

# **MASTER OF SCIENCE IN ELECTRONIC MEDIA**

## **SYLLABUS**

**TWO YEARS M.Sc. ELECTRONIC MEDIA  
(FULL TIME) PROGRAMME  
(w.e.f. 2018 – 2020)**

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**KUSHABHAU THAKRE  
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**Master of Science in Electronic Media**  
(Three years full time degree course)  
**Marking Scheme**

| Subject / Paper |                                                                                                                                                                         | Type of Course | Credit | Max. MKS | Min. Passing MKS |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------|----------|------------------|
| Semester – I    |                                                                                                                                                                         |                |        |          |                  |
| MSEM 101        | Basics of Communication (TH)<br>CE+AA                                                                                                                                   | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 102        | Development of Electronic Media (TH)<br>CE+AA                                                                                                                           | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 103        | Electronic Media Journalism (TH)<br>CE+AA                                                                                                                               | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 104        | Camera Techniques (TH)<br>CE+AA                                                                                                                                         | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 105 (A)    | <ul style="list-style-type: none"><li>Information of Technology &amp; Media (TH)<br/>CE+AA</li><li>Indian Politics and International Relations (TH)<br/>CE+AA</li></ul> | E              | 4      | 75<br>25 | 30<br>10         |
| MSEM 105 (B)    |                                                                                                                                                                         |                |        |          |                  |
| MSEM 106        | Practical and viva-voce (out of the practical of 100 marks in semester I & III 50 marks practical shall be of language.)                                                | C              | 4      | 100      | 40               |
| Grand Total     |                                                                                                                                                                         |                |        | 600      | 240 (45%)        |

| Subject / Paper |                                               | Type of Course | Credit | Max. MKS | Min. Passing MKS |
|-----------------|-----------------------------------------------|----------------|--------|----------|------------------|
| Semester – II   |                                               |                |        |          |                  |
| MSEM 201        | Radio Programme Production (TH)<br>CE+AA      | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 202        | Television Programme Production (TH)<br>CE+AA | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 203        | Media Law and Ethics (TH)<br>CE+AA            | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 204        | Advertising and Public Relation (TH)<br>CE+AA | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 205 (A)    | • Electronic Media Commercials (TH)<br>CE+AA  | E              | 4      | 75<br>25 | 30<br>10         |
| MSEM 205 (B)    | • News Writing and Editing (TH)<br>CE+AA      |                |        |          |                  |
| MSEM 206        | Practical and viva-voce                       | C              | 4      | 100      | 40               |
| Grand Total     |                                               |                |        | 600      | 240 (45%)        |

| Subject / Paper |                                                   | Type of Course | Credit | Max. MKS | Min. Passing MKS |
|-----------------|---------------------------------------------------|----------------|--------|----------|------------------|
| Semester – III  |                                                   |                |        |          |                  |
| MSEM 301        | Script Writing for Electronic Media (TH)<br>CE+AA | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 302        | Media Planning and Management (TH)<br>CE+AA       | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 303        | Media Research (TH)<br>CE+AA                      | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 304        | Media Awareness and Current Affairs (TH)<br>CE+AA | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 305 (A)    | • Television Production (TH)<br>CE+AA             | E              | 4      | 75<br>25 | 30<br>10         |
| MSEM 305 (B)    | • Web Media and Production (TH)<br>CE+AA          |                |        |          |                  |
| MSEM 306        | Practical and viva-voce                           | C              | 4      | 100      | 40               |
| Grand Total     |                                                   |                |        | 600      | 240 (45%)        |

| Subject / Paper |                                                                                                                                                 | Type of Course | Credit | Max. MKS | Min. Passing MKS |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------|--------|----------|------------------|
| Semester – IV   |                                                                                                                                                 |                |        |          |                  |
| MSEM 401        | Television Journalism and Production (TH)<br>CE+AA                                                                                              | C              | 4      | 75<br>25 | 30<br>10         |
| MSEM 402        | Dissertation                                                                                                                                    | C              | 4      | 100      | 40               |
| MSEM 403        | Attachment (Internship)                                                                                                                         | C              | 4      | 100      | 40               |
| MSEM 404        | Project on Video Production                                                                                                                     | C              | 4      | 100      | 40               |
| MSEM 405 (A)    | <ul style="list-style-type: none"><li>Radio Journalism and Production (TH)<br/>CE+AA</li><li>Development Communication (TH)<br/>CE+AA</li></ul> | E              | 4      | 75<br>25 | 30<br>10         |
| MSEM 405 (B)    |                                                                                                                                                 |                |        |          |                  |
| MSEM 406        | Practical and viva-voce                                                                                                                         | C              | 4      | 100      | 40               |
| Grand Total     |                                                                                                                                                 |                |        | 600      | 240 (45%)        |

**Note** - Scheme of Examination for all Theory Papers

- |   |                                                                                                                                 |           |
|---|---------------------------------------------------------------------------------------------------------------------------------|-----------|
| 2 | 05 Short Answered questions (Covering 5 Units)<br>(Not more than 100 words) -5 Marks each =05×5                                 | =25 Marks |
| 3 | 05 long Answered questions of 10 Marks each<br>With internal choice of one question from each unit<br>(Not more than 500 words) | =50 Marks |

**UNIT-I Communication**

- Communication: Concept, meaning, definition, element, process and function
- Types of Communication: Intra-personal, Inter-personal, Group and Mass Communication
- Verbal and Non-verbal communication, 7 Cs of Communication, Early Communication system in India, Language as a vehicle of Communication
- Mass Communication: Concept, definition, element and process

**UNIT-II Models of Communication Process**

- SMR Model, SMCR Model,
- Laswell's Model,
- Shannon and Weaver Model,
- Willbur Schramm's and Osgood's Model

**UNIT-III Theories of Communication & Its Relevance**

- Normative Theories of Mass Media: Authoritarian Theory, Free Press Theory, Social Responsibility Theory, Communist Theory
- Personal Influence Theory: Two Step Flow, Multi Step Flow
- Hypodermic and Bullet Media Theory
- Sociological Theories of Mass Communication: Cultivation Theory, Agenda Setting Theory
- Psychological or Individual Difference Theory: Selective Exposure, Selective Perception,
- Development Communication Theory,
- Participant Mass Communication Theory

**UNIT-IV Speech & ICE**

- Concept of ICE and its Implementation
- Good speech: characteristic of a good speech, effective & impressive speech, style & language of speech, public speech, voice modulation
- Communicator, Languages, Pronunciation, characteristic of a good communicator, speaking and moral value

**UNIT-V Information & Media**

- The Role and Functions of Mass Communication in the Society, Information as Wealth & Power, Concept of Free Flow Information, NWICO,
- Ownership of the Media & Types
- Globalisation, New Media Technology & Digital era
- Media Industry

**Books Recommended:**

- McQuil Denis, Mass Communication Theory , 4<sup>th</sup> ed., Sage Publication Ltd, London ,2000
- Macluhan, Marshall., Understanding Media, Routledge & Kegan Paul, London
- Rogers M. Everett, A History of Communication Study, Free Press, New York ,1997
- Kumar J. Keval , Mass Communication in India, Jaico Publishing House, Bombay
- Yadav , J.S., Mathur, Pradeep, Issues in Mass Communication :The Basic Concepts, Kanishka Publisher& Distributor, New Delhi
- Agrawal, Dr.Virbala,Gupta,V.S., Mass Communication, Concept Publishing Co., New Delhi,2001
- Vilanilam J.V. Mass Communication
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**MSEM- 102**  
**Development of Electronic Media**

**Maximum Marks-75**  
**Minimum Marks -30**

**UNIT-I Origin & Development of Press**

- Newspaper: Invention of printing press
- Pioneer publications in Europe and USA
- Early efforts to publish News Paper in India, Press and Newspaper industry
- Press before and after independent, Modern Journalism, Journalism of digital era
- Freedom of press, Languages Journalism, Famous Journalist of Indian Journalism History
- News Agencies: Indian and Foreign

**UNIT-II Radio**

- Nature of Radio as medium of Communication
- Development of Radio in India
- Educational and commercial Radio
- Private Radio and adventure of FM
- Radio and Rural development, Community radio
- Organisational Structure of Radio
- Various programmes of Radio
- Radio Industry Scenario

**UNIT-III Television**

- Nature of Television as medium of Communication
- Origin and Development of Television, Television in India
- Organisational Structure of Television
- Introduction to various television programmes
- Role of television in development
- Doordarshan vs Private Television Channels
- Television Industry scenario

**UNIT-IV Film**

- Nature of film as medium of Mass Communication
- Development of film in India
- Film and social issues
- Parallel cinema, commercial cinema and documentaries
- Film Industry scenario

**UNIT-V New Media, Folk Media**

- Development of new media
- Online journalism
- Web portals
- Convergence
- Social Media
- Traditional media in India
- Regional diversity, folk song and folk dance, natak

**Books Recommended:**

- Stefen Prince, Movies and Meaning: An Introduction to Film, Allyn and Bacon. London, 1997.
- Chatterjee P.C., Broadcasting in India, Sage, New Delhi, 1990.
- Kumar J. Keval, Mass communication in India, Jaico Publishing House, Bombay, (New Ed.)
- A Manual for New Agency Reporters. IIMC, New Delhi, allied publishers Pvt. Ltd., New Delhi.
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**MSEM- 103**  
**Electronic Media Journalism**

**Maximum Marks-75**  
**Minimum Marks -30**

**UNIT-I Basics of News**

- Definition, elements and types of news
- News values, Sources of news
- Basic principles of news writing
- Reporting, Types of Report writing
- Reporter, qualities and characteristics of a good reporter

**UNIT-II News Editing and Presentation**

- News writing, Process of editing, writing lead and headlines,
- Basic principles of News editing
- Art of news reading
- Pronunciation and modulation in news reading
- Qualities and characteristics of a good editor
- Qualities and characteristics of a good Anchor

**UNIT-III Radio Journalism**

- Basic principles of Radio news writing, news format
- Radio news: language, word, time & presentation
- Format of Radio news and its elements
- News reading: qualities of news reader
- News editing, basic principle of news reading
- Sound recording process, sound editing, microphones
- Types of news bulletin in radio

**UNIT-IV Television Journalism**

- Principles of TV News writing and editing, language of news,
- Format of Television news and its elements
- Types of news bulletin, news package, visual on anchor, anchor read, anchor graphics, anchor bite etc.
- TV news bulletin structure
- Role and responsibilities of news team members
- Importance of piece to camera (PTC), phono and vox pop in television news
- News presentation, formats of news presentation

**UNIT-V Web Journalism**

- Introduction to major news portals
- Techniques of web journalism
- Responsibilities of team members
- Writing for news portals
- Web Journalism

**Books Recommended:**

- Television News, by I.E.Fang, ABC News Communication Arts Books NY
- Broadcast Journalism-Basic principles by S.C. Bhatt
- News Writing, George A. Hough, Kanishka Prakashna Delhi
- Techniques of Television production, by Rudy Bretz, Focal Press
- Broadcast News Writing, Reporting and Production, by Ted White, Focal Press
- Understanding News by J. Hartley, Methuen Pub. London
- Understanding Digital Media and Weblog Journalism, Dr. Anil K. Rai 'Ankit', Shree Publishers, New Delhi
- g f j e k g u j f m ; k v k j n j n ' k u i = d k f j r k
- t M h e L r Q k j V y h f o t u l e k p k j
- t k ' k h e u k g j ' ; k e j i V d F k k y [ k u , d i f j p ;

**MSEM- 104**  
**Camera Techniques**

**Maximum Marks-75**  
**Minimum Marks -30**

**Unit I -**

- ENG Camera Techniques
- EFP Camera Techniques
- Studio Camera Techniques
- Single Camera Vs Multi Camera Techniques

**Unit II-**

- Block Diagram of Video Camera
- Types of Video Camera in Video Production
- Different parts of Video Camera
- Different controls of Video camera
- CCD and CMOS
- VTR, VDR & Camcorder

**Unit III-**

- Types & uses of camera lenses
- Different accessories of video camera  
(Base p;ete, Tripod, Monopod, Fluid Head, Trolly, Dolly spreader, Jimmy Jib, steady cam)

**Unit IV-**

- TV Broadcasting standard
- Video formats

**Unit V -**

- Lighting for Video
- While Balance
- Different Compositions
- Camera angle & Shots
- Camera Movements
- Audio functions on video camera

**Reference:**

- Photography in Focus by Mark Jacobs
- Basic photography by MJ Langford
- On camera by Harris Watts.
- Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.
- Television Production by Allan Wurtzel, McGraw Hills Book Co. New Delhi.
- Television Production by Zettl Herbert
- The Technique of Television Production by Gerald Millerson
- Broadcasting/cable and Beyond by Joseph R. downick
- Shooting Digital Video by Jon Fauer

**UNIT-I Introduction to Computer**

- History and growth of computer and Internet, Fundamentals of computer
- Hardware and software, Digital technology, computer parts and function
- Disc operating systems (Windows)

**UNIT-II Computers and Communication**

- Concept of analogue and digital data processing
- Role of computer in communication revolution
- Use of computer in Radio and TV production
- Video conferencing, MS Office CorelDraw, QuarkXPress

**UNIT-III Computer Software uses in Media**

- Introduction to Photoshop - embedding, linking, layering and other tools
- Introduction to Sound Forge – features, facilities and its tools

**UNIT-IV Video Editing Software**

- Introduction to Adobe Premiere - features and facilities and its tools
- Introduction to Final Cut Pro

**UNIT-V Multimedia and Television**

- Concept of graphics and animation
- Making news graphics
- Types of TV graphics - credit, title, location chart etc.

**Books Recommended:**

- Multimedia by Vishnu Priya Singh
- Multimedia on the PC by Sinclair, BPB Publication
- Articles in newspaper and magazines
- 'Computer Today' magazine
- Internet Complete by Sybex BPB Publication
- ABC of Internet by Crumlish, BPB Publication
- Fundamentals of Computer by
- ABCs of DOS .5 by Miller BPB Publication
- Multi Media & Cyber Journalism, Dr. Anil K. Rai 'Ankit', Shree Publishers & Distributors, New Delhi
- Understanding Digital Media and Weblog Journalism, Dr. Anil K. Rai 'Ankit', Shree Publishers, New Delhi
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**Elective Subject {B}**

**MSEM- 105 [B]  
Indian Government, Politics and International Relation**

**Maximum Marks-75  
Minimum Marks -30**

**UNIT-I Government Making**

- Working of federalism
- Issues in governance at stage and central levels of state autonomy in India
- Politics at the district level - Panchayati raj, elections and governance

**UNIT-II Nature of the party system**

- Study of the major national parties and of some of the more important regional parties, and their social bases
- Effects of fragmentation of parties on the formation and working of governments at the centre and the states

**UNIT-III the Electoral System**

- Process stresses and strains, secularism and communalism in India
- Problems and trends
- Centre-state relations
- Reports on centre-State relation

**UNIT-IV A course on Indian government**

- A course on Indian government and politics must address itself to the most fundamental problems of our society in an attempt to understand the reasons behind their existence and the seeming indifference, general study of governance in states and their performance since independence.

**UNIT-V**

- Brief study of international relation-foreign policies of India, UK, USA, Russia, UN and its agencies and their functions regional organizations such as ASEAN, SAARC, OIC, OAC India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America.

**MSEM- 106  
Practical & Viva-voce**

**Maximum Marks-100  
Minimum Marks -40**

The practical examination will be based on the applications of theory papers taught to them during current semester period and it will be evaluated through practical production and written work followed by viva – voce.

**Unit- I Audio Technology**

- Nature and types of microphones
- Selection and placement of microphones
- Audio control and sound effect
- Stereo and mono sound
- Recording techniques with practical

**Unit- II Format of Radio Programmes**

- Generic element: content and format
- News, talk, discussion, news reel, radio feature, Drama, commentaries, commercials, phone in programme and other relevant programmes with practical

**Unit- III Radio and Voice**

- Role and responsibilities of a news reader
- Common errors in pronunciation
- Modulation and voice quality
- Elements of Radio writing and its presentation
- Voice recording process
- Characteristics and qualities of a good announcer
- Qualities and responsibilities of RJ

**Unit- IV Field based Programmes**

- Team member for field production
- Radio news gathering, writing and editing
- Necessary equipments for field based programme
- Radio interview
- Types and Preparation of interview

**Unit- V Studio Production**

- Structure of Radio studio and News Room
- Production any one format of Radio Programme
- Recording of programs,
- Selection of sound effects, audio editing and mixing techniques
- Process of planning, scheduling and transmission
- Evaluation of programmes and quality control

**Books Recommended:**

- Awasthy G.C. :Broadcasting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C. :Broadcasting in India, Sage, New Delhi, 1988.
- Masani, Mehra :Broadcasting and People, National Book Trust, New Delhi, 1997.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust : Publication Division, New Delhi, 1987.
- White, Tedel al, Broadcast News, writing, reporting and production. Macmillan, NY. 1984.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- MacLiesh Robert, Radio Production Techniques. Macmillan. NY.
- Nostrum William J. Van. The Script Writers' Handbook.
- Sim Harris & Paul Chantler, Local Radio, Focal press.
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**MSEM- 202**  
**Television Programme Production**

**Maximum Marks-75**  
**Minimum Marks -30**

**Unit-I Introduction to Television Programme Production**

- Stages of TV Programme Production
- The Television Team and crew member
- The Television Studio (Visit to T.V. Studio)
- Script writing for various television programmes
- Studio, ENG and EFP production
- Three camera shooting

**Unit-II Introduction to Video Camera**

- Concept of video and video camera
- Types of video camera
- Components of video camera lens, CCD, microphone and viewfinder
- Working principle of video camera
- Iris, aperture and white balance
- Basic shots and their composition (Demonstration in T.V. Studio)
- Camera Movement
- Concept and principles of frame composing: looking space, head room and walking space

**Unit- III Light and Audio for Television with Demonstration in T.V. Studio**

- Importance of light in television production
- Types of Light and its uses
- Three point lighting system
- Colour temperature
- Lighting effects
- Types of microphones
- Selection and placement of microphone

**Unit- IV Editing concepts and fundamentals**

- Editing - meaning and significance
- Criteria for editing - picture, narration and music
- Editing equipment - recorder, player, vision mixer, audio mixer, monitor, speaker, special effect generator (Demonstration at NLE)
- Non linear editing and Editing effects

**Unit- V Format of Television Programmes**

- Interview and Panel Discussion
- News Bulletin, News Features , Chat Shows
- Fiction and non-fiction programme
- Documentary and Docudrama
- Tele film, soap opera and serials
- Commercial, entertainment programme and Reality show

**Books Recommended:**

- Herbert Zettl Television Production Handbook.7<sup>th</sup> ed. Wadsworth.
- Herbert Zettl Video Basics Workbook.2<sup>nd</sup> ed. Wadsworth.
- Television Production 2<sup>nd</sup> ed. ALAN WURTZE, McGraw Hill Book Company New York.
- Alken Glyn. Sound Techniques for Video and TV. 2<sup>nd</sup> ed. London:Focal Press, 1989.
- Blumenthal, Howard J. Television Producing & Directing. New York: Barnes & Noble, 1987.
- Rai, Dr. Anil K., Ankit, Sanchar Ke Saat Sopan, University Publishers, New Delhi
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**MSEM- 203**  
**Media laws & Ethics**

**Maximum Marks-75**  
**Minimum Marks -30**

**Unit- I Constitution of India**

- Brief introduction to constitution of India
- Fundamental rights and duties
- Freedom of speech and expression
- Right to privacy
- Constitutional amendment
- Judiciary and media
- Contempt of Court Act

**Unit- II Media Commissions and Committees**

- Press Commissions
- Various Committee on Broadcasting: Chanda Committee, Verghese Committee, Joshi Committee
- Working Journalist Act 1955
- Press Council of India
- Concept of Media Council

**Unit- IV Media and Laws**

- Indian Penal Code 1860
- Criminal Procedure Code 1973
- Copy Right Act 1957
- Official Secrets act 1923
- Right to Information Act 2005
- Civil and Criminal law of defamation

**Unit- III Electronic Media Laws**

- Cinematography Act 1952
- Prasar Bharti Act 1990
- Cable TV Network regulation Act 1995
- Information Technology Act 2000
- Convergence Laws
- TRAI, Cyber Law and regulation, Cyber crime

**Unit- V Media Codes and Ethics**

- Concept of ethics, importance and need of ethics in electronic media
- Ethical issues communal and sensational
- Parliamentary Privileges
- Guidelines for Parliamentary coverage
- ASCI commercial code, Broadcasting code and ethics
- Mc Bride Commission and its finding

**Books Recommended:**

- Press Vidhi by Nand Kishore Tripathi
- Journalistic Ethics by PK Badhopadhyay and Kuldeep S. Arora
- Janmadhyam: Kanoon Evam Uttardayitva - Dr. Shrikant Singh
- Press Laws by DD Basu, Prentice Hall Pub.
- Mass Media Laws and Regulations in India, AMIC Publication
- Bharat Mein Press Vidhi by Surender Kumar Manohar Prabhakar
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**MSEM-204**  
**Advertising and Public Relations**

**Maximum Marks-75**  
**Minimum Marks -30**

**Unit- I**

Origin and Development of Advertising in the World and in India - Advertising, Definition, Nature and Scope, Advertising and Society, Types of Advertising  
Advertising and Propaganda, Publicity and PR – Advertising Agency; History, Structure, Organization, Functions, Commission System  
Ad Copy, Visualization, Layout, Principles, Characteristics, Types and Strategies, Advertising media, Newspapers, Magazines, Radio, TV, Outdoor, Direct Mail Order.

**Unit- II**

Brand Positioning – Media Planning, USP, Selection of Time and Space in Print and Electronic Media – Scheduling Advertisements – Ad Campaign, Process, Strategies, Concepts and Principles of Marketing  
Economic, Social, Cultural, Psychological and Ethical aspects of Advertising – Ad Research; Techniques of pre-test and Post-test, Consumer behaviour, Process of Market research.

**Unit- III**

Definitions; origin and development of public relations; public relations, propaganda and publicity  
Public opinion in public relations, Public relation functions. Characteristics and qualifications of PR personnel, PR codes of ethics, PR and social responsibility, Professional organizations

**Unit- IV**

Organizational setup of PR departments/agencies, Industrial PR; Print in private and public Sectors, Central and state govt. departments  
Stages of PR campaign, Planning PR campaign and evolution of Feedback, Govt. Information services and its functions

**Unit- V**

PR counselling and consultancy, PR in support of sales promotion, Media relations, PR tools, House journals and newsletters, Handouts  
Conduct of press conferences. Preparation of PR campaign plans. Preparation of handouts/ newsletters and house journals

**Books for References:**

1. Sam Black- Practical Public relations
2. Sam Black- Role of Public relations in management
3. S.M. Cutlip and A.C.Center- Effective public relations
4. Canefield and Moore- Public relations
5. Narasimha Reddy- How to be a good PRO
6. Anil Basu- Public relations, Problems and Prospects
7. Essential of Advertising – Chandan Singh and Malhan
8. Advertising Procedure – Otto Kleppner
9. Ogilvy in Advertising – David Ogilvy
10. Advertising Principles and Practice – Sethia and Chunawalla
11. Brand Positioning – Sengupta Subroto, Tata Mac Graw Hill Publishing Company
12. Advertising – Ahuja and Chhabra
13. Advertising basics- J.V.Vilani and A.K.Varghese, Sage publications, New Delhi, 2004.

**MSEM-205 (A)**  
**Electronic Media Commercials**

**Maximum Marks-75**  
**Minimum Marks -30**

**Unit-I Concept of Advertisement for Commercials**

- Meaning and definition of advertisement
- Elements of advertisement
- Types of advertisements
- Advertising appeals
- Advertisement production Process
- Copy writing of advertisement for Radio and TV
- Introduction to major ad agencies in India
- Structure and function of advertising agency

**Unit-II Broadcasting and Branding**

- India's major media houses and their holdings
- Programme planning, scheduling, production and broadcasting
- Major heads of income in media
- Selection of Time and Space in Print and Electronic Media
- Costing and budgeting of programme
- Commissioned, royalty and sponsored programme

**Unit-III Advertisement Marketing in Media**

- Market survey : media, product and audience profile
- Research budgeting and presentation to client
- Selling of a programme
- Scheduling Advertisements: Ad. Campaign, Process, Strategies, Concepts and Principles of Marketing.
- Television rating point (TRP)
- Agencies of rating, process and method of rating

**Unit-IV Introduction to Public Relation**

- Definition of Public Relation
- Growth of PR in India and abroad
- Publicity and propaganda
- Organizational set up and work culture of Press Information Bureau, PR department and agencies
- Research in Public relation

**Unit- V Corporate Communication and PR**

- Introduction to corporate communication
- House journals and newsletters
- PR for NGOs, Educational Institute, Charitable Institution
- PR tools: press relation, press conference, press releases, exhibition, Pamphlet, brochures, hording and event
- Public relation for media industries
- Press Tour

**Books Recommended:**

- Handbook of Advertising Management by Roger Barton, McGraw Hill Pub.
- Media Planning by J R Adams, Business Books, 1971
- The Global Media – New Missionaries of Global Capitalism by Edverd Herman and Robert McChesney, Madhyam Publication
- Cable Quest' monthly magazine published by cable operator's association  
ASCI code of advertisement
- Creative Advertising- Theory and Practice by Andre E. Mariarty
- Advertising Management by Dr. MM Varma,
- Break ke Baad by Sudheesh Pachauri

**MSEM-205 (B)**  
**News Writing and Editing**

**Maximum Marks-75**  
**Minimum Marks -30**

**Unit-I**

Organizational structure of editorial department, Role and responsibilities of editorial staff, General principles and functions of editing

**Unit-I**

Newsman's language; sentences and their structure; tense in news writing; negative and double negative expressions; adjectives; modifiers; split infinitives. Subject and verb agreement of nouns and attributions and identification of sources; punctuations; paraphrasing and transition devices in news writing

**Unit-I**

Editing process-checking facts, correcting languages, rewriting leads, condensing stories, slanting of news, localizing of news

**Unit-I**

Computer Editing – Style Sheet, Techniques of Headline Writing – News and Feature Headlines – types and Functions of Headlines. Editorials – Function, Principles, Types; Letters to the Editor

**Unit-I**

Newspaper Design and Layout – Design of inside pages; Forms of Design, Latest trends of Layout; Picture Editing and Caption Writing; Comparative study of Newspaper Makeup, Computer Page Makeup; Principle & Techniques of Page Makeup..

**Books for References:**

News Editing – Bruce H Westley  
The Art of Editing – P.K. Baskette and Jiz Sissors  
The Sub-Editor's Companion – Michael Hides  
The Simple Sub's Book – Lealie Sellers  
The Techniques of Clear Writing – Robert Gunning  
Handling Newspaper Text – Harold Evans  
Newspaper Design – Harold Evans  
News Headlines – Harold Evans  
Elements of Newspaper Design – Ames  
News Reporting and Editing – K. M. Srivastava

**MSEM- 206**  
**Practical & Viva-voce**

**Maximum Marks-100**  
**Minimum Marks -40**

The practical examination will be based on the applications of theory papers taught to them during current semester period and it will be evaluated through practical production and written work followed by viva – voce.

**Unit-I**

Basics of Scripting - Script: meaning and types of script, Role of a scriptwriter in media, Elements of good script, Concept of content and form. Importance of General Knowledge and understanding in a theme, Process of scripting: idea formation, research, sequencing, opening and concluding.

**Unit-II**

Writing Television Script, Writing for visuals, Concept of spoken language, Relation between narration and visuals, Script layout: treatment, screen play one page and split page, shooting and editing script etc, writing for fictional and non fictional program

**Unit-III**

Radio Scripting and Language, Writing to sound, Element of radio script, Stages of scripting and editing. Writing for different programmes like Talk, news, documentary, drama and tele serials.

**Unit-IV**

Analysing the scripts of popular documentaries, films, teleserials and promotional videos, Script writing for cartoon movies, Role of idioms and phrases, proverbs, statistical facts and adjectives in narration of a script, Use of common sense

**Unit- V**

Script writing for a feature film, Analysis of famous movie scripts, Analysis of scripts written for enrichment programmes, Scripts for short-films, The concept of time in script. Scripting for commercials and public service announcements (PSAS)

Reference Books:

- News, Public relations and Power, Simon Cottle, Sage Publications, New Delhi, 2003
- Media making, Lawrence Grossberg, Sage Publications, New Delhi, 1998
- Managing Presentations, Savita Bhan Wakhlu, Sage Publications, New Delhi, 2000
- Advertising, Liz Mcfall, Sage Publications, New Delhi, 2004
- Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
- Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
- Video production handbook, Gerald Millerson, Focal Press, 1992
- Directing the Documentary, Michael Rabiger, Focal Press, 1998.
- Advertising basics, J.V.Vilani & A.K.Varghese, Sage Publications, New Delhi, 2004
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**MSEM- 302**  
**Media Planning and Management**

**Maximum Marks-75**

**Minimum Marks -30**

**Unit-1 Basics of Management**

- Management – meaning and significance
- Media planning
- Media Research
- Principles of media management

**Unit-2 Ownership patterns of mass media in India**

- Types of ownership individual, partnership, private limited companies, public limited companies, trusts, co-operatives, religious, institutions/ societies franchisees and Govt.
- Policy formulation – planning and control, process and prospects of launching media venture
- Organizational structure of various Media institutions Print, Electronic and FM

**Unit-3 Resource Management**

- Source of financial assistance
- Technical and financial proposals and budgeting
- Contract document – penalty and legal implications

**Unit-4 Managing Human Resources**

- Characteristics of HR in media
- Dealing with creative persons
- Organizational dynamics and culture
- Co-ordination, team building, leadership skill and motivation

**Unit-5 Production Management**

- Production planning, scheduling and managing deadline
- Event management
- Managing Outdoor and Indoor Media

**Books Recommended:**

- Video-Production – Gerald Millerson
- Television Production - Allen Wurtzel
- The Techniques of Video-Production – Gerald Millerson
- The Essential TV Directions Hand Book – Peter Jarvis.
- Television Production – Zelte
- Television Programme making – Colin mast.
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**MSEM- 303**  
**Media Research**

**Maximum Marks-75**

**Minimum Marks -30**

**Unit-1**

Nature, Meaning and Importance of Research – Types of Research – Pure and Applied – Types of Media Research – Print and Electronic Media Research - Objectivity in research - Area of media research - Planning to research

**Unit-2**

Review of Related Literature – Defining Research Problem – Research Objectives – Hypothesis, Meaning, Characteristics and Importance – Variables – Research Design – Sampling: Meaning & Types of Sampling, Probability & Non-Probability – Types of Probability Sampling

**Unit - 3**

Types of Research- Survey Research, Content Analysis, Case study, Historical Research, Experimental Research, Observation, Ratings Research, Non-Ratings Research, Field Study, Sources of data - primary and secondary source, Questionnaire and schedules, Interview method

**Unit - 4**

Data Collection – Questionnaire, Interview Guide, Observation Methods and Rating Scales Data Analysis – Statistical Analysis – Use of Pre-Programmes Computer packages for Analysis – SPSS, Writing Research Reports, Organization and Use of Graphics & Visual Material

**Unit - 5**

Use of computer in research, Research report writing, Research design and its types, Process to prepare research paper, dissertation and thesis, Cautioning of research report, Indexing and bibliography, Graphic and diagrammatic representation of data

**Books Recommended:**

- Social Research and Statistics by R.N. Mukerjee, Vivek Prakashan, Delhi
- Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92
- 'Samaajik Shodh Aur Saankhyiki' by Ravindernath Mukerjee, Vivek Prakashan
- Media Shodh, Prof. Manoj Dayal, Haryana Hindi Granth Academy, Panchkula, Haryana
- Scientific Social Surveys and Research – Pauline V Young
- Research: An Introduction – Robert Ross
- Sociological Research Methods – William J Good, Paul K Gat
- Research in Education – John H Best, James V Than
- Experimental Design in Behavioral Research – K D Broota
- Research Methodology Methods Techniques – C R Kothari
- Social Statistics – Burt M Blalock Jr.
- Behavioral research – Fred N Kerlinger
- TV Kheda – A Social Evaluation of SITE – Aggarwal and Malik
- Mass Media and Rural development: A Study of Village Communication in Bihar – A K Singh
- Research and Communication Management – V P Micheal
- Communication Research for Development – The ISRO Experience – Joshi Aggarwal
- Qualitative Communication Research Methods – Thomas R Linglog
- Media Analysis Techniques – Arthur Asa Berger

**MSEM - 304**  
**Media Awareness and Current Affairs**

**Maximum Marks – 75**  
**Minimum Marks – 30**

**UNIT-I**

- Contemporary Media Issues
- Print Media, Electronic Media
- Cinema/New Media

**UNIT-II**

- Top 10 Print media Industry of India and world
- Top 10 Television Industry of India and World
- Top 10 Radio Industry of India and World
- Add and PR Agency in India and world

**UNIT-III**

- Introduction to Indian Constitution
- Fundamental rights and directive principals of state
- Centre-State relationship
- Parliamentary system, PESA
- Role of media as fourth pillar in democracy

**UNIT-IV**

- Legislative procedures in India
- powers and privileges of members of parliament and state legislatures
- Panchayatiraj system
- Brief history of India
- Basic elements of Indian culture
- Challenges before the Indian society

**UNIT-V**

- Nature of Indian economy
- basic economic terms: per capita income, gross domestic product, inflation, budget, stock market
- Indian Agriculture.
- Current affairs - Politics, Economy, Social, Sport. Etc.

**Books Recommended:**

- Manorma year book
- Jagarn year book
- India – Publication division
- Bharti samaj sansthayen aur sanskriti
- Hkkjr dh lkLdfrd fojkl r
- Hkkjr; lfo/ku

**MSEM- 305 (A)**  
**Television Production**

**Maximum Marks-75**  
**Minimum Marks -30**

- Unit I- Principle of Video Camera**
- Primary & secondary colours
  - Additive & subtractive process
  - Digital video Technology
  - Working principle of video camera
- Unit II- Controls and Movements of Video Camera**
- Gain, iris, pedestal etc.
  - Zoom control: servo, manual, remote, zoom extenders.
  - Focus control : auto, manual , remote, back focus, macro focus.
  - Camera view finders (B/W and colour ). Its indicators and control.
  - Camera movements – types & use.
  - Different types of camera angles and use
- Unit III- Basic Video Technology**
- TV standards- NTSC, PAL, SECAM
  - Colour temperature
  - Camera filters.
  - Introduction of Camera control unit ( CCU )
- Unit IV- Video Camera Lenses and accessories**
- Types and use-normal, telephoto lens, wide-angle lens.
  - Zoom lens.
  - Tripod, types of tripod heads, dolly, trolley & other accessories.
- Unit V - Editing Concepts and Fundamentals**
- Grammar of visuals
  - Editing - meaning and significance,
  - Type Nature and Aesthetics of Editing, Introduction to NLE Softwares,
  - Principles of editing - eye line, point of view and continuity type
  - Tempo, transition,
  - Match cut, jump cut, juxtaposition
  - Importance of cut away and cut in shots
  - Editing problems and ethics

**Reference:**

1. Photography in Focus by Mark Jacobs
2. Basic photography by MJ Langford
3. On camera by Harris Watts.
4. Television Production by Burrows/ Wood Pub. W.C. Brown IQWA USA.
5. Television Production by Allan Wurtzel, McGraw Hills Book Co. New Delhi.
6. Television Production by Zettl Herbert
7. The Technique of Television Production by Gerald Millerson

**MSEM- 305 (B)**  
**Web Media and Production**

**Maximum Marks-75**

**Minimum Marks -30**

**Unit-I**

Definition of Multimedia, Multimedia systems, Multimedia elements, Multimedia applications, Multimedia system architecture, Evolving systems of multimedia- HDTV, UDTV, Digital signal processing, Multimedia file formats, standards, communication protocols, conversions. Data compression and decompression, Types and methods of compression and decompression, Multimedia I/O Technologies

**Unit-II**

Internet technology, an overview of OSI model, History of the World Wide Web, Web documents, Web servers, browsers and Web spiders, Search engines and applications, E-commerce, Active Server Pages, Personal Home Pages. URLs.

**Unit-III**

Internet Services, ISPs, Types of ISPs, Setting up of an Internet account, Connect to WWW by configuring your own TCP/IP, Internet options and their usage, Multimedia application classes, Interactive TV, Set top boxes, Video conferencing.  
Hypermedia mails

**Unit-IV**

Introduction to HTML, HTML Tags and their applications, commonly used HTML Commands. Structure of an HTML program, Document Head, Document Body, Lists-Types of Lists (Unordered List (Bullets), Ordered Lists (Numbering), Definition Lists), Adding Graphics to HTML Documents

**Unit-V**

Tables: Introduction to Header, Data rows, Caption Tag. Width, Border, Cell, color, span attributes. Linking Documents, Links (External Document References, Internal Document References); Images as Hyperlinks (Image Maps) Frames and their usage, Methods of creating web pages- in-line frames, handling of media elements in web pages

**Reference Books:**

1. Designing TCP/IP Internetworks, Bennet Geoff, Galgotia Publications Pvt.Ltd, 1998, New Delhi
2. A Text Book of Internet & Web Page Design, Srivastav Raj Kumar, Dominant Publishers and Distributors, 2001, New Delhi
3. The Internet Book, Comer Douglas.E., Prentice Hall of India Private Limited, 2003, New Delhi
4. Internet With Web Page, Web Site Design Bible, Underdahl Brain & Underdahl Keith, Idg Books India (P) Ltd, 2000, New Delhi
5. Webmasters Handbook, Galgotia, Prima Publishing, 0, New Delhi
6. Hands On Html, Robertson Greg, Bpb Publications, 1999, New Delhi
7. Mastering Html 4 Premium Edition, Ray Deborah.S. & Ray Eric.J., Bpb Publications, 1999, New Delhi
8. The Complete Reference Web Design, Powell Thomas.A., Tata McGraw-Hill Publishing Company Limited, 2000, New Delhi
9. Professional Web Design - Theory and Technique On The Cutting Edge, Holzschlag Molly.E., Galgotia Publications Pvt. Ltd, 1997, New Delhi

**MSEM- 3.5**  
**Practical & Viva-voce**

**Maximum Marks-100**  
**Minimum Marks -40**

The practical examination will be based on the applications of theory papers taught to them during current semester period and it will be evaluated through practical production and written work followed by viva – voce.

**Unit – I Basics of Television News**

- What makes a news story
- Journalistic television genre – news, news programme, news documentary, talk show, show, chat etc.

**Unit – II-Television Reporting**

- Television reporting : team work, news sense, reporting skill, aggressiveness, fairness, sensitivity, curiosity etc
- Importance of piece to camera and vox pop
- Live and phono reporting
- Importance of bite selection in television news
- Submission of a 10 minutes news Bulletin at the end of semester

**Unit – III - Specialized Television Reporting**

- Political reporting – rallies, election, parliament and assembly
- Socio-cultural reporting – festival, exhibition, theatre and mela
- Economic reporting – stock market and business events
- Science and environment reporting
- Sports reporting, legal reporting
- Investigative reporting

**Unit – IV - Making of a News Bulletin**

- Functioning of a news room – input and output division
- Television news team – role and responsibilities
- Run down and structure of a news bulletin
- Research for news and news programmes

**Unit – V - Television News Presentation**

- Qualities of a newscaster
- Role and importance of an anchor
- Impact of local dialect
- Using tele prompter and multi prompter in television news

**Books Recommended:**

- Broadcast news Writing, Reporting and Producing by Ted White, Focal Press
- Broadcast Journalism by Andrew Boyd, Focal Press
- Multi skilling for Television Production by Peter Ward, Alan Bermingham
- Broadcast Journalism : Basic Principles by SC Bhatt
- Globalisation of News by Boyd Barrett, Oliver and Rantanen, Sage Pub
- Dash Ajay Broadcasting Journalism
- Ahuja BN. Audio, visual/journalism
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**MSEM- 402**  
**Dissertation & Presentation**

**Maximum Marks-100**

**Minimum Marks -40**

Each student will be assigned to a teaching faculty member for guidance and supervision of dissertation in consultation with the Head of Department at the beginning of the fourth semester. Four copies of the dissertation will be submitted through supervisor before commencement of the theory examination.

A certificate stating that the dissertation is the outcome of student's own research/work conducted during the semester shall be submitted with dissertation. The dissertation shall be examined by a panel of two examiners consisting of one faculty member (supervisor) and one external examiner appointed by the Vice chancellor through a presentation by the student followed by viva – voce. The minimum pass marks to dissertation project will be 40 percent.

In this paper, the students will be asked to prepare a dissertation and it will be based on emerging and contemporary media issues. It will cover research activities in media studies. The dissertation may be divided into following chapters:

- Introduction
  - Literature Review
  - Methodology
  - Data Analysis and Interpretation
  - Finding and Discussion
  - Summary, Conclusion, Suggestions and Limitations
- References  
Appendix

**MSEM- 403**  
**Attachment (Internship)**

**Maximum Marks-100**

**Minimum Marks -40**

Each student will have to undergo a four week or more attachment in any of the local, regional or national any media organizations or any other identified by the students and faculty jointly/individually. Each student should submit a certificate from the organization about his/her completion of internship.

Evaluation of Attachment

- Each student will make presentation of 15 minutes.
- To be evaluated by panel of faculty members/ professionals Constituted by Head of the Department.



**MSEM- 404**  
**Project on Video Production**

**Maximum Marks-100**

**Minimum Marks -40**

Video Program Production Project- Each student will take up a video production project in-group. Subject of the project will be assigned by the concerned faculty Shooting of the program will be allowed within the radius of 10 Km. of Raipur City. Editing and Shooting facilities including transportation will be provided by the department for this purpose student will have to purchase video CD of his/her own.

Evaluation of the video project has been divided into four parts.

- (A) Student will have to submit a written proposal of the production in the department. This will contain subject, objective, target audience, planning, script, budget etc. of the program having total 25 marks.
- (B) Final video program production will be evaluated out of 50 marks on the basis of collective as well as individual performance in production as assigned by the concerned guide.
- (C) Student will have to face a viva voce individually also. In which they are to answer all queries of the evaluating panel about production. This will be of 25 marks.

**MSEM- 405 (A)**  
**Radio Journalism and Production**

**Maximum Marks-75**  
**Minimum Marks -30**

**Unit – I Radio Reporting**

- Radio reporting : field reporting, reporting specialized areas, investigative Reporting
- Voice dispatches
- Interview techniques
- Structuring a radio report – news consoling and radio commentary

**Unit –II Specialised Radio Reporting**

- Economic Reporting
- Political Reporting
- Cultural Reporting
- Sports Reporting
- Crime Reporting
- Development Reporting

**Unit – III Radio and Current Affairs Programmes**

- Local and Regional Current Events
- National and International Issue
- Agricultural Events

**Unit – IV Effective use of voice**

- Pronunciation, modulation, flow, Articulation
- Art of comparing and announcing
- Comparing of entertainment programs
- moderating debates and conduction chat shows

**Unit – V Presentations in Radio**

- Qualities and responsibilities of RJ
- Presentation of News
- Controlling voice modulation
- Special content developing approaches for community radio
- Submission of community bend radio programme of 10 minutes to be submitted at end of semester

**Books Recommended:**

- Awasthy G.C.: Broad casting in India, Allied publishers, Mumbai, 1965.
- Chatterji, P.C.: Broadcasting in India, Sage, New Delhi, 1988.
- Luthra, H.R. Indian Broadcasting, Publication Division, New Delhi, 19986.
- Akash Bharti National Broadcast Trust: Publication Division, New Delhi, 1987.
- Hellard Robert, Writing for television and radio, Words worth Publishing Company, Belmont, 1984.
- Edger E.Willis & Henary B.Aldrige, Television and Radio, Prentice Hall.
- Stuart W. Hyde, Television and radio announcing, Kanishka Publishers, Delhi.
- Smith E. Leslie, Perspective on radio and TV. Harper & Raw NY.
- Macliesh Robert, Radio Production Techniques. Macmillan. NY.
- Singhal, Arvind, & Rogers, Everett, India's Information revolution. Sage. New Delhi.

**MSEM- 405 (B)**  
**Development Communication**

**Maximum Marks-75**  
**Minimum Marks -30**

**Unit – I**

Development- Concept and meaning . Indicators of Development. Characteristics of developing and developed societies. Gap Between Developed and developing societies. Processes, theories and role of media in development communication. Strategies and barriers

**Unit – II**

Agricultural communication and rural development. Genesis. Extension approach system, Development support communication- population and family welfare, health, education & society. Formal and non-formal education. Open education. Human development.

**Unit – III**

Environment and development- sustainable development. Alternatives in communication. Issues- water, shelter, poverty, hunger, food shortage. Rural extension agencies. Govt and NGOs, Problems faced in effective communication. Macro-and micro- economic framework. Writing developmental messages for rural audience

**Unit – IV**

Folk media communication -Origin and meaning of the concept 'folk media' – characteristics of folk media – relevance of folk media in modern society. Classification of folk media forms, important folk media forms in India – Folk songs, Folk dances, Folk theatre, Folk tales, Folk games and street plays.

**Unit – V**

Popular folk arts in Tamil and their use in development communication. Popular folk media forms of Chhattisgarh, Madhya Pradesh, Maharashtra, Jharkhand and Odisha, Integrated use of Folk Media and Mass Media – role of government agencies like Song and Drama Division, Information and Publicity Department, Yakshagana Academy, prominent folk artists.

**Books for References:**

N.Jayaweer and Amunagama(Eds): Rethinking Development communication.  
Duchi(Ed)- Development communication at Grass root level  
R.Ostman- Communication and Indian Agriculture  
U.Narula and B.W.Pearce- Development as Communication.  
Folk Media For Development – Dr. N. Usha Rani  
Folk Media & Communication – Ranganath H.K.  
Traditional Folk Songs – Shyam Parmar  
Folk Arts And Social Communication – Durgadas Mukhopadhyaya  
Role Of Traditional Folk Media In Rural India – N. Vijaya  
Folk Theatre In India – Gargi Balawant  
The Indian Theatre – Mulk Raj Anand  
Complete Book On Puppetry In India – Curre D.  
The Passing Of Traditional Society – Daniel Lerner  
Traditional Folk Media In India – Shyam Parmar

**MSEM- 406**  
**Practical & Viva-voce**

**Maximum Marks-100**  
**Minimum Marks -40**

The practical examination will be based on the applications of theory papers taught to them during current semester period and it will be evaluated through practical production and written work followed by viva – voce.