

Unit 1	Introduction to Advertising <ul style="list-style-type: none"> • History, Definition & Meaning of Advertising • Role and functions of Advertising • Nature & Scope of Advertising • Growth & Development of Advertising in India & World • Global Scenario of Advertising • Ethical & Regulatory Aspects of Advertising
Unit2	Advertising as a tool & process <ul style="list-style-type: none"> • Advertising as communication tool, communication process & advertising • Models of Advertising Communication <ul style="list-style-type: none"> i AIDA model ii DAGMAR model iii Maslow's Hierarchy Model • Advertising as a social process- consumer welfare, standard of living and cultural values
Unit 3	Advertising creation process <ul style="list-style-type: none"> • Advertising Creativity- Definition & importance. • Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations. • Characteristics, Advantages & Disadvantages of <ul style="list-style-type: none"> i. Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cybermedia ii. Print Media – Newspaper, Magazines iii. Support Media – Out-of-home, in-store, transit, yellow pages, Movie theatre, in flight iv. Direct marketing • ideation and visualisation
Unit 4	Introduction to public relation <ul style="list-style-type: none"> • Definition of Public Relations - Its need, nature and scope • Types of Publics, Functions of PR • How PR is different from advertising, publicity and propaganda • Corporate Communication, Difference between Corporate communication

	<p>& PR</p> <ul style="list-style-type: none"> • Ethics of PR - IPRA code - professionalism, PRSI • Tools and techniques of Corporate Communication • News release - seven point formula • Media relations - press conference and press tours • Internal and External PR media
Unit 5	<p>Role of PR</p> <ul style="list-style-type: none"> • Role of PR in developing countries • Role of PR in Educational and Research Institutions • Role of PR in Rural Sector • Role of PR in Defence • Role of PR in Political and Election Campaigns • 6. PR for Individuals
Practical Exam	<p>Max Mark: 25</p> <ul style="list-style-type: none"> • Practical exams will be conducted during the semester end exams where a question paper will be prepared to test the practical application of the theoretical knowledge acquired by the students during the course of the semester. A pool of 10 to 15 questions will be set for the students where each students have to answer one question each(to be chosen by lot). This will be out of 15 • Suggestions for practical Questions are creative aspects of ads, ads copy, scripting an ad, appeals in ad, conducting an imaginary press conferences, etc. • A viva of 10 marks to be conducted by the external examiner.
Text book	<ol style="list-style-type: none"> 1. Jayakumar, John D, <i>Principles of advertising</i>, SAC Shillong:2004 2. Kumar Keval, <i>Advertising – a critical approach</i>, Nirali, Mumbai, 1999.
Other readings	<ol style="list-style-type: none"> 1. Brierley, Sean, <i>The advertising Handbook</i>, 2002 2nd ed 2. Thomas Amos, Owen, <i>Transnational media And Contoured Markets</i>, 2006 3. Marshall Caroline, <i>Pocket Advertising</i>, Profile, London, 2001 4. Balan K.R., <i>Applied public Relations & Communications</i>, Sultan Chand, New Delhi, 1997. 5. Ganesh S., <i>Introduction to Public Relations</i> ,Indian Publ, Delhi 1999.

Course Code: MT-H-301
Instructions for Paper Setter/Moderator (Theory)

Maximum Marks	<ul style="list-style-type: none">• 75
Time	<ul style="list-style-type: none">• 3 hours
Total no of Questions	<ul style="list-style-type: none">• Six (6)• Five questions of 12 marks each and one compulsory question of 15 marks.
Compulsory question	<ul style="list-style-type: none">• This will be Q.No 1.• It will consist of 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
Setting of other questions	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 and Q.No 6. From Unit V
Distribution of marks in these questions	A question should be either a full-length question of 12 marks or 2 questions of 6 marks each or 3 short notes of 4 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.

UNIT 1	<ol style="list-style-type: none"> 1. Introduction to Video and Television technology 2. Satellite Communication ,Internet Communication 3. Media Convergence and Major types of Media Convergence 4. Video camera and different types of Imaging device(CRT/ CCD/ CMOS /HD)
UNIT 2	<ol style="list-style-type: none"> 1. Functions and parts of a camera, Studio camera/ ENG camera/ EFP camera / Movie camera 2. Analog to Digital Conversion, Digital Video Streaming, CCTV Video Connectors and Connections 3. Basic Grammar of Video – Video Composition, Shot sizes, Camera Angles, Camera Movements.
UNIT 3	<ol style="list-style-type: none"> 1. Depth of Field, Focus, Aperture and Shutter speed. 2. Camera Blocking, Audio plot and Lighting plot 3. Recording sound for video and Different Types of Microphones. 4. Continuity ,Interview for indoor / outdoor situations 5. EFP vs ENG- Preliminaries, RECCE.
UNIT 4	<ol style="list-style-type: none"> 1. Television Lighting system and techniques. 2. Lighting & Exposure.Objective of television lighting. Three point lighting technique. Contrast ratio. 3. Lighting Equipment,Artificial lighting equipments,Types of lamps in use & their efficiency.(Incandescent, halogen, HMI)
UNIT 5	<ol style="list-style-type: none"> 1. Post production Procedures 2. Video Editing Procedures- On line , Off line, Editing on Camera Non Linear Editing- Premiere Software
Practical Exams	<p><u>Max Mark :25</u></p> <ul style="list-style-type: none"> • Practical exams will be conducted during the semester end exams where a question paper will be prepared to test the practical application of the theoretical knowledge acquired by the students during the course of the semester. A pool of 10 to 15 questions will be set for the students where each students have to answer one question each(to be chosen by lot). This will be out of 15 • A viva of 10 marks to be conducted by the external examiner.

<p>ENG Assingments</p>	<p><u>Max Mark :25</u></p> <ul style="list-style-type: none"> • During the course of semester the students will have to shoot and edit Eng Modules to be decided by the course instructor/ Internal examiner. • These assignments will be marked out of 25 marks • The weightage of which will be part of the practical component of this paper.
<p>Text books</p>	<ol style="list-style-type: none"> 1. Bordwell and Thompson, Film art: An introduction 2. Bill Nichols, Movies & Methods: 3. J. J. Langford, Basic Photography 4. . 4. Joseph V. Mascelli, Five Cs of Cinematography
<p>Other Readings</p>	<ol style="list-style-type: none"> 1. C. K. Prahalad, M. S. Krishnan - <i>Business & Economics - 2008 . The New Age of Innovation: Driving Cocreated Value Through Global Networks</i> 2. Michael F. Keaney - <i>Performing Arts. 2003 . Film Noir Guide: 745 Films of the Classic Era, 1940-1959</i> 3. Maurine Hoffman Beasley, Sheila Silver, Sheila Gibbons - <i>Language Arts & Disciplines – 1977. Women in Media: A Documentary Source Book</i> 4. August E. Grant, Jennifer H. Meadows, Jenny Harman - <i>Technology & Engineering - 2004 . Communication Technology Update.</i> 5. Pete Shaner, Gerald Everett Jones - <i>Computers – 2004.Real World Digital Video: 2nd Edition -</i> 6. Eddie Dyja, <i>British Film Institute - Performing Arts - 1998 BFI Film and Television Handbook 2004</i> 7. K. Blair Benson . 2005 <i>Television Engineering Handbook (Standard Handbook of Video & Television Engineering)</i> 8. Arch C. Luther in <u>Back Matter</u> : 2007. <u>Principles of Digital Audio and Video (Artech House Telecommunications Library)</u>

Course Code: MT-H-302**Instructions for Paper Setter/Moderator (Theory)**

Maximum Marks	<ul style="list-style-type: none">• 50
Time	<ul style="list-style-type: none">• 3 hours
Total no of Questions	<ul style="list-style-type: none">• Five (5) compulsory questions• These are to be marked 10 each.
Setting of questions	Q.No.1 is to be set from Unit I, Q.No.2 from Unit II, Q.No.3 from Unit III, Q.No.4 from Unit IV and Q.No 5 From Unit V
Distribution of marks in these questions	A question should be either a full-length question of 10 marks or 2 questions of 5 marks each .
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question The distribution of marks should be as suggested above.

MT-H-303- Principles of Photography

Unit 1	Introduction to photography <ul style="list-style-type: none">• Photography- Concept & its history• Role, importance & key movements• Photographic equipment their design & tools• Camera: point & shoot, SLRs, DSLRs, SLDs, SLT,• Cameras, Mirrorless Digital• Camera Settings, Menus, Exposure• Shooting modes and their significance• Photographic Optics: Lenses their use, types & specifications
Unit 2	Camera Controls And their Use in Photography <ul style="list-style-type: none">• Controlling the light: Aperture it's role & significance in image making• Shutter: Kinds of Shutters & their significance & application• ISO settings and their significance• White balance creative use of using colour temperature settings• Depth of field: Factors affecting depth of field, and depth of field an image making tool
Unit 3	Understanding Light & its role and application in Image Making

	<ul style="list-style-type: none"> • Light: Visible spectrum, Colour temperature, units & significance in photography • Quality of light: hard light soft light • Lighting equipment: On camera flash, its use and limitation, studio flash, and accessories • Lighting ratio • Renaissance lighting, three point lighting • Lighting for portraits & textures • Types of lights: indoor, outdoor & mixed; Use and • Aesthetic significance • Genres of photography
Unit 4	Digital Darkroom : Postproduction <ul style="list-style-type: none"> • Pixel & Megapixels • Sensor sizes and their effect on the quality of photos • Controls for changing contrast, sharpness, resizing, cropping a picture • Different file formats for photographs & their use in photography • Processing capturing and compressing images as Lossless lossy, RAW for different output devices • Basics of post production photoshop/ picaasa/faststone 1P • Processing and compressing digital files for different output devices & units PPI & DPI • Working with image & text including caption writing & Photo essays/features • Introduction to AV :Working with image, text& sound
Practical Exam	Max Marks:25 <ul style="list-style-type: none"> • Practical exams will be conducted during the semester end exams where each students have to produce a photo album comprising of 15 Photographs- 5 Photographs each explaining the concepts learned in Unit 2, Unit 3 and Unit 4. This photo album will be out of 15 Marks • A viva of remaining 10 marks will be conducted by the eternal examiner based on this Photo Album.
Text book	<ol style="list-style-type: none"> 1. Jaya Kumar John D, <i>Principles of photography</i>, SAC DShillong, 2003 2. Kuber Aditya (ed), <i>Fast Track to Digital Photography</i>, Jasubhai digital, Mumbai, 2005
Other	<ol style="list-style-type: none"> 1. The 35 mm Photographer's Handbook by Julian Calder and John

readings	<p>Garrett (Revised 1999)</p> <p>2. Complete Guide to Photography by John Hedgecoe Revised and updated 2004</p>
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Course Code: MT-H-303
Instructions for Paper Setter/Moderator (Theory)

Maximum Marks	<ul style="list-style-type: none"> • 75
Time	<ul style="list-style-type: none"> • 3 hours
Total no of Questions	<ul style="list-style-type: none"> • Six (6) • Five questions of 12 marks each and one compulsory question of 15 marks.
Compulsory question	<ul style="list-style-type: none"> • This will be Q.No 1. • It will consist of 5 short answer type questions of 3 marks each. For framing this question, any topic from any unit can be selected.
Setting of other questions	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 and Q.No 6. From Unit V
Distribution of marks in these questions	A question should be either a full-length question of 12 marks or 2 questions of 6 marks each or 3 short notes of 4 marks each.
Availability of choice to students	Within a unit, the paper setter must ensure internal choice for each question (except in Question No. 1). The distribution of marks should be as suggested above.