

Unit 1	<p><b><u>Art Concepts</u></b></p> <ul style="list-style-type: none"> <li>□ Difficulties in defining art-Urge to express -Representation as art-Cultural contexts of art.</li> </ul> <p><b><u>Structure- form- meanings</u></b></p> <ul style="list-style-type: none"> <li>□ Composition, shape, texture, rhythm and Perspectives</li> </ul> <p><b><u>Reading Images</u></b></p> <ul style="list-style-type: none"> <li>□ Image and meaning- Patterns of Illusion-Constructed Image-Gestalt psychology</li> <li>□ Gaze theory</li> </ul> <p><b><u>Artists of different eras- Art Movements</u></b></p> <p><b><u>Materials and Techniques</u></b></p>
Unit 2	<p><b><u>Movie Artists- Early pioneers to present age</u></b></p> <ul style="list-style-type: none"> <li>□ Lumiere Brothers, George Melies, Edwin S. Porter</li> <li>□ Continuity editing and D.W. Griffith</li> <li>□ Montage editing Soviet film makers- Eisenstein, Pudovkin, Dovzhenko and vertov</li> <li>□ Pioneers of Indian Cinema</li> </ul>
Unit 3	<p><b><u>Moving Images-</u></b></p> <ul style="list-style-type: none"> <li>□ Illusion of movement and persistence of vision</li> <li>□ Technological attempts at capturing movement</li> <li>□ Shot, Sequence and Scene and their meanings</li> <li>□ Camera movement and meanings</li> <li>□ Idea of Editing</li> </ul>
Unit 4	<p><b><u>Modes of film production-</u></b></p> <ul style="list-style-type: none"> <li>□ Studio and Star system- Hollywood and Bollywood</li> </ul> <p><b><u>Films Genres and National film Culture</u></b></p> <ul style="list-style-type: none"> <li>□ Documentary-Expressionism-Film noir-Social melodrama-Western-Social Realism-French New wave – Indian new wave.</li> </ul>
Unit 5	<p><b><u>Film Theory</u></b></p> <ul style="list-style-type: none"> <li>□ Psycho-analytic theory- auteur theory-ideological theory-Cognitive theory-</li> </ul>

	<p>Andre Bazin theory of realism.</p> <p><b><u>Writing about Film</u></b></p> <p><input type="checkbox"/> How to write about films</p>
<b>Practical Exams</b>	<p><b><u>Max Mark :25</u></b></p> <ul style="list-style-type: none"> <li>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</li> </ul>
<b>Text books</b>	<ol style="list-style-type: none"> <li>1. Bordwell David, Kristin Thompson, <i>Film Art</i>, Mcgraw Hill, New York, 1999</li> <li>2. Jaya Kumar, John D, <i>Film Appreciation</i>, SAC, Shillong: 2004</li> </ol>
<b>Other readings</b>	<ol style="list-style-type: none"> <li>1. Braudy, Leo, Cohen, Marshal, <i>Film Theory and criticism</i>, 2004, 6<sup>th</sup> ed.</li> <li>2. Monaco James ,<i>How to read a film</i> ,2000.</li> <li>3. Robinson Andrew, Satyajit Ray- <i>the inner eye</i>, Rupa, New Delhi, 1990</li> <li>4. Wyer John, <i>the moving Image- an International history of films, TV and video</i>, Basil Blackwell, 1990.</li> <li>5. <i>A tribute to the pioneers of Indian Cinema</i>, Screen, 1995</li> </ol>

**Course Code: MT-H-501**  
**Instructions for Paper Setter/Moderator (Theory)**

<b>Maximum Marks</b>	<ul style="list-style-type: none"> <li>75</li> </ul>
<b>Time</b>	<ul style="list-style-type: none"> <li>3 hours</li> </ul>
<b>Total no of Questions</b>	<ul style="list-style-type: none"> <li>Six (6)</li> <li>Five questions of 12 marks each and one compulsory question of 15 marks.</li> </ul>
<b>Compulsory question</b>	<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 3 marks each. For framing this question, any topic from any unit can be selected.</li> </ul>
<b>Setting of other questions</b>	<p>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</p>

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.

**MT-H-502 -      Media Entrepreneurship and Marketing**

<b>Unit 1</b>	<b><u>Introduction to entrepreneurship</u></b> <ul style="list-style-type: none"> <li><input type="checkbox"/> The Concept and principles–</li> <li><input type="checkbox"/> Factors that effect entrepreneurial development,</li> <li><input type="checkbox"/> Entrepreneurship and management,</li> <li><input type="checkbox"/> the role of entrepreneurship in society</li> </ul>
<b>Unit 2</b>	<b><u>Entrepreneurship in North East-</u></b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Problems and possibilities, Support systems</li> </ul>
<b>Unit 3</b>	<b><u>Media Entrepreneurship –</u></b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Media buying and selling,</li> <li><input type="checkbox"/> Media marketing strategies in the light of globalisation</li> <li><input type="checkbox"/> Technology- Orientation of the media industries</li> </ul> <p>Features of Media Industries</p>
<b>Unit 4</b>	<b><u>customers relation management</u></b> <ul style="list-style-type: none"> <li><input type="checkbox"/> importance</li> <li><input type="checkbox"/> Customer Satisfaction management in media industries.</li> <li><input type="checkbox"/> People metering, Audience mapping, Television, Rating points</li> </ul>

	<ul style="list-style-type: none"> <li>• Market Research Why People Attend Events, Consumer Research on Events, Visitor Surveys, The Sampling Method, Attendance Counts and Estimates, Market Area Surveys Marketing Mix</li> <li>• Communications-Reaching the Customer <ul style="list-style-type: none"> <li>○ The Communication Mix, Developing and Communicating a Positive Image.</li> </ul> </li> </ul>
<b>Unit 5</b>	<p><b><u>Management of Electronic media - Media management in India</u></b></p> <ul style="list-style-type: none"> <li>• Audience Management</li> <li>• Programme Management</li> <li>• Financial Management</li> <li>• Personnel Management</li> </ul>
<b>Practical Exam</b>	<p><b><u>Max Mark :25</u></b></p> <ul style="list-style-type: none"> <li>• During the course of the semester the students will have to conduct an event management and a portfolio of this activity will be maintained where the internal examiner will have to marked the portfolio out of 15 on the basis of the execution of the task assigned to them.</li> <li>• During the practical exam, a viva will need to be conducted by the external examiner on this event as well as testing their theoretical knowledge gained during the course. This viva will be out of 10.</li> </ul>
<b>Text books</b>	<ol style="list-style-type: none"> <li>1. Jayakumar D, John, <i>Media Entrepreneurship &amp; marketing</i>, SAC;2005</li> <li>2. Bright P.S., <i>How to be an Entrepreneur</i>, Bright, New Delhi. 1999</li> </ol>
<b>Other readings</b>	<ol style="list-style-type: none"> <li>1. Rayudu C.S., <i>Media and communication Management</i>, Himalaya Publ, New Delhi :1994</li> <li>2. Kothari Gulab, <i>Newspaper Management in India</i>, Netherlands Intercultural Open Univ,1995</li> </ol>

	<p>3. Schmidt, Rick, <i>Feature film Making at used car Prices</i>, Penguin, London, 1995</p> <p>4. Weaver Dan &amp; Jason, Sigel, <i>breaking into Tv</i>, Petersons, London, 1998.</p>
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**Course Code: MT-H-502**  
**Instructions for Paper Setter/Moderator (Theory)**

Maximum Marks	<ul style="list-style-type: none"> <li>• 75</li> </ul>
Time	<ul style="list-style-type: none"> <li>• 3 hours</li> </ul>
Total no of Questions	<ul style="list-style-type: none"> <li>• Six (6)</li> <li>• Five questions of 12 marks each and one compulsory question of 15 marks.</li> </ul>
Compulsory question	<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 3 marks each. For framing this question, any topic from any unit can be selected.</li> </ul>
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	<p><b><u>Sound Production techniques for Radio</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> A Seamless messaging technology of old and new</li> <li><input type="checkbox"/> The tools, techniques and applications of sound in Radio production Sound Recording and play back units- The Audio board-Live, On-Air , Remote production techniques</li> <li><input type="checkbox"/> Techniques for effective performance Working the COMBO- Cueing a Disc – On Air Mic techniques-Ad-libbing- Fitting your copy to time- better interviewing techniques</li> <li><input type="checkbox"/> Sound Design and Production in Modern radio, Equipment use and Producer's Role</li> <li><input type="checkbox"/> Sound and Hearing &amp; Broadcast/Recording Equipment</li> <li><input type="checkbox"/> Presentation for Radio- Announcing for electronic media-Announcer as a communicator -Voice analysis and improvement,-pronunciation and articulation</li> </ul>
Unit 2	<p><b><u>Types, tools and techniques of recorded sound media</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Types of recorded media- open reel, cassette, DAT, CD, Hard disc- Recording, editing &amp; reproducing music and drama</li> </ul> <p><b><u>Types, tools and techniques of recorded sound media</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Types of recorded media- open reel, cassette, DAT, CD, Hard disc- Recording, editing &amp; reproducing music and drama</li> </ul>
Unit 3	<p><b><u>The tools, techniques and applications of TV sound in studio production</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Studio sound- dead studio-on camera microphones, Off-Camera microphones- Cabling and connectors- Audio control console- voice booths- production sound, Talk back sound, PA sound in studio- Cassette, CD, Gram inputs- tech checklist</li> </ul> <p><b><u>The tools, techniques and applications of TV sound on location</u></b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Production sound- playback-location sound- responsibilities of Sound Team- Approaches to recording sound on location- Special concerns</li> </ul>

	of video sound- technical checklist
Unit 4	<p><u>Differences in recording, editing, mixing and reproducing for broadcast media</u></p> <p><u>Differences in recording, editing and mixing for A/V, Live and recorded media</u></p>
Unit 5	<p><u>Digital Technology</u></p> <p><input type="checkbox"/> <input type="checkbox"/> Digital Recording &amp; Commercial Production,</p> <p><input type="checkbox"/> <input type="checkbox"/> Digital Workspaces and Dubbing</p>
Assignments	<p><b>Max Marks: 25.</b></p> <p>The students will have to maintain a sound portfolio on all the assignments given during the course of the semester daily checked, signed and marked by the internal examiner. the following is the lists of the assignment to be conducted during the course of the semester. The mark of this portfolio will form part of the practical exams.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Working the Combo- running the equipment and announcing as well</li> <li><input type="checkbox"/> Cueing a Disc</li> <li><input type="checkbox"/> Ad-libbing exercises like One Minute Talk without repetition or hesitation</li> <li><input type="checkbox"/> Telephone inputs in Radio production</li> <li><input type="checkbox"/> Boom Mike operation</li> <li><input type="checkbox"/> Radio mike operation</li> <li><input type="checkbox"/> Location play back for video shoot</li> <li><input type="checkbox"/> Sound perspective analysis</li> <li><input type="checkbox"/> Mixing live inputs with pre recorded sound/ music</li> </ul>

	<input type="checkbox"/> Intro, Extro, theme music in Radio/TV production <input type="checkbox"/> Audio plot for Video <input type="checkbox"/> Special electronic effects processing in Studio <input type="checkbox"/> Audio sweetening for post production <input type="checkbox"/> The remote audio production exercises
Practical Exams	<b><u>Max Mark :25</u></b> <ul style="list-style-type: none"> <li>During the course of the semester the students will have to conduct an event management and a portfolio of this activity will be maintained where the internal examiner will have to marked the portfolio out of 15 on the basis of the execution of the task assigned to them.</li> <li>During the practical exam, a viva will need to be conducted by the external examiner on this event as well as testing their theoretical knowledge gained during the course. This viva will be out of 10.</li> </ul>
Text books	<ol style="list-style-type: none"> <li>Alten Stanley R, <i>Audio Media</i>, Wadsworth, Belmont 2002</li> <li>Hausman Carl, Benoit Philip, o'Donnel Lewis B., <i>Modern Radio Production</i> Wadsworth, Belmont 2000</li> </ol>
Other readings	<ol style="list-style-type: none"> <li>Hyde W.Stuart, <i>Television and Radio announcing</i>, Kanishka, New Delhi, 1998.</li> <li>White Paul, <i>Basic Live Sound</i>, Sanctuary, London, 2000.</li> </ol>

**Course Code: MT-H-503**

**Instructions for Paper Setter/Moderator (Theory)**

Maximum Marks	<ul style="list-style-type: none"> <li>50</li> </ul>
Time	<ul style="list-style-type: none"> <li>3 hours</li> </ul>
Total no of Questions	<ul style="list-style-type: none"> <li>Five (5) compulsory questions</li> <li>These are to be marked 10 each.</li> </ul>
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.

**Core paper :**      Environment Science

*The detail of this syllabus follow the same environment Science subject, which is compulsory for all Sixth year Semester students under NEHU.*