

Media Technologies
Proposed Revised Syllabus
March 2018

**Department of Mass Media,
St. Anthony's College
Shillong- 793001'**

Media Technologies

Course Objective

The 3 years programme in Media Technologies is specially designed to meet the needs and challenges of the fast changing media industry. The course lays much emphasis on the praxis of media along with considerable sound theoretical concepts and understanding. The course with its initial focus on Journalism, Photography and Audio production is today transforming to meet the challenges of fast paced user driven digital media landscape with the introduction of new papers such as **new media** and **development communication**. Keeping in mind the media industries constant demands for multi skilled personalities, this course is specially and uniquely designed to give students a wide exposure of the media world ranging from advertising, public relations, video production, media studies, image and graphic designing, media research, ethical and legal aspects of media to event planning and media entrepreneurship. With its focus on emerging communication technologies, concepts and skill learning this course aims to equip and enable students to be readily absorbed in the media profession immediately after the completion of the course.

Core emphasis- Journalism, Photography, Radio Production, Development Communication and New Media

SEMESTER	PAPER	NAME OF THE PAPER	THEOR Y	PRAC	Total
I	DTP-101-T/P	Publication, Design and Layout (EI)	50	50	100
	MT-101	Communication- Principles and Practices (H)	75	25	100
	MT-102	English Literature and Communication (C)	75	25	100
II	DTP-201-T/P	Image Processing and Graphic Design (EI)	50	50	100
	MT-201	Writing for Radio, TV and New Media (EII)	75	25	100
	MT-202	Sound for Media - I (H)	50	50	100
III	MT-301	Principles of Photography (H)	50	50	100
	MT-302	Videography (EII)	50	50	100
	MT-303	Journalism (H)	50	50	100
IV	MT-401	Media and Culture (EII)	75	25	100
	MT-402	Sound for Media - II (H)	50	50	100
	MT-403	Introduction to New Media (H)	75	25	100
V	MT-501	Media Appreciation (C)	50	50	100
	MT-502	Media Entrepreneurship & Management (H)	50	50	100
	MT-503	Photojournalism & Photography Project (H)	75	25	100
VI	Core	EVS (C)			100
	MT-601	Communication for Development(H)	50	50	100
	MT-602	Advertising and Public Relations (EI)	75	25	100
Honors – 9		Elective I- 3	Elective II- 3	Core- 3	

EXAMINATION PATTERN**COURSE CODE: MT****Instructions to Paper Setter/Moderator**

Media Technologies will have three kinds of mark distribution.

Pattern 1

75 Theory		25 Practical	
55 End Semester	20 IA	20 End Semester	5 IA

Maximum Marks	Theory -75		Practical - 25	
	End Semester	IA	End Semester	IA
	55	20	20	5
Total no of Questions	Five One compulsory question of 8 marks and four questions of 11.5 mark each.			
Compulsory question	This will be Question No 1. It will consist of 4 short answer types of 2.5 each. For framing this question, one topic/area from a unit can be selected.			
Setting of other Questions	Q.No.2, Q.No.3, Q.No.4, Q.No.5, can be set from Unit I To IV with an internal choice of two questions from each unit. The paper setter is to ensure that the entire syllabus adequately covered.			
Practical Exam	The question paper should be designed in such a manner which will test their aptitude, reasoning, creativity, written skills and as well presentation skills. Students need to be evaluated on the basis of the content and the presentation which they will make before the examiner. Weightage to be given to the assignments/ portfolio/ project done by the student during the entire semester. Practical – 10, Viva-5, Portfolio- 5(Total Marks – 20)			

Pattern 2

50 Theory		50 Practical	
38	12 IA	37	13 IA

Maximum Marks	Theory -50		Practical -50	
	End Semester	IA	End Semester	IA
	38	12	37	13
Total no of Questions	Five One compulsory question of 8 marks and four questions of 7.5 mark each.			
Compulsory question	This will be Question No 1. It will consist of 4 short answer types of 2 marks each. For framing this question, one topic from a particular unit should be selected.			
Setting of other Questions	Q.No.2, Q.No.3, Q.No.4, Q.No.5, can be set from Unit I To IV with an internal choice of two questions from each unit. The paper setter is to ensure that the entire syllabus adequately covered.			
Practical Exam	<p>The question paper should be designed in such a manner which will test their aptitude, reasoning, creativity, written skills and as well presentation skills.</p> <p>Students need to be evaluated on the basis of the content and the presentation which they will make before the examiner.</p> <p>Weightage to be given to the assignments/ portfolio/ project done by the student during the entire semester</p> <p>Practical- 10, Viva- 7, Portfolio- 5, Project- 15 (Total Marks – 37)</p>			

Pattern 3 (project based paper- MT- 303, MT-402, MT-502, MT-503, MT-601)

Maximum Marks	End Semester Theory - 50		End Semester Practical- 50	
	Theory	IA	Project	IA
	38	12	37	13
Total no of Questions	Five One compulsory question of 8 marks and four questions of 7.5 mark each.			
Compulsory question	This will be Question No 1. It will consist of 4 short answer types of 2 marks each. For framing this question, one topic from a particular unit should be selected.			
Setting of other Questions	Q.No.2, Q.No.3, Q.No.4, Q.No.5, can be set from Unit I To IV with an internal choice of two questions from each unit. The paper setter is to ensure that the entire syllabus adequately covered.			
Project	Weightage to be given to the project done by the student during the entire semester An external examiner will conduct the viva for this project. Students need to be evaluated on the basis of the content and the presentation which they will make before the examiner. Project 24, Viva- 6, Portfolio- 7 (Total – 37)			

SEMESTER I

- Publication, Design and Layout (EI)
- Communication- Principles and Practices (H)
- English Literature and Communication (C)

DTP-101-T/P - PUBLICATION DESIGN AND LAYOUT

The detail of this syllabus follows the one decided by the BOS of this subject

MT-101 COMMUNICATION PRINCIPLES AND PRACTICES

Objective: *This paper will explore human communication and teach students how this communication is expanded and transmitted through the Mass Media and New Media technologies.*

Unit I	Defining Communication- Processes of communication levels of communication- verbal and nonverbal communication Elements of Communication Process, Introduction to Mass Communication and Mass Media, Functions of Mass Communication, System of Mass Communications- Soviet Communist System, Libertarian System, Social Responsibility System and Authoritarian System, Mcluhan's theories of the Media, Criticism of the Media
Unit II	Communication Theories- Introduction to Communication Theory-Magic Bullet theory, Individual Difference theory, Cultivation theory, Agenda Setting Theory, Gate keeping Theory, Cultural Imperialism Theory, Play Theory, Uses & Gratification Theory. Communication Models- Communication Model-Meaning and Concept, Lasswell Model, Shannon & Weaver Model, ABX Model, Gerbner's Model, Osgood & Schramm Model, Gerbner's Model, Berlo's Model
Unit III	Introduction to New Media Communication- Understanding Communication through the new Media-Remediation- Features of New Social Media, Normative Theories in the context of New Media, Mcluhan's Theories of the Media in the context to New Media, Criticism of the New Media
Unit IV	Introduction to Performance Arts- Basic Concepts, introduction to traditional forms of theatre in India, famous theatre Personality of India, Forms and Types of puppetry in performance and theatre, Transition and contemporarisation of theatre, adaptation of plays by different cultures
Important Instruction	<i>The practical exam will be based on the theater presentation to be performed by the students during the semester.</i>

Suggested Readings-

- Berger, A. A. (1995). Essentials of mass communication theory. Sage.
- Biagi, S. (2012). Media impact: An introduction to mass media. Cengage Learning.
- Vangelisti, A. L., Daly, J. A., & Friedrich, G. W. (Eds.). (2013). Teaching communication: Theory, research, and methods. Routledge.
- Manovich, L. (2001). The language of new media. MIT press.
- Dominick, J. R. (2010). The dynamics of mass communication: Media in the digital age. Tata McGraw-Hill Education.
- Lundby, K. (Ed.). (2009). Mediatization: concept, changes, consequences. Peter Lang.
- Brocket, O.G. and Hildy, F.G. (2008). History of the Theatre, 10th Edition. London, Pearson.

MT -102–ENGLISH LITERATURE AND COMMUNICATION

Objective: *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.*

Unit I	Written Composition <ul style="list-style-type: none"> • Construction of sentences • Construction of paragraphs • Composition of feature articles, essays, synopsis and proposals
Unit II	Reading Written Text Understanding form, style, content, structure and relevance of a text Specimen texts: <ul style="list-style-type: none"> • Cocksure Women and Hensure Men • A Hurlled Ashtray • Vanka • War is Peace • The Danger of a Single Story Vocabulary Expansion Exercises
Unit III	Analytical Reading and Writing: A study of the following texts- <ul style="list-style-type: none"> • A Midsummer Night's Dream • Waiting for Godot • A River • I am Explaining a Few Things • My Last Duchess • View With a Grain of Sand
Unit IV	Speaking And Presentation Skills- <ul style="list-style-type: none"> • Public Speaking • Interview • Panel Discussion • Power Point Presentation • Creative Writing • Writing a story • Writing a poem

Suggested readings –

- Gilbert, E. (2016). Big magic: Creative living beyond fear. Penguin.
- Leech, G., & Svartvik, J. (2013). A communicative grammar of English. Routledge.
- Comfort, J. (1993). Speaking effectively. Cambridge University Press.
- Hacker, D., & Sommers, N. (2011). Rules for writers. Macmillan.
- Alred, G. J., Brusaw, C. T., & Oliu, W. E. (2009). Handbook of technical writing. Macmillan.
- Sholle, D., & Denski, S. (1993). Reading and writing the media: Critical media literacy and postmodernism. Critical literacy: Politics, praxis, and the postmodern, 297-321.
- Wysocki, A. (2007). Writing new media: Theory and applications for expanding the teaching of composition. University Press of Colorado.

SEMESTER II

- Image Processing and Graphic Design (EI)
- Writing for Radio, TV and New Media (EII)
- Sound for Media I (H)

DTP-201-T/P – IMAGE PROCESSING AND GRAPHIC DESIGN

The detail of this syllabus follows the one decided by the BOS of this subject

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

Objective: *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.*

Unit I	Media and the audiences Theatre/Drama and the audience ,TV and the Mass Media, Radio and the Mass Media, Internet and the Mass Media Efforts in visual writing- describing sight and sound Scriptwriting-History- concept and understanding, requirements and functions, role of the writer
Unit II	Knowledge of audiovisual Grammar and the Language -Basic Elements of Production- The Studio -Camera Movements, angles, shot sizes, transitions, audio elements- music, sfx, ambience- spoken word – The stages of script development- creative concept- treatment- synopsis, sequence- scene- shot Script formats- dual column, screenplay, storyboard, audio
Unit III	Fiction writing, story elements, pov, narrative structure, hero’s journey, character development, Dialogue writing Working with and against genre-Adaptationchallenges Writing for Documentary and nonfiction narratives, types of documentaries- form and approach- point of view and structure
Unit IV	Writing for different media TV- ENG/Panel discussion/Drama/ Interviews/ Instructional Radio– Ads and PSA/Phone- ins/ Feature /News/ Drama Writing for Internet and New Media- Blogs, Web Writing Structure - layering of Information, Editing for web: Formulating the language, headline, summaries and links Convergent production and storytelling; use of word as narration rather than on screen text, integration of words & pictures; Storytelling structures that work on the Web, Content planning Structure Technology and writer- Scriptwriting software- legal and copyright issues, ethical considerations, current trends in story development.

Suggested Readings:

- Hilliard, R. L. (2014). Writing for television, radio, and new media. Cengage Learning.
- Friedmann, A. (2014). Writing for visual media. CRC Press.
- Lanson, J., Lanson, G., & Stephens, M. (1993). Writing and reporting the news. Oxford University Press, USA.
- Cooper, D. (1997). Writing great screenplays for film and TV. Peterson's.
- Huda, A. (2004). The Art and Science of Cinema. Atlantic Publishers & Dist.
- Dancyger, K., & Rush, J. (2013). Alternative scriptwriting: Beyond the Hollywood formula. CRC Press.
- Straczynski, J. M. (2002). The Complete Book of Scriptwriting. Writer's Digest Books.
- Moritz, C. (2013). Scriptwriting for the Screen. Routledge.

MT -202–SOUND FOR MEDIA I

Objective: *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.*

Unit I	Introduction to Audio Technology Introduction to Radio Technology and features of Radio, Digital Radio and transmission. Sound – Characteristics, quality, propagation, measurement, noise, distortion. Mechanism of human hearing. Voice production -(pitch., quality, tone, timbre) Acoustics and room treatment.
Unit II	The studio sound chain- Microphones –types, characteristics, responses designs and uses. Microphones accessories. Audio cables and connectors, Consoles / Analog and Digital Equalization and types of Equalizers. Loudspeakers and Monitors Multitrack Track Recording - Audio Sweetening
Unit III	Production skills- Field recording skills, live studio broadcast with multiple sources, news production, Sound production Crew for Studio and Location Sound perspective – creating an aural space with the help of Music, Sound Effects and Voice. Digital editing. Introduction to various basic sound editing Software
Unit IV	Radio Broadcasting – PSA/ Advertisement/ Interview /Fantasy/ Drama / Feature / Documentary/ Infotainment Programme, Podcasting, Sound Design - Quality of sound, creating mood with sound, silence as sound. Sound transitions.

Suggested readings –

- Rumsey, F. (2014). Sound and Recording: 7th Edition, Focal Press.
- Stanley, R. A. (2013). Audio in Media. 10th Edition. Cengage Learning, Inc
- Michael, T.S. (2013). Sound Engineering Explained. Second Edition, Focal Press.
- Tomlinson, H. (2010). Sound for Film and Television. Third Edition, Focal Press.
- Robert, E. R., & Huber, M. D. (2007). Modern Recording Techniques.
- Luther, A. C. (2007). Principles of Digital Audio and Video (Artech House Telecommunications Library)

SEMESTER III

- Principles of Photography (H)
- Videography (EII)
- Journalism (H)

MT 301 - PRINCIPLES OF PHOTOGRAPHY

Objective: This paper aims to introduce the students to history and techniques of

Unit I	History of Photography How a Film Camera Works , Film Formats, Types of Film Stock, Developing Film, Reversal Film How a Digital Camera Works , Exposure, ISO, Aperture, Shutter Speeds, White Balance, Depth of Field, Composition, Long Exposure, Focus Stacking Bracketing, HDR Photography
Unit II	Digital Cameras Action Cameras, Mobile Phone Cameras, Web Cameras, Satellite Cameras, Microscope Cameras, Point and Shoot Digital Single Lens Reflex Viewfinder, Sensor, Pentaprism, Shutter Leaf Mirrorless Cameras Lenses- Wide Angle, Fish Eye, Prime, Zoom, Telephoto, Macro, Tilt Shift
Unit III	Lighting in Photography Indoor Lighting, Outdoor Lighting Filters- Neutral Density, Graduated Neutral Density, Color/Warming/Cooling, Special Effects, UV/Clear/Haze , Polarizer Flash Lights / Speed Lights, Studio Strobe Lights, Wireless Triggers Other Camera Accessories
Unit IV	Genres of Photography Portrait, Landscape, Fashion, Table Top, Panoramic, Architecture, Food, Street, Black and White, Astrophotography, Night Photography Printing Technology Photo Paper, Types of Printers, Commercial Printing, Framing Photos for Exhibition

photography.

Suggested readings -

- Newhall, B. (1964). The history of photography from 1839 to the present day.
- Peterson, B. (2016). *Understanding exposure: how to shoot great photographs with any camera*. AmPhoto books.
- Freeman, M. (2007). *The Photographer's Eye: Composition and Design for Better Digital Photos*. CRC Press.
- Kelby, S. (2012). *Scott Kelby's Digital Photography Boxed Set, Parts 1, 2, 3, and 4*. Peachpit Press.
- Fox, A., & Smith, R. S. (Eds.). (2015). *Langford's basic photography: the guide for serious photographers*. CRC Press.
- Mitoker, J. (2010). *BetterPhoto Basics: The Absolute Beginner's Guide to Taking Photos Like a Pro*.

MT 302–VIDEOGRAPHY

Objective: *This paper introduces students to video technology and emphasizes on producing, directing, and editing different kinds of short video programmes.*

Unit I	<p>Introduction to Video and Television technology Video camera and different types of Imaging device(CRT/ CCD/ CMOS /HD)</p> <p>Functions and parts of a camera- Studio camera/ ENG camera/ EFP camera / Movie camera. Analog to Digital Conversion, Digital Video Streaming, CCTV. EFP vs ENG- Preliminaries, RECCE.</p>
Unit II	<p>Functional aspects of TV – Transmitters – Receivers – TV sound and equipment –Camera – Monitors –Digital Recorders – Mixers, Switches etc.Camera Techniques and Picture Composition.</p> <p>Basic Grammar of Video –composition, shot sizes, camera angles, camera movements, depth of field, focus, aperture and shutter speed, camera blocking, audio plot and lighting plot.</p>
Unit III	<p>Lighting- key factors affecting the production, importance of lighting, visual treatment.</p> <p>Basic Lighting Techniques/Procedure-Studio Lighting Portable lighting. Lighting Equipment, Types of lamps in use & their efficiency.</p>
Unit IV	<p>Planning for Production - Scriptwriting, storyboard - Advertisement, PSA / Interviews / short documentary films.</p> <p>Shooting for Continuity ,Interview for indoor / outdoor situations Shooting Strategies for ENG/ Short Films. Video Editing Procedures- On line, Off line, Editing on Camera. Non Linear Editing- Software</p>

Suggested readings –

- Compesi, Ronald J et.al (2015) Video field Production and Editing, 7th Edition.Focal press.
- Zettl,H.(2014) Television Production Handbook, 12th Edition. Cengage Learning.
- Y, Matt.(2013)The Videomaker Guide to Video Production.4thEdition.Focal Press
- Dancyger.K (2013).The Technique of Film and Video Editing-History, Theory and Practice, 4th Edition. Focal Press.
- Shelley, S.L. (2013). A Practical Guide to Stage Lighting.3rd Edition, Focal Press.
- Burrows, Thomas D., et.al. (2004) Video Production: Disciplines and Techniques. 9th Edition. Mcgraw-Hill.

MT-303- Journalism

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

Unit I	<p>Understanding News, News: meaning, definition, nature. The news process: from the event to the reader, Hard news vs. Soft news, Attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, byline.</p> <p>Elements of News-News Values -Timeliness, Proximity, Size, Importance, Conflict, Human interest and News Novelty. Types of News.</p> <p>News Sources: types; credibility and protection. Difference between article, news, feature, background, editorial.</p> <p>News agencies – Government print agencies</p>
Unit II	<p>News Reporting- an understanding, Reporter: Roles and qualities, Various types of reporting (Objective, Interpretative, Investigative, In-depth, straight). Reporting for Newspapers, News Agencies and Magazines.</p> <p>Specialised reporting- Court, legislature, Science and technology, sports and development and crime reporting</p> <p>Language of news- Robert Gunning: Principles of clear writing, Rudolf Flesch formula- skills to write news</p>
Unit III	<p>Understanding the structure and construction of news- Organizing a news story, 5W's and 1H, Inverted pyramid, Criteria for news worthiness, principles of news selection, Use of archives, sources of news, use of internet, Language and principles of writing:</p> <p>Basic differences between the print, electronic and online journalism- Changing practices- speed, circulation and viral networking</p>
Unit IV	<p>Journalistic ethics- Paid news, Page-Three culture, plagiarism, revealing confidential sources, hoax, off-the-record, on-the-record, Ombudsman, Code of conduct for journalists, Press council of India and its role in maintaining ethical journalistic standards, Difference between investigative and sensational journalism, yellow journalism, sting operations and morality.</p>
Important Instruction	<p><i>This paper requires that at the end of the semester the students are to produce one Lab journal. This Lab journal will be a collaborative effort of the class. The project marks will be based on this lab journal.</i></p>

Suggested readings –

- Itule, B. D., Anderson, D., & Simon, J. (2006). *News writing and reporting for today's media*. Simon, James..
- Stein, M. L., Paterno, S. F., & Burnett, R. C. (2006). *Newswriter's handbook: an introduction to journalism*. Wiley-Blackwell.
- Stein, M. L., Paterno, S. F., & Burnett, R. C. (2006). *Newswriter's handbook: an introduction to journalism*. Wiley-Blackwell.
- Shrivastava, K. M. (1987). *News reporting and editing*. Sterling Publishers Pvt. Ltd.
- Keeble, R., & Reeves, I. (2005). *The newspapers handbook*. Routledge.
- Mencher, M., & Shilton, W. P. (1997). *News reporting and writing*. Brown & Benchmark Publishers.
- Brooks, B. S., Kennedy, G., Moen, D. R., & Ranly, D. (2010). *Workbook for News Reporting and Writing*. Macmillan.

SEMESTER IV

- Media and Culture (EII)
- Sound for Media II (H)
- Introduction to the New Media (H)

MT-401- MEDIA AND CULTURE

Objective: *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.*

Unit I	Understanding Media and Culture- Definitions: Culture, Mass Culture, Popular Culture, Folk Culture. Culture Imperialism Theory. Media and Culture- interrelations and influences- Media as cultural industries- Commodification of culture, Folk Media as a form of Mass Culture. Traditional and Modern Festivals, Live performance as a form of culture.
Unit II	North East India- The ecology, habitat, Physical and socio – cultural structures- Different ecological spaces of North East: the hills, plains, forests, rivers, plateau, Population – migration patterns , Traditional and Modern Political profiles (chieftains, Kings, Durbar, Panchayat) Basic idea of Group, Community and Society, Kinship, marriage, family, household, the youth, gender, roles and institutions. Rituals, festivals, belief systems and legends. Media in Northeast and Contemporary Issues- Public and private media organizations in north east, Conflicts and Compromises, Ethnic, political and Boundary issues, Gender role conflicts, Rise of Regionalism: Regional initiatives, Developmental issues-The role of NEC.
Unit III	Introduction to research. Research problem. Data collection . Sampling. Sampling problems. Preparation and tabulation of data. Data analysis and report writing
Unit IV	Media Research - Communication Research, need and relevance of mass media research. Field and experiment research, secondary research, literature review, Project work.
Important Instruction	<i>The practical component of this paper will be assessed on the media research undertaken by the students during the semester. The students are to prepare a power point presentation of one's research design along with the findings before an external examiner. External examiner is to conduct the viva based on this project work.</i>

Suggested readings -

- Bareh, H. (Ed.). (2001). *Encyclopaedia of North-East India: Meghalaya* (Vol. 4). Mittal Publications.
- Taher, M., & Ahmed, P. (2001). *Geography of north-east India*. Mani Manik Prakash, Guwahati, 12-40.
- Kumar, K. J. (2000). *Mass communication in India* (Vol. 741). Jaico publishing house.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- Wimmer, R. D., & Dominick, J. R. (2013). *Mass media research*. Cengage learning.
- Chaube, S. K. (1999). *Hill Politics in North-East India*. Orient Blackswan.
- Chacko, P. M. (Ed.). (1998). *Matriliny in Meghalaya: Tradition and Change*. Daya Books.

MT-402- Sound for Media II

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

Unit I	Radio as a tool of communication , Public and Private sector Broadcast, Broadcast in Northeast India, Meghalaya, Community Radio scenario, Production techniques for Radio - Broadcast and Recording Equipment- The Audio board-Live, On-Air , Remote production techniques, DAW broadcast set up, FM radio organization, functioning, and programming, Broadcast codes and ethics
Unit II	Presentation for Radio- Roles and responsibilities of radio presenter/ jockey, Announcer as a communicator – Voice training- effective use of voice, enunciation, pronunciation, modulation, on-line interview techniques, Moderating skills for radio discussion programmes Radio Programming- emerging ideas and concepts, Fixed Programme chart, Live and recorded programs, programme research, audience research News and Live Programmes Structuring radio report- news capsuling, and radio commentary
Unit III	Principles and techniques of Sound Designing- Functions of sound in relation to picture, Creating sound track for a visual media, Field recording techniques- requirements and equipment, Live programme mixing- Music and non-music, PA systems- functions and techniques. Music Underscoring. Mixing, reproducing, layering – Broadcast media, live, recorded and interactive media, Editing and layering techniques, location recording techniques, spatial processing (reverb, delay), multichannel and stereo sound, Foley sound effects- creating foley's
Unit IV	Audio Project: This shall comprise of recording editing and producing of any 3 different sound modules as per the choice of the student from the below mentioned formats. These 3 different sound modules as mentioned below will be the project along with one month of on campus radio broadcast and audio podcast initiatives. Students will do any three module from below. Radio Modules Jingles and Station Promos, Feature, Documentary, Drama, Music Recording, Musical Feature, Film Soundtrack, Advertisements, PSA, Interviews, Panel Discussion
Important Instruction	<i>On the day of practical exam, the students are to submit the portfolio on Audio Project as prepared based on the instructions provided in unit 4 of the syllabus. External Examiner is to mark the students individually based on this portfolio and a viva to be conducted based on this project.</i>

Suggested readings –

- Alten, S. R. (2010). Audio in media. Cengage Learning.
- O'Donnell, L. B. (1993). Modern radio production. Wadsworth Publishing Company.
- Hyde, S. (2017). Television and radio announcing. Routledge.
- McLeish, R., & Link, J. (2015). Radio production. CRC Press.
- Chatterji, P. C. (1991). Broadcasting in India. Sage Publications.
- Priestman, C. (2002). Web radio: radio production for internet streaming. Gulf Professional Publishing.
- Holman, T. (2010). Sound for film and television. Taylor & Francis.

MT-403- INTRODUCTION TO NEW MEDIA

Objective: 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.

Unit I	New media- Meaning and Characteristics, Principles of New Media, The New Media Interface , New Media Economy Understanding New Media Technologies & Applications Digitization of media- media convergence, Constituents of new media- Web 2.0-3.0, Blogs, Micro Blogs, Wikis, Social Media, Constituents- Facebook, Twitter, Wordpress, Blogger, YouTube, Docs, Drive, Hangouts, social bookmarking, slideshare, Skype.
Unit II	New Media Ecology, Installations & Screens , Elements of Transmedia Narratives across multiple media, Gaming & Storytelling, digital games, player cultures, online games & their impact, New Media Art
Unit III	Impact of New Media on Journalism, Mass Communication The new media practitioners- Characteristics & New roles of Journalists in the Internet age & the Digital Era. Creating & Managing a Blog, trends in web/online Journalism & Communication,
Unit IV	New Media Ethical issues - Journalism ethics and restraint in new media, IPR Copyright & Legal issues in cyber space , Using social media to engage public, Activism in Cyber space, ICT's in new media; ICT and Social Inclusion, Globalization & Emerging Cyber cultures

Suggested readings –

- Poster, M. (2018). *The second media age*. John Wiley & Sons.
- Manovich, L. (2001). *The language of new media*. MIT press.
- Reeves, B., & Nass, C. I. (1996). *The media equation: How people treat computers, television, and new media like real people and places*. Cambridge university press.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU press.
- Flew, T. (2007). *New media: An introduction*. Oxford: Oxford University Press.
- Gerbaudo, P. (2018). *Tweets and the streets: Social media and contemporary activism*. Pluto Press.
- Lievrouw, L. A., & Livingstone, S. (Eds.). (2002). *Handbook of new media: Social shaping and consequences of ICTs*. Sage.
- Castells, M. (2004). *The network society A cross-cultural perspective*. Edward Elgar.

SEMESTER V

- Media Appreciation (C)
- Media Entrepreneurship and Management (H)
- Photojournalism and Photography Project (H)

MT-501- MEDIA APPRECIATION

Objective: *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.*

Unit I	Art Concepts- Difficulties in defining art-Urge to express -Representation as art-Cultural contexts of art, Artists of different eras- Art Movements, General Ideas of Art theory as a Consumer habit, Art and Media- Artwork as part of “text”, Art exhibited in museum, Art posted on the internet, Art as part of Television series, New Media Art
Unit II	Moving Images- Illusion of movement and persistence of vision, Shot, Sequence and Scene and their meanings, Editing- Montage editing, Soviet film makers- Eisenstein, Pudovkin, Dovzhenko and vertov. Early narrative cinema: Hollywood and Bollywood.Films Genres and National film Culture. Documentary-Expressionism-Film noir-Social melodrama-Western-Social Realism-French New wave – Indian new wave.
Unit III	Film Theories- The various styles and schools of cinema throughout the world.Psycho-analytic theory. Auteur theory-ideological theory. Cognitive theory. Theory of realism. Gender theory
Unit IV	Interpreting the Media text- Defining the media text. Analyzing and Interpreting text. A Semiotic interpretation of text. A psychoanalytic, Marxist, feminist interpretation of text

Suggested readings –

- Catricalà, V.(2015)Media Art. Towards a New Definition of Arts in the Age of Technology. Siena: GliOri.
- Braudy, Leo, Cohen, Marshal. (2016)Film Theory and criticism, ,8thEdition .Oxford University Press.
- Bordwell, D, Thompson, K. (2016).Film Art. 11th Edition Mcgraw Hill, New York.
- Cook S, GfaderV, Graham B & Lapp.(2010). A Brief History of Working with New Media Art - Conversations with Artists, Berlin: The Green Box,
- James M.(2000).How to read a film.Oxford University Press.
- Andrew, R, Ray,S. (1990).The inner eye, Rupa, New Delhi,
- John, W.(1990). The moving Image- an International history of films, TV and video, Basil Blackwell,. Ed. Bill Nichols; Movies and Methods; 2 Volume; University of California

MT-502- MEDIA ENTREPRENEURSHIP AND MANAGEMENT

Objective: *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.*

Unit I	Introduction to Entrepreneurship , Definitions and Types of entrepreneurs, Characteristics/traits associated with entrepreneurs, Entrepreneurial Environment and Motivation, Role of entrepreneurship in the developing society, The media entrepreneur
Unit II	Introduction to Media Management: Different Schools of Management, Difference between Entrepreneurs and Managers, The Media Industry today and its emerging trends, The Indian entertainment and media business Concepts of strategic Media Management, Customer Relationship Management in Media Industries,
Unit III	Introduction to Media Economics , Basic concepts of Financial Management, Personnel management in Media Organisations, Issues in Audience Management, Digital Media Management, Introduction to Corporate Social Responsibility , Convergence, Globalisation and Media Management
Unit IV	Media Event Management Identifying core concepts behind the event, Strategic planning, Group Sustainability, Introduction to Resource Mobilisation, Event Marketing, Event documentation and evaluation
Important Instruction	<i>The project taken up as part of the practical conducted is assessed on an ongoing basis during the course of the semester. On the day of the practical examination the students have to undergo a viva based on a portfolio prepared by the student.</i>

Suggested readings –

- Badi, R.V. and Badi, N.V. (2006). *Entrepreneurship*. Delhi, Vrinda Publications Pvt. Limited.
- Lessig, L. (2008). *Remix: Making Art and Commerce Thrive in the Hybrid Economy*. London, Bloomsbury Academic.
- Mansell, R. (2012). *Imagining the Internet: Communication, Innovation, and Governance*. Oxford, OUP.
- Richards, E., Foster, R. and Kiedrowski, T. (eds) (2006). *Communications: The Next Decade*. London, Ofcom.
- Kotler, P. (2015). *Marketing Management*. New jersey, Pearson Education Inc.

MT- 503- PHOTOJOURNALISM AND PHOTOGRAPHY PROJECT

Objective: 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.

Unit I	Introduction to Photojournalism- Concepts and understanding Photo essay and photo stories. Law and Ethics in Photojournalism- Law of access, Law of privacy, Law of Libel, Copyright, Legal procedures in photojournalism.
Unit II	Photojournalist and their genres Photojournalism genres-News-fashion-feature, Travel-advertising-sports, Portrait-still life-landscape, Documentary. Photojournalist around the world.
Unit III	Research and building a photo story Research, reporting, writing and publishing a story, Writing captions, Photo book/journal.
Unit IV	Photo Project Students should include a total of 6 categories of their choice from Section-1 and Section-2, shooting a total of 12 frames per category, which will result in a collection of 72 frames as their Photo Project. Students will also have to exhibit 4 of their best photographs in a photography exhibition to be organized by them. <i>Section-1: Architecture, People, Waterways, Cityscape, Northeast India, Black and white, Photojournalism, Landscape, Night and Nature</i> <i>Section-2: Table Top, Fashion, Children, Industries, Still Life, Wildlife, Festivals, Transportation</i>
Important Instruction	<i>On the day of practical exam, the students are to submit the portfolio on Photography Project as prepared based on the instructions provided in unit 4 of the syllabus. External Examiner is to mark the students individually based on this portfolio and a viva to be conducted based on this project</i>

Suggested readings –

- Warren, L. (2005) Encyclopedia of 20th century Photography Vol-1,2,3. Routledge.
- Parris, F. S. (2002). Photo Journalism - an introduction. Wadsworth. Belmont.
- Keene, M. (1995). Practical Photojournalism: a professional guide. Focal.
- Singh, B.P. (2011). Photojournalism. Anmol Publication. New Delhi.
- Nandi, C. (2006). Print Media and Photojournalism. EssEss Publications.
- Kobre, K., & Brill, B. (2004). Photojournalism: The professionals' approach (Vol. 5). Burlington, MA: Focal Press.
- Evans, H., & Taylor, E. (1978). Pictures on a page: Photojournalism and picture editing (Vol. 1978). Wadsworth Publishing Company.
- Newton, J. (2013). The burden of visual truth: The role of photojournalism in mediating reality. Routledge.

SEMESTER VI

- EVS (C)
- Communication for Development (H)
- Advertising and Public Relations (EI)

Core paper: Environment Science

The detail of this syllabus follows the same environment Science subject, which is compulsory for all Sixth year Semester students under NEHU.

MT- 601- Communication for Development

Objective: 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

Unit I	<u>Development: meaning and concept-</u> Development issues, Development indicators, Dynamics of development, Pre-requisites of development, Gap between developed and developing societies
Unit II	<u>Theories of Development- Meaning and concept</u> Dominant Paradigms, Alternative Paradigms, Modernization theories, Rostow's Theory of Stages of Growth, Approaches of Gandhi, Sanskritization, Dependency theory
Unit III	<u>Development communication-</u> meaning, concept scope, objective and importance, Development Support Communication (DSP), Information as a measure of development, Development Communication in India, Early Indian Experiments in dev. Com- SITE, Kheda, Rural and Agricultural communication, Participatory communication
Unit IV	<u>Media for development communication-</u> Importance of development reporting, Present trends in development reporting, Use of traditional and folk media for development. Community media, Internet as a powerful communication tool for development.
Important Instruction	The students in consultation with the guide have to identify any particular development issue in the local context and use any form of traditional or folk media for development communication eg. Puppet shows, Phawars, street Theatres, Road Shows etc. This will be a collaborative effort of the class. The external examiner will mark the students based on this project, a viva for the same can be conducted. The students are to present a written report along with photographic proof of the undertaken project.

Suggested readings –

- Melkote, S. R. (1991). *Communication for development in the Third World: Theory and practice.*
- Chalkley, A. (1980). Development journalism—a new dimension in the information process. *Media Asia*, 7(4), 215-217.
- Agunga, R. (1997). *Developing the third world: a communication approach.* Nova Science Publishers, Inc.
- Stevenson, R. L. (1988). *Communication development and the Third World. The global politics of information.*
- Servaes, J. (Ed.). (2008). *Communication for development and social change.* SAGE Publications India.
- Servaes, J., Jacobson, T. L., & White, S. A. (Eds.). (1996). *Participatory communication for social change* (Vol. 24). Sage.
- Schramm, W. (1964). *Mass media and national development: The role of information in the developing countries* (Vol. 25). Stanford, CA: Stanford University Press.
- Rogers, E. M. (2010). *Diffusion of innovations.* Simon and Schuster.

MT-602- ADVERTISING AND PUBLIC RELATIONS

Objective: 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.

Unit I	Introduction to Advertising- Role of advertising through marketing. Marketing concepts; Advertising concepts, Brief History of Advertising. Theories/models. The Advertising professional. Advertising Media. Advertising Appeals. Media Planning. Legal and ethical issues in advertising.
Unit II	Advertising Campaign Management- Target Group Segmentation. Latest Marketing trends. Content Marketing. Approaches for digital marketing and social media advertising. Advertising campaign planning, monitoring and evaluation.
Unit III	Introduction to Public Relations- History and evolution of Public Relations. The Public and Public Opinion. The Stakeholder System- Internal and External Public. The PR Professional
Unit IV	Public Relations in Practice- PR Tools, methods, media for internal and external stakeholders. Public Relations Programs/Campaigns/Strategies. Public Relations in various sectors. Corporate Communications

Suggested readings –

- Ries, A. and Ries, L. (2002). *The Fall of Advertising and the Rise of PR*. New York, Harper Business.
- Gupta, D. (2005). *Handbook of Advertising Media and Public Relations*. Delhi, Mittal Publications.
- Freitag, A.R and Stokes, A.Q. (2009). *Global Public Relations: Spanning Borders Spanning Cultures*. New York, Routledge.
- Kohen, D. (1988). *Advertising*. USA, Scott. Forsmon and Co.
- Theaker, A(2004). *The Public Relations Handbook; The Second Edition*. USA and Canada, Routledge