

**RASTRASANT TUKADOJI MAHARAJ
NAGPUR UNIVERSITY, NAGPUR**

SYLLABUS

FACULTY OF INTERDISCIPLINARY STUDIES

**MASTER OF ARTS
(MASS COMMUNICATION)**

Choice Based Credit System (CBCS)

2023 - 2024

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Regulations for M.A. (Mass Communication)

Choice Based Credit System

1. The Master of Arts in Mass Communication Choice Based Credit system programme shall be a full time programme of two academic years. The programme shall be constructed through "Semester System" and there shall be in all four semesters.
2. Subject to the compliance with the provisions of the Ordinance governing the course and any other ordinances in force from time to time an applicant for admission to :

Master of Arts (Mass Communication) shall possess a Bachelor's degree (at under-graduate level in any stream) of any statutory university or any other degree recognized as equivalent thereto with minimum 45 % marks or equivalent grade, or a higher degree specialised in Mass Communication/ Journalism. A relaxation of 5% of marks, from 45 to 40% or an equivalent relaxation of grade, may be allowed for those belonging to S.C./S.T./O.B.C. (Non-Creamy Layer)/V.J.N.T./S.B.C./differently abled and other categories of candidates as per the University Grants Commission 's Regulations , 2016. The eligibility Marks of 45% (or an equivalent grade in a point scale wherever grading system is followed) and the relaxation of 5% to the categories/class of candidates mentioned above are permissible only on the qualifying marks without including the grace mark procedure.

3. Admission:
 - I. The Admission to the programme shall be through an Entrance Test of 100 marks to be conducted by Department /Institution if the number of applicants on the last date of application exceeds the intake capacity or at the discretion of the Head of the Department/ Institution, or through a Centralised Admission Process as directed by the University.
 - II. The intake capacity for this programme should not exceed 30.
 - III. The reservation policy of the university and Govt. of Maharashtra shall be applicable.
 - IV. The Entrance Test fee shall be Rs. 200/-
 - V. The fees for the tuition, examination, laboratory and other fees shall be as prescribed by the university from time to time.
4. Minimum Standard of Instructions
There shall be minimum standard of instructions, as per U.G.C. guide lines and requirement of vocation-oriented programme of Mass Communication. The medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in all three languages in a single question paper.
5. Examinations will be conducted for all Semesters twice in a year by the RTM Nagpur University as per the scheme of examination given in Appendix 1. The examination shall be at such places and on such dates as notified by the University.
6. The theory and practical papers shall together add up to overall 22 credits per semester.
7. One credit course of theory will be of one clock hour per week of 25 marks running for 15 weeks and four credit course of theory will be of four clock hours per week of 100 marks running for 15 weeks.



8. One credit course of practical will consist of two clock hours of practical exercise of 25 marks running for 15 weeks and six credit course of practical will consist of 12 hours of practical exercise of 150 marks running for 15 weeks.
9. However, to suit functional convenience, the college/institution/department reserves the right to schedule more theory/ practical classes (hours) than the prescribed formula, in certain weeks.
10. The student shall get requisite credit from the concerned college/ department where he/ she is mutually permitted on terms mutually agreed to complete the same and be eligible to appear for the Semester End Examination conducted by the Department.
11. There will be four units in each theory paper.
12. There shall be combined minimum passing marks in each subject/ paper. That is, there shall not be separate minimum passing marks for theory examination and internal assessment components of the theory papers. The total marks for the term-end theory examination shall be 80% and for Internal Assessment the total marks shall be 20%, as per the scheme of teaching and examination and the syllabus.
13. For external candidates the internal marks shall be assigned in proportion to the marks scored by the candidate in the theory examination.
14. The minimum passing marks in each head of passing shall be 50%.
15. Without prejudice to other provisions of Ordinance No. 6 relating to the examination in general, provisions of Para 5, 8, 9, 10, 26, 21 and 32 of the said Ordinance shall apply to every student admitted to this degree.
16. The classification of the examinee successful at the semester end examinations and at the end of the final semester examination shall be as per the rules and regulations of Credit Based system.
17. The provisions of Direction No. 3 of 2007 for the award of grace marks for passing an examination, securing higher grade in subjects(s) as updated from time to time shall apply to the examination under this section.
18. The provisions of ordinance regarding improvement of grade/ division shall be applicable.
19. The names of the successful examinees passing the examination as a whole in the minimum prescribed period and obtaining prescribed number of places securing the grades equivalent to first and second division shall be arranged in order of merit as provided in ordinance no. 6 relating to examinations in general.
20. Examinees successful at the final examination shall, on payment of the prescribed fees, be entitled to the award of the degree in the prescribed form signed by the Vice-Chancellor.
21. The programme will be regulated by guidelines and regulations issued by the University from time to time.
22. Division at the MA in Mass Communication (CBCS) examination shall be declared on the basis of the aggregate marks of Semester I, II, III and IV examinations taken together and the CGPA will be calculated and notified. The successful examinees at the MA in Mass Communication Semester IV examination shall be awarded division on the basis of CGPA. The percentage of passing marks in each subject shall be as indicated in the Scheme of Examination (Appendix A).
23. For declaring the result, verification and revaluation the existing relevant ordinances are applicable.



24. The candidate may take all the examinations as per the provisions of ATKT simultaneously but his/ her result of final semester shall not be declared unless he/ she is declared successful at all lower examinations.
25. **Exit Option:** A student after successful completion of Semester I & II (44 credits) shall have the exit option. Those who exercise this option can exit the two-year course after one year (two semesters) and be awarded a Post Graduate Diploma in Mass Communication. This option will be available to those who have entered the PG programme after obtaining a Three Year degree.
26. **Absorption Scheme:**
- a. Students appearing in M.A. (Mass Communication) Semester – II to be held in Summer 2024 examination and all Ex and External students appeared earlier shall be given additional three chances i.e. winter examination of 2024 and summer and winter examinations of 2025. Those who fail to clear M.A. (Mass Communication) Semester – II examination during the above period shall have to opt for the present syllabus right from Semester – I.
 - b. Students appearing in M.A.(Mass Communication) Semester – IV examination to be held in summer of 2024 and all Ex and External students shall be given three additional chances, i.e., winter 2024 and summer and winter examinations of 2025. Those who fail to clear the M.A. (Mass Communication) Semesters I, II, III and IV examinations as above shall have to opt for the present syllabus right from Semester – I.
27. The list of subjects and scheme of teaching and examination are as per Appendix-A.



APPENDIX - A

M.A. (Mass Communication)

Choice Based Credit System

Introduction

This syllabus is devised keeping in view the requirement of the Mass Media industry so as to make the knowledge and skills relevant and enhance the students' employability. It takes into account the recent developments in the areas of Mass Communication and Journalism.

The syllabus is divided into Core Papers and Elective (Optional) Papers. The Masters of Arts in Mass Communication Programme follows the Choice Based Credit System (CBCS) and embraces the requirements and guidelines of the National Education Policy (NEP) 2020. The Course is governed by Rules and Regulations for Credit and Semester System prescribed by Rashtrasant Tukadoji Maharaj Nagpur University.

List of Papers

Semester – I

Subject Code	Paper	Title of the Paper
Core Courses		
CC101	I	Principles of Mass Communication
CC102	II	Print Media (Reporting & Editing)
CC103	III	Electronic Media (Radio & Television)
Elective Courses		
ELE101	IV	Public Relations & Corporate Communication
ELE102		Social Media
ELE103		Open Elective from SWAYAM/ MOOCS/ NPTEL
P101	V	Practical

Semester – II

Subject Code	Paper	Title of the Paper
Core Courses		
CC201	I	Development Communication
CC202	II	Research Methodology
CC203	III	Media Management & Ethics
Elective Courses		
ELE201	IV	Photojournalism
ELE202		Web Design
ELE203		Open Elective from SWAYAM/ MOOCS/ NPTEL
P201	V	Practical
OJT201	VI	On-the-Job Training/ Internship

Exit Option: A student after successful completion of Semester I & II (44 credits) shall have the exit option. Those who exercise this option can exit the two-year course after one year (two semesters) and be awarded a **Post Graduate Diploma in Mass Communication**. This option will be available to those who have entered the PG programme after obtaining a Three Year degree.

Semester – III

Subject Code	Paper	Title of the Paper
Core Courses		
CC301	I	Traditional Indian Communication
CC302	II	Advertising
CC303	III	Minor Project
Elective Courses		
ELE301	IV	Media Laws
ELE302		Script Writing for Radio and TV
ELE303		Open Elective from SWAYAM/ MOOCS/ NPTEL
P301	V	Practical

Semester – IV

Subject Code	Paper	Title of the Paper
Core Courses		
CC401	I	New Media Applications
CC402	II	International Communication
CC403	III	Environmental Communication
CC404	IV	Major Project
Elective Courses		
ELE401	V	Mobile Journalism
ELE402		Video Production
ELE403		Open Elective from SWAYAM/ MOOCS/ NPTEL

SCHEME OF TEACHING AND EXAMINATION

With effect from 2023-24

SEMESTER - I

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Courses										
1	I	CC101	4	-	4	4	80	20	100	50
2	II	CC102	4	-	4	4	80	20	100	50
3	III	CC103	4	-	4	4	80	20	100	50
Elective Courses (Any One)										
4	IV	ELE101 ELE102 ELE103	4	-	4	4	80	20	100	50
Practical										
5	V	P101		12	12	6	120	30	150	75
TOTAL			16	12	28	22	440	110	550	275

Subject Code: CC = Core Course, ELE = Elective, 1 = Semester, 01/02/03 = Course Number.

CC101 = Principles of Mass Communication, CC102 = Print Media (Reporting & Editing), CC103 = Electronic Media (Radio & Television), ELE101 (Generic Elective) = Public Relations & Corporate Communication, ELE102 (Generic Elective) = Social Media, ELE103 = Open Elective from SWAYAM/ MOOCS/ NPTEL, P101 = Practical. A Generic Elective Paper will be offered provided a minimum of ten students opt for it.

SEMESTER - II

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Courses										
1	I	CC201	4	-	4	4	80	20	100	50
2	II	CC202	4	-	4	4	80	20	100	50
3	III	CC203	4	-	4	4	80	20	100	50
Elective Courses (Any One)										
4	IV	ELE201 ELE202 ELE203	4	-	4	4	80	20	100	50
Practical										
5	V	P201	-	1	1	2	40	10	50	25
On-the-Job Training/ Internship										
6	VI	OJT201	-	-	-	4	80	20	100	50
TOTAL			16	1	17	22	440	110	550	275

Subject Code: CC = Core Course, ELE = Elective, 2 = Semester, 01/02/03 = Course Number.

CC201 = Development Communication, CC202 = Research Methodology, CC203 = Media Management & Ethics, ELE201 (Generic Elective) = Photojournalism, ELE202 (Generic Elective) = Web Design, ELE203 = Open Elective from SWAYAM/ MOOCS/ NPTEL, P201 = Practical, OJT201 = On-the-Job Training/ Internship. A Generic Elective Paper will be offered provided a minimum of ten students opt for it.

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SEMESTER - III

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Courses										
1	I	CC301	4	-	4	4	80	20	100	50
2	II	CC302	4	-	4	4	80	20	100	50
3	III	CC303	4	-	4	4	80	20	100	50
Elective Courses										
4	IV	ELE301 ELE302 ELE303	4	-	4	4	80	20	100	50
Practical										
5	Pract	P301	-	12	12	6	120	30	150	75
TOTAL			16	12	28	22	440	110	550	275

Subject Code: CC = Core Course, ELE = Elective, 3 = Semester, 01/02/03 = Course Number.

CC301 = Traditional Indian Communication, CC302 = Advertising, CC303 = Minor Project, ELE301(Generic Elective) = Media Laws, ELE302(Generic Elective) = Script Writing for Radio & TV, ELE303 = Open Elective from SWAYAM/ MOOCS/ NPTEL, P301 = Practical. A Generic Elective Paper will be offered provided a minimum of ten students opt for it.

SEMESTER - IV

S.N.	Paper	Subject Code	Teaching Scheme (Hrs/Wk)			Credits	Examination Scheme			
			Th	Pr	Total		Max Marks		Total Marks	Min Marks
							External	Internal		
Core Courses										
1	I	CC401	4	-	4	4	80	20	100	50
2	II	CC402	4	-	4	4	80	20	100	50
3	III	CC403	4	-	4	4	80	20	100	50
4	IV	CC404	6	-	6	6	120	30	150	75
Elective Courses										
5	V	ELE401 ELE402 ELE403	4		4	4	80	20	100	50
TOTAL			22	-	22	22	440	110	550	275

Subject Code: CC = Core Course, ELE = Elective, 4 = Semester, 01/02/03/04 = Course Number.

CC401 = New Media Applications, CC402 = International Communication, CC403 = Environmental Communication, CC404 = Major Project, ELE401(Generic Elective) = Mobile Journalism, ELE402(Generic Elective) = Video Production, ELE403 = Open Elective from SWAYAM/ MOOCS/ NPTEL. A Generic Elective Paper will be offered provided a minimum of ten students opt for it.

M.A. (Mass Communication) Syllabus

Programme Objectives:

- To provide an opportunity to a diverse community of learners who are committed to media profession and social cause.
- To educate learners to be sensible media professionals who possess superior knowledge and skills.
- To prepare media learners to function as professional members of the responsible media industry in all professional settings.
- To help develop a sense of awareness, and to be sensible to the needs and aspirations of the society.
- To encourage professional involvement, activism, accountability and service.
- To inculcate intellectual skills, courage and integrity for the cause of the nation.
- To instill a commitment to continuous personal and professional development.

Relevance of the programme with Higher Educational Institution's (HEI's) Mission & Goals:

- Job/ Self-employment oriented programme.
- Updated curriculum as per market trends.
- Diversified areas of media (Print Media, Electronic Media, Public Relations, Advertising, New media and Social Media).
- Quality training impart through interactive learning module.
- Analytical and innovative learning resources.
- Interactive Pedagogy of teaching- learning.
- Flexible learning environment.
- Production Based learning.
- Rational Evaluation with constant Internal Assessment.
- Creation of professionals for society and nation building.

Expected Programme Outcomes

M.A. Mass Communication programme has been designed to prepare graduates for attaining the following programme outcomes:

- **PO1** - Students will learn to write, edit and design newspapers, shoot and anchor news bulletins and television programmes, make radio jingles, print and web advertisements, produce corporate films and documentaries, develop blogs, post tweets, make Facebook posts, create YouTube videos, etc.
- **PO2**- Students will learn to work on the various software used in the Mass Communication and Journalism industry such as QuarkXPress, Final Cut Pro, Corel draw and Adobe Photoshop.
- **PO3** - The course prepares students for ten possible careers. These include Print Journalism, Photo Journalism, Radio Production, Television Production and Writing, Media Management, Social Media, Social Marketing, Development Communication, Advertising and Corporate Communication and Public Relations.

Pedagogy:

Participative learning, discussions, demonstrations, continuous assignments, productions, PPT presentation, Class Tests, Tutorials, Mentorship, Field Visits, Field Projects, Community Service, Guest Lectures of Prominent Persons, Internship in Media Houses, Interaction with Media Professionals, Practical exposure.

Relevance to NEP2020:

The syllabus has incorporated the major elements of the National Education Policy 2020 and the GRs issues by the Higher and Technical Education Department of the Government of Maharashtra in this regard. The paper of **Research Methodology** has been made mandatory in the 1st Year. **On-the-Job Training (Internship)** has been introduced between the 1st and 2nd Year. **Exit option** with PG Diploma has been given after the 1st Year. A paper on **Indian Knowledge Systems (IKS)** titled "Traditional Indian Communication" has been introduced. **Vocational subjects** include Print and Electronic Media, Advertising, Public Relations and Corporate Communications, Media Management, Mobile Journalism and Social Media. **Skill-based papers** include Photojournalism, Web Design, Script Writing for Radio and TV and Video Production. The students have also been given the option of **Open Elective** from SWAYAM, MOOCs and NPTEL platforms. **Minor and Major projects** in the 3rd and 4th semesters have also been introduced.

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FIRST SEMESTER

Core Courses

Paper I

Subject Code: CC101

PRINCIPLES OF MASS COMMUNICATION

100 marks (4 credits)

80 Marks

Theory

- i. Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.
- ii. Models: SMR, SMCR, Shannon and Weaver, Lasswell, Osgood, Schramm, Gerbner, Newcomb, convergence and gate-keeping, communication and socialization. Functionalist approaches: The culture of make believe. Effects, Uses & Gratification, Agenda Setting.
- iii. Nature and process of mass communication, media of mass communication, characteristics and typology of audiences. Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory.
- iv. Mass Media: Public opinion and democracy. Media culture and its production, media organization, media content, market-driven media content- effects, skyvasion, cultural integration and cultural pollution.

Internal Assessment

20 Marks

Assignments/ Seminars/ Class participation

1. Course Objectives:

- To build a conceptual understanding of the basics of Communication, its process, and elements.
- To introduce the basics of communication, various forms of communication, and the evolution of communication.
- To teach various models and theories of communication and its development.
- To build an understanding of the role of communication and its development in society.
- To develop a critical understanding of Mass Communication, Mass Media, its potentialities, and its impact.

2. Course Outcomes :

- CO1 - Students will learn Communication skills with knowledge of barriers to communication and various elements.
- CO2 - Students will learn about the role of communication as an art of persuasion through various theories.
- CO3 - Students will develop a perception to analyze the role of channelized media content in society.
- CO4 - Students will develop an insight into the functions of mass media in promoting, directing, and influencing society.
- CO5 - Students will be able to analyze their own communication universe and their media sphere.
- CO6 - Conceptual understanding of communication will enable them to pursue communication practices more effectively and consciously

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Paper II

Subject Code: CC102

PRINT MEDIA: (REPORTING & EDITING)

100 marks (4 credits)

Theory

80 Marks

- i. News : definition, concept, elements, values, sources, lead writing, kinds of leads. Specialised Reporting: politics, legislature, crime, law, sports, business, development, rural & agriculture, science & environment, education, arts, culture & entertainment, human interest.
- ii. Interviewing: kinds, purposes, techniques. Interpretative reporting. Investigative reporting. Feature writing, News analysis, Backgrounding. Scoops and exclusives, Editorial Writing.
- iii. Photojournalism: News photo and feature photo. Digital photography. Digital photo-editing. Photo-cropping and display on page/ website.
- iv. Basics of editing news. News Flow. News Selection. Selection of Leads. Headline styles, techniques. Page-making, Layout and Design. Use of computer software for making pages. Use of pictures, illustrations, graphs, sketches and other visual elements. Internet Editions: Web reporting. Managing news flow, updating.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1. Course Objectives:

- To introduce the basic concept of Reporting and Editing in print media.
- To develop a news sense for professionalism.
- To introduce various types of reporting and their narratives.
- To develop competency of editing for news media.

2. Course Outcomes :

- CO1 - Students will learn the various types of reporting and field work.
- CO2 - Students will identify the importance of sources in reporting.
- CO3 - Students will learn the basics of editing in news media organisations.
- CO4 - Students will develop professional sense of a reporter and editor.
- CO5 - Students will create news stories and edit the work of others.
- CO6 - Students will design newspaper pages on computer.

Paper III

Subject Code: CC103

ELECTRONIC MEDIA (RADIO & TELEVISION)

100 marks (4 credits)

Theory

80 Marks

- i. Principles and techniques of audiovisual communication – Using audio and pictures to enhance presentation.
- ii. Radio News: Role, functions and types. Types of microphones, sound-recorders, studio equipment. Script writing for Radio News. Akashwani and private FM Channels.



- iii. Non-News Radio Programmes: Types and formats. Radio features, interviews, talk-shows, documentaries. Basics of news-reading and radio anchoring. Role of Radio in society and nation building.
- iv. T.V. Programmes : Types and formats. Role and function, formats, structure, types and sources of T.V. news and other programmes, live reporting. Role of Television in Development. Social obligations of T.V. responsibility, factuality and credibility.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1. Course Objectives:

- To bring awareness about the development of Radio and Television as a medium and its history.
- To enhance knowledge related to working and role of Radio & TV in the society and nation's development.
- To build skills required for Radio & TV script writing and program presentation in various formats.
- To introduce new trends in Radio & TV Production.
- To teach Radio & TV news production.
- To teach broadcasting ethics, guidelines, and rights.

2. Course Outcomes :

- **CO1** - Students will learn about the evolution of Radio & TV and their production techniques.
- **CO2** - Students will enrich the skills required to become a broadcaster and scriptwriter according to various formats.
- **CO3** - Students will learn about the role in the development of the society and the nation.
- **CO4** - Students will learn the basic setup required for radio & TV production and new trends like podcasting and community radio for their use.
- **CO5** - Students will learn production techniques and process.
- **CO6** - They will acquire theoretical and practical knowledge of using production equipments.
- **CO7** - They will learn to differentiate between different types of TV programme and how they are produced.
- **CO8** - Students will learn ethical behaviour in television production.
- **CO9** - Students will demonstrate communication skills required in broadcasting, such as news reading, anchoring and presentation.
- **CO10** - Students will create Radio & TV programmes in various formats.

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Elective Courses (Any One)

Paper IV

Subject Code: ELE101

PUBLIC RELATIONS & CORPORATE COMMUNICATION

100 marks (4 credits)

Theory

80 Marks

- i. Strategic Public Relations and Corporate Communications. Defining strategy and its relevance in Public Relations and Corporate Communications; campaign planning, management and execution. Role of PR in crisis communication and disaster management.
- ii. Defining stakeholders and media selection. Building a distinct corporate identity: concepts, variables and process. Making of house styles (logo, lettering and process). House Journals. News Letters. Information Brochures. Annual Reports. Mailers. Event Management for Public Relations.

- iii. Media relations: Organizing media conference, Media Tours, Media Briefings. Preparing Media Release and Media Hand-outs. Proactive and reactive media relations. Ethical aspects in media relations.
- iv. Use of New Media in Public Relations and Corporate Communications.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1.Course Objectives:

- To strengthen inter-personal, group and mass communication skills
- To provide formal and informal writing and speaking skills
- To instill qualities and skills required to deal with a variety of stakeholders such as customers and investors
- To generate the ability to multi-task and manage time effectively
- To develop understanding of markets, products and consumer behavior
- To develop the right attitude to deal with the news media.
- To generate creativity in communication.
- To acquaint students with corporate culture and practices.

2. Course Outcomes

- CO1 - Students will develop command over communication and interpersonal skills.
- CO2 - Students will be able to create different types of PR material such as flyers, banners, posters, house journals, newsletters and digital promotion.
- CO3 - Students will develop negotiation and persuasion skills
- CO4 - Students will be able to analyse markets and consumer behaviour and trends.
- CO5 - Students will be able to analyse social media trends
- CO6 - Students will be able to create media releases and media hand-outs.
- CO7 - Students will develop the ability to multi-task and manage time.
- CO8 - Students will develop critical thinking and mental alertness.
- CO9 - Students will be able to work in corporate settings.

=====OR=====

Paper IV

Subject Code: ELE102

SOCIAL MEDIA

100 marks (4 credits)

Theory

80 Marks

- i. Evolution and scope of Social Media. Different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites. Ownership of Social Media platforms.
- ii. Social Media usage for personal, academic and professional purposes. Basics of Social Media marketing and promotion.
- iii. Technological features of Social Media platforms on the Internet. Security features, safety guidelines and privacy issues.
- iv. Legal and Ethical aspects of Social Media. Impact on social interaction and interpersonal communication.

Internal Assessment

Creation of FOUR posts on blog/ video sharing sites.

20 Marks

1. Course Objectives:

- To provide an understanding of the basic concept of social media landscape.
- To gain knowledge about the specific uses of various types of social media platforms.
- To make students learn how to create own presence on social media professionally.
- To develop an understanding about the basic strategies of brand Management on social media.

2. Course Learning Outcomes :

- CO1 - Students will learn to use different social media platforms.
- CO2 – Students will evaluate social media trends
- CO3 - Students will learn use of social media for monetization and promotion purposes.
- CO4 - Students will analyse the impact of social media content.
- CO5 - Students will learn to evaluate the effect of social media in society.
- CO6 - Students will learn social media technology and applications.
- CO7 - Students will learn to create their own content such as Blogs and Vlogs on Social Media.
- CO8 – Students will imbibe the ethical and legal aspects of social media.

=====OR=====

Paper IV

Subject Code: ELE103

OPEN ELECTIVE

100 marks (4 credits)

The student may choose any one relevant course available on SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) / MOOCS (Massive Open Online Courses) / NPTEL (National Programme on Technology Enhanced Learning) platforms or open elective offered by other UGC recognized institution. The course must be of four (04) credits and the student must submit the grade card and credit score at the time of computation of results of RTM Nagpur University.

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Paper V

Subject Code: P101

Practical

150 marks (6 credits)

Practical Examination

120 Marks

1. Submission of a report on a given topic under Principles of Mass Communication and oral examination thereon. 40 Marks
2. Practical examination of writing news report and page making on computer 40 Marks
3. Practical examination of radio and TV news writing and reading 40 Marks

Internal Assessment

Seminars/ presentations

30 Marks

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SECOND SEMESTER

Core Courses

Paper I

Subject Code: CC201

DEVELOPMENT COMMUNICATION

100 marks (4 credits)

Theory

80 Marks

- i. Development: Meaning, concept, Nature process and models of development. Approaches to development. Problems and issues in development. Characteristics of developing societies, gap between developed and developing societies. Impact of globalization on local development.
- ii. Development communication: Meaning, concept, process. Role of media in development communication. Strategies in development communication. Social, cultural and economic barrier.
- iii. Democratic decentralization: Panchayat Raj – planning at national state, regional district, block and village levels. Agricultural communication and rural development: The genesis and growth of agricultural extension.
- iv. Development issues/ Indian approach to development: Population and family welfare, Health, Education, Environment. Development of weaker sections such as S.C./S.T./OBC/N.T./DTNT, women, children and minorities. Roll of NGO/Voluntary agencies and opinion leaders in development communication.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1. Course Objectives:

- To impart basic concepts, meaning and models of development.
- To make students aware about problems and issues of the development.
- To inculcate knowledge of development communication and relations with media and society.
- To appreciate the functioning of media in development coverage.
- To understanding the rural India and its problems.

2. Course Learning Outcomes :

- CO1 - Students will learn the concept of development and its dichotomy.
 - CO2 - Students will learn the issues of development in India.
 - CO3 - Students will evaluate the role of mass media in development.
 - CO4 - Students will be able to analyse official documents and reports and make sense of statistics.
 - CO5 - Students will appraise the role of development communication for development.
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Paper II

Subject Code: CC202

RESEARCH METHODOLOGY

100 marks (4 credits)

Theory

80 Marks

- i. Nature and characteristics of research, definition and elements. Role, function, scope and importance of communication research. Mass Communication research.

- ii. Basic concepts, tools and techniques of research. Research design in Social Sciences. Methods of communication research: census method, survey method, observation method, case studies, and content analysis. Tools and methods of data collection - media sources, books, questionnaire and schedules, people-o-meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, on-line polls. Sampling methods. Sampling errors and distributions in the findings.
- iii. Types of research in Print and Electronic Media. Evaluation, feedback, feed forward studies, media habits, public opinion surveys, pre-election studies and exit polls. Market research in media fields, development of trends and recent trends in communication research. Ethical perspectives and mass media research.
- iv. Report writing: Data analysis techniques. Coding and tabulation. Non-statistical methods. Statistical analysis: Parametric and non-parametric, Uni-variate, Bi-variate, Multi-variate. Tests of significance. Levels of measurement: Central tendency, Test of reliability and validity. SPSS and other statistical packages.

Internal Assessment

20 Marks

Assignments/ Seminars/ Class participation

1. Course Objectives:

- To develop a basic understanding of Research in communication and media.
- To develop a basic understanding of research methodology.
- To introduce Research methodology in mass media.
- To teach them the basic research tools and preparation of research report.

2. Course Outcomes :

- CO1 - Students will learn research methodology.
 - CO2 - Students will learn to apply various tools of research.
 - CO3 - Students will ascertain the scope of research in communication and media
 - CO4 - Students will learn academic writing and presentation of research findings.
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Paper III

Subject Code: CC203

100 marks (4 credits)

MEDIA MANAGEMENT & ETHICS

80 Marks

Theory

- i. Principles of media management and their significance. Media as an industry and profession.
- ii. Ownership patterns of mass-media in India. Impact of ownership on Media Freedom.
- iii. Organisational structure. Functions of different departments: General Administration, Editorial, Finance, Circulation (sales promotion); Marketing (Advertising), Human Resource and Production. DAVP, INS and ABC. Economics of print and electronic media.
- iv. Media Ethics: Self-regulation vs legislation. Sensational and yellow journalism, bias, coloured reports, 'paid' news. Press Council of India and its scope and functions. Concept of media ombudsman. Codes of conduct for journalists. Codes for radio, television, advertising and public relations.

Internal Assessment

20 Marks

Assignments/ Seminars/ Class participation

1. Course Objectives:

- To teach functioning of media organisations and its management.

- To introduce the structure of a media organization and its different departments.
- To make students aware of the ownership patterns and its effect on functioning of media.
- To make students aware about media markets and marketing.
- To inculcate ethics in the functioning of a media organisation.

2. Course Outcomes :

- CO1 - Students will learn the basic concepts of media management.
- CO2 - Students will develop an understanding about the structure of management of media organization and functioning of different departments.
- CO3 - Students will learn about the media as a product and its audience.
- CO4 - Students will learn about the media production, sales and revenue generation.
- CO5 - Students will be able to analyse and adopt the new trends in media management.
- CO6 - Students will imbibe the moral and ethical aspects of media functioning.

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Elective Courses (Any One)

Paper IV

Subject Code: ELE201

PHOTOJOURNALISM

100 marks (4 credits)

Theory

80 Marks

- Concept of news through photographs. Importance of images in new media. Photography vs. Photojournalism. History of photojournalism. Stories of outstanding photojournalism and its impact.
- Spot news, general news, street photography, off-beat photos, photo features/ essays, action, portrait, candid, aerial.
- Techniques of photojournalism, getting into position, composition. Understanding the camera – settings, specifications, external/internal flash.
- Editing news pictures. Cropping, colour, contrast. Using photo editing software. Ethics in photography.

Internal Assessment

Submission of 10 news photographs in different forms and beats.

20 Marks

1.Course Objectives:

- To familiarize students with the importance of visuals in mass media.
- To teach effective ways to tell the news via photographs.
- To familiarize the students with equipment and techniques of photography and photojournalism.
- To give a practical knowledge in the field of photojournalism.

2. Course Outcomes:

- CO1 - Students will be able to appreciate the value of visual story-telling.
- CO2 - Students will learn the significance of pictures in various media.
- CO3 - Students will get hands on experience on visual communication.
- CO4 - Students will be able to use DSLR cameras and related equipment.
- CO5 - Students will be able to compose and frame news photographs.
- CO6 - Students will be able to use photo editing software.

=====OR=====

Paper IV

Subject Code: ELE202

100 marks (4 credits)

WEB DESIGN

80 Marks

Theory

- i. Types of Websites: Homepages, Magazine or Blog websites, News portals, e-commerce websites, Landing pages and Social Media Websites.
- ii. Dynamic and Static websites. Responsive and adaptive, pre-designed and custom developed.
- iii. Content Management Systems – Wordpress, Wix, etc. Hosting and related aspects. Web-related intellectual property usage.
- iv. Introduction to Web design languages – HTML, CSS, SQL, PHP. Basics of designing for Web. Introduction to Search Engine Optimisation. Concept of Web-based applications.

Internal Assessment

20 Marks

Development of TWO Web pages

1.Course Objectives:

- To familiarize students with the basic concepts of developing a website for news-based applications.
- To make students aware of different types and formats of websites.
- To teach the basic technicalities of developing a website.
- To teach the concept of Search Engine Optimisation (SEO) and web-based apps.

2. Course Outcomes:

- CO1 – The students will be able to distinguish between different formats of website.
- CO2 – The students will be able to set up a basic website using readily-available online tools.
- CO3 – The students will be able to practice Search Engine Optimisation (SEO) for their own websites.

=====OR=====

Paper IV

Subject Code: ELE203

100 marks (4 credits)

OPEN ELECTIVE

The student may choose any one relevant course available on SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) / MOOCS (Massive Open Online Courses) / NPTEL (National Programme on Technology Enhanced Learning) platforms or open elective offered by other UGC recognized institution. The course must be of four (04) credits and the student must submit the grade card and credit score at the time of computation of results of RTM Nagpur University.

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Paper V

Subject Code: P201

50 marks (2 credits)

PRACTICAL

40 Marks

Practical Examination

1. Submission of a field report on a selected development scheme/ project and oral examination thereon. 20 Marks
2. Submission of Audience Research Survey of Print/ Radio/ TV/ Digital Media and oral examination thereon. 20 Marks

Internal Assessment

10 Marks

Seminars/ presentations

Paper VI

Subject Code: OJT201

100 marks (4 credits)

On-the-Job Training/ Internship

Each student will have to undergo a minimum 20-day Internship during the summer break. The Internship may be done in a newspaper or magazine office/public relations office/ Akashwani/ Private FM channel/ Doordarshan/ TV News Channel/ Web News Portal/ advertising or media agency, or any other organisation identified by the students and faculty jointly/individually, facilities for which are easily available locally or regionally.

Every student has to submit an Internship Diary with certificate from media organization.

Internship Diary and Viva Voce

80 marks

Internal Assessment

20 Marks

Class Seminar on Internship Experience

THIRD SEMESTER

Core Courses

Paper I

Subject Code: CC301

TRADITIONAL INDIAN COMMUNICATION

100 marks (4 credits)

Theory

80 Marks

- i. Early communication systems in India. Oral and Written Texts. Natyashastra of Bharat Muni. Sadharanikaran. Charak Samhita. Communication through temple carvings, sheelas, tamrapatras, scrolls.
- ii. Different forms of Folk Media: Tamasha, Powada, Keertan, Yakshagana, Nautanki, Jatra, Bhavai, Ramleela and Rasleela, Puppetry.
- iii. Communication through folk theatre, folk dance, folk music, folk art. Folk Media and Society: Role in social change, Challenges and threats to Folk Media. Efforts to promote Folk Media.
- iv. History of Mass Media in India, Maharashtra and Vidarbha.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1.Course Objectives:

- To make students aware of the early forms of communication of the ancient Indian civilization.
- To familiarize students with the use of different tools of communication from ancient to modern Indian history.
- To make students aware of the traditional Indian forms of communication.
- To develop understanding of Indian folk media and traditions.
- To familiarize students with a brief history of mass media in India.

2.Course Outcomes:

- CO1 – Students will develop an understanding of communication in ancient and medieval India.
 - CO2 – Students will learn to appreciate the forms and tools of early communication in India.
 - CO3 – Students will analyse the traditional and folk communication in India.
 - CO4 – Students will get acquainted with the history of mass media in India.
- =====

Paper II

Subject Code: CC302

ADVERTISING

100 marks (4 credits)

Theory

80 Marks

- i. Advertising tools and practice; consumer behavior: analysis, definitions and factors; defining consumer behavior and its various factors; external environment, culture, subculture, social class, social group, family, personality, lifestyle.

- ii. Defining creativity, stages in the creative process, creative brief, advertising appeals, language, copy-writing. Advertising layout and design principles. Use of colour, pictures, graphics, fonts.
- iii. Brand management: Definition, concepts and evolution of brand management. Brand strategy. Brand image and personality.
- iv. Media characteristics: Media planning, media selection process, media strategies, budgeting, media buying and analyzing. Advertising research: Market research and advertising research. Types of research: target marketing research, positioning research, pre-test, evaluating effectiveness. Audience research, methods of analyzing research (psychopathic/life style research, psycho-physiological research)

Internal Assessment

Continuous Assessment (Assignments/ Tests/ Class participation/ Attendance)

20 Marks

1. Course Objectives:

- To introduce the basics of advertising and its different forms.
- To develop an understanding of consumer behaviour and motivation
- To build creativity necessary for advertisement as in copywriting, layout, and design.
- To explain the concept of Brand and Brand Promotion.
- To familiarise students with media selection and market research.

2. Course Outcomes :

- CO1- Students will learn creative skills like copywriting, Layout, and design for advertisement along with different functions and planning of advertising in different media.
- CO2 - Students will be able to analyse brand positions and identities.
- CO3 - Students will be able to analyse consumer behaviour.
- CO4 - Students will inculcate necessary skills and knowledge to conduct market research.
- CO5 - Students will be able to evaluate advertising effectiveness.

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Paper III

Subject Code: CC303

MINOR PROJECT

100 marks (4 credits)

The students shall undertake a minor project in any area of Mass Media and Mass Communication under the guidance of a member of the teaching faculty. The area and topic of research as well as the Scope and Research Method to be used will be finalized through discussion between the student and the designated teacher.

Project Report

80 marks

Internal Assessment: Class seminar

20 marks

1.Course Objectives:

- To provide students first-hand experience of conceptualizing and formulating a research project
- To inculcate the skill of scientific enquiry
- To instigate rational and critical thinking
- To provide basic inputs on data collection, analysis and presentation.

2. Course Outcomes :

- CO1 - Students will learn about the basics of a research methodology.
- CO2 - Students will develop critical thinking and problem solving approach.
- CO3- Students will learn the importance of research for innovation.
- CO4 - Students will develop an understanding of various applications of research in society.

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Elective Courses (Any One)

Paper IV

Subject Code: ELE301

MEDIA LAWS

100 marks (4 credits)

Theory

80 Marks

- i. Constitution of India: fundamental rights, freedom of speech and expression and their limits, directive principles of state policy, parliamentary privileges and media.
- ii. Specified press laws: Contempt of Courts Act 1971. Civil and Criminal Laws of Defamation.
- iii. Laws dealing with obscenity; Official Secrets Act, 1923.
- iv. Right to Information Act. Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; Copyright Act, Cyber Laws. Cable Television Act. Public Interest Litigation.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1. Course objective:

Knowledge of media law is essential for a successful career in mass communication, not only to recognize the many legal pitfalls that face professional communicators but also to understand the legal framework that is shaping the convergence of old media industries and the emergence of new ones.

2. Course Outcomes:

- CO1 – Students will develop an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass media.
- CO2 – Students will develop critical, rational and individual thinking.
- CO3 – Students will remain aware of the regulatory framework applied to mass media.
- CO4 – Students will apply the knowledge of media laws in their day-to-day working as media professionals.

=====OR=====

Paper IV

Subject Code: ELE302

SCRIPT WRITING FOR RADIO & TELEVISION

100 marks (4 credits)

Theory

80 Marks

- i. Scripting for news, features, interviews, talk shows and other formats of radio and television programmes. Fully-scripted, semi-scripted. Difference from print.
- ii. Techniques and methods of script writing. Writing styles. Importance of language.
- iii. Sources of ideas. Research and gathering information. Organising and presenting information and ideas.
- iv. Story board – Importance, advantages. Commentary writing. Headlines, subtitles and captions.

Internal Assessment

Submission of ONE radio and ONE TV scripts for different programme formats.

20 Marks

1. Course Objectives:

- To make students understand the art and craft of scriptwriting for radio and television media.
- To teach the technicalities of writing in different formats for the electronic media.
- To encourage imaginative and creative writing while remaining within the bounds of factuality and truthfulness.

2. Course Outcomes :

- CO1 – Students will be able to apply writing skills and evolve scripts for audio and audio-visual media.
- CO2 – Students will learn the different elements of writing in different formats.
- CO3 – Students will develop their own writing style for radio and TV.

=====OR=====

Paper IV

Subject Code: ELE303

100 marks (4 credits)

OPEN ELECTIVE

The student may choose any one relevant course available on SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) / MOOCS (Massive Open Online Courses) / NPTEL (National Programme on Technology Enhanced Learning) platforms or open elective offered by other UGC recognized institution. The course must be of four (04) credits and the student must submit the grade card and credit score at the time of computation of results of RTM Nagpur University.

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Paper V

Subject Code: P301

150 marks (6 credits)

PRACTICAL

Practical Examination

120 Marks

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|--|----------|
| 1. Submission of report on a selected aspect of Traditional Indian Communication and oral exam | 40 Marks |
| 2. Practical examination of advertisement making on computer and oral examination thereon | 40 Marks |
| 3. Viva Voce on Minor Project | 40 Marks |

Internal Assessment

Seminars/ presentations

30 Marks

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115

1196

FOURTH SEMESTER

Core Courses

Paper I

Subject Code: CC401

NEW MEDIA APPLICATIONS

100 marks (4 credits)

Theory

80 Marks

- i. Evolution of Information & Communication Technology (ICT) in mass media. History and growth of the internet and World Wide Web. Ownership and administration of Internet.
- ii. Introduction to HTTP, HTML, ELP, DNS, JAVA, Web page development: Inserting, linking, editing, publishing, uploading, locating, promoting, maintaining a website.
- iii. Cyber Journalism, on line editions of newspapers, Web news portals, Cyber newspapers: creation, feed, online editing, e-publishing. Using search engines for news gathering.
- iv. Application of Web 2.0 New Digital Media, Social Media, Creating Blogs, Podcasting. Open platform websites. Uploading photos and video.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1.Course Objectives:

- To familiarize students with basic concepts of ICT and its use in the mass media
- To make students aware of the basics of Web Page Development.
- To familiarize students with the new Digital Media such as web news portals.
- To teach the applications of new digital technology and social media.

2.Course Outcomes:

- CO1 – Students will apply Information and Communication Technology to mass media.
 - CO2 – Students will be able to develop basic structures of web pages.
 - CO3 – Students will be able to use ICT for news gathering and news presentation.
 - CO4 – Students will create their own blogs/vlogs and podcasts.
- =====

Paper II

Subject Code: CC402

INTERNATIONAL COMMUNICATION

100 marks (4 credits)

Theory

80 Marks

- i. Political, economic and cultural dimensions of international communications. Communication and information as a tool of equity and exploitation. International news flow, imbalances and disparities. UNESCO's efforts in removal of imbalance in news flow-debate on new international Information and Economic Order. McBride Commission. New World Information Communication Order (NWICO). Communication as a human right. UNO's Universal Declaration of Human Rights and Communication.



- ii. International news agencies and syndicates, their organizational structure and functions. Non-aligned news agencies, news pool – its working, success, failure. Impact of new communication technology on news flow, satellite communication, information super highways. International telecommunication and regulatory organizations.
- iii. Impact of media on international relations, political processes and on shaping government opinion and foreign policies. Role of media in international crises: conflicts, man-made and natural disasters, terrorism.
- iv. Information–prompted cultural imperialism. Criticisms. Effects of globalization on media systems and their functions; Transnational media ownership and issue of sovereignty and security; international intellectual property rights: international media institutions and professional organizations.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1.Course Objectives:

- To make students aware of the scope and significance of global/ international communication with respect to mass communication.
- To make students aware of the set-up and functioning of international news agencies.
- To make students aware of the impact of social, political and economic impact of media with respect to international relations and opinions.
- To sensitise students to aspects like transnational media ownership, effects of globalization and cultural imperialism.

2.Course Outcomes:

- CO1 – Students will appreciate the importance of international communication.
- CO2 – Students will understand how global media networks function.
- CO3 – Students will analyse the impact of media on international relations between governments and people.
- CO4 – Students will analyse the impact of international media on politics, culture and economy of a nation.

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Paper III

Subject Code: CC403

ENVIRONMENTAL COMMUNICATION

100 marks (4 credits)

Theory

80 Marks

- i. Environment conservation, Ecological balance, Bio-diversity, Sustainable Development. Major issues in India.
- ii. Environment Education: Role of Mass Media in Environment Literacy. Promoting eco-friendly ('Green') lifestyles, products and processes. Communication through special events, exhibitions, lectures, folk and traditional media.
- iii. Environmental Journalism: Definition and concept. Environmental reporting, types of stories - investigative, in-depth and interpretative. Journalism vs. Activism.
- iv. Using New Media for Environmental Communication.

Internal Assessment

Assignments/ Seminars/ Class participation

20 Marks

1.Course Objectives:

- To make students aware of the concepts of Ecology, Environment and Sustainable Development.

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- To familiarize students with the major challenges facing the Environment.
- To make students aware of the scope and significance of Environmental Communication.
- To teach the basic concepts of Environmental Journalism.

2.Course Outcomes:

- **CO1** – Students will be able to appreciate the larger picture with respect to environment protection and sustainable development.
- **CO2** – Students will be able to make studied and analytical judgments on issues of environment versus development.
- **CO3** – Students will apply their communication skills for creating environmental awareness on pressing issues.
- **CO4** – Students will be able to write news reports and features on different aspects of the Environment.

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Paper IV

Subject Code: CC404

Major Project (Specialisation - five options)

150 Marks (6 credits)

Each student will have to submit a report in an area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the project is to enable students to have an in-depth knowledge of a subject of their choice. It may include field research, case study, feasibility study, viability report, model and such other research and practical-based formats aimed at creating new knowledge in any area of mass communication.

The project may be conducted in **any one** of the following specialisations:

- A - Print Media
- B - Electronic Media
- C - Advertising
- D - Public Relations & Corporate Communications
- E - Digital Media

The marks distribution shall be as under:

Project Report

120 marks

Internal Assessment: Class seminar

30 marks

1.Course Objectives:

- To provide students advanced knowledge of conceptualizing and formulating a research project
- To promote scientific enquiry into different areas of Mass Communication
- To help students gain deeper insight into the working of the mass media.
- To educate students on the felt impact of the offerings by the mass media.

2. Course Outcomes :

- **CO1** - Students will apply previously-gained knowledge of research methodology.
- **CO2** - Students will develop projects that deal with the actual functioning of media organisations.
- **CO3**- Students will be able to choose, through investigation, an area of interest within the different specialisations in Mass Communication.
- **CO4** - Students will be prepared for research opportunities while working in the mass media industry.

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Elective Courses (Any One)

Paper V

Subject Code: ELE401

MOBILE JOURNALISM

100 marks (4 credits)

Theory

80 Marks

- I. Introduction to Mobile Journalism. Traditional journalism vs. Mobile Journalism. Information Management Systems. Data/ information sharing methods.
- II. Supporting accessories: Tripods, lights, microphones, etc. Live Streaming: Platforms, utility, usage. Ethics and regulations/ laws.
- III. Content Production: Photography, audio recording, video recording. Format of Content. Content related guidelines. Writing for Mobile Journalism platforms.
- IV. Post production: Graphics designing, video editing, packaging.

Internal Assessment

Creation of four mobile news posts

20 Marks

1.Course Objectives:

- To familiarize students with the basic concepts of this emerging form of journalism.
- To develop digital data collection and sharing skills.
- To develop creative thinking in terms of multi-media packaging of news and information.
- To impart technical skills in shooting videos, adding sound/ voice and effects and editing.

2. Course Outcomes :

- CO1 - Students will develop an understanding of this new form of journalism.
- CO2 - Students will develop a holistic view of news and information gathering.
- CO3- Students will create multi-media news and information packages for digital and electronic media.
- CO4 - Students will operate mobile phone cameras and use available editing software to create news packages.

=====OR=====

Paper V

Subject Code: ELE402

VIDEO PRODUCTION

100 marks (4 credits)

Theory

80 Marks

- i. Camera : Types, functions, operations. Single, multi camera recording.
- ii. Types of shots: Extreme close-up, close-up, mid shot, long shot etc. Zooming and panning. Tripod, trolley, dolly, gimbal, etc.
- iii. Location: Indoor, outdoor, studio. Studio setting. Lighting – types of lights. Microphones. Sound recording.
- iv. Video editing, graphics, captions, vision and sound mixing.

Internal Assessment

20 Marks

Submission of TWO video productions in different formats.

1.Course Objectives:

- To familiarize students with the basic concepts of video production.
- To instill the sense of visual story-telling.
- To train students in the use of cameras, lights, microphones and other equipment.
- To impart technical skills in editing, sound/ voice recording, graphics and effects.

2. Course Outcomes :

- CO1 - Students will develop an understanding of visual story-telling.
- CO2 - Students will operate cameras and handle studio and outdoor equipment.
- CO3- Students will be able to organize shoots, including location selection, shooting schedule, etc.
- CO4 – Students will be able to use software for video and sound editing, graphics, etc.

=====OR=====

Paper V

Subject Code: ELE403

100 marks (4 credits)

OPEN ELECTIVE

The student may choose any one relevant course available on SWAYAM (Study Webs of Active-Learning for Young Aspiring Minds) / MOOCS (Massive Open Online Courses) / NPTEL (National Programme on Technology Enhanced Learning) platforms or open elective offered by other UGC recognized institution. The course must be of four (04) credits and the student must submit the grade card and credit score at the time of computation of results of RTM Nagpur University.

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