



University of Pune



**Department of Communication Studies**

**Two Year M.Sc. Degree Course in  
Communication Studies**

**SYLLABUS  
(FIRST YEAR )**

**M.Sc. Communication Studies**

(Credit and Semester based Syllabus to be implemented from Academic Year 2013-14)

## **Title of the Course**

### **M.Sc. Communication Studies**

#### **Preamble of the Syllabus:**

This M.Sc. programme in communication Studies is one of the most successful and established course in Pune University. It is designed to provide multidisciplinary understanding of contemporary communications including cultural, political, technical and sociological approaches. It provides students with an opportunity to critically explore the ways in which selected areas of 'real world' communications operate in global and national contexts. The course is open to students regardless of their bachelor degree background.

In the rapidly changing environment of the media and Communication, this M.Sc. programme introduces Students to a dynamic mix of theoretical and critical approaches and to a range of practical experience across the sector. Students will develop an understanding of the way content is produced and consumed in the multi-platform and digitized environment of media industries.

Students will learn about new critical approaches being developed in order to understand the processes of production, circulation and consumption. In line with our commitment to bringing together concepts and ideas with work 'on the ground', there will be significant input from practitioners and leading players in the industries. The course enables students to develop their own focused area of interest. Their research and work-related experience can potentially lead to a broad spectrum of cultural, media-based and artistic activity from broadcasting to journalism, Television, digital web production, E-content writing, and corporate communication to advertising.

#### **Introduction:**

The programme provides students with the means to investigate and learn a range of working practices involving a myriad of activities from creative production and creation to promotion, marketing and networking. The history and development of media and culture will be analyzed in different contexts.

The proposed syllabus will also be applicable for other affiliated colleges where Post Graduate courses are being offered.

## **Objectives**

- To train video producers and researchers who will have to reflect values that link the global with the local, tradition with modernity, myth with reality, realm with region and change with continuity.
- To become well-versed in the basics of communication studies.
- To learn about the latest research and trends in communication and media research and video production.
- To practice and think about communication theory and research critically.
- To prepare work that can be presented at a communication and media conference and subsequently publish in reputed publications.
- To create and maintain a communication and media resource website.
- To focus on mass media in general and electronic media in particular.
- Special Emphasis on recent advances in the fast changing field of communication studies.

### **Salient Features of the Credit System:**

- Total Credits for the Course : 100
- Credits Per Subject : Either 4 Or 2 Credits
- Specializations Offered: Two- A) Media , Research (MR)  
B) Video Production (VP)
- Semester-wise Distributions of Credits

<b>Semester</b>	<b>Core Subjects</b>	<b>Elective Subjects</b>	<b>Total credits</b>
First Sem.	(5x4)= 20	(2x2)= 04	24
Second Sem.	(5x4)= 20	(2x2)= 02	24
Third Sem.	(4x4)= 16	(2x4)= 08	24
Fourth Sem.	(1x16)= 16	(2x4)= 08	24
<b>Internships</b>			04
<b>Total</b>			<b>100</b>

- Credit Distribution According to Nature of Subject
  - Taught Subjects: 76
  - Project Based : 20 (for two projects)
  - Internships : 04 (for two internships)
- Students will have to appear for 2 credit compulsory course in Human Rights over and above the stipulated 100 credits.

**Instructions for the Students:**

The students seeking admission to M.Sc. Communication Studies course is hereby informed that they are supposed to adhere to the following rules:

1. A minimum of 75 % attendance for lectures / practical is the pre-requisite for grant of term.
2. There shall be tutorial / practical / surprise test / home assignment / referencing of research papers / seminar / Media house visits / training course as a part of internal assessment in each semester. The students are supposed to attend all the tests. The students should note that re-test will not be given to the student absent for the test/s.
3. The students opting for dissertation/project shall follow the rules framed for the same.

**Eligibility:**

Student with any undergraduate/Bachelors degree is eligible for this course

Admission: Admissions will be given as per the selection procedure / policies adopted by the respective college, in accordance with conditions laid down by the University of Pune.

Reservation and relaxation will be as per the Government rules.

**Examination: Pattern of Examination**

Evaluation of Students:

- 1) Students will be evaluated for 100 marks for each paper. This will include end semester examination for 50 marks and in-semester assessment for 50 marks for a 5 credit course. Whereas 2 credit courses will be evaluated for 50 marks with 25 marks internal/In -semester and 25 marks for end-semester assessment.
- 2) Student has to obtain 40% marks in the combined examination of In-Semester and End-Semester assessment with minimum passing of 30% passing in both assessments separately.
- 3) A student cannot register for third semester if s/he fails to complete the 50% credits of the total expected within two semesters.
- 4) Internal marks will not change. Student cannot repeat internal assessment. If student misses internal assessment examination, s/he will have second chance with the permission of the concerned teacher. But it will not be right of the student. It will be the discretion of the concerned teacher and internal departmental assessment committee. In case s/he wants to repeat Internal, s/he can do so only by registering for the said courses during 5<sup>th</sup>/6<sup>th</sup> semester whichever is applicable.
- 5) There shall be revaluation of answer script of end semester examination, but not of internal assessment papers.
- 6) Internal assessment answer scripts may be shown to the concerned student but not end semester answer script.

**In-semester Examination:** Internal assessment for each course would be continuous and dates for each tests/assignments will be pre-notified in the time table for teaching or placed separately as a part of time table. Faculty members co-ordinate this activity with the help of Head of Department.

**Theory/Taught Courses:** Conducting only written tests should not be encouraged. More focus should be on non-written tests. Students should be encouraged to conduct various academic activities. A teacher must select a variety of the procedures for internal assessment suggested as follows.

- a) Mid-term test
- b) On-line test
- c) Computer based examination
- d) Open book test (concerned teacher will decide the allowed books)
- e) Tutorial
- f) Surprise test
- g) Oral/Viva-voce
- h) Assignments
- i) Review of research paper
- j) Seminar presentation
- k) Journal/Lecture/Library notes

Student/Teacher has to preserve the documentation of the internal assessment.

**Project based/Practical/ Production Courses:** It is a continuous evaluation process. Evaluation will be on the basis of progress of project work, progress report, referencing, oral, results and documentation (for eg. Dairies). Attendance, punctuality, helping other production/projects are considered

**End-Semester Examination:** End-Semester examination for 50 marks per course would be held about two weeks after completion of teaching for the semester. Paper setting and assessment for a particular course would be the responsibility of the course In-charge, and these activities would be coordinated by the Department. The Department would undertake preparation of the result-sheets for the student

**Standard of Passing:**

Student has to obtain 40% marks in the combined examination of In-Semester and End-Semester assessment with minimum passing of 30% passing in both assessments separately.

**ATKT Rules:**

A student cannot register for third semester if s/he fails to complete the 50% credits of the total credits expected to be ordinarily completed within two semesters.

**Award of Class:**

Grades will be awarded from grade point average (GPA) of the credits.

**GPA Rules:**

1. The formula for GPA will be based on Weighted Average. The final GPA will not be printed unless a student passes courses equivalent to minimum 100 credit hours (Science). Total credits hours means the sum of credit hours of the courses which a student has passed.
2. A seven point grade system [guided by the Government of Maharashtra Resolution No. NGO – 1298 / [4619] / UNI 4 dt. December 11, 1999 and University regulations] will be followed. The corresponding grade table is attached herewith.
3. If the GPA is higher than the indicated upper limit in the third decimal digit then the student be awarded higher final grade (e.g. a student getting GPA of 4.492 may be awarded 'A')
4. For Semester I, II, III examinations, only the grade points will be awarded for each subject. Final GPA along with final grade will be awarded only at the end of IV semester. There is also a provision for verification and revaluation. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10% marks and in the grade of the course.
5. After the declaration of result, for the improvement of Grade, the student can reappear for the examination of 24 credits worth theory courses.
6. Grade improvement programme will be implemented at the end of the academic year. A student can opt for grade improvement programme only after the declaration of final semester examination i.e. at the end of next academic year after passing M.Sc. communication studies examination and within two years of completion of M.Sc. Communication Studies. A student can appear for grade improvement programme only once.

Grade and Grade Point Average		
Marks	Obtained Grade	Grade Points
100 – 75	'O' Outstanding	06
74 – 65	'A' Very Good	05
64 – 55	'B' Good	04
54 – 50	'C' Average	03
49 – 45	'D' Satisfactory	02
44 – 40	'E' Pass	01
39 and less	'F' Fail	00

Final Grade Points	
Grade Points	Final Grade
5.00 – 6.00	<b>O</b>
4.50 – 4.99	<b>A</b>
3.50 – 4.49	<b>B</b>
2.50 – 3.49	<b>C</b>
1.50 – 2.49	<b>D</b>
0.50 – 1.49	<b>E</b>
0.00 – 0.49	<b>F</b>

Common Formula for Grade Point Average (GPA):

$$\text{GPA} = \frac{\text{Total of Grade Points earned} \times \text{Credit hours for each course}}{\text{Total Credit hours}}$$

B Grade is equivalent to at least 55% of the marks

---

**External Students:** There shall be no external students.

**Setting of Question Paper / Pattern of Question Paper:**

For core (compulsory) theory course end semester question papers set by the University of Pune and centralized assessment for theory papers done as per the University instructions. Questions should be designed to test the conceptual knowledge and understanding of the basic concepts of the subject.

Theory examination will be of 2 hours duration for each theory course of 5 credits and one hour for 2 credits. The pattern of question papers will be discussed in the class by respective teacher and there will be internal choice and compulsory questions

**Verification / Revaluation:**

There is also a provision for verification and revaluation. In case of verification, the existing rules will be applicable. The revaluation result will be adopted if there is a change of at least 10% marks and in the grade of the course. There shall be revaluation of answer script of end semester examination, but not of internal assessment papers.

## Structure of Course

### Semester- I

Basic structure/pattern (Framework) of the proposed postgraduate syllabus for the two year Masters course leading to **M.Sc. Communication Studies** in University Department as well as in the colleges affiliated to Pune University.

### *M.Sc. Communication Studies - Course Structure & Credits Distribution*

### Semester- I

#### Core Subjects

Paper code	Title of the Paper	Credits
CS101	Introduction to Media & Communication Studies	4
CS102	Introduction To Video Production	4
CS103	Media Technologies	4
CS104	Journalism and Media Ethics	4
CS105	Communication and Development	4
	credits	<b>20</b>

#### *Electives (Any Two)*

Paper Code	Title of the Paper	Credits
CS106	Visual Communication	2
CS107	Contemporary social and Cultural Issues	2
CS108	Communication and Soft skills	2
	Total credits	<b>24</b>

## Semester- II

### Core Subjects

Paper Code	Title of the Paper	Credits
CS201	Media, Society and Culture	4
CS202	New media Studies	4
CS203	Video Production: Genre and Processes	4
CS204	Research methodology	4
CS205	Media Management	4
	credits	<b>20</b>

### *Electives (Any Two)*

Paper Code	Title of the Paper	Credits
CS206	Introduction to Radio	2
CS207	Basics of Advertising	2
CS208	Introduction to Script Writing	2
	<b>Total credits</b>	<b>24</b>

### Semester III

**Media & Research Specialization**

**Video Production Specialization**

**(MR)**

**(VP)**

Paper Code	Title of The Paper	Credits	Paper Code	Title of The Paper	Credits
<b>CS301 A</b>	Media Audiences and Programming	4	<b>CS301 B</b>	Script Writing and Direction	4
<b>CS302 A</b>	Integrated Marketing Communication	4	<b>CS302 B</b>	Camera Techniques	4
<b>CS303 A</b>	Communication Research Methods	4	<b>CS303 B</b>	Video Post Production	4
<b>CS304A</b>	Content Development Project( Individual)	4	<b>CS304 B</b>	Production(Group) Project/Audio( Individual)	4
	credits	16		credits	16

***Electives (Any Two)***

Paper Code	Title Of The Paper	Credits
<b>CS305</b>	Corporate Communication and Digital PR	4
<b>CS306</b>	Broadcast Journalism	4
<b>CS307</b>	Audio Production	4
<b>CS308</b>	Instructional Design	4
	Elective offered by other Dept./core subject from VP/MR except project	4
	Total credits	<b>24</b>

## Semester IV

### Core Subjects (MR)

### Core Subjects (VP)

Paper Code	Title of The Paper	Credits	Paper Code	Title of The Paper	Credits
CS401 A	Research Dissertation	16	CS401 B	Video Production Project	16

### *Electives (Any TWO)*

Paper Code	Title of The Paper	Credits
CS402	Political Communication	4
CS403	Brand Management	4
CS404	Graphics and Animation	4
CS405	Production Management	4
	Elective offered by other Dept.	4
	<b>Total Credits</b>	<b>24</b>

### Semester-wise Distributions of Credits

Semester	Core Subjects	Elective Subjects	Total credits
First Sem.	(5x4)= 20	(2x2)= 02	24
Second Sem.	(5x4)= 20	(2x2)= 02	24
Third Sem.	(4x4)= 16	(2x4)= 08	24
Fourth Sem.	(1x16)= 16	(2x4)= 08	24
<b>Internships</b>			<b>04</b>
<b>Total</b>			<b>100</b>

**Medium of Instruction:** English.

**University Terms:**

Dates for commencement and conclusion for the first and second terms will be declared by the University authorities. Terms can be kept by only for duly admitted students. The term shall be granted only on minimum 75 percent attendance at theory and practical course and satisfactory performance during the term.

**Qualification of Teacher:**

- i. MA/M.Sc/ M.Cm.S / M.C.J in communication Studies, Communication and Journalism, Electronic media
  - ii. Recognition of Pune University as a post graduate teacher, by papers.
  - iii. Other criteria as per the guidelines of UGC and University of Pune.( SET/NET is not compulsory as the subject code of this course doesn't exist)
- 

\*\*\*

**M.Sc. Communication Studies - Course Structure & Credits Distribution**

**Semester- I**

**Core Subjects**

<b>Paper code</b>	<b>Title of the Paper</b>	<b>Credits</b>
<b>CS101</b>	Introduction to Media & Communication Studies	4
<b>CS102</b>	Introduction To Video Production	4
<b>CS103</b>	Media Technologies	4
<b>CS104</b>	Journalism and Media Ethics	4
<b>CS105</b>	Communication and Development	4
	credits	<b>20</b>

***Electives (Any Two)***

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Credits</b>
<b>CS106</b>	Visual Communication	2
<b>CS107</b>	Contemporary social and Cultural Issues	2
<b>CS108</b>	Communication and Soft skills	2
	Total credits	<b>24</b>

## **SEMESTER I**

### **CS101- Introduction to Media and Communication Studies**

#### **Basic Structure:**

Course Credits – 04

Course Duration- Mid July to Oct End

Teaching Sessions per Week: 3 of 2 Hours Each

Total Teaching Sessions: - 30

Internal External Assessment Ratio: 50:50

Internal Assignments: 3(15+15+20)

#### **Main Modules:**

##### **1) Revisiting the World of Communication**

- Centrality of Communication in the Living World
- Communication as Site of Culture
- Communication a Site of Social Relations
- Communication and Technology

##### **2) Types and Forms of Communication**

- Types on the Basis of Number of Participants
- Types on the Basis of Medium, Purpose etc
- Forms of Communication- Verbal and Non Verbal
- Forms of Communication- Visual, Olfactory etc

##### **3) Academic Study of Communication**

- Evolution of Academic Discipline of Communication Studies
- Process and Semiotic Perspectives
- Some Communication Models: Shannon & Weaver, Gerbner, Osgood, Newcomb
- Indian Perspectives on Communication

##### **4) Introduction to Semiotic Perspective**

- Goals of Semiotic Analysis
- Sign: Concept and Types
- Codes: Concepts, Types and Sharing
- Process of Signification: Connotation and Denotation

##### **5) Semiotic Interpretations and Culture**

- Metaphors
- Myths: Concept and Debates
- Communication as Text / Discourse
- Ideology: Link to Meaning Making

## **6) Introduction to Rhetoric Perspective**

- Origin and Evolution
- Functions of Rhetoric
- Key Elements of Rhetoric
- Introduction to Indian Thoughts on Rhetoric

## **7) Rhetoric Presentation and Effects**

- Rhetorical Schemes and Devices
- Elements of Rhetoric Presentation
- Analyzing Rhetorical Presentation
- Making Rhetorical Presentation

## **8) Massification and Evolution of Mass Communication**

- The Process of Massification and Rise of Mass Society
- Mass Communication as Political and Economic Need
- Mass Communication as Cultural Expression
- Technological Phases of Media of Mass Communication

---

### **Recommended Readings:**

1. What is Communication Studies: Watson James
2. Communication: Rayadu C.S.
3. Impression Management: Schlenker B. R.
4. Cultural Studies- Jeff Lewis
5. Mass Communication in India: Kumar Keval
6. Basically Communicating: Berko Roy
7. Interpersonal Communication: Roloff Micheal
8. Communication as Culture: Carey James
9. A Rulebook for Argument- Weston Anthony
10. Rhetorical Tradition- Reading form Classical Times to Modern- Heinrichs Jay
11. Communication Skills: Ghanekar Anjali
12. Introduction to Communication Studies: Fiske John

\*\*\*

## **CS-102- Introduction to Video Production**

### **Basic Structure:**

Course Credits – 04

Teaching Session per Week: 2 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 30

Internal Assignments: 3 (15+15+20)

### **Main Modules:**

#### **1) Moving Image Dynamics**

- Still and Moving Image Comparison
- Elements of Moving Image
- Time and Space Dimensions
- Technical Aspects of Moving Image

#### **2) Image and Sound Combination**

- Basic Physics of Sound
- Cultural Elements of Sound
- Image and Sound Synchronization
- Technical Aspects of Audio-Visual Combination

#### **3) Visual Composition**

- Elements of Shot Compositions
- Scene and Sequences
- Elements of Writing for Visual

#### **4) Screen Grammar and Genres**

- Camera Angles
- Continuity
- Transitions: Cuts, Wipes etc
- Basic TV Genres

#### **5) Production Process I- From Idea to Screen**

- Idea: Feasibility and Research
- Script Development
- Production Work
- Post Production Process

## **6) Production Process II- People and Work**

- Creative Personnel- Director, Script Writer
- Technical Personnel- Camera, Lights, Makeup, Choreographer, Sound Recordist, Music Director, Graphic Designer, Editor
- Team Work
- Elements of Production Management

## **7) Production Equipment and Technology**

- Camera Types and Functions
- Lighting Equipments
- Sound Equipments
- Editing Equipments

## **8) Management and Distribution of Video**

- Studio Based and Outdoor
  - Funding and Accounting
  - Permissions and Administration
  - Various Platforms of Video Distribution
  - Promotion
- 

### **Recommended Readings:**

1. TV Production – Alan Wurtzel and Steohen R. Acker, 3<sup>rd</sup> , MacGraw Hill.
2. TV Production – Gerald Millerson, Focal Press.
3. TV Sound – Alkyn
4. TV Production – Burrows/Wood/Gross
5. Video Techniques – Gordon – White Heinemann
6. TV Production for Education – Peter Combs & John Tiffin.
7. Inside TV Producing – Richard D. Lindheim.
8. The Independent Producer – Amanda Harcourt, Neil Howlett, Sally Davies, Naomi Moskovie.

\*\*\*

## **CS-103- Introduction to Media Technologies**

### **Basic Structure:**

Course Credits – 04

Teaching Session Per Week: 3 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions:- 30

Internal Assignments: 3 (15+15+20)

### **Main Modules:**

#### **1. Technology**

- Concept
- Scope and relevance in the process of Mass Communication,
- Analog and Digital technologies

#### **2. History & Development of Television technology**

- Television in India—Black & White, Color, Satellite, DTH, CAS, Cable TV.
- World TV— NTSC, PAL, SECAM formats
- Development of Digital TV and Digital High Definition TV (DHDTV)  
Set-Top Box/IRD(Integrated Receiver Decoder)

#### **3. Emerging Trends in Reception Technologies**

- Video Conferencing,
- Pay TV
- Pay per view
- Video on demand

#### **4. Digital TV production**

- Concept of digital production
- Emerging Digital Trends: TV cameras, Editing Suits and audio equipment's
- Electronics News Gathering (ENG), Satellite News Gathering (SNG),  
Digital Satellite News Gathering (DSNG)

#### **5. Radio production**

- Basic Concepts
- Digital production and reception technologies
- Enrichment of music

## **6. Satellite Communication**

- Basic principles, Up-link and down-link, different frequencies for uplink and down link, Development in Telecommunications: Role of Satellites
- Satellite services, Satellite for various types Of communication, V-SAT, INTELSAT and INSAT
- Spying, war coverage, remote sensing, TV Broadcast, Voice and Data communication.

## **7. Convergence of Information, Communication & Entertainment (ICE) Technologies**

- Impact on society – economics, social, cultural, political, psychological, educational, philosophical terms.
- Convergence of disciplines: Science, Technology & Humanities

## **8. Towards Digital Culture**

- Concept of 'Digital Culture'
- Impact of Digital technology on society
- Rise of knowledge Society and 'Digital Divide'
- Digitization

### **Recommended Readings:**

1. Communication Technology, The New Media in Society: New York, free Press.
2. India's Information Revolution by A. Songhala and E.M. Rogers.
3. Video Technique – Gordon White
4. Basics of TV & video Systems – Bernard Grab
5. TV Technology: Fundamentals and Future Prospects – A. Micheal Noll
6. TV Operation Handbook – Robert Ovibgel
7. Digital Cool – Pramod Nayar.

\*\*\*

## **CS 104 Journalism & Media Ethics**

### **Basic Structure:**

Course Credits – 04  
Teaching Session Per Week: 2 of 2 Hours Each  
Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End  
Total Teaching Sessions: - 30  
Internal Assignments: 2 (10+15)

### **Main Module:**

#### **1. Introduction to Journalism**

- Concept Nature and scope
- Types of journalism
- News writing, News gathering.
- Online / e- journalism
- Journalism trends in different Media

#### **2. News Writing**

- News writing for Print
- Role of Reporter
- Duties of a reporter
- Social issues and Reporting

#### **3. Types of Journalism**

- Development Journalism
- Science Journalism
- Investigative Journalism
- Stings: Case studies

#### **4. News Editing**

- How to edit News?
- Role of a Editor
- Types of Editing

#### **5. New Media and Regulations**

- Defining New Media
- Can new media be regulated?
- Citizen Interest and role of State

- Cyber world and ethics
- Virtual Identity and ethics

#### **6. User generated Content and Media Ethics**

- Social Networking and issue of regulation
- Case studies
- Effectiveness of regulations

#### **7. Media Regulation in India**

- Regulating press
  - Regulating Television /Broadcasting
  - Regulating Radio (News broadcasting for FM stations)
- 

#### **Recommended Readings:**

1. Peter Lunt & Sonia Livingstone *Media Regulations* (2012), Sage.
2. Baldwin, R. and Cave (1999) *Understanding Media Regulations, Theory, Strategy and Practices*. Oxford: Oxford University Press
3. Barnett, S and Seaton, J. *What's Wrong in Media Monopolies?* London

\*\*\*

## **CS-105- Communication and Development**

### **Basic Structure:**

Course Credits – 04

Teaching Session per Week: 2 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 30

Internal Assignments: 3 (15+15+20)

### **Main Modules:**

#### **1) Understanding Development**

- Concept and Meaning
- Development Approaches in Post Independent India
- Economic Indicators of Development
- Role of media in Development

#### **2) Theory of Development Communication**

- Overview of key theoretical approaches
- Modernization theorists and development failures: Short-sighted models
- Critics and alternative paradigms: Dependency theory
- Participatory communication

#### **3) Global Development**

- Human Development Index
- Digital Divide
- UNDP Millennium Development Goals
- The Practitioners approach

#### **4) Environment and Development**

- Sustainable Development
- Alternatives in Communication
- Issues: Poverty, Shelter, Right to Education
- Food Security

#### **5) Rural Development**

- Origin and Growth
- Micro and Macro Economic Frameworks
- Approaches in agricultural extensions
- Community Radio/New media for Rural Development

## **6) Development Support Communication**

- Women and Child Health
- Population and Family Welfare
- Right to Education
- Gender and Gerontology

## **7) Communicating Development**

- Indian Experiences
- Community media
- Participatory Decision Making
- New Social movements and New media

## **8) ICT for Development**

- SITE,Kheda.Jhabua: Indian Project Experiences
  - Telemedicine
  - e-governance.
  - Issues and Challenges of ICT Policies
- 

### **Recommended Readings:**

1. Development communication at grass root Level- Duchi
2. Designing campaigns for development by Bella Mody
3. Development as Communication by Uma Narula and B.W Pearce
4. Development communication for III world- Srinivas Melkote

\*\*\*

## **CS106- Visual Communication**

**(Elective)**

### **Basic Structure:**

Course Credits – 04

Teaching Sessions per Week: 2 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 30

Internal Assignments: 3(15+15+20)

### **Main Modules:**

#### **1) Understanding Visual culture**

- Elements of Visual Communication: Line ,Shape, Colour and Texture
- Light and form
- Depth and movement
- Visual Theories

#### **2) Typography**

- Fonts, Semantics
- Letter Design
- Justification, White Space
- Web Typography

#### **3) Visual Design**

- Contrast: Size, symbolism, Time ,Sound
- Balance, Symmetry, Rhythm
- Harmony ,unity, layout, Grid
- Point of View

#### **4) Visual Art**

- Visual art History
- Painting
- Architecture and Sculpture
- Artistic Styles

#### **5) Modes of Aesthetic Experience**

- Basics of Aesthetic values
- Aesthetics of Thinking and Creativity
- Taste and Aesthetism
- Aesthetics of Symbols and Language

## **6) Photography**

- Historical Perspective
- Technical Perspective
- Cultural Perspective
- Ethical and Critical Perspective

## **7) Visual Representations**

- Modes of Representing
- Stereotyping
- Style and Treatment
- Continuity

## **8) Moving Images**

- Motion Pictures
  - Television and Video
  - Reality Shows.
  - Cyber spaces
- 

### Recommended Readings:

1. Visual Communication: Images with Messages by Paul Martin (2006)
2. Visual Communication by Ralf E. Wileman
3. Learning & Visual Communication by David Sless
4. The Digital Evolution: Visual Communication in the electronic age
5. Visual Communication an Information Theory Approach by Friedrich O. Huck; Carl L. Fales; Zia-Ur-Rehman.

\*\*\*

## **CS 107- Contemporary Social and Cultural Issues**

**(Elective)**

### **Basic Structure:**

Course Credits – 02

Teaching Session per Week: 1 of 2 Hours Each

Internal External Assessment Ratio: 25:25

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 15

Internal Assignments: 3 (10+10+15)

### **Main Modules:**

#### **1) Liberalization, Privatization and Globalization in India**

- Economic & Political Situation Pre 1990s and Its Imperatives
- Trends of First Phase of LPG Process till 2000
- Trends of Second Phase of LPG Process Post 2000
- Cores Issues and Responses to LPG: A Broad Survey

#### **2) Parliamentary Democracy**

- Indian Constitution: Basic Features
- Phases of Democratic Politics- 1950-1969, 1970-1989, 1990 till Date
- Rise of Regional Politics, Civic Groups and Other Non State Actors
- Democracy at Ground Level: Trends and Experiences

#### **3) Marginalized People**

- Issues related to Dalits and Tribals
- Small Farmers, Landless Labours, Artisans
- Religious minorities and urban poor
- Gays, Lesbians, Transgender

#### **4) Understanding Gender Issues**

- Sex and Gender Distinction
- Becoming Male and Female
- Explaining Patriarchy
- Selling Gender Identities and Popular Culture

#### **5) Conflict, Contestations and Movements**

- Globalization and Contestation
- Social Movements
- Cultural Contestations

- Ethnic Conflicts

**Recommended Readings:**

1. The Cambridge Economic History of India: Raychaudhuri Tapan and Irfan Habib
2. Bureaucracy and Politics in India- Bhambhari C. P.
3. India after Gandhi- Guha Ramchandra
4. A History of India- Thapar Romila
5. Globalization and Its Discontents- Stiglitz Joseph
6. Globalization in India- Pramanick S K, Gangu R
7. The Clash of Civilization- Huntington Samuel
8. India: Globalization and Change- Pamela Schrumer Smith
9. Global Economy Contested- Marcus Taylor

\*\*\*

## **CS-108 Communication & Soft Skills**

**(Elective)**

### **Basic Structure:**

Course Credits – 02

Teaching Session per Week: 1 of 2 Hours Each

Internal External Assessment Ratio: 25:25

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 15

Internal Assignments: 3 (10+10+15)

### **Main Modules:**

#### **1. Soft Skills**

- Understanding Self
- Interpersonal Skills
- Image Etiquettes
- Time Management

#### **2. Writing and Reading Skills**

- Elements of Good Writing
- Searching Information and Referencing Skills
- Writing CV's and minutes
- Intensive and Extensive Reading
- Skimming and Scanning Skills

#### **3. ICT Skills-I**

- MS WORD, Excel, MS ACCESS, MS POWERPOINT
- File Transfer and Sharing Resources
- Types of Networks
- Multi media Technology
- Social Networks

#### **4. ICT Skills-II**

- History of the World Wide Web, Web documents. Web servers, Browsers etc
- Search engines and applications. E-commerce. E-learning. E-Examinations.
- Active Server Pages. Personal Home Pages. URLs and Call activations. File transfers
- Flash, Adobe Photoshop and Illustrator

## **5. Presentation Skills**

- Presentation Skills
  - How to present
  - Interpersonal Communication Skills
  - How to give effective Interview
  - Art of speaking
  - Body Language
- 

### Recommended Readings:

1. Communication Skills by Richard
2. Communication Skills by A.E. Schwartz
3. Communication Skills by Leena Sen
4. Communication Skills by John Nilesen
5. Body Language by Juluis Fast

\*\*\*

**M.Sc. Communication Studies - Course Structure & Credits Distribution**

**Semester- II**

**Core Subjects**

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Credits</b>
<b>CS201</b>	Media, Society and Culture	4
<b>CS202</b>	New media Studies	4
<b>CS203</b>	Video Production: Genre and Processes	4
<b>CS204</b>	Research methodology	4
<b>CS205</b>	Media Management	4
	credits	<b>20</b>

***Electives (Any Two)***

<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Credits</b>
<b>CS206</b>	Introduction to Radio	2
<b>CS207</b>	Basics of Advertising	2
<b>CS208</b>	Introduction to Script Writing	2
	<b>Total credits</b>	<b>24</b>

## **SEMESTER II**

### **CS-201- Media Society & Culture**

#### **Basic Structure:**

Course Credits – 04

Course Duration- Mid July to Oct End

Teaching Sessions per Week: 3 of 2 Hours Each

Total Teaching Sessions: - 30

Internal External Assessment Ratio: 50:50

Internal Assignments: 3 (15+15+20)

#### **Main Modules:**

##### **1) The Framework of Discussion about Mass Communication**

- The process of mass communication
- Various issues in popular and academic discussions.
- Academic origin and concerns
- Culture, Technology, Economy, Power and Effects
- Media as an important social institution

##### **2) The Rise of Mass Communication**

- Modernity and mass communication
- The concept of 'mass'
- Characteristics of mass communication
- Development of media technologies
- Mass communication without modernity and media

##### **3) Ideas, Issues and Perspectives**

- The functionalist and normative issues
- The political-economic perspectives
- Marxist view and the concept of cultural hegemony
- Information society perspective and technological influence
- Paradigm of study- Dominant and Alternative

##### **4) Media Structure and Institution**

- Features of media economy
- Competition and concentration
- Ownership and control
- Policy issues: Freedom, Regulation, Protection, Diversity
- Public interest, economic pressures and cultural issues

##### **5) Media Organizations in its Context**

- Organization- forms and goals

- Pressure groups and dynamics of interests
- Content: Freedom and gate-keeping
- Relations with society, clients and audiences
- Professional views, dilemmas and conflicts

#### **6) Media Content**

- Content production- cultural production
- Standardization and Genres
- Issues- Bias, Representation, Commercialization
- Aesthetic of mass art
- Ideologies- modernity and post-modernity

#### **7) Mass Audiences**

- Centrality of audiences in communication discourse
- Locating audiences- society, media, content etc
- Three tradition of audience studies
- Audience behaviour- Uses and gratification
- Need to reach, know and measure audiences

#### **8) Media Effects**

- The premise of the central concern
- Campaign and propaganda- the case of politics
- Phases of effect discourses
- Agenda setting, Cultivation, Diffusion
- Ideology and Effects

#### **Recommended Readings:**

- 1) Mass Communication Theory- McQuail Denis (Sage Publication)
- 2) Questioning the Media: Downing John et al (Sage Publication)
- 3) Mass Communication in India- Kumar Keval (Jaico Publication)
- 4) The Audiences and Its Landscape- Hay James et al (Westview Press)
- 5) Desperately Seeking the Audiences- Ang Ien (Routledge Publications)
- 6) [www.thehoot.org](http://www.thehoot.org)
- 7) [www.indiantelevision.com](http://www.indiantelevision.com)
- 8) [www.media4exchange.com](http://www.media4exchange.com)
- 9) [www.agencyfaqs.com](http://www.agencyfaqs.com)
- 10) [www.mediawatch.com](http://www.mediawatch.com)

\*\*\*

## CS-202- New Media Studies

### Basic Structure:

Course Credits – 04

Teaching Session per Week: 3 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 30

Internal Assignments: 3 (15+15+20)

### Main Modules:

#### **1) Digital Technologies and Society**

- Digital technology and Communication
- New media history
- Fundamentals of Internet: WWW, IP, Web Page Domain, Name Address, Search Engine, Web Browsers etc.
- Introduction to Concepts: BBS (Bulletin Board System) and VOIP (Voice over Internet Protocol) RSS, Intranet etc.

#### **2) Mobile Communication**

- Mapping Mobile Media
- Mobile operators, 3G Services
- Mobile operating systems (Android, iOS, Windows Phone, Symbian, iMac)
- Mobile Applications

#### **3) New media communication as a form of communication**

- Social Construction of Technology
- Social theories, Critical theories, Group theories and Analytical theories
- New media power and limitations
- Issues of online identity

#### **4) Cyber space and New media**

- Concept of cyber space, Cyber culture and Cyber Media
- Cyber crime, Law and Ethics of cyber communication
- Evolution of New Media language, Glocal language
- Security issues on the internet

### **5) Characteristics of New Media and Industry**

- Concept of Convergence
- Theories and Practice of New Media Convergence
- Feedback system, Narrative and multimedia
- New Media Industry: Software–Marketing, PR, Advertising, Video Games etc.

### **6) Social Media and ‘Community Culture’**

- Audience centric systems
- Community Culture: Facebook, Twitter, Blogs, Orkut, LinkedIn, Friend Finder etc
- Online Diaries, Video Conferencing, SMS, MMS, Mobile Communication
- Web 2.0 , Blogging, Wikis: Collective knowledge building

### **7) Digital Cultures and New Media**

- Dynamics, strengths, weaknesses of new media
- Use for business marketing and advertising.
- Measuring – monitoring
- Analyzing social media trends and impact.

### **8) New Media, Institutions and Governance**

- Challenging the concept of ‘Gate-keeping’
- Copyright issues and Debates on Intellectual Property
- Creative Commons
- Regulation of Digital content
- Case study of Wiki-leaks

### **Recommended Readings:**

1. Digital India: Understanding Information, Communication and Social Change Media by Pradip Thomas, Sage Publication, 2012.
2. Understanding new media by Eugenia Siapera, Sage, 2012.
3. The Handbook of new media by Leah A. Lierouw and Sonia Livingstone, Sage, 2007.
4. Media, Culture and Society – An introduction by Paul Hodkinson (Sage Publication) 2011.
5. Mass Communication Theory – McQuail Denis (Sage Publication) 2004.
6. Questioning the Media: Downing John et al (Sage Publication).
7. Fundamental of Internet – TMT.
8. Extention of Man- Mc. Luhan
9. PC Quist Magazine.

## CS- 203- Video Production Genre & Process

### Basic Structure:

Course Credits – 04

Teaching Session per Week: 3 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 30

Internal Assignments: 3 (15+15+20)

### Main Modules:

#### **1. Creative processes**

- Videogenic form to program ideas
- Construction of narrative- cause & effect relations to elements within (audio/video)
- Aesthetic principles
- Program production

#### **2. Space time design**

- Creative conceptualization,
- Object, body & event in space design,

#### **3. Realizing time design**

- · Story Time, Plot Time, Screen Time, Audience Time, Synthetic Time,
- Internal and External Time

#### **4. External composition & Internal Composition Sound image interaction**

- · Ideas in Physical Form: Idea, Size, Symbol, Style, Structure, Shape, Length
- · Visualizing, Synthesizing composition in motion
- · Conceptual Development complete Design creative and technical skills, planning and staging
- · Basic elements and stages in creating events.

#### **5. Single Camera, Multiple Cameras.**

- · Studio & Location productions – O.B. Events Actuality Live Production.

#### **6. Role of a Director**

- · Film, TV, Video and other video genic and interactive forms.
- · Skill of the Director
- · Process of a Director,
- · Method of a Director
- · Shot by Shot method, Master shot method, Planning for unscripted.
- · Directing Single Camera, Making, Setup, Shooting, Taking.
- · Directing Multi Camera, Floor Plan, Positioning Camera, Making setup,
- Taking – Recording.
- · Directing for continuous shot organization.
- · Recording Fiction- Non- Fiction Formats

- · Basics of TV news Production
- · Basics of Directing TV commercial
- · Directing ENG, EFP, SNG, OB
- · Production Management, Production Strategies.
- · Proposal Writing and Presentation
- · Financial Management
- · Organization, Personnel Management, Tasks
- · Budgeting for Video Production
- · Broadcasting Business

**7. Practical Assignments for Internal Fiction – Event – Dramatic**

- 2-2.30 dialogue – event –
- To be scripted shot and edited.

**Non-Fiction**

- A) Actual event.
- To be shot, edited – 60 seconds edited length.
- B) Interview to planned.
- Shot and edited for 2 to 3 minutes.

**8. Writing**

- 1. Sequence- Scene shot
  - Structural Analysis of Video Production
  - 2. Idea generation and writing synopsis.
  - 3. Writing the scripts for the above given Video Production exercises.
  - Viewing and Analysis of various genres of TV – Video and Film material.
  - Additional exercises for camera operations. Editing and graphics under the guidance of
  - Faculty supervisor
- 

**Books Recommended:**

1. The world of film or Video Production. Aesthetics and Practices - Ken Dancyger.
2. Non linear Editing Basics, Electronic Film and Video Editing – Steven E. Browne.
3. Television Programme Making – Everything you need to know to get started – Colin Hart.
4. The Avid Handbook – Steve Bages.
5. Vales Technique of Screen and Television writing – Engene Vale.
6. Video Editing and Post Production – A Professional Guide – Gary H. Anderson
7. Directing and Producing for Television. A Formal Approach – Ivan Cury.
8. Cinematography Image making for Theory & Practice.
9. Studio and Outside – Broadcast Camera Work – Peter War

\*\*\*

## **CS-204- Research Methodology**

### **Basic Structure:**

Course Credits – 04

Teaching Session per Week: 3 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions: -30

Internal Assignments: 3 (15+15+20)

### **Main Modules:**

#### **1. Science and Research Methods**

- Different method of knowing
- Concept of research
- Nature of scientific enquiry
- Historical development of research methods
- Lessons learnt form scientific methods

#### **2. Social Sciences and Research Methods**

- Influence of scientific methods on 'social sciences'
- Challenges to objectivity
- Theories shaping observations
- New paradigms of research
- The qualitative and the quantitative

#### **3. Research in Communication**

- Working towards 'science of communication'
- Early methods and models
- Four stages of effect research
- Main issues of research- audience, content, effect
- Applications of research in media industry

#### **4. Approaches to Research in Communication**

- Reductionist and holistic
- Qualitative and Quantitative
- Analytical and Descriptive
- Fundamental and Applied
- One time and longitudinal

#### **5. Elements of Research**

- Variables and constants
- Hypothesis
- Concepts and constructs

- Measurements and scales
- Theories and facts

#### **6. The Research Process-I**

- The concept of research design
- Research issues
- Deciding the research topic- relevance
- Importance of theory, literature review
- Time, money and personnel

#### **7. The Research process- II**

- Types of research design- exploratory, experimental, explanatory etc.
- Aims and objectives
- Approaches to research
- Methods of data collection
- Analysis to conclusions

#### **8. Sampling**

- Basic concept
- Representativeness
- Probability and non probability sample- concepts
- Types of probability and non probability samples
- Practical guidelines for sampling

#### **9. Data Collections Methods**

- Quantitative surveys
- Focus Group Discussion
- Personal Interviews
- Field Observations
- Comparative advantages and disadvantages

#### **10. Focus on Survey and Content Analysis**

- Surveys- advantages and disadvantages, types
- Questionnaire
- Uses of surveys in media industries
- Content Analysis- basic concepts, uses
- Characteristics of quantitative content analysis

#### **11. Introduction to Statistical Analysis**

- Importance of statistics in media research
- Descriptive statistics
- Correlations

- Inferential statistics- chi square, t test
  - Practical examples
- 

### **Recommended Readings:**

- 1) Mass Media Research- Roger Wimmer & Joseph Dominick
- 2) Mass Communication Research Methods- Hsia H.J.
- 3) The Practice of Social Research- Babbie E. R.
- 4) Methods in Social Research- Kothari C. R.
- 5) *indianstat.com*
- 6) *imrb.com*
- 7) *www.thehoot.org*
- 8) *www.indiantelevision.com*
- 9) *www.media4exchange.com*
- 10) *www.agencyfaqs.com*
- 11) *www.mediawatch.com*

\*\*\*

## **CS- 205 Media Management**

### **Basic Structure:**

Course Credits – 04

Teaching Session per Week: 3 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions: -30

Internal Assignments: 3 (15+15+20)

### **Main Modules:**

#### **1) Concepts of Management**

- Functions of Management
- Planning and Co ordination
- Organizational Behavior
- Human Resource Development

#### **2) Media as an industry and profession**

- MediaManagementandEconomics
- Media ownership structures in India
- OverviewoftheMediaMarket
- Changingaudience,mediaandcontent

#### **3) MediaInstitutions and Management:**

- CompetitionandMediaDevelopment,OwnershipandControl
- DesigningPolicy – Freedom,regulation,Protection,DiversityandGrowth
- PublicInterestandEconomicPressures
- ProfessionalViews:EthicsversesDilemmaandconflicts

#### **4) Global Media Industries**

- issue of monopolies
- conglomerates
- vertical and horizontal integrations

#### **5) MediaOrganizationsandtheContext:**

- GoalsandValuesofanorganization
- Pressuregroupsandinterests
- DesignofContent:withrelevancetoculture,contextandcontemporaryvalues,
- Gate-keepingandFreedomofcontent

**6) Media Business and Management:**

Functions, departments,

Organizational structure, management, finance, marketing, HR, Apex Bodies, Cost Overheads, Sales Strategy of

- Print Media
- Television
- Film
- Internet

**7) Copyright issues, Piracy and Plagiarism**

- Digital Rights Management
- Ethical issues in entertainment and content regulation
- Broadcasting regulations- licensing and content
- Piracy and legal disputes

**8) Administration and programme management in media :**

- Cross media interactivity in television- using twitter, emails and SMS to interact with hosts in television.
  - Planning and execution of programme production – Production terms, control practices and procedures.
  - scheduling; transmitting; record keeping; quality control
  - Cost effective techniques – Budget control, costing, taxation, labour laws and PR for building and sustaining business and audience through multiple media forms.
- 

**Recommended Readings:**

1. Management of Electronic Media: Alan B. Albarran, Wadsworth, 2002.
2. Indian Media Business- Vinita Khandekar Kohli
3. Balancing on the Wire – The Art of Managing Media Organizations: James Redmond & Robert Trager, Atomic Dog, 2004.
4. Breach of Faith – A Crisis of Coverage in the Age of Corporate Newspapering: ed Gene Roberts, University of Arkansas Press, 2002.
5. Into the Buzzsaw – Leading Journalists Expose the Myth of a Free Press: ed Kristine Borjesson, Prometheus Books, 2002.
6. Movie Marketing: Opening the Picture and Giving It Legs by Tiiu Lukk
7. The Business of Media: David Croteau & William Hoynes, Pine Forge Press, 2001.

\*\*\*

## **CS 206 Introduction to Radio**

(Elective)

### **Basic Structure:**

Course Credits – 02

Teaching Session per Week: 2 of 2 Hours Each

Internal External Assessment Ratio: 50:50

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 15

Internal Assignments: 2 (10+15)

### **Main Modules:**

#### **1) History of Radio in India**

- Development of radio as a mass medium
- Indian Broadcasting: early years
- Regulations: Chanda Committee, Vidyalankar Committee, Verghese Committee
- All India radio at independence

#### **2) Radio Programme Formats**

- Types of radio news bulletins and their structures
- News based programmes-talk, spotlight, discussion, interview, voice dispatch and reviews
- Entertainment Programmes - feature, music, drama, quiz, phone in programmes

#### **3) Rise of FM**

- FM Radio: Introduction
- Auctioning the Airwaves- Phase one Policy, privatization phase two
- FM Radio- present and Future

#### **4) How Radio works**

- Economics- license fees, Set-up Costs, Operating Costs
- Revenue models
- Buying and selling dynamics

#### **5) New developments**

- Community Radio: Concept and relevance
- Campus Radio: Concept and relevance
- Digital Audio Broadcasting: Satellite Radio, HD Radio and Visual Radio
- Internet or streaming Radio
- Podcasting
- FM Radio and 'Localizations'

### **Recommended Readings:**

5. All India Radio Handbook , New Delhi, 2005
6. Awasthy G.C., Broadcasting in India, Allied publishers, Mumbai, 1965.
7. Chatterji, P.C., Broadcasting in India, Sage, New Delhi, 1988.
8. Masani, Mehra, Broadcasting and People, National Book Trust, New Delhi, 1997.

9. Kumar Kewal, Mass Communication in India, Jaico Publication, 2005
10. Vinitha Kohli, Indian Media Business, Response books from Sage, 2008

## **CS 207- Basics of Advertising**

(Elective)

### **Basic Structure:**

Course Credits – 02

Teaching Session per Week: 2 of 2 Hours

Internal Assignments: 2 (10+15)

Course Duration- Mid July to Oct End

Total Teaching Sessions: - 15

Internal External Assessment Ratio: 50:50

### **Main Modules:**

#### **1. History of Advertising**

- Principles of Advertising
- The concept of marketing and sales and evaluation of marketing
- Changing Indian marketing and advertising environment
- Brand Management and strategic Marketing

#### **2. From Advertising to Marketing**

- Sales Promotion
- Sales Management
- Entertainment Programmes - feature, music, drama, quiz, phone in programmes

#### **3. The Modern Marketplace**

- Marketing mix
- Consumer behavior and segmentation
- Product life cycle
- Target and product positioning
- Product innovation and new product development

#### **4. Marketing & Advertising planning**

- Planning and implementing of marketing programme
- Marketing & Advertising organization
- marketing & Advertising research
- Buying and selling dynamics

#### **5. Advertising & Society**

- Consumer behavior models
- Environmental influences cultural values, social class, status, personal influence, family, situational influence
- Individual Differences involvement and motivation, attitudes, personality, values, lifestyle
- Indian Marketing & Advertising Scenario

### **Recommended Readings:**

1. Consumer behaviour -Schickman Kanuk

2. Consumer market demographics in India - Edited by S.L.Rao
3. Consumer behaviour - Walker
4. Understanding your customer - R.Woodruff and S.F.Gardial
5. Essentials of Business Communication - R.Pal and Kolahalli
6. Advertising Management- Batra, Myers & Aaker
7. Advertising and Promotion: S.A.Chunawalla

\*\*\*

## **CS 208 – Introduction to Script Writing**

(Elective)

Course Credits – 02

Courses Duration- Jan to April End

Teaching Session per Week: 2 of 2 Hours Each

Total Teaching Sessions: - 15

Internal External Assessment Ratio: 50:50

Internal Assignments: 3 (15+15+20)

### **Main Modules:**

#### **1. Writing for the Screen**

- The Nature and Characteristics of Media Writing.
- Literary text v/s text written for the screen.

#### **2. The Core of Screen Writing: Genesis of an Idea**

- Conscious attention to surroundings/Listening carefully, reading, observing, writing a diary regularly.
- The Concept diary

#### **3. Basic structure of Story**

- Chain of cause-effect event structure.
- Beginning-middle-end (character-setting-problem-resolution)
- Difference between- writing with words (literature) & writing for visual medium
- Forming familiar associations with the written word: Short Story = short film, Novel = feature film, Research paper/essay (with human touch) = documentary.
- Writing circularly (not sequentially) & writing linearly (in a sequence)

#### **4. Form**

- Story, Plot Order, Narrative
- Types of Narrative
- Concept treatment
- The First draft

#### **5. Format: Fiction, Non-Fiction**

- What is a scene? What is a Unit? (Fiction v/s Non-Fiction)
- The Scene/Unit Skeletal Structure.
- Scene Flow/ Unit Sequence.

- Into. to Celtex /final draft.

### **EXERCISES:**

A] Reading Exercises: News item, Magazine Article, Novella, Short Story

B] Writing Exercises: Concept/Idea Diary

1) Fiction: Idea to Story, Story to Scene Flow

3) Non-Fiction: Idea to Research, Research to Skeletal Unit Structure

---

### **Recommended Readings:**

1. Lagos Egri- Writing for Television
2. Millard Robert- Writing for Television and Radio
3. James Thomas-Script analysis for Actors, Directors and Designers
4. Charles Waiwrigh – Television Copywriter

\*\*\*