

BACHELOR OF SCIENCE IN ELECTRONIC MEDIA

SYLLABUS

**THREE YEARS B.Sc. ELECTRONIC MEDIA
(FULL TIME) PROGRAMME
(w.e.f. 2019 – 2022)**

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RAIPUR (C.G.)**

Bachelor 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					
BSEM 101	Introduction to Communication (TH) CE+AA	C	4	75 25	30 10
BSEM 102	Development of Media (TH) CE+AA	C	4	75 25	30 10
BSEM 103	Communicative English. (TH) CE+AA	F	4	75 25	30 10
BSEM 104	Communicative Hindi. (TH) CE+AA	F	4	75 25	30 10
BSEM 105 (A)	Media and Current Affairs. (TH) CE+AA	E	4	75 25	30 10
BSEM 105 (B)	Reporting (TH) CE+AA				
BSEM 106	Practical and viva-voce	C	4	100	40
Grand Total				600	270 (45%)

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
Semester – II					
BSEM 201	Language of Media and Translation (TH) CE+AA	C	4	75 25	30 10
BSEM 202	Indian Government and Politics (TH) CE+AA	C	4	75 25	30 10
BSEM 203	Environmental Studies (TH) CE+AA	F	4	75 25	30 10
BSEM 204	Indian Society and Culture (TH) CE+AA	F	4	75 25	30 10
BSEM 205 (A)	- Economic Development and Planning in India (TH) CE+AA - Value Education and Liberal Studies (TH) CE+AA	E	4	75 25	30 10
BSEM 205 (B)					
BSEM 206	Practical and viva-voce	C	4	100	40
Grand Total				600	270 (45%)

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
Semester – III					
BSEM 301	Introduction to Audio Visual Media (TH) CE+AA	C	4	75 25	30 10
BSEM 302	Journalism for Electronic Media (TH) CE+AA	C	4	75 25	30 10
BSEM 303	Writing for Media (TH) CE+AA	C	4	75 25	30 10
BSEM 304	Animation (TH) CE+AA	C	4	75 25	30 10
BSEM 305 (A)	Editing for TV and Radio (TH) CE+AA	E	4	75	30
BSEM 305 (B)	Media Management (TH) CE+AA			25	10
BSEM 306	Practical and viva-voce	C	4	100	40
Grand Total				600	270 (45%)

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
Semester – IV					
BSEM 401	Television Journalism (TH) CE+AA	C	4	75 25	30 10
BSEM 402	Radio Journalism (TH) CE+AA	C	4	75 25	30 10
BSEM 403	Media Law and Ethics (TH) CE+AA	C	4	75 25	30 10
BSEM 404	Introduction to Camera (TH) CE+AA	C	4	75 25	30 10
BSEM 405 (A)	- Application of Digital Video Technology (TH) CE+AA - Art of Film Making (TH) CE+AA	E	4	75 25	30 10
BSEM 405 (B)					
BSEM 406	Practical and viva-voce	C	4	100	40
Grand Total				600	270 (45%)

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
Semester – V					
BSEM 501	Television Programme Production (TH) CE+AA	C	4	75 25	30 10
BSEM 502	Radio Programme Production (TH) CE+AA	C	4	75 25	30 10
BSEM 503	Web Media and Production (TH) CE+AA	C	4	75 25	30 10
BSEM 504	Photo Journalism (TH) CE+AA	C	4	75 25	30 10
BSEM 505 (A)	- Public Relation & Advertising(TH) CE+AA - Introduction to Graphics (TH) CE+AA	E	4	75	30
BSEM 505 (B)				25	10
BSEM 506	Practical and viva-voce	C	4	100	40
Grand Total				600	270 (45%)

Subject / Paper		Type of Course	Credit	Max. MKS	Min. Passing MKS
Semester – IV					
BSEM 601	Script Writing (TH) CE+AA	C	4	75 25	30 10
BSEM 602	Film Appreciation and Reviews (TH) CE+AA	C	4	75 25	30 10
BSEM 603	Post Production (TH) CE+AA	C	4	75 25	30 10
BSEM 604	Projector on Video Production (TH) CE+AA	C	4	75 25	30 10
BSEM 605	Attachment (Internship)	E	4	100	40
BSEM 606	Practical and viva-voce	C	4	100	40
Grand Total				600	270 (45%)

F- Foundation Course

C-Core Course

E-Elective Course

BSEM -101
Introduction to Communication

Maximum Marks-75
Minimum Marks -30

Note - Scheme of Examination

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|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit-1 Communication

- 1.1 Communication: Brief History, Concept and Definition
- 1.2 Elements of Communication
- 1.3 Process of Communication
- 1.4 Functions of Communication
- 1.5 Barriers in communication

Unit-2 Mass Communication

- 2.1 Types of Communication
 - (a) Interpersonal & Intrapersonal
 - (b) Formal & Informal
 - (c) Verbal & Non-verbal
- 2.2 Meaning and Definition of Mass Communication
- 2.3 Functions of Mass Communication
- 2.4 7Cs of communication

Unit-3 Models of Communication

- 3.1 Importance and Concept of Communication Models
- 3.2 SMR & SMCR Model
- 3.3 Lasswell's Model
- 3.4 Shannon and weaver Model
- 3.5 Charles Osgood

Unit-4 Theories of Communication

- 4.1 Normative Theories of Mass Media
 - (a) Authoritarian Theory
 - (b) Libertarian Theory (Free Press Theory)
 - (c) Social Responsibility Theory
- 4.2 Bullet Theory

Unit- 5 Classification of Mass Media

- 5.1 Traditional Media
- 5.2 Print Media
- 5.3 Electronic Media (TV and Radio)
- 5.4 New Media (Web Media, Digital media, Convergence Media)
- 5.5 Cinema

BSEM -102
Development of Media

Maximum Marks-75
Minimum Marks -30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2. 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT-I-TRADITIONAL MEDIA

- Early communication system in India
- Oral Communication
- Introduction to Traditional Media and its Types
- Characteristics of Traditional Media
- Traditional Media and Society

UNIT-II PRINT MEDIA

- History of Print Media in India
- Journalism as Mission and Profession
- Modern Journalism
- New Trends in Print Media

UNIT-III RADIO

1. History of Broadcasting
2. Early Years of Indian Broadcasting
3. AIR
4. FM and AM Broadcasting, Community Radio
5. Strength and Limitation of Radio

UNIT-IV Film

1. History of World Cinema
2. The Golden Era of Indian Cinema
3. Regional Cinema
4. Parallel Cinema
5. Commercial Cinema : A Brief Introduction

UNIT-V TELEVISION

1. History of Television in India
2. Doordarshan Organization and Structure
3. Growth and Development Private TV Channels in India
4. DTH, IPTV
5. Strength and Limitations of TV

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.
- हरिमोहन रेडियों और दूरदर्शन पत्रकारिता
- शर्मा कौशल, रेडियो प्रसारण
- सिंह देवव्रत, भारतीय इलेक्ट्रॉनिक मीडिया
- श्रीवास्तव संजीव हिन्दी सिनेमा का इतिहास

BSEM -103
Communicative English

Maximum Marks-75
Minimum Marks -30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT – I GRAMMER AND VOCABULARY

- | | | | | |
|---|------------------------|------------------|------------------|-------------------|
| 1 | Sentence of Greeting | | | |
| 2 | Manners and Etiquettes | | | |
| 3 | Polite Phrases | | | |
| 4 | Exclamations | | | |
| 5 | Phrases | | | |
| 6 | Parts of Speech | | | |
| | A – Noun, | B – Pronoun, | C – Verb, | D – Adjective, |
| | E – Adverb, | F – Preposition, | G – Conjunction, | H – Interjection. |

UNIT – II MACHANICS OF WRITING

- | | | | | |
|---|-----------------------------------|--------------|---------------|-----------|
| 1 | Precise Writing | | | |
| 2 | Paragraph Writing | | | |
| 3 | Preparing Questions for Interview | | | |
| 4 | Headlines : 10 Headlines | | | |
| 5 | Writing : | | | |
| | A – Sports, | B –Business, | C –Political, | D –Crime, |
| | E - Health | | | |

UNIT – III ENGLISH COMMUNICATION SKILL

- | | | | | |
|---|---|--|--|--|
| 1 | Synonyms, Antonyms and Homonyms | | | |
| 2 | Prefix and Suffix | | | |
| 3 | Vocabulary and Dictionary | | | |
| 4 | Face to Face, Telephonic and Group Discussions in English | | | |

UNIT – IV SOME IMPORTANT SENTENCES

- | | | | | |
|---|-----------------|--------------------|----------------|-----|
| 1 | Sentence Making | | | |
| 2 | Sentences of : | | | |
| | A – Time, | B – Encouragement, | C – Negation, | D – |
| | Constant, | | | |
| | E – Anger, | F – Request, | G – Gratitude, | H – |
| | Invitation, | | | |
| | I – Believing. | | | |

UNIT – V Business Communication

- | | | | | |
|---|-----------------------------|--|--|--|
| 1 | Application Writing | | | |
| 2 | Letter Writing | | | |
| 3 | Paragraph Writing | | | |
| 4 | Cover Letter and CV Writing | | | |
| 5 | Formal & Informal Writing | | | |

Books Recommended:

- Intermediate English Grammar by Raymond Williams.
- Vocabulary by Michael Macarthyand Felicity O'Dell.
- English Grammar by Jayanthi Dakshina Murthy.
- Detailed Study of Kinds of Poetry, forms of Drama, Popular fiction, Book review etc.
- English language and Indian Culture – Dr. R.S. Pathak, Dr. Nirmaljeet Oberoi, Dr. M.C. Saxena, Pro. Zaki-Ur-Rahman Khan
- English Grammar and Composition – Wren & Martin, Dr. N.D.V. Prasada Rao, Dr. Mahendra, Blackie ELT Books Publications.

BSEM-104
Communicative Hindi
संप्रेक्षणीय हिन्दी

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

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|---|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT-I प्रारंभिक व्याकरण

- वर्ण, स्वर-व्यंजन, शब्द, पद, पदबन्ध वाक्य, शब्द – अर्थ संबंध
- उच्चारण अवयव, स्थान, प्रयत्न और कार्य :
- संज्ञा, सर्वनाम, क्रिया, विशेषण, काल।

UNIT-II शब्द की व्युत्पत्ति

- शब्द रचना, रूप रचना, वाक्य रचना।
- पर्याय, विलोम, समानार्थी, अनेकार्थी।
- राजभाषा, राष्ट्रभाषा, राज्यभाषा, कार्यकालीन भाषा,
- पत्र लेखन प्रकार औपचारिक अनौपचारिक।

UNIT-III हिन्दी भाषा की शैली

- साहित्यिक,
- औपचारिक,
- अनौपचारिक।

UNIT-IV संचार भाषा

- मुद्रित माध्यम,
- दृश्य माध्यम,
- श्रव्य माध्यम,
- जनसंपर्क,
- विज्ञापन,
- संचार माध्यमों में स्थानीय भाषा का प्रयोग

UNIT-V प्रेमचंद की कहानियाँ/चुनिदा कबीर के दोहे (संप्रेक्षणीय)

- ईदगाह,
- दो बैलों की आत्मकथा,

सन्दर्भ पुस्तकें

1. अच्छी हिन्दी – रामचन्द्र वर्मा
2. सामान्य हिन्दी – डॉ. हरदेव बाहरी
3. मानक हिन्दी का व्यवहारपरक व्याकरण – रमेशचन्द्र मेहरोत्रा
4. शिक्षार्थी हिन्दी अंग्रेजी शब्दकोष – डॉ. हरदेव बाहरी
5. अंग्रेजी हिन्दी शब्दकोष – फादर कामिल बुल्के
6. मुहावरा लोकोक्ति कोष – भोलानाथ तिवारी, द्विजेंद्र नाथ

Elective (A)**BSEM-105 (A)
Media and Current Affairs****Maximum Marks – 75
Minimum Marks – 30**

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT-I

- 1.1 Introduction to Indian Constitution
- 1.2 Centre-State relationship
- 1.3 President, election Process and his work, vice President and his Works, Speaker
- 1.4 Role of media as fourth pillar in democracy

UNIT-II

- 2.1 Legislative procedures in India
- 2.2 powers and privileges of members of parliament and state legislatures
- 2.3 Panchayatiraj system, PESA

UNIT-III

- 3.1 Brief history of India- Pre, Middle & Modern Era
- 3.2 Basic elements of Indian culture
- 3.3 Challenges before the Indian society

UNIT-IV

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

UNIT-V

- 5.1 Contemporary Media Issues- Fake News, Paid News, Online Journalism, Social Media & Citizen Rights, Mobile Journalism
- 5.2 Print Media, Electronic Media, PIB, ABC, PRSI
- 5.3 Film Media, Web Media

Books Recommended:

- | | |
|---|--------------------|
| ▪ Manorma year book | |
| ▪ Jagarn year book | |
| ▪ India – Publication division | |
| ▪ Bharti samaj sansthayen aur sanskriti | |
| ▪ भारत की सांस्कृतिक विरासत | — उमराव सिंह चौधरी |
| ▪ भारतीय संविधान | — जे.एन. पाण्डे |

Elective (B)**BSEM-105 (B)
Reporting****Maximum Marks – 75
Minimum Marks – 30**

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit 1- Introduction to Reporting

- 1.1-Reporters, Correspondents, and Stringers
- 1.2-Working Conditions of Reporters
- 1.3-Entry Level Requirements and Training
- 1.4-Reporters' Code of Ethics
- 1.5-Reporting Beat System
- 1.6-News Values
- 1.7-The Five W and the H
- 1.8-The Inverted Pyramid

Unit:2- REPORTING TECHNIQUES

- 2.1-Gathering information
- 2.2-News Elements
- 2.3-News Sources- An Overview
- 2.4-Unidentified Sources
- 2.5-Credibility of Sources.

Unit: 3- QUALITIES OF REPORTERS

- 3.1-Nose for News
- 3.2-Interpersonal Skills
- 3.3-Developing Contacts
- 3.4-Being Objective and Fair
- 3.5-Clarity of Expression
- 3.6-Team Spirit
- 3.6-Coping with Pressures
- 3.7-Other Qualities of Reporters
- 3.8-Responsibility of Reporters
- 3.9-Stringers
- 3.10-Correspondent

Unit:4- REPORTING EVENTS

- 4.1-Reporting Crime
- 4.2-Reporting Courts
- 4.3-Political Reporting
- 4.4-Business & Commerce Reporting
- 4.6-Sports Reporting
- 4.7-Event Reporting
- 4.8-Investigative Reporting
- 4.9-Interpretative Reporting

Unit: 5- REPORTING FOR TELEVISION & RADIO

- 5.1-Electronic Journalism
- 5.2-Writing Broadcast Copy
- 5.3-Structure of Broadcast Copy
- 5.4-Tips for Broadcast Journalists
- 5.5-Television Reporting and its Rewards
- 5.6-Getting Ready for Television Reporting
- 5.7-Radio Journalism And Reporting
- 5.8-PTC Peace to Camera Importance And Types
- 5.9-Live And Phono Reporting
- 5.10-VOX-POP

Books Recommended:

- | | |
|-------------------------------|---------------------|
| News Reporting and Editing | : K.M. Srivastava |
| Practical Newspaper Reporting | : Haris and Spark |
| Investigative Journalism | : Ed. Burgh, Hugode |
| Investigative Reporting | : Spark, David |
| लेखक ज्ञान के लिए, जो रचना | : लिथो हक्कुर |
| लेखक और उनके ज्ञान | : उन्फेड 'क' जे फेड |

BSEM-106
Practical & Viva-Voce

Maximum Marks – 100
Minimum Passing 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.

BSEM-201
Language of Media and Translation

Minimum Marks – 30

1	05 Short Answered questions (Covering 5 Units) (Not more than 100 words) -5 Marks each =05×5	=25 Marks
2	05 long Answered questions of 10 Marks each With internal choice of one question from each unit (Not more than 500 words)	=50 Marks

- 1 Language : Introduction and Definitions
- 2 Nature and Elements of Language
- 3 Types of Language
- 4 Language of Media an Introduction
- 5 Structure of Language (Sound, Letter, Word, Sentence)
- 6 Language and Local Dialects
- 7 Role of Language in Media

- 1 Translation : Introduction and Definitions
- 2 Nature of Translation
- 3 Types of Translation
- 4 Uses of translation
- 5 Role of Translation in Media
- 6 Translation as a Career

- 1 Hindi to English Translation
- 2 English to Hindi Translation
- 3 Translation and Transcription
- 4 Translation of Written Text
- 5 Translation of Speech

- 1 Literary and Non Literary Translation
- 2 Simultaneous Translation
- 3 Machine Translation
- 4 Computer Assisted Translation

1 Translation of 50 Daily use Phrases
2 Translation of :05 Applications and 05 Letters
3 Translation of News Headlines :
05 – Business 05 – Politics
05 – Science 05 – Sports
4 Translation of : 01 Radio News Bulletin Programme
5 Translation of any: 01 Short Film Script.

05 – Education
05 - Films

Books Recommended:

- English Grammar & Composition
 - Living English Structure
 - Living English for juniors
 - Intensive Course in English
 - How to Write Correct English
 - Oxford Dictionary
 - अनुवाद विज्ञान की भूमिका
 - अच्छी हिंदी
 - सामान्य हिंदी
 - मानक हिंदी का व्याकरण
 - शिक्षार्थी हिंदी-अंग्रेजी शब्द कोष
 - अंग्रेजी-हिंदी शब्द कोष
- Wren & Martin
 - W.S. Allen
 - N.K. Agrawal
 - D.S. Siddhu
 - R.P. Sinha
 -
 - कृष्ण कुमार गोस्वामी
 - रामचंद्र वर्मा
 - डॉ. हरदेव बाहरी
 - रमेश चन्द्र महरोत्रा
 - डॉ. हरदेव बाहरी
 - फादर कामिल बुलके

BSEM-202
Indian Government and Politics

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT-I

- Constitutional framework- historical background, company rule, making of constitution
- Fundamental Rights: Definition , Features
- Fundamental duties
- Implementation of constitution, preamble features

UNIT-II

- Citizenship –significance and importance, constitutional provision, citizenship act, single citizenship, foreign citizenship different between Indian and American citizenship.
- Directive principles of state policy

UNIT-III

- Parliamentary system- pros, cons different between Indian and British model
- The electoral system Process
- Federal system

UNIT-IV

- Effects of fragmentation of parties on the formation and working of governments at the centre and the states relationship
- Functioning of Government in states & centre.

UNIT-V

- Relationship of India with Pakistan, China & USA
- ASEAN and SAARC
- Constitutional amendment

Books Recommended:

- | | |
|--------------------------------------|-----------------------------------|
| 1. Indian Political System | : Goyal |
| 2. Indian Political System | : Macherey and Tikekar |
| 3. Politics – An introduction | : Axford, Browning |
| 4. Transturning India | : Frankel, Hasan, Bhargava and Ar |
| 5. The Oxford Companion to Politics. | |

BSEM-203
Environmental Studies

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit-1 THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

- 1.1 Structure and composition of atmosphere
- 1.2 DEFINITION, SCOPE AND IMPORTANCE
 - (a) Definition of environment (b) Scope of environmental studies (c) Importance
- 1.3 NEED FOR PUBLIC AWARENESS
 - (a) Institutions in Environment (b) People in Environment

Unit-2 NATURAL RESOURCES

- 2.1 Meaning and Definition of resources
- 2.2 Classification of resources
 - (a) Natural Resources: Renewable Resources, Non-Renewable Resources
 - (b) Human Resources
- 2.3 Natural resources and associated problems
 - (a) Forest Resources (b) Water Resources (c) Mineral Resources
 - (d) Food Resources (e) Energy Resources (f) Land Resources
- 2.4 Role of Individual in Conservation of Natural resources
- 2.5 Equitable use of resources for Sustainable lifestyle

Unit-3 ECOSYSTEM

- 3.1 Concept of Ecosystem
- 3.2 Types of Ecosystem
- 3.3 Structure and Function of Ecosystem
 - (a) Biotic Component: Producers, Consumers, Decomposers
 - (b) Abiotic Component: Inorganic Substance, Organic Substance, Climatic factors
 - (c) Food Chain (d) Food Web (e) Ecological Pyramids
- 3.4 Energy flow in the Ecosystem

Unit-4 ENVIRONMENTAL POLLUTION

- 4.1 Pollution & Pollutant
 - (a) Meaning and Definition of pollution (b) Types of Pollution
- 4.2 Effects and Control measures of
 - (a) Air Pollution (b) Water Pollution (c) Soil Pollution
 - (d) Marine Pollution (e) Noise Pollution (f) Thermal Pollution

Unit-5 ENVIRONMENTAL JOURNALISM

- 5.1 Define Environment Journalism
- 5.2 Media of environment awareness
- 5.3 Major Environmental movements in India

BSEM-204
Indian Society and Culture

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT-I Evolution of Indian society

- 1.1 Unity in Diversity in India
- 1.2 Threats of National Integration- External and Internal factors
- 1.3 Contribution of India to the World Civilization

UNIT-II The caste system and changing structure of caste

- 2.1 Origin of Caste System: Its Merits and Demerits,
- 2.2 Indian Tribes: Life style and Living Patterns
- 2.3 Nature and Consequences of Sanskritisation

UNIT-III Globalization and liberalization

- 3.1 Impact of Westernization and Modernization on Indian Society
- 3.2 Impact of Globalization on India Globalization
- 3.3 Privatization
- 3.4 Liberalization

UNIT-IV Rural Development & Technology

- 4.1 Indian Villages, Characteristics, Village solidarity, Village settlement patterns, Problem of villages
- 4.2 Agro Economy: introduction, kisan call centre.

UNIT-V Indian culture

- 5.1 Indian culture: Definition, Elements
- 5.2 Festival, Food, Attire
- 5.3 languages, Performing Arts

Books Recommended:

- 1. Indian Society and Culture: P.K. Mishra
- 2. Indian Culture: B.N. Lunia
- 3. Indian Society and Culture: H.Panda
- 4. The Wonder That was India: A.L. Basham

BSEM-205 (A)
Economic Development and Planning in India

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT-I Introduction to economics

- 1.1 Nature and Scope of economics, Central problem of economy
- 1.2 Sector of the economy, progress, growth and development
- 1.3 Basic features of Indian economy
- 1.4 Planning Process
- 1.5 Development and growth.

UNIT-II Market

- 2.1 Problems of Indian economy
- 2.2 Demand and Supply
- 2.3 Consumer behavior
- 2.4 Liberalizations
- 2.5 Globalization and Swadeshi.

UNIT-III Agriculture

- 3.1 Role of agriculture in India's economic development
- 3.2 Productivity in agriculture, agriculture credit, KCC Scheme, MSP
- 3.3 Technological factors, Green revolution, Operation flood
- 3.4 Agro crisis : Problems & challenges

UNIT-IV Public sector in India and its roles in the development

- 4.1 Role of the small scale
- 4.2 Cottage industries and government policies
- 4.3 Problem of industrial sickness
- 4.4 The role and pattern of Industrial growth.
- 4.5 Neeti Aayog, five year plan: Basic Introduction

UNIT-V External Sector

- 5.1 Role of foreign aid, GST, budget, IMF, World bank
- 5.2 MNCs in India's growth process
- 5.3 Foreign Trade - Composition and direction
- 5.4 Impact of liberalization

Books Recommended:

- Adhikary M. Economic Environment of Business
- Chauhan pradeeps- Globalization & Indian Economics
- Dhawan S.K. A Handbook Indian Economy
- विमल जालान, भारत की अर्थ नीति
- मानचन्द खंडेला उदारीकरण और भारतीय अर्थ व्यवस्था

BSEM-205 (B)
Value Education and Liberal Studies

Maximum Marks – 75
Minimum Passing Marks – 30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit -I Value

- Meaning
- Definition
- Types of Value
- What is Value Education
- Social responsibility and media person

Unit - II Internal & behavioral value

- Internal Value - Trust, Respect, Affection
- Internal Value - gratitude, proud, love, truth
- Behavioral value - Curtesy, Gentleness, Simplicity
- Behavioral value - Easing, Generosity, Loyalty

Unit - III Material & Existential Value

- Material Value - Cost
- Existential Value – Happiness, Peace, Satisfaction, Enjoy, spirituality

Unit - IV Human Value

- Human Value - Bravery, of mercy, kindness
- Human Value - generosity, of compassion, Patience

Unit - V Problems Faced by humanity

- Problems Faced by humanity
- Ecological & Environmental Imbalanced
- Social & Family disintegration
- Concept of nuclear family & joint family.
- Stress & Conflict in Individuals.

Books Recommended :

1. Nagraj A 2007, Jeevan Vidya Ek Parichay (Hindi), Jeevan Vidya Prakashan.
2. Dr. R.R. Gaur, R Sengal, G.P. Bagria (2009), A Foundation course in Value Education.
3. Praveen Singh, 2005, Madhyastha Darshan-Ek Parichy (Hindi)
4. Praveen Singh, 2005, Sah Astivaad (Hindi)
5. Deepak Kaushik, 2008, Value education (English), Divya Path Sansthan.
6. Somdev Tragi, 2005, Jeevan Vidya Shivir, (Study Material), (Hindi)
7. Shriram Narsimahan, 2008, Conscience, Science & Sense of living (English)
8. P.L. Dhar, R.R.Gaur, 1990, Science & Humanism, Commonwealth Publishers.
9. Nagraj, A, 1999, Vyavharvadi Samajshastra, Jeevan Vidya Prakashan.

BSEM-206
Practical and Viva-voce

Maximum Marks – 100
Minimum Passing 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.

Semester-III

BSEM-301 Introduction to Audio- Visual Media

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

- 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 =25 Marks
- 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) =50 Marks

UNIT – I INTRODUCTION

- 1 Introduction to Audio-Visual Communication
- 2 Audio-Visual Mediums and Their Pros and Cons
- 3 Introduction to Narrative
- 4 Narrative Structure (*Plot, Theme, Setting, Beginning, Complications, Climax, Resolution*)
- 5 Analyzing a Visual Narrative

UNIT – II SCRIPT WRITING

- 1 Script Writing (*Introduction, Process, Uses*)
- 2 Screenplay (*Introduction, Process, Uses*)
- 3 Storyboard(*Introduction, Process, Uses*)
- 4 Hierarchy of Audio-Visual Content (*Shot, Scene, Sequence*)
- 5 Shooting Script and Writing for Various AV Programms (News, Interview, Talk, Documentary)

UNIT – III RADIO

- 1 Radio as a Medium of Mass Communication
- 2 Characteristics and Historical Perspective (*with special reference to India*)
- 3 A - Types of Ownership, B-Audience, C- Organizational Structure of AIR
- 4 A- Commercial Radio, B- Educational Radio, C – Community Radio
- D – Web Radio, E – Sky Radio, F – SR Radio and Digital Radio
- 5 A – AM B- FM C – Franchising

UNIT – IV TELEVISION

- 1 TV as a Medium of Mass Communication
- 2 Characteristics of Television Medium
- 3 SITE
- 4 Organizational Structure of Doordarshan
- 5 A - Satellite TV B –Cable TV C – Alternatives (Netflix, Amazon Prime..)
- 6 Recent Trends (DTH, CAS, Pay per view system and Free to Air Channels)

UNIT – V FILMS

- 1 Film as a Medium of Mass Communication
- 2 Technical Aspects of Film Production
- 3 Film Industry in India and Regional Cinema (*Status, Issues, Problems*)
- 4 Documentaries and Parallel Cinema
- 5 Films and Society

Reference Books

- | | |
|---|------------------------|
| 1. Audio-Visual Journalism | - B.N. Ahuja |
| 2. Broadcasting in India | - H.L. Luhra |
| 3. The Audio-Visual Hand books | - Mack Darshan & Timps |
| 4. Communication and National Development | - P.C. Joshi |
| 5. History of Indian Films | - Firoj Rangunwala |
| 6. Film Language | - C. Metz |
| 7. रेडियो प्रसारण | — कौशल शर्मा |
| 8. दृश्य—श्रव्य एवं जनसंचार माध्यम | — कृष्णकुमार रत्तु |
| 9. टेलिविजन समाचार | — एच एच जैदी |

SEM-302
Journalism for Electronic Media

Maximum Marks – 75
Minimum Passing Marks – 30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit- BASICS OF NEWS

- 1.1 Definition, Elements and Types of News (Hard News & Soft News)
- 1.2 News values
- 1.3 Sources of News
- 1.4 Basic principles of News writing
 - (a) Inverted Pyramid
 - (b) Parts of News – Headline (meaning and types), Intro (meaning and types), Body
 - (c) Steps of News Writing

Unit-2 RADIO JOURNALISM

- 2.1 News gathering for Radio
- 2.2 Basics of news writing for Radio
- 2.3 Elements of radio News
- 2.4 Format of Radio News
- 2.5 Structure of Radio News bulletin

Unit-3 TELEVISION JOURNALISM

- 2.1 News gathering for Television
- 2.2 Basics of news writing for Television
- 2.3 Element and types of Television News
- 2.4 PTC and VOX-POP
- 2.5 Television interview techniques

Unit-4 NEWS ROOM

- 4.1 Input desk
- 4.2 Output desk
- 4.3 News Studio & Multiprompter
- 4.5 Role and responsibilities of News Editor

Unit-5 WEB JOURNALISM

- 5.3 Characteristics of Online Media
 - (a) Interactive
 - (b) Convergent
 - (c) Networked
 - (d) Hyper text
- 5.2 Essentials for web journalism
- 5.3 Tools and Techniques of Online Media

BSEM-303
Writing for Media

Maximum Marks – 75
Minimum Passing Marks – 30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit 1-Introduction of News

- 1.1-Writing for Newspaper
- 1.2-Hard News,Soft News
- 1.3-Supplements Openion-OpED

2 Writing For Magazines

- 2.1-Articles
- 2.2-Coloumns
- 2.3-Reviews

UNIT3 Writing For Radio

- 3.1Radio News
- 3.2- Interviews
- 3.3-Drama
- 3.4- Features
- 3.5-Commercials
- 3.6-Talks
- 3.7-Reports

Unit 4- Writing For TV

- 4.1- News
- 4.2-Fictions
- 4.3-Documentries
- 4.4-Features

UNIT 5 News Writing For New Media

- 5.1 Blogging**
- 5.2 Microblogging Twitter**
- 5.3 Social Media**
- 5.4 Google, Web News Portals**

Suggested Readings –

Reporting by Charnley
Active Reporter by John Hohenberg
Professional Journalism By Patanjali Sethi
Professional Journalism By M V Kamath
News Ariting By George Hough

BSEM-304
Animation

Maximum Marks – 75
Minimum Passing Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT – I INTRODUCTION TO ANIMATION

- 1 Animation : Meaning and Definitions
- 2 History of Animation :

A – Shadow Play	B – Magic Lanterns	C – Phenakitoscope
D – Zeotrope	E – Flipbook	F – Praxinoscope
G – Zoo praxiscope		
- 3 Traditional and Modern Animation(*By Hand vs By Computers*)
- 4 Uses of Animation
- 5 Types of Animation

UNIT – II CONCEPT OF ANIMATION

- 1 Concept of Visualization
- 2 Concept of Frame and Frame Rate
- 3 Controlling Time
- 4 Introduction to Drawing and Design
- 5 Elements of Design

UNIT – III ELEMENTS OF ANIMATION

- 1 Elements of Animation :
 (1.Concept Art, 2.Story, 3.Model Sheet, 4.Animation (Drawing), 5.CEL (Copy to celluloid sheets), 6.Layout and Background)
- 2 Other Elements
 (1.Light, 2.Color Theme, 3.Texture, 4.Background, 5.Effects,)

UNIT – IV PRINCIPLES OF ANIMATION

- 1 2D vs 3D Animation
- 2 Basic Principals of Animation :

1.Squash & Stretch	2.Anticipation	3.Staging	4.Straight Ahead Action and Pose to Pose
5.Follow Through and Overlapping Action			6.Slow in and Slow out
7.Arc	8.Secondary Action		9.Timing
10.Exaggeration	11.Solid Drawing		12.Appeal

UNIT – V STAGES OF ANIMATION PRODUCTION

1 Pre Production

(1. Idea, 2.Story, 3.Storyboarding, 4.Animatics, 5.Design)

2 Production

1.Layout

2.Research and Development

3.Modeling

4. Texturing

5.Rigging/Setup

6.Animation

7.VFX

8.Lighting

9.Rendering

3 Post Production

(1. Compositing, 2.Motion Graphics/NLE, 3.Color Correction, 4.Final Output)

4 Introduction to Animation Production Software

5 Analysis of Popular Animation Productions

(1.Film, 2.TV Programme, 3.TV Commercial)

Reference

- 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
- Multimedia Concept
- Principles of Multimedia
- Graphics Design For 21st Century
- The Elements of Graphic Design
- Graphic Design – The New Basics
- Adobe Photoshop – BPB Publication
 - 3D Max Fundamentals - Techmedia

BSEM-305 (A)
Editing for TV and Radio

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

1- INTRODUCTION TO audio Visual Editing

- 1.1- Concept of Audio Visual Editing
- 1.2-Nature of Editing.
- 1.3-Aesthetics of Editing.
- 1.4-Elements of Editing.

2- STAGES OF EDITING:

- 2.1Recording or shooting phases.
- 2.2Review (Listening and Viewing)
- 2.3Decision- Making Phase
- 2.4Final or Operational Stage(Post Production)

3- Tools And Techniques for Video Editing

- 3.1-Editorial Staff- An Introduction
- 3.2-Qualities of Good Journalists
- 3.3-Qualities of Editorial Staff
- 3.4-Qualities of Sub Editors.

4- Video Editing Softwares

- 4.1 Adobe Premiere Pro
- 4.2 Final cut Pro
- 4.3 Avid
- 4.4 DPS Velocity

5- Process of Editing

- 5.1-Editing Skills For Electronic Media
- 5.2-Editing for Radio
- 5.3-Editing for TV
- 5.4-Editing for Web media

REFERENCES (SUGGESTED READINGS):

1. Baskette Floyd K, Sissors Z. Jack and Brooks Brain S. (1982)-"The Art of Editing" published Macmillan Publishing Company, New York and Collin Macmillan Publishers, London
2. Teel Leonard Ray and Taylor Ron (1985)- " An Introduction of Journalism: Into the Newsroom", Published by Prentice Hall of India Private Limited, New Delhi.
3. Dayal, Manoj (1991)- "Victor Gritsyuk, A Great Photo Journalist", Published in an English daily 'National Mail', Bhopal dated 6th January 1991.
4. Parthasarthy, Rangaswamy (1990),- "Basic Journalism", Published by Macmillan.
5. Mencher Melvin (1990) - "Basic New Writing" Published by Universal Book Stall, New Delhi
6. Kamath, M.V. (1995) - "**Professional Journalism**" published by Vikas Publishing House Pvt. Ltd.,
7. George, T.J.S. (1989) - "**Editing - A Handbook For Journalists**" published by the Indian Institute of Mass Communication, New Delhi
- 8-Keith, Michael C & Krause, Joseph M. (1989) — "The Radio Station" published by Focal Press, Boston, London.
- 9-Chatterji, P.C. (1993) — " Indian Broadcasting".
- 10-Dilliard (190) — "Television Journalism and Broadcasting".
- 11- Bhatt, S.C. (1995) — "Broadcast Journalism
- 12- **lepkj liiknu** %Mk- je'k tu
- 13- **lepkj ldyu vkj liiknu** %ieukFkpkc
- 14- **lepkj liiknu** %ieukFk pr'nh
- 15- **liiknu dyk** %Mk- gfjekgu
- 16- **liiknu dyk** %Mk- vt'u frokj

BSEM-305 (B)
Media Management

Maximum Marks-75
Minimum Marks -30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit-1 Basics of Management

- Management – meaning and significance
- Systems approach towards management
- Principles of media management

Unit-2 Ownership patterns of media in India

- Types of ownership individual, partnership, private limited companies, public limited companies, trusts, co-operatives, religious, institutions/ societies franchisees and Govt.
- Organizational structure of various Media institutions Print, Electronic and FM Government Media in India
- Private Media in India
- Economics of Programme Production for Radio and TV

Unit-3 Resource Management

Financial Resources for Media Organisations- Need ethics and Practices
Technical and financial proposals and budgeting
Management for Planning

Unit-4 Managing Human Resources

- Characteristics of HR in media
- Dealing with creative persons
- Organizational dynamics and culture

Unit-5 Production Management

- Production planning, scheduling and managing deadline
- Quality management
- Promotion of total quality management

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 – Zettle.
Television Programme making – Colin mast.

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BSEM-306
Practical and Viva-voce

Maximum Marks – 100
Minimum Passing 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.

Semester-IV

BSEM-401 Television Journalism

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit-I Journalistic Television genre

- News
- News Programme
- News Documentary
- Talk Show
- Chat Show
- Panel discussion
- Interviews

Unit- II Television Reporting

- News source & collection
- News sense
- Reporting skill
- piece to camera
- Vox Pop
- Live and phono Reporting
- bite selection

Unit-III Aesthetics of anchoring

- Qualities of a t.v. journalist
- Role and Importance of an anchor
- Good habits of an Interviewer

Unit-IV News Room Activities -

- Functioning of a news room
- Television news team- Role and Responsibilities
- Structure of a News Bulletin
- Preparation of News Bulletin
- Research for News and News Programmes

Unit -V Studio etiquette

- Usage of mic
- Facing the camera
- Using t.p. (Teleprompter)
- Familiarization with lighting and mics
- Dressing Sense
- Body language
- Voice modulation
- Articulation

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 Birmingham
- Broadcast Journalism : Basic Principles by SC Bhatt
- Globalization of News by Boyd Barrett, Oliver and Ratingen, Sage Pub

BSEM-402
Radio Journalism

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit-1

Radio reporting: field reporting, investigative Reporting
Interview techniques, presentation

Unit-2

Structuring a radio news report, elements of radio news
Copy writing of radio bulletin

Unit-3

Qualities and responsibilities of radio news reporter
Equipments for radio reporting

Unit-4

Principles of radio news editing
Planning & conduction of interview
Coverage of press conference
Voice dispatch and news dispatch
Covering Natural calamities

Unit-5

Writing of radio scripts, Stages of scripting and editing
Style 7 techniques of radio Script
Specialized Reporting: Sports, Cultural, Business, Political etc

BSEM-403
Media Laws and Ethics

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT-1 MEDIA LAWS - AN INTRODUCTION

- 1.1.1-Constitutional Freedom of Expression in India
- 1.1.2-Reasonable Restrictions as Imposed by the Constitution

UNIT-2-

- 2.1Major Laws related to Media in India
- 2.2Working Journalist and other newspaper employees Act 1955
- 2.3Contempt of courts Act 1971
- 2.4Civil and criminal law of Defamation
- 2.5Relevant provisions of Indian penal code with reference to sedition
- 2.6 Right to Information, Act 2005.
- 2.7Acts and Committees relating to working journalists

UNIT-3

- 3.1Law of Defamation,Contempt of Court Act
- 3.2Official Secrets Act,Press and Books Registration Act
- 3.3Copyright Act
- 3.4Cyber Law
- 3.5-IT act 2000 and its amendments with supreme court Verdict on 66 (A)
- 3.6Crime against women and children
- 3.7Information Technology Act 2000
- 3.6 TRAI and latest updates related New Tariffs of DTH Subscribers
- 3.7 Press Council of India- An Introduction
- 3.8 Structure and Functions of Press Council of India

UNIT 4 MEDIA ETHICS

- 4.1 Importance of Ethics in Journalism
- 4.2 Paid News Fake News on Social Media
- 4.3 Industry Codes of Ethics
- 4.4-Advertising Codes of Ethics

UNIT-5

- 5.1Cinematograph Act 1953
- 5.2Prasar Bharati Act
- 5.3Cable Television Act
- 5.4Intellectual property right legislations including Copyright Act

Reference Books

- | | |
|--|--|
| 1. Law of the Press | - D.D. Basu |
| 2. Patrakarita Aur Press Vidhi | - Dr. Basanti Lal Bowel |
| 3. Press Kanoon Aur Patrakarita | - Dr. Sanjeev Bhanawat |
| 4. Press and Laws of Media | - H.P. Ghosh |
| 5. जनमाध्यम : कानून एवं उत्तर दायित्व | — डॉ. श्रीकान्त सिंह |
| 6. प्रेस विधि | — डॉ. नन्दकिशोर त्रिखा |
| 7. प्रेस विधि | — डॉ. सुरेन्द्र कुमार एवं मनोहर प्रसाद |
| 8.Basu, Durga Das (1996) - "Law of the Press published by prentice Hall of India Private Limited, New Delhi. | |
| 9. Bhanawat, Sanjeev (L993) - Press Kanoon aur Patrakarita, | |

BSEM-404
Introduction to Camera

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2. 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit I - BASIC OF MOTION PICTURE & PHOTO

1. Primary & Secondary Colour,
2. Scanning Process,
3. Picture Format,
4. Pixels, CCD CMOS,
5. Framing & Composition,
6. Camera Movements.

Unit II-TYPES OF VIDEO CAMERA

1. Consumer Video Camera and its Roles,
2. EFP Video Camera and its Roles,
3. Professional Video Camera and its Roles,
4. Mobile Camera (MOJO),
5. Camera Setup for Television Production,
6. Relationship between Camera and Light.

Unit III-ANATOMY, FUNCTIONS OF VIDEO CAMERA

1. Block diagram of a Video Camera,
2. Different parts of a Video Camera,
3. How Video Camera Works,
4. Power Control on Video Camera (Running Video camera by Battery and Mains Power),
5. Visual Controls of Video Camera
(White Balance, B - Black Balance, C - Back Focus, D - Iris, E - Shutter, F – Gain)
6. Control Switches on TV Lenses
(A - Zoom Control, B - Servo Mechanism, C - Remote Control, D - Zoom Extender, E - Macro Focus).

Unit IV-LENSES OF VIDEO CAMERA

1. Camcorder Fixed Lens,
2. Interchangeable Lenses,
3. Different Mounts of Lenses on Interchangeable Cameras,
4. Types of Lenses (A - Tele Lens, B - Wide Angle Lens, C - Zoom Lens & D – Fisheye Lens),
5. Different Camera Filters.

Unit V-ACCESSORIES FOR VIDEO CAMERA

- | | | | | | |
|------------|------------|------------------|--------|-----------|--------------|
| 1. Tripod, | 2. Dolly,` | 3.Track Trolley, | 4.Jib, | 5.Glider, | 6.Steadicam, |
| 7.Crane, | 8. Drone. | | | | |

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. downtick.
- Shooting Digital Video by Jon Fauer.
- The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus.

BSEM-405 (A)
Application of Digital Video Technology

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2. 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit I DIGITAL TECHNOLOGY & CAMERA

1. What is Digital Video,
2. What is Binary Number,
3. ADC & DCA in Camera,
4. How Digital Technology Works on Video,
5. Advantage of Digital Video vs Analogue Video.

Unit II DIGITAL TECHNOLOGY & NEWS GATHERING

1. Digital Video Compression,
2. Video Codecs (DTC, VBR, CBR, Variable Length Coding),
3. Video Encoding,
4. Digital Video Storage,
5. Interlaced and Non-Interlaced Videos.

Unit III DIGITAL TECHNOLOGY & STUDIO

1. Digital Video SSD, HDD Recording,
2. Digital Video Tape Recorder,
3. Digital Camcorder,
4. Different Video Formats (XDCAM, HDCAM, DVCPRO),
5. Different Digital Video Recording Format in Media.

Unit IV DIGITAL TECHNOLOGY & VIDEO EDITING

1. Analogue to Digital Conversion,
2. Timecode,
3. IBP,
4. NLE on Digital Video Editing,
5. Online & Offline Video Editing.

Unit V DIGITAL TECHNOLOGY & BROADCASTING

1. Digital Video Server,
2. Digital Video Streaming,
3. Digital Video for Film Projection,
4. Digital Video for Television Broadcasting,
5. DVB, Q-Band, Set Top Box & V Sat.

Reference:

- An Introduction to Digital Video by John Watkinson, focal press London
- An Introduction to Digital Audio by John Watkinson, focal press London
- Digital Television Recording – history and background BALBWIN, J.L.E.
- Multimedia on the P.C. by Norman Desmarais, Tata McGraw Hill
- Multimedia, making it works (4th edition) by J. Keyes, McGraw Hill
- Introduction to TV Technology by Inglis
- Media Production from Analog to Digital by Kindem.
- The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus.

BSEM-405 (B)
Art of Film Making

Maximum Marks-75
Minimum Marks -30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2. 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit I FILM AS AN ART OF COMMUNICATION

1. Types of Films, How to Recognize,
2. Evaluating Film,
3. Different Elements of Films,
4. Big Screen vs Mobile Screen,
5. Home Video.

Unit II IMPACT OF FILMS ON SOCIETY

1. Film Beyond Entertainment,
2. Film on Social Media,
3. Hollywood vs Bollywood Movies,
4. Censorship for Different Medium,
5. Case Studies (Any One Film assigned in class).

Unit III STORYTELLING

1. Narrative Elements of a Film,
2. Story vs Plot,
3. Conflict and Characters,
4. Literary Elements and Principle of Life in Films,
5. Visual Literacy,
6. Metaphor and Allegory,
7. Role of Directors in Film.
8. Director Approaches and Interpretation,

Unit IV MOVIE GENRES

1. What are the Movie Genres?
2. Global vs Indian Films,
3. A- Fantasy, B-Science Fiction, C- Romantic, D- Comedy, E-Gangster,
F-Mysterious (Horror), G- Patriotic, H-Lifestyle, I-Biography, J- Documentary,
4. Point of Interest of Audience.
5. Film Review & Cinema Studies.
6. Role of Film Critics,
7. Explicit and Implicit Content,

Unit V CINEMATOGRAPHY TECHNIQUES

1. What is Cinematography,
2. Cinematography Camera & Lenses,
3. Role of Light, Color, Saturation and Hues in Filmmaking,
4. Contribution of Sound in Films,
5. Sound Effects, Music and Songs in Films,
6. Shooting, Dubbing, Pre & Post Production.

Reference:

- An Introduction to Digital Video by John Watkinson, focal press London
- The techniques of Television Production and Direction by Gerald Millerson
- Television Lighting Techniques by Gerald Millerson
- Television Production by Allan Wurtzel, McGraw Hills Book Co., New Delhi
- Special Make-up effect by Vincent J.R. Kehore, Focal Press.
- The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus

BSEM-406
Practical and Viva-voce

Maximum Marks – 100
Minimum Passing 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.

Semester-V

BSEM-501 Television Programme Production

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

- | | | | |
|---|---|-------|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each | =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | | =50 Marks |

Unit I Idea Generation

1. Different Genres of TV Programme,
2. Selecting of Topic,
3. Stages of TV Programme Production,
4. Research, Script, Screen play & Story board,
5. Presentation of Programme,
6. Anchoring, Comparing, News Reading, Voice Modulation.

Unit II TV Programme Production

1. Programme TV Crew,
2. Technical TV Crew,
3. ENG Production,
4. EFP Production,
5. Studio Production,
6. Multi-Cam & Single-Cam Setup.

Unit III Lighting for Television

1. Different Lights for Outdoor & Studio,
2. Studio Lighting,
3. Outdoor Lighting,
4. Three Point Lighting,
5. Reflectors use for lighting,

Unit IV Audio in TV Programme Production

1. Importance of Sound in TV Programme,
2. Mono Vs Stereo Sound,
3. How to read Audio Meter, Limiter, Clipping,
4. Types of Microphone used in TV Production (Shotgun, Handheld, Lapel, Boundary),
5. Placement of Microphone to Different Sources.

Unit V Post Production

1. Video Acquisition for Editing,
2. Tape Vs Digital,
3. Non-Linear Workstation,
4. On line video Switching (Live),
5. VFX, DVE & C.G. (Titling),
6. Importance & need of Waveform monitor & Vectoscope.

Books Recommended:

- Herbert Zettl Television Production Handbook. 7th ed. Wadsworth.
- Herbert Zettl Video Basics Workbook. 2nd ed. Wadsworth.
- Television Production 2nd ed. ALAN WURTZE, McGraw Hill Book Company New York.
- Alken Glyn. Sound Techniques for Video and TV. 2nd 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.

The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven Pincus.

BSEM-502
Radio Programme Production

Maximum Marks – 75
Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit I Qualities of Radio Programme Production

1. Inquisitiveness,
2. Selecting of Topic by drawing Experiences of Life,
3. Ability to conceptualization ideas,
4. Creativity, Command on Language & Culture,
5. Research, Script.

Unit II Types of Radio Programme

1. Feature,
2. Drama,
3. Speech & Talk,
4. Documentary,
5. Live commentary,

Unit III Basic Necessity of Radio Programme

1. Voice Modulation,
2. Clear Pronunciation,
3. Announcing,
4. Compering, Adlib,
5. Interviewing.

Unit IV Technology behind Radio Programme Production

1. Microphone (Uni-directional, Bi-directional, Omni-directional), Placement of Microphone to Different Sources,
2. Recorder (Portable, Field, Studio Audio Mixer),
3. How to read Audio Meter, Channel Strip, Limiter, Clipping,
4. Audio Editing, Mixing & Mastering,
5. Sound effect.

Unit V Stages of Radio Programme

1. Concept,
2. Special Programme,
3. Pre-Production (Ideas, Research, Script, Plan of Action),
4. Production (Recoding, Library Data Collection),
5. Post-Production (Editing, Mixing, Mastering for different media, Marketing, Programme scheduling).

Reference Books

- | | |
|--|-------------------------|
| 1. Communication Media and Electronic Revolution (Kaniska) | : Aruna Zachariah |
| 2. Audio explained (Focal Press) | : Michael, Tolbot-Smith |
| 3. The Techniques of the sound studio (Focal Press) | : Alee Nisbett |

BSEM-503
Web Media and Production

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT – I THE INTERNET

- 1 Introduction to Internet, Intranet and Extranet
- 2 History of Internet
- 3 How Internet Works and it's Uses
- 4 Internet Addressing (IP, Domain Name, E-Mail, URL)
- 5 A- HTML B – HTTP C – WWW

UNIT – II CYBER SPACE AND MEDIA

- 1 Introduction
- 2 Information and Idea in Cyber Space
- 3 News via Internet
- 4 Web Journalism (*Introduction, Types, Impact and Scenario*)

UNIT – III WEB DESIGNING AND PUBLICATION

- | | |
|--|----------------------|
| 1 Introduction | |
| 2 Making of Web Pages | |
| 3 Roles, Responsibilities and Qualities of | |
| A - Webmaster B - Application Programmmer | C - Visualizer |
| D - Graphic Designer E - Project Manager | F - Website Manager |
| G - Audio-Visual Expert | H - Animation Artist |

UNIT – IV WEB JOURNALISM

- 1 Introduction
- 2 Web Portals
- 3 Process of Web Journalism (Writing, Editing, Publication)
- 4 Important New Portals and Websites
- 5 Relation Between Web Journalism and Social Media

UNIT – V CONCLUSION

- 1 Analysis of Some Websites
 - 2 Weblines,
 - 3 Visit and Work System Observation of Local Web Portal
 - 4 Internet and Marketing/Promotions
- | | |
|--|--------------------------------|
| A - Social Media Marketing | B - Search Engine Optimization |
| C - Production of Social Media Promotional Contents (Introduction and Tools) | |

Reference Books

- Naik K Nitin, Information Technology, Kamal Prakashan
- Agrawala Dr.Kamlesh N., Vyas Dr. Om Prakash, Agrawala Prateek A., An Introduction to HTML, Kitab Mahal Publications
- 3D Max fundamentals – Tec media
- Multimedia Magic – BPB Publicaiton
- Encyclopedia of Mulimedia
- बंसल आरती, कंप्यूटर फंडामेंटल्स और इनफार्मेशन टेक्नोलॉजी
- ओझा विनय कुमार, कंप्यूटर एक परिचय, परीक्षा मंथन प्रकाशन
- नीरम मिन्डा, ए टू जेड इन्टरनेट एंड वेब डिज़ाइन

BSEM-504
Photo Journalism

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT – I INTRODUCTION

- 1 Introduction and History of Photography
- 2 Types and Uses of Photography
- 3 Light and It's Techniques
- 4 Types of Light
- 5 Black and White vs Color Photography

UNIT - II CAMERA

- 1 Introduction of Still Camera
- 2 Elements of Camera
 (1. Body, 2.Lens, 3.Viewfinder, 4.Aperture, 5.Shutter, 6.Film Chamber/Sensor..)
- 3 Types of Camera
 (1.Pinhole, 2.Box, 3.TLR, 4.SLR, 5.DSLR, 6.Compact, 7.Instant/Polaroid..)
- 4 Handling and Care of Camera

UNIT - III LENS

- 1 Introduction and Uses
- 2 Types of Lens
 (1.Standard Lens, 2.Wide Angle Lens, 3.Zoom Lens, 4.Tele Lens, 5.Macro Lens,
6. Perspective Correction Lens)
- 3 Selection of Lens for Various Uses
- 4 Operation and Care of Lenses

UNIT - IV HOLDING CONTROLL IN PHOTOGRAPHY

- 1 Focus (Focus In, Focus Out)
- 2 Exposure Triangle (Shutter Speed, Aperture, ISO)
- 3 Depth of Field and Depth of Focus
- 4 Exposure and Double Exposure
- 5 Camera Accessories

UNIT - V COMPOSITION

- 1 Concept of Composition
- 2 Camera Shots, Angles and Movements
- 3 Movements in Art and Photography
 1. Dadaism 2. Surrealism 3.Post-Modernism
- 4 Observation and Analysis of Photographs Clicked by Famous Photojournalist
- 5 Outdoor Photography Assignments

Reference Books

- | | |
|----------------------------------|----------------------|
| 1. The Art of Cooler Photography | : Mitchell Beazley |
| 2. Creative Photography | : John Hedgecoe's |
| 3. Digital Photography | : Steve Bavister |
| 4. Basic Photography | : John Hedgecoe's |
| 5. फोटोग्राफी तकनीक एवं सिद्धांत | — नरेन्द्र सिंह यादव |
| 6. फोटो पत्रकारिता | — गुलाब कोठारी |
| 7. फोटो पत्रकारिता | — सुभाष सप्तु |

BSEM-505 (A)
Public Relations & Advertising

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit-I Introduction to public Relation

- 1.1 Public Relations : Definition and history
- 1.2 Growth of PR in India
- 1.3 Publicity VS Propaganda VS Public Opinion
- 1.4 PR as a management function
- 1.5 Stages of PR
 - (a) Planning (b) Implementations (c) Research (d)Evaluation
- 1.6 PR practitioners and media relations
- 1.7 Press Conference
- 1.8 Press Releases
- 1.9 House Journals

Unit-II Public Relation

- 2.1 PR: public and private sectors
- 2.2 PR agencies
- 2.3 Employee relations and Communities relations
- 2.3 Code of ethics for PR
- 2.4 Public Relations society of India: objectives & functioning
 - (a) For NGOS (b) For political Parties
- 2.5 Emerging trends in PR
- 2.6 Pr 7 technologies

Unit-III Introduction to Advertising

- 3.1 Advertising: Meaning & Definition
- 3.2 Advertising Concept
- 3.3 Functions of Advertising
- 3.4 Types of Advertising

Unit-IV Copy Writing

- 4.1 What is Copy? Types of Copy Writing
- 4.2 Copy Writing for
 - (a) Print (b) Radio (c) T.V. (d) Web
- 4.3 Appeals and target audience
- 4.4 Advertising Strategies
- 4.5 Adv. Productions Techniques

Unit-V Ad Agency

5.1 Advertising as a marketing tools

5.2 Ad Agency: Structure and Functions

5.3 Media Selection

(a) News Papers (b) Magazines (c) Radio (d) TV

5.4 Major Ad agencies of India

BSEM-505 (B)
Introduction to Graphics

Maximum Marks-75
Minimum Marks -30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT – I INTRODUCTION

- 1 Introduction to Visual Communication
- 2 Introduction to Graphics
- 3 Types of Graphics
- 4 Uses of Graphics

UNIT – II ELEMENTS

- 1 Elements of Graphics (Shape, Color, Space, Line, Point)
- 2 Color Theories and Types (Primary, Secondary, Additive and Subtractive Colors)
- 3 Digital Image Formats
- 4 Hardware and Softwares for Graphics Design

UNIT – III ANIMATION

- 1 Introduction to 2D Animation (Basics and Uses)
- 2 Introduction to 3D Animation (Basics and Uses)
- 3 2D vs 3D Animation
- 4 Introduction to 2D and 3D Animation Softwares

UNIT – IV HOLDING CONTROLL IN GRAPHICS

- 1 Hardware, Software and Gadagtery Requirements for Graphics Designing
- 2 Multimedia File Formats (Picture, Audio, Video)

UNIT – V SOFTWARES

- 1 Introduction To : Adobe Photoshop
- 2 Introduction to : Coral Draw
- 3 Introduction to : Adobe Illustrator
- 4 Introduction to : Adobe Premiere Pro
- 5 Introduction to : Adobe Flash

Reference

- 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
- Multimedia Concept
- Principles of Multimedia
- Graphics Design For 21st Century
- The Elements of Graphic Design
- Graphic Design – The New Basics
- Adobe Photoshop – BPB Publication
- 3D Max Fundamentals - Techmedia

BSEM-506
Practical and Viva-voce

Maximum Marks – 100
Minimum Passing 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.

Semester-VI

BSEM-601 Script Writing

Maximum Marks-75
Minimum Marks -30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT – I INTRODUCTION

- 1 Script Writing and Its Types
- 2 Uses of Scripts (1.Speech,2.Audio Programmes,3.Audio-Visual Programmes, 4.Print Media)
- 3 Classical Concept of Writing (Intro, Body, Conclusion)
- 4 Elements of Good Writing
- 5 Creative Writing

UNIT – II WRITING FOR PRINT MEDIA

- 1 News Reports
- 2 Articles
- 3 Features
- 4 Interviews
- 5 Stories

UNIT – III WRITING FOR AUDIO MEDIA

- 1 Radio News
- 2 Radio Talk
- 3 Radio Drama
- 4 Radio Advertisements and Jingles
- 5 Radio Documentary

UNIT – IV WRITING FOR TV AND FILMS

- 1 Writing for Fiction

A.Story,	B.Screenplay	C.Dialogue,
D.Narration	E.Shooting Script	F.Editing Script
- 2 Writing for Non Fiction

A.News Script,	B.Documentary Script	C.Talk Show Script
D.Chat Show Script		E.Interview
- 3 One Page and Split Page Script
- 4 Storyboarding

UNIT – V WRITING FOR WEB MEDIA

- 1 Web Writing and Techniques
- 2 Experimentation with Language in Internet
- 3 Web News and Content Writing
- 4 Writing over Social Networking Sites and E-MailEtiquettes
- 5 Blog Writing

Reference :

- Writing for TV and Radio, Hillard Robert, New York.
- The Craft of Copy Writing by June A Valladares, Response book
- Screen and Television Writing by EVGENE VALE
- News Writing from Lead to 30 by Mel & William
- Writing News for Broadcast by Bliss Patterson, Columbia University Press
- Plays on AIR By Stephen William & Huchintion Publication.
- Radio Drama – Theory and Practice, Tem crook, London.
- Writing with power, Techniques for mastering the writing process, Elbow Peter, New York

BSEM-602
Film Appreciation & Reviews

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

- | | |
|--|-----------|
| 1. 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2. 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

Unit I

1. Story,
2. Cinematic Terms,
3. History of Cinema,
4. Culture & Cinema,
5. Need of Review,

Unit II

1. Languages of Cinema,
2. Introspecting to Cinema,
3. Cinematic Liberty,
4. Types of Cinema,
5. Impact of Cinema on Society.

Unit III

1. Drama in Cinema,
2. Elements of Drama,
3. Story,
4. Light & Colour on Drama,
5. Stage Craft,
6. Characterizations, Dialogue, Emotion,
7. Music & Sound,
8. Make-up & Costume.

Unit IV

Visual Elements

- A. Basic Visual Elements of Culture.
- B. Languages, Accent & Sound of Culture,
- C. Importance of Art Exhibition & Exposition & its Review,

Unit V

- A. Impact of Film on Society,
- B. Reading of Film,
- C. Introduction to Literature (Biography, Autobiography, Novel, Mythology).

Reference:

- An Introduction to Digital Video by John Watkinson, focal press London
- The techniques of Television Production and Direction by Gerald Millerson
- Television Lighting Techniques by Gerald Millerson
- Television Production by Allan Wurtzel, McGraw Hills Book Co., New Delhi
- Special Make-up effect by Vincent J.R. Kehore, Focal Press.

The Film-Maker's Hand-Book, A Comprehensive Guide for The Digital Age by Steven

Pincus.

BSEM-603
Post Production

Maximum Marks – 75

Minimum Marks – 30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) | =50 Marks |

UNIT – I INTRODUCTION

- 1 Stages of Production
- 2 Post Production : Concept and Importance
- 3 Visual Communication and Language in Production
- 4 Grammer of Visuals
- 5 Impact of Visuals (TV and Films)

UNIT – II INTRODUCTION

- 1 Editing
 - A.Introduction,
 - B.Purpose,
 - C.Importance
- 2 Types of Editing
 - A.Linear and Non Linear,
 - B.Online and Offline
 - C.Assemble and Insert
 - D.AB Roll Editing
- 3 Timecode
- 4 Ingesting, Digitization and Logging

UNIT – III EDITING AESTHETICS

- | | | | | |
|---|--|-----------------|---------------------|--------------|
| 1 | Editing Aesthetics | | | |
| | A.Continuity and Non Continuity Editing | | B.Classical Editing | |
| | C.Dynamic Editing/Thematic Montage | | D.Mise en Scene | |
| | E.Pictorial Complexity | | F.Eyline Editing | |
| | G.Point of View | | | |
| 2 | Types of Cuts | | | |
| | A.Standard Cut | B.Match Cut | C.Jump Cut | D.L-Cut |
| | E.J-Cut | F.Cut on Action | G.Cut Away | H.Cut In |
| 3 | Types of Trims (Trimming) | | | |
| | A.Ripple Trim | B.Roll Trim | C.Slip Trim | D.Slide Trim |
| 4 | Adding Video Effects and | | | |
| 5 | Adding Sound (Dialogues, Narration, Sound Effects) | | | |
| 6 | Adding Text (Titles and Credits) | | | |

UNIT – IV EDITING TOOLS

- 1 Analogue Editing System
- 2 Digital Editing System
- 3 Softwares for Video Editing (Introduction and Working Environment)
 A.Adobe Premiere Pro B.Final Cut Pro C.Avid News Cutter
- 4 Hardware and Accessories for Video Editing

UNIT – V SIGNING OFF

- 1 Rough Cut and Fine Cut
- 2 Exporting Video (Rendering)
- 3 Preparation for Distribution and Exhibition
 (Packaging, Poster/Motion Poster, Teaser, Trailer, Promotion, Distribution, Exhibition)
- 4 Role of Editor in Editing Process
- 5 Editing Styles of Various Editors

Reference:

- Television Field Production and Reporting by Frederick Shook
- Video Editing- A post production primer by Steven E. Browne
- Basic T.V Technology, Digital and Analog by Robert L. Hartwig
- Introduction to T.V Technology by Inglis
- Broadcasting Technology by O.P Shrivastava

BSEM-604
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 synopsis 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.

BSEM-605
Attachment (Internship)

Maximum Marks-100
Minimum Marks -40

Each student will have to undergo a **three 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.

BSEM-606
Practical and Viva-voce

Maximum Marks – 100
Minimum Passing 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.