

# BA MCVP

## MASS COMMUNICATION AND VIDEO PRODUCTION

### MCVP-101 Introduction to Mass Communication

██████████ This paper aims at introducing the students to the basics of what is communication and how this communication gets expanded through mass media and practically applied to theater.

### MCVP-102 ENGLISH LITERATURE AND COMMUNICATION

██████████ This paper aims to guide students how to write effectively, read and think analytically and speak confidently. The paper introduces students to various texts, challenges them with writing and speech exercises to broaden not only their vocabulary, but also their creative worldview.

### MCVP-201 VISUAL COMMUNICATION

██████████ The aim of this paper is to enable the students to ideate, conceptualize and communicate in terms of images.

### MCVP-202 MEDIA SCRIPT WRITING

██████████ The student will learn the basic fundamentals of script writing, including concept, pitch, proposal, format, techniques, analysis, organization, workflow, and presentation for both fiction and nonfiction category.

### MCVP-203 Media Scene in India

██████████ This paper will familiarize the students with this vibrant media scene in India.

### MCVP-301 MEDIA LAW AND ETHICS

██████████ This course will cover the fundamental principles of mass media laws and ethics for journalist to follow in India.

### MCVP-302 INTRODUCTION TO PHOTOGRAPHY

██████████ This is a basic course in photography, introducing the students to photographic techniques. Apart from learning the history of photography, the students will also be learning digital photography hands-on. By the end of the semester, the students will acquire an understanding of the basic principles of composition, how to use digital cameras, raster/image manipulation software, digital image capture, using a digital camera and varying methods of output.

### MCVP-401 VIDEO TECHNOLOGY

██████████ The paper aims at teaching the students from the history to the current methods and developments about moving pictures and the science and technology behind it, in producing products for both film and television.

### MCVP-402 STUDIO PRODUCTION

██████████ This syllabus is a study of basic television production as it applies to live studio programming.

- MCVP-403 - ENGLISH LITERATURE AND COMMUNICATION

██████████ This paper aims to equip students with in-depth technical and creative skills in writing. This paper also integrates speech by introducing the art of story-telling which aims to integrate their reading and writing processes with their communicative abilities.

### MCVP-501 AUDIOGRAPHY: DESIGN AND PRODUCTION

██████████ This course introduces students to the audio chain, necessary to design and produce audio programmes. Students will learn the various techniques of digital recording that will be suited for studio, television, film or live productions.

#### **MCVP-502 Film Studies**

**Objective:** This paper aims at giving the student a holistic approach in understanding films by deconstructing this language and helps them to appreciate films better.

#### **MCVP-601 Filmmaking**

██████████ This Filmmaking paper will give students an opportunity to learn about the different techniques and processes that go into making a professional movie. Students will learn about the key jobs within a film crew, and explore the details and techniques related to each job through interactive assignments and projects. This course culminates in a final film project, which will apply the techniques learned throughout the course.

#### **MCVP-602 Media Entrepreneurship & Marketing**

██████████ The Media Entrepreneurship and Marketing paper is a professional application based paper. Students are provided an insight into entrepreneurship, management and the media marketing industry while learning media event management techniques as well.

### **MEDIA TECHNOLOGIES**

#### **MT-101 COMMUNICATION PRINCIPLES AND PRACTICES**

██████████ This paper will explore human communication and teach students how this communication is expanded and transmitted thorough the Mass Media and New Media technologies.

#### **MT -102–ENGLISH LITERATURE AND COMMUNICATION**

██████████ This paper aims to guide students how to write effectively, read and think analytically and speak confidently. The paper introduces students to various texts, challenges them with writing and speech exercises to broaden not only their vocabulary, but also their creative worldview.

#### **MT -201 -WRITING FOR RADIO, TV AND NEW MEDIA**

██████████ The aim of this paper is to introduce the students to writing requirement, style, technique and format for different forms of media. The paper will also enlighten the students on various copyright and other ethical issues, along with exposure to some latest scriptwriting softwares such as finaldraft and Celtx.

#### **MT -202–SOUND FOR MEDIA I**

██████████ This paper is designed to introduce the student to the fundamentals of audio theory and practices through the development of basic digital audio production projects.

#### **MT 301 - PRINCIPLES OF PHOTOGRAPHY**

██████████ This paper aims to introduce the students to history and techniques of Photography

#### **MT 302–VIDEOGRAPHY**

■■■■■ This paper introduces students to video technology and emphasizes on producing, directing, and editing different kinds of short video programmes

### **MT-303- Journalism**

■■■■■ This paper introduces students to journalistic techniques of information gathering and analysis, journalistic norms and values and basic principles of media formats.

### **MT-401- MEDIA AND CULTURE**

■■■■■ The paper will help students understand the importance of culture and the relationship between culture and media. This paper will also encourage students to understand the strategic importance of North East in a national context along with introductory inputs of media research techniques.

### **MT-402- Sound for Media II**

■■■■■ This paper will highlight upon the radio technology and radio programming, sound designing, visual sound interrelationship and field recording techniques

### **MT-403- INTRODUCTION TO NEW MEDIA**

■■■■■ This paper will introduce the students into emerging new media forms and help them to produce and manage content across multiple platforms, including print, radio, the Internet, television, social media and other digital and interactive platforms.

### **MT-501- MEDIA APPRECIATION**

■■■■■ This paper will explore the evolution of the motion picture as a form of expression. The paper emphasizes on film theories, styles and structure, distribution and consumption.

### **MT-502- MEDIA ENTREPRENEURSHIP AND MANAGEMENT**

■■■■■ The Media Entrepreneurship and Management paper is an application based paper. While grasping a thorough comprehension on entrepreneurship, as a professional vocation for media practitioners and the concepts and strategies of managing a media enterprise, students also learn event management techniques.

### **MT- 503- PHOTOJOURNALISM AND PHOTOGRAPHY PROJECT**

■■■■■ This paper introduces the students to the various laws and ethics required for photojournalistic practices. They will also deal with the different genres in photojournalism and how to build a story from their photographs enabling publishing, either in print or digital media.

### **MT- 601- Communication for Development**

■■■■■ This paper will cover areas of participation in communication and content covering various media. The students are expected to learn the key concepts in development and development communication with a substantial component of field work

### **MT-602- ADVERTISING AND PUBLIC RELATIONS**

██████████ *This paper aims to introduce the functions, strategies and concepts of advertising and public relations. A thorough application based approach is used to provide a sound working knowledge of the advertising and public relations industry.*