

# Mass Communication and Video Production

## Proposed Syllabus for Semester System

### (effective from 2014-2015)

| SEMESTER | PAPER       | NAME OF THE PAPER                   |  | Maximum Marks |     |
|----------|-------------|-------------------------------------|--|---------------|-----|
| I        | MV-H-101    | INTRODUCTION TO MASS COMMUNICATION  |  |               | 100 |
|          | MV-H-102    | COMMUNICATIVE ENGLISH-I             |  |               | 100 |
|          | DTP-101-T/P | PUBLICATION, DESIGN AND LAYOUT      |  |               | 100 |
| II       | MV-H-201    | VISUAL THINKING                     |  |               | 100 |
|          | MV-H-202    | MEDIA SCRIPT WRITNG                 |  |               | 100 |
|          | MV-H-203    | MEDIA SCENE IN INDIA                |  |               | 100 |
| III      | MV-H-301    | VIDEO FOR COMMUNICATION             |  |               | 100 |
|          | DTP-201-T/P | IMAGE PROCESSING & GRAPHIC DESIGN   |  |               | 100 |
|          | MV-H-302    | PHOTOGRAPHY                         |  |               | 100 |
| IV       | MV-H-401    | AUDIOGRAPHY : Design and Production |  |               | 100 |
|          | MV-H-402    | VIDEO STUDIO PRODUCTION             |  |               | 100 |
|          | MV-H-403    | COMMUNICATIVE ENGLISH-II            |  |               | 100 |
| V        | MV-H-501    | MEDIA ENTREPRENUESHIP               |  |               | 100 |
|          | DTP-301-T/P | 2D ANIMATION & VIDEO EDITING        |  |               | 100 |
|          | MV-H-502    | MEDIA APPRECIATION                  |  |               | 100 |
| VI       | MV-H-601    | VIDEO ELECTRONIC FIELD PRODUCTION   |  |               | 100 |
|          | MV-H-602    | MEDIA LAWS AND ETHICS               |  |               | 100 |
|          | CORE        | ENVIRONMENTAL SCIENCE(EGFC)         |  |               | 100 |

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| <b>MV-H-101</b> | <b>Introduction to Mass Communication</b>   |
| <b>Unit 1</b>   | <b>Defining Communication</b> <ul style="list-style-type: none"> <li>• definitions, importance and Processes of communication</li> <li>• levels of communication- verbal and non verbal communication</li> <li>• Role of Sender, Receiver, Channel, Message and Feedback in the communication process</li> <li>• Barriers to communication process</li> <li>• Types of Communication</li> </ul>   |
| <b>Unit 2</b>   | <b>Introduction to Mass Communication and Mass Media</b> <ul style="list-style-type: none"> <li>• Meaning of Mass Communication and Mass Media</li> <li>• Functions of Mass Communication</li> <li>• Systems of Mass Communication-Soviet Communist System, Libertarian System, Social Responsibility System and Authoritarian System.</li> <li>• Evolution of Mass Media: from Print to Social Media</li> <li>• McLuhan's Theories of the Media</li> <li>• Criticism of the Media</li> </ul> |
| <b>Unit 3</b>   | <b>Interpreting the Media Text</b> <ul style="list-style-type: none"> <li>• Defining the Media text</li> <li>• Analyzing and Interpreting Texts</li> <li>• Text Interpretation- A Semiotic Interpreting of texts-A Psychoanalytic Interpretation of texts-A Marxist Interpretation of text- A Feminist Interpretation of Text</li> <li>• Function of Texts</li> <li>• Understanding Genre</li> </ul>  |
| <b>Unit 4</b>   | <b>Communication Models</b> <ul style="list-style-type: none"> <li>• Defining a Communication Model</li> <li>• SMCR Model</li> <li>• Shannon &amp; Weaver Model</li> <li>• Osgood &amp; Schramm Model</li> <li>• Lasswell Model</li> <li>• Gerbner's Model</li> <li>• ABX Model</li> </ul>  |
| <b>Unit 5</b>   | <b>Communication Theories</b> <ul style="list-style-type: none"> <li>• Defining a Communication Theory</li> <li>• Reinforcement Theory</li> </ul>   |

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|                | <ul style="list-style-type: none"> <li>• Socialisation Theory</li> <li>• Cultural Imperialism Theory</li> <li>• Play Theory</li> <li>• Uses &amp; Gratification Theory</li> <li>• Cultivation Theory</li> <li>• Agenda Setting Theory</li> <li>• Gate keeping Theory</li> <li>• Spiral of Silence theory</li> </ul>   |
| Text Books     | <ol style="list-style-type: none"> <li>1. Arthur Asa Berger, <i>Essentials of Mass Communication</i>, Sage, New Delhi, 1995</li> <li>2. Shirley Biagi, <i>Media Impact- An Introduction to Mass Media</i>, Wadsworth, Belmont, 2001</li> </ol>  |
| Other readings | <ol style="list-style-type: none"> <li>1. Chrissie Wright, <i>Handbook of practical Communication Skills</i>, Jaico, New Delhi, 2001</li> <li>2. Dennis Mcquail, <i>Communication Models</i>, Longman, Burnt Mill, 1984</li> <li>3. C.R.David, <i>Communication in theological Education</i>, BTESSC, Serampore, 1986</li> <li>4. Desmond D'Abro, <i>Mass Media and You</i>, BYB, Mumbai, 1994</li> <li>5. Marshall Stewart, Noel Williams, <i>Exercises in Teaching Communication</i>, Kogen Paage, London, 1986</li> <li>6. Kewal Kumar, <i>Mass Communication – A critical analysis</i>, Vipul Prakashan, Bombay, 1994</li> <li>7. Marshall McLuhan, <i>Understanding Media</i>, Mentor, London, 1980</li> <li>8. Charles R. Wright, <i>Mass Communication &amp; Sociological Perspectives</i>, Random House, New York, 1986</li> <li>9. <i>Introduction to Communication</i>, IGNOU booklets, New Delhi.</li> </ol> |

**Course Code: MV-H-101**  
**Instructions for Paper Setter/Moderator**

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| Maximum Marks for semester end exams.       | 100 which is divided into: <ul style="list-style-type: none"> <li>• Part A : Theory =50</li> <li>• Part B: Practical =25</li> <li>• Part C: Internal Assessment=25</li> </ul>   |
| <b>Theory Exam</b>                          | <b>Max mark :50</b> <ul style="list-style-type: none"> <li>• Total no of Questions five (5)</li> <li>• These are to be marked 10 each</li> </ul>  |
| Compulsory question for theory exams        | <ul style="list-style-type: none"> <li>• This will be Q.No 1.</li> <li>• It will consist of 5 short answer type questions of 2 marks each. For framing this question, any topic from any unit can be selected.</li> </ul>   |
| Setting of other Questions for theory exams | Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III, Q.No.5 from Unit IV or / and V  |
| Distribution of marks in these questions    | A question should be either a full-length question of 10 marks or 2 questions of 5marks each.   |
| Availability of choice to students          | Within a unit, the paper setter must ensure internal choice for each question ( except in Question No. 1 ).   |
| <b>Practical Exam</b>                       | <b>Max mark: 25</b> <ul style="list-style-type: none"> <li>• A question paper should be designed to test the practical application of the theoretical knowledge acquired by the student during the course of the semester.</li> <li>• A pool of 10 to 15 questions will be set for the students where each student has to answer one question each (to be chosen by lot). This will be out of 15.</li> <li>• A viva of 10 marks to be conducted by the examiner.</li> </ul> |
| <b>Internal Assessment</b>                  | <b>Max mark:25</b><br>This component comprises of class tests, Seminars, research work class presentation, performances etc. to be completed and assessed continuously through the sessions   |

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| MV-H-102- | <b><u>Communicative English I</u></b>  |  |
| Unit 1    | <b><u>Grammar</u></b> <ul style="list-style-type: none"> <li>• The sentence- phrase and the clause.</li> <li>• Idioms and punctuation for effective spoken and written English communication.</li> <li>• Adjective: kind/ comparison/ position</li> <li>• Articles</li> <li>• Verb</li> <li>• Tenses</li> <li>• Active and Passive Voice</li> <li>• Adverb</li> <li>• Preposition</li> <li>• Synthesis of sentences- Combination of two or more simple sentences into one simple sentence</li> <li>• Phrase: Adjective/Adverb/Noun</li> <li>• Clause-Adverb/Adjective/Noun</li> <li>• Simple /Compound/Complex</li> <li>• Transformation of sentences</li> <li>• Degree of comparison</li> <li>• Substituting one part of Speech for another</li> <li>• Direct &amp; indirect speech.</li> <li>• Agreement of the verb with the subject</li> <li>• Idioms</li> <li>• Phrasal verbs</li> <li>• Punctuation</li> </ul> |  |
| Unit 2    | <b><u>Poetry</u></b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Before Aspirin (Azih Abou Afah)</li> <li><input type="checkbox"/> A River (A. K. Ramanujan)</li> <li><input type="checkbox"/> I am explaining a few things (Pablo Neruda)</li> <li><input type="checkbox"/> The unknown Citizen</li> </ul>  | <b><u>Drama</u></b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Waiting for Godot</li> <li><input type="checkbox"/> A Midsummer's Night Dream</li> </ul> |

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|-----------------------|--|--|
|                       | <p><b><u>Prose/ Essays</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Cockshure women and hensure men</li> <li><input type="checkbox"/> The hurled ashtray</li> <li><input type="checkbox"/> Vanka</li> <li><input type="checkbox"/> Step Across this Line</li> <li><input type="checkbox"/> War is Peace (A. Roy)</li> </ul>   |  |
| Unit 3                | <p><b><u>Writings skills exercises</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Students exercises in prose, poetry, Essay and Drama-</li> <li><input type="checkbox"/> Business letter writing</li> <li><input type="checkbox"/> Précis and comprehension writing</li> <li><input type="checkbox"/> Resume/ Memos/ review writing.</li> </ul>  |  |
| Unit 4                | <p><b>Role plays, Story telling and debating skills</b></p> <ul style="list-style-type: none"> <li>• Using microphones (Public Speaking/Presentation Situations)</li> <li>• Interview and Group Discussion sessions</li> </ul> <p><b>Book Reading, Reviews and Appreciation</b></p>  |  |
| Unit 5                | <p><b>Speeches</b></p> <ul style="list-style-type: none"> <li>• Analysis of immortal Speeches</li> <li>• Written projects on different types of speeches</li> </ul> <p>Specimens texts–Speeches of the following:<br/>         Abraham Lincoln,-Napoleon Bonaparte- Mrs Indira Gandhi-Edmund Burke<br/>         Jawaharlal Nehru – Socrates -John F. Kennedy- Truman Harry –Gorbachev Mikhail</p>                                    |  |
| <b>Text books</b>     | <p>1. <i>English for Communication</i>, Mass media dept Publication 2007, SAC Shillong</p> <p>2. <i>A communicative grammar of English</i>, Longman, Essex 2000</p>  |  |
| <b>Other readings</b> | <p>1. Shymala v. Effective English communication for you, Emerald, Chennai, 2002</p> <p>2. Radhakrishna Pillai.G, Spoken English for you 1&amp;11, Emerald. 2002</p> <p>3. The New York Public Library, the writer's guide to style and usage, Macmillan, New Delhi 2000.</p> <p>4. Jeremy Comfort et al, speaking effectively, Cambridge, 2002.</p> <p>5. Kenneth C. Crannel. Voice and articulation, Wadsworth, Belmont, 2000.</p> |  |

**Course Code: MT-H-102****Instructions for Paper Setter/Moderator (Theory)**

|   |   |
|---|---|
| Maximum Marks for semester end exams.       | 100 which is divided into: <ul style="list-style-type: none"><li>• Part A : Theory =50</li><li>• Part B: Practical =25</li><li>• Part C: Internal Assessment=25</li></ul>   |
| Theory Exam                                 | Max mark :50 <ul style="list-style-type: none"><li>• Total no of Questions five (5)</li><li>• These are to be marked 10 each</li></ul>  |
| Compulsory question for theory exams        | <ul style="list-style-type: none"><li>• This will be Q.No 1.</li><li>• It will consist of 5 short answer type questions of 2 marks each. For framing this question, any topic from any unit can be selected.</li></ul>  |
| Setting of other Questions for theory exams | Q.No.2 is to be set from Unit I, Q.No.3 from Unit II, Q.No.4 from Unit III, Q.No.5 from Unit IV or / and V  |
| Distribution of marks in these questions    | A question should be either a full-length question of 10 marks or 2 questions of 5marks each.   |
| Availability of choice to students          | Within a unit, the paper setter must ensure internal choice for each question ( except in Question No. 1 ).   |
| Practical Exam                              | Max mark: 25 <ul style="list-style-type: none"><li>• A question paper should be designed in such a manner which will test their writing skills.</li><li>• Student need to be evaluated on the basis of the presentation(3- 5 minutes duration) which they will make before the examiner (10 marks)</li><li>• Weightage to be given to the assignments done by the student during the semester which they will present before the examiner as a portfolio (5 marks).</li><li>• Overall communication skills of the students may be evaluated by the examiner. (10 marks)</li></ul> |
| Internal Assessment                         | Max mark:25<br>This component comprises of not less than 3 class tests, Seminars, lab works, class presentations etc to be completed and assessed continuously through the sessions.  |