camera Angle, Continuity
6. Transitions : Cut, Dissolve, Fade, wipe

**Unit-II Editing Theories**

(20 hours)

1. Shot Sequence
2. Metric Montage
3. Rhythmic Montage
4. Tonal Montage
5. Overtonal Montage
6. Time Transition Montage
7. Mood Montage
8. Impact Montage

**Unit-III Editing Technologies**

(20 hours)

1. Types of video Edit: Cut to cut, Assemble Edit, Insert Edit,
2. Linear Editing: A Roll Edit & A/B Roll Edit
3. Non-Linear editing
4. On line & off line editing
5. Editing Effects & Colour Corrections
6. Tapeless work flow

**Unit-IV Editing Technology**

(20 hours)

1. Dump-in, Time Code
2. Considerations: Budget, Vendor Availability, Version, Video Format
3. Editing Software
  - (a) FCP
  - (b) Adobe Premiere Pro CS5
  - (c) FCP X
4. Video Capture Card,
5. CODEC

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6. Hard Drive Space / Server for Video operations
7. FireWire
8. Real time NLE
9. Dubbing Hardware & Software ( Protocols), XLR, Head Phone, Pop-Shield,
10. Different Cables & Connectors: Phono Jack, BNC, DVI-D, HDMI, HD 15 Pin, S-Video etc.

**Unit-V GFX & Titles**

(15 hours)

1. Safe Text Area, Text, Supers, Titles
2. Templates available with Software, Template Designing
3. Using Motion Graphics
4. Inserting 3D/2D Graphics
5. Chroma Keying: Virtual set Utilization,
6. Compositing
7. Cleaning Up, Motion Control, Rotoscopy, Blurring & other Visual effects
8. Editorial Finishing
9. Designing, Evaluation and field testing of programme



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**Paper 407 – News Direction**

Credits: 3

**Unit-I Multi Camera Production**

1. Personal & Responsibilities ( Technical & Non-Technical)
2. Technical Director
3. Character Generator Operator
4. Video tape Operator
5. Roles & Responsibilities of Producer
6. Directing a Multi Camera Shoot
7. Basics of Cues & Command

**Unit-II- Activities & Technology in News Direction**

1. Script Reading Session
2. Dry Run or Blocking Rehearsal
3. Walk through
4. Camera Rehearsal
5. Final Recording / Telecast
6. Talk Back system
7. EP to talents


**Cues & Command of News Direction**

1. **Commands to Camera Person :** Tilt Up, Tilt Down, Centre it, Dolly in, Dolly- out, Zoom in, Zoom out, Tighten Shot, Truck ( right or Left), Pan ( right or Left)
2. **Commands to The Technical Team:** Ready, Stand by, Count down, Roll VTR, Ready to Fade in Cam, Ready to fade in Mic, ready to take cam..., Take cam..., Ready to dissolve cam., Dissolve /wipe cam., Cross fade Mic. Ready to fade out, Fade out cam..., fade out Audio, ready to stop VTR, Stop VTR
3. **Floor Managers Signal:** Thumps up in front of Camera, ten finger Count down, slide hands Below The Camera, pulls Hands apart, Joining Hands, points to his nose, Rotates hands Clockwise, Shows all five Fingers & Palm, Slashes Index finger Across Neck. Keep talking, Pushes both palms towards talent, tone down, get Closer to the MIC, Get Closer to the Camera, Walk Now, OK, Speak up.

**Unit-IV Exercises**

1. Multi-cam Exercises for Camera Cues & Commands
2. Exercises for Floor manager Signal
3. Working with Multi Camera set-up
4. Dos & Don't of Multi-cam Production.

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**Paper 408 – Fiction Direction**

Credits: 3

**Unit I**

1. Understanding basic terminology associated with cinematography and filmmaking.
2. What is a shot? The editing transitions that can be used to join two shots: Cut, Dissolve, Fade, Wipe, Bleach. The various elements of shot-taking: Image Size, Camera Angles, Movements, Lenses, Lighting, Camera Speed, Stocks, Graphics, Colour. The Rule of Thirds & the Golden Points. Depth of Field and Selective Focus.
3. Discuss various directing styles of filmmakers.
4. Compare directional style
5. Understanding the basic processes involved in the completion of a film production.
6. Demonstrate the skills necessary to direct a production crew
7. Demonstrate knowledge of above-the-line skills.
8. Dramatizing Character

**Unit II**

1. Three-act structure – a very brief overview (more in depth later) How to start a story. What is the inciting incident? What are the characters' major arcs?
- 2) What make a character 3-dimensional? -What's a hero? Villain? Protagonist? Antagonist? Supporting character? Character arcs? -Whose story is it? From whose POV (Point of View) is the story being told?
- 3) -What is the goal of the main character(s)? What is his/her obstacle to achieving this goal? - Creating characters. Creating back story. Making sure the character has conflict and obstacles.
- 4) Discuss structure using the movie we watched as a guideline -Inciting Incident, End of Act One, Act 2 starts,
- 5) Mid Act Break, Point of No Return, -Turning points, plot points, reversals -A story, B story, C story -Plot and storytelling Devices: ticking clocks, flashbacks, foreshadowing, setups and payoffs, suspense vs. surprise (bomb under the table)
- 6) Different shooting techniques- action, thriller, gorilla etc.

**Unit III**

1. Identify characters- Main, Supportive etc.
2. Characterization: create 3 dimensional characters.
3. Establish characters on screen-Protagonist and the Antagonist.
4. Character- he/she who believes or struggle towards belief
5. History of the character- the circumstances/seeds of the growth of character/meaning.
6. Philosophy- the broader construct of meaning and point of view.
7. Define execution area. Light area, camera area
8. Writing a short scene description
9. Shot breakdown
10. Continuity jump- Acting, makeup, prop, action etc.



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**Unit IV**

1. Rehearsals- types and tools
2. Relation of Direction and editing
3. Composition- The vertical axis, Volume/ shape, gradation, realism vs. formalism, movement/Blocking-Actors, camera
4. Working with the actor- Casting, read-thru/discussion, briefing.



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**Paper 409 – Practical Production**

Credits: 3 Duration: 90 hours

- |                               |          |
|-------------------------------|----------|
| 1. Producing News Programmes  | 30 Hours |
| 2. Producing Documentary Film | 30 Hours |
| 3. Producing Sitcom           | 30 Hours |



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**Paper 410 – Project**

Credits: 3 Duration: 90 hours

Learners should be assigned Various Projects /Live Projects with Industry / Community to keep in mind the workflow of the organization, health Hazards & Safety norms in the Govt. departments / Organization. In the given projects an understanding should be developed about related Laws/norms.

Personal Health, Risk & Stress Management, Crisis management & other related areas should be in focus while developing projects on the given topics.



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