

M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

SCHEME

M.A (JOURNALISM AND MASS COMMUNICATION) (PART-II)

Programme Code : JMCM2PUP

2022-23 & 2023-24 SESSIONS

<u>Core Papers</u>	<u>Subject Code</u>	<u>Core Subjects</u>	<u>Max. Marks</u>	<u>Theory</u>	<u>Internal Assessment</u>
PAPER-IX	JMCM2301T	RESEARCH APPLICATIONS	100	60	40
PAPER-X	JMCM2302T	RADIO AND TV PRODUCTION TECHNIQUES	100	60	40
PAPER-XI	JMCM2303T	DEVELOPMENT COMMUNICATION	100	60	40
PAPER-XII	JMCM2304T	PUBLIC RELATIONS AND CORPORATE COMMUNICATION	100	60	40
<u>Core Papers</u>	<u>Subject Code</u>	<u>Core Subjects</u>	<u>Max. Marks</u>	<u>Theory</u>	<u>Internal Assessment</u>
PAPER-XIII	JMCM 2401T	INTER-CULTURAL AND INTERNATIONAL COMMUNICATION	100	60	40
PAPER-XIV	JMCM 2402T	NEW MEDIA	100	60	40
PAPER-XV	JMCM 2403T	FILM STUDIES AND FILM PRODUCTION	100	60	40
PAPER-XVI	JMCM 2404T	PRACTICAL WITH VIVA VOCE	100

M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

**M.A (JOURNALISM AND MASS COMMUNICATION)
PART-II (SEMESTER III & IV)
(2022-23 & 2023-24 SESSIONS)**

PAPER-IX : RESEARCH APPLICATIONS

Subject Code: JMCM2301T

Max. Marks : 100

Pass Marks : 35

Time Allowed : 3 Hours

Theory: 60 Marks

Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Worldviews in Research: Positivism, Critical Rationalism, Interpretative Paradigm, Constructionism; Philosophical Worldviews: Positivist, Constructivist, Transformative, Pragmatic; Milestones in Media Research: Payne Fund Studies, Invasion from Mars, People's Choice Study, Grounded Theory, Inductive and Deductive Research; Marketing Research: Definition, Scope and Importance; Marketing Research Process :Techniques and Tools ;Consumer Research: Meaning, Scope and Functions; Advertising Research: Definition, Scope and Importance.

SECTION- B

Types of Print Media Research: Readership Research and Circulation Research; Methodology of Readership Research: Drawing Readers Profiles, Item-Selection Studies, Reader-Nonreader studies; Research Applications in Electronic Media: Rating and Non-rating Research; Radio Rating Research: Systematic Recall, Dairies, Interviews, Recording Devices; Television Rating Research: Questionnaire, Interviews, People's Meters, TRP Ratings ;Writing Research Reports: Giving References, Bibliography, Use of Internet Sources for Research; Ethical issues in Social Research.

M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

SUGGESTED READINGS

1. *Introduction to Mass Communication by Gamble and Gamble, McGraw-Hill (1989).*
2. *Communication Theories by Werner Joseph Severin & James W. Tankard, Addison Wesley Longman(2010)*
3. *Communication and Culture by Alfred Govd Smith, Holt Rinehart Winston (1966).*
4. *Fundamentals of Communication by Jensen Harper & Row.*
5. *Men, Messages and Media by Wilbur Lang Schramm, Harper and Row (1973).*
6. *Content Analysis by Klaus Krippendorff, Sage Publication (2013).*
7. *Scientific Social Surveys and Research by P.V.Young, Prentice Hall (1949).*
8. *Methodology and Techniques of Research by Wilkinson and Bhandarkar, Himalaya Publishing House(2010)*
9. *Research Methodology by C.R. Kothari, New Age International (2010).*
10. *Media Analysis Techniques by Arther Asa Berger, Sage Publication (2013).*
11. *Mass Communication by K. J, McGarthy.*
12. *Research Methodology by R. Cauvery & M. GirjaSudhanayak, S.Chand& Co. Ltd (2010).*
13. *Media Research Methods by Barrie Gunter, Sage Publication (2000).*

PAPER-X : RADIO AND TV PRODUCTION TECHNIQUES

Subject Code: JMCM2302T

Max. Marks : 100

Pass Marks : 35

Time Allowed : 3 Hours

Theory: 60 Marks

Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The Question Paper will consist of three Sections A, B and C. Section A and B will have four Questions from the respective sections of the Syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two Questions each from the Section A and B of the Question Paper and entire Section C.

SECTION-A

Basic Principles of Audio Production; Thinking Audio; Radio Program Production Techniques; Formats of Radio Programs; Digital Broadcasting; Introduction to Radio Studio: Types of Microphones and their uses, Audio Console, Recorders; Field and Studio Recording; Production of Radio News, Feature, Magazine Program, Talk Show, Radio Interview; Editing and Mixing; Importance of Sound Effects and Music; Anchoring and News Reading Skills; Qualities of Sound and Human Voice; Voice Modulation: Pitch, Tone, Pace, Pause, Emphasis, Pronunciation; Composition: Frame, Shot, Scene, Sequence; Principles of Composition: Rule of Thirds, Lead room, Looking Space, Headroom; Television Studio Set up; Video Production Stages: Pre-Production, Production, Post Production; Basic Television Production Techniques: Single Camera Production and Multiple Camera Production; Indoor and Outdoor Shooting.



M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

SECTION-B

Scripting: Idea Script, Shooting Script, Visualization; White Balance, 180 degree, 30 degree; Types of Camera Angles, Shots and Movements; Television News Staff Duties and Responsibilities; Qualities and Role of TV News Anchor; News Production: Reporting for News Channel, Sound Bite, Piece to Camera, Packaging the News, Covering Live Events, Run Order; Latest Trends in TV News Bulletin Production; Live News Production: Solo Live Streaming, OB Van; Mechanics and Dynamics of PCR and MCR; Three-point Lighting: Key Light, Fill Light, Back Light; Producing Discussion Programs, Debates, Interviews, Documentaries and Special Programs; Basic Video Editing Techniques and Tools; Non-Linear Editing Software; Mobile Journalism: Concept, Importance and Scope; Ethics and Responsibilities of News Reporter and Anchor.

SUGGESTED READINGS

1. *Handbook of Television Production* by Herbert Zettl. Cengage Learning (2015).
2. *Video Production Handbook* by Gerald Millerson & Jim Owens. Focal Press (2012).
3. *Single Camera Video Production* by R.B. Musburger, Taylor & Francis (2010).
4. *Television Production* by Gerald Millerson & Jim Owens. Focal Press (2009).
5. *Motion Picture and Video Lighting* by Blain Brown. Focal Press.(2008).
6. *Broadcast Journalism in 21st century* by K.M.Srivastava, New Dawn Press (2004).
7. *Broadcast News: Handbook* by .C.A.Tuggle, Forrest Carr & S. Huffman. Mcgrw Hill (2004).
8. *Editing and Post Production* by Declan McGrath, Focal Press (2001).
9. *Radio Production* by Robert McLeish and Jeff link.
10. *The Media Student's Guide to Radio Production* by Bob Gilmurray.
11. *Writing for Television Radio and New Media* by Robert. L.Hilliard.

PAPER-XI : DEVELOPMENT COMMUNICATION

Subject Code: JMCM2303T

Max. Marks : 100

Pass Marks : 35

Time Allowed : 3 Hours

Theory: 60 Marks

Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the Section A and B of the question paper and entire Section C.

SECTION-A

Development: Meaning, Definition and Characteristics; Human Development: Dimensions and Indicators; Human Needs and Abraham Maslow's Hierarchy of Needs Model; Economic Growth: Meaning and Characteristics; W.W. Rostow and the Stages of Economic Growth; Barriers to Economic Growth; Importance of Social and Economic Development; Gap between Developed and Developing Societies; Sustainable Development: Meaning, Definition, Objectives and Challenges ; Three Pillars of Sustainable Development: Economy, Environment and Society; The Millennium Development Goals (MDGs); Economic and Social Indicators of Development: GDP/GNP, Human Development Index, Physical Quality of Life Index; Equitable Development; UNDP and Sustainable Development Goals in India.



M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

SECTION-B

Development Communication: Meaning, Philosophy and Goals; Bretton Woods School of Development Communication and Marshall Plan; Modernization Theory or Dominant Paradigm of Development; Dependency Theory of Development; Everett M. Rogers' Diffusion of Innovation Theory (1964); Wilbur Schramm's Magic Multiplier Theory; Participatory Communication; Communication Strategies for Rural Development; Role of Media in Rural Development; Agriculture Development Communication; Water Harvesting and Management; Goals and Objectives of NRHM; Communication for Women Empowerment; Importance of Literacy and Education; Urban Development and Urbanization Problems; Environment Development: Need and Importance; Problems of Pollution; Global Warming: Causes and Concerns; The Paris Agreement; Role and Importance of Mass Media in Development Communication.

SUGGESTED READINGS

1. *National Programmes in Family Planning: Communication Development Administration* by Bernard Berelson, Basic Books (1969).
2. *A Manual of Development Journalism* by Alam Chalkels, Vikas Publication (1970).
3. *Communication & Rural Change* by Prof. R. Sinha & Gavdi, Asian Mass Communication & Information Center (1976).
4. *Communication & Social Development in India* by B. Kupu Swamy, Sterling Publishers (1976).
5. *The Community Newspaper* by Karris & Hocks.
6. *Reporting Agriculture* by B. William Ward, Comstock Pub. Associates (1959).
7. *Agricultural & Technical Journalism* by Rodney Fox, Greenwood Press, London (1969).
8. *Human Factor : India's Changing Villages* by S.C. Dubey, Routledge (2012).
9. *Mass Media & National Development* by Wilbur Schramm, Stanford University Press (1964).
10. *Perspectives on Development Communication* by Sadanandan, Sage Publication (1993).
11. *Communication and Development: The Challenge of the twenty first century* by V.S. Gupta, Concept Publishing Corp. (2000).
12. *Development Communication: Broadening the boundaries of Communication* by Paolo Mefalopulos, The World Bank, Washington DC (2008).
13. *Communication and Development: Critical Perspective* by Everett M Rogers, Sage, New Delhi (1976).
14. *Economic Development in the Third World* by Michael P Todaro, Longman, New York (1987).
15. *Communication and Changes in Developing Countries* by Daniel Lerner and Wilbur Schramm, East West Communication Centre, Honolulu (1967).

PAPER-XII : PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Subject Code: JMC2304T

Max. Marks : 100

Pass Marks : 35

Time Allowed : 3 Hours

Theory: 60 Marks

Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Public Relations: Definition, Role and Functions; The Evolution of Public Relations; Ivy Lee and Modern Public Relations; PR Pioneers Edward Bernays and P.T Barnum; Distinguishing between Public Relations and Advertising; Public Relations Vs Marketing; Integrated Market Communication; Internal and External Publics in Public Relations; Public Opinion and Power of Persuasion; Perception Management and Reputation Management; Social Marketing Theory; Social Psychology and Social Influences; Public Relations and Propaganda; Public Relations and Lobbying; Public Affairs: Meaning and Importance; Models of Public Relations Practice: Press Agency, Public Information and Two - way Symmetrical and Asymmetrical Communication.

SECTION-B

Government Public Relations : Need and Objectives; Government PR Practices in India at Central and State levels; Corporate Communications: Meaning and Functions, Strategies and Barriers; Corporate Branding and Corporate Identity; Internal and External Corporate Communication; Managerial Perspective of Public Relations; Crisis Communication: Need and Importance; Corporate Social Responsibility; Commercial Marketing vs Social Marketing; PR Tools and Techniques: Press releases, Newsletters, Brochures and Catalogues, Press Conferences, Press Briefings , Social Media Marketing, Media Relations, Facility Visits, Bulletin Boards and Media Kit; Public Relations and Event Management; Role of Media in Public Relations; Public Relations Writing Basics; Good PR Skills; The Spoken Word and PR; New Media Technologies and PR; Understanding Law and Ethics in PR Practice.

SUGGESTED READINGS

1. *Reader in Public Opinion & Mass Communication* by Morris Janowitz, Free Press (1981).
2. *Public Relations – A Scientific Approach* by Baldeo Sahai, Standing conference of Public Enterprises (1987)
3. *Handbook of Public Relations in India* by D.S. Mehta, Allied Publishers (1968).
4. *Corporate Public Relations* by K.R. Balan, Castle Book (1994).
5. *The Practice of Public Relations* by Fraser P. Seite, Pearson Education (2013).
6. *Mass Media* by Bohn Hiebert, Ungurait, VI. Longman.
7. *Future of Journalism: Mass Communication and Public Relations* by Jan R. Hakemuldar.
8. *The Public Relations of Everything: The Ancient, Modern and Post Modern* by Robert. E. Brown.
9. *Public Relations Concept* by J. Shri, N. Jethu.
10. *Effective Public Relations* by Scott.M.Cutlip, Allen H. Center & Glen M. Broom, Prentice Hall (2005).
11. *Managing Public Relations* by James Grunig& Todd Hunt, Holt, Rinehart & Winston (1984).
12. *Public Opinion* by Walter Lippmann, BN. Publishing (2008).
13. *Media Today* by Joseph Turow, Routledge (2014).
14. *Public Relations A Managerial Perspective* by Danny Moss & Barbara Desanto, Sage Publication (2011).
15. *The Power of Corporate Communication Lightning Source Incorporated* by Paul Argenti& Janis Forman, Mc Graw Hill Publication (2002).
16. *Corporate Communication Theory and Practice* by Joep Cornelissen, Sage Publication (2011).
17. *The Theory and Practice of Corporate Communication* by Alan.T.Belasan, Sage Publication (2008).
18. *Strategic Corporate Communication* by Argenti, McGraw Hill Publication (2008).
19. *Essentials of Corporate Communication* by Cees B.M. & Charles, Routledge (2007).
20. *Ethics in Public Relations* by Kathy Fitzpatrick & Carolyn Bronstein, Sage Publication (2006).

M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

SEMESTER-IV

PAPER-XIII : INTER-CULTURAL AND INTERNATIONAL COMMUNICATION

Subject Code: JMCM2401T

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory: 60 Marks
Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire Section C.

SECTION-A

Culture: Meaning and Importance; Surface Culture and Deep Culture; Edward T Hall's Cultural Iceberg Model; Cultural Identity and Regulators: Nation, Religion, Family, Gender, Race and History; Cultural Patterns: Beliefs, Values, Norms and Perceptions ; Significance of Cultural Heritage; Key Concepts in Cultural Studies: Cultural Anthropology, Cultural Imperialism, Popular Culture, Acculturation, Ethnocentrism and Cultural Relativism; Diaspora and Biculturalism; Cultural Dynamism and Cultural Diversity in Globalized World ; Melting Pot and Salad Bowl Theories of Multiculturalism; Relationship between Culture and Communication; Traditional and Modern Media as Vehicles of Inter-Cultural Communication; Key Terms: Cultural Assimilation, Cultural Collisions, Cultural Clashes ,Cultural Shocks, Cultural Stereotypes and Media Orientalism.

SECTION-B

International Communication: Meaning, Definition and Scope; Geographic, Political, Economic and Cultural Dimensions of International Communication; Global North and Global South; World-Systems Theory; Dependency Theory; Media Globalization and International Communication ; Global Journalism and International News Agencies: Reuters, Agence France-Presse (AFP) and Associated Press (AP); International Communication in Social Media Age; New Media Technologies: Problems and Promises in Intercultural and International Communication; Media Globalization Implications: Media Imperialism, Digital Colonialism and Data Colonialism; Need and Importance of International Cooperation; Role and Objectives of UNESCO in Safeguarding Culture and Heritage.

 7

M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

SUGGESTED READINGS

1. *Global Glasnost: Toward a New World Information and Communication Order* by J. Galtung, & R.C. Vincent, Hampton Press (1992).
2. *Global Networks: Computers and International Communication* by M. Linda Harasim, The MIT Press (1993)
4. *Global Media: The New Missionaries of Global Capitalism* by Herman, & Robert W. McChesney, A & C Black (2001).
5. *Global Communication* by Yahya Kamalipour, Wadsworth Publishing (2006).
6. *Alternative Media: Linking Global and Local* by Peter M. Lewis, UNESCO Publishing (1993).
7. *The Globalization of News* by Oliver Boyd Barrett, Sage Publication (1999).
8. *Global Communication: Theories, Stakeholders and Trends* by Thomas L. McPhail, Wiley-Blackwell (2010).
9. *Global Media, Neoliberalism and Imperialism* by Robert McChesney, Blackwell Publishing (2005).
11. *Transnational Media and Third World Development* by William H. Meyer, Greenwood Press (1988).
12. *International Communication & Globalization* by Ali Mohammadi, Sage Publication (1997).
13. *Beyond National Sovereignty: International Communication in the 1990s* by Kaarle Nordenstreng, & Herbert I. Schiller, Prager (1993).
14. *The Media and Globalization* by Terhi Rantanen, Sage Publication (2005).
15. *International Communication: An Introduction* by DayaKishanThussu, Sage Publication (2012).
16. *Global Communication* by Cees J Hamelink; Sage

PAPER-XIV : NEW MEDIA Subject Code: JMCM2402T

Max. Marks : 100

Pass Marks : 35

Time Allowed : 3 Hours

Theory: 60 Marks

Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

New Media: Definition, Nature and Scope; Concepts: Interactive, Digital, User- Friendly, Convergence, Ubiquity; New Media and Access; Evolution of New Media; Diffusion of Innovation and Digital Technologies; New Media and Uses and Gratification Theory ; Convergence of Media Technology: Level of Convergence; Information Superhighway and New Communication Patterns; Applications of Computers in New Media; Social Media: Definition and Scope; Social Media: Changing Dynamics of Communication and Social Relationships; Online Journalism: Definition, Nature and Scope ; Impact of Online Journalism on Society; Web Journalism; Mobile Journalism; Online Journalism Vs Traditional Journalism; Power of You Tube; Digital Divide

M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

SECTION-B

Globalization and New Media technologies; Emergence of Global Village; Technologies and Culture; Intercultural Changes and Challenges; New Media and Social Change; New Media and News Flow; Future of Mass Media with New Media Technologies; OTTs Vs Television ; New Media Changing News Consumption Pattern; Difference between New Media and Old Media; Information Technology Rules 2021: Guidelines for Social Media and OTT Platforms; Digital Media Marketing; Ethical Issues in New Media; Punjabi Software/Tools in New Media; Regional Language and Internet; Punjabi Writing: Layout/Font; Unicode and Non Unicode; Font Converter/Transliteration/Gurmukhi OCR.

SUGGESTED READINGS

1. *A Journalist's Guide to the Internet: The Net as a Reporting tool* by Christopher Callahan, Pearson (2002).
2. *Writing for New Media: The Essential Guide to Writing for Interactive Media, CD-ROM's and the Web* by Andrew Bonime, John Wiley & Sons (1997).
3. *The ABCs of the Internet* by Christian Crumlish, Sybex Inc. (1997).
4. *Information Technology* by Danis P. Curtin, Tata McGraw-Hill Education (1999).
5. *Illustrated World of Internet* by Anil Madan.
6. *How the Internet Works* by Preston Gralla, Que Publishers (2007).
7. *Old Media/New Media* by Wilson P. Dizard, Longman (1997).
8. *Handbook of New Media* by Leah A. Lievrouw and Sonia Livingstone
9. *New Media Technology: Cultural and Commercial Perspective* by John V. Pavlik (2013)
10. *Communication Technology: The New Media Society* by Everett. M. Rogers
11. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਕੰਪਿਊਟਰੀਕਰਨ : ਡਾ. ਸੀ.ਪੀ. ਕੰਬੇਜ, ਗਰੇਸੀਅਸ ਬੁੱਕਸ।

PAPER-XV: FILM STUDIES AND FILM PRODUCTION

Subject Code: JMCM2403T

Max. Marks : 100
Pass Marks : 35
Time Allowed : 3 Hours

Theory: 60 Marks
Internal Assessment: 40 Marks

INSTRUCTIONS FOR THE PAPER-SETTER

The question paper will consist of three sections A, B and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. Section C will consist of 10 short-answer type questions which will cover the entire syllabus uniformly and will carry 20 marks in all. Each question carries 2 marks.

INSTRUCTIONS FOR THE CANDIDATES

Candidates are required to attempt two questions each from the sections A and B of the question paper and entire section C.

SECTION-A

Film as a Medium; Commercial vs Art Cinema; Overview of World Cinema; Evolution of Indian Cinema ; New Wave Cinema; Actuality; Documentary; Docudrama; Feature Films; Film Appreciation; Film Review and Film Criticism; New Trends in Indian Cinema; Changing Trends in Punjabi Cinema; Films for Social Change; Impact of Hollywood on Indian Cinema; The basics of Screen Grammar; Thinking Visually; Five C's of Cinematography; Film vs. Television / Video / Theatre/OTTS; New Methods and Techniques of Film Publicity; Film Viewing: Traditional Theatre and Multiplex Culture; Film Censorship.

M.A (JMC) PART-II (Sem-III & IV) Distance Education 2022-23 and 2023-24

SECTION-B

Thinking and Conceptualizing a Film; Planning and Controlling the Production; Significance of Research in AV Production Process; From Idea to Shooting Scripts; Framing Effective Shots: Field of View, Headroom, Nose room and Lead room; Rack Focus and Deep Focus; Basic Principles of Shot Composition: Close Framing, Screen, Object Centering, Spot Focus, Non- symmetrical Division, Horizontal Plane, Imaginary Line, Rule of Thirds, 30 degree and 180 degree, Story Boards, Aspect Ratio 4:3, 16:9 ; Make-up; Visual and Sound Effects; Standard Electronic Effects and Digital Video Effects; Basic Transitions: Cut, Dissolve, Fade, Wipe, Superimposition, Chroma Key and Foley; Direction: From Script to Screen; Director's Role: Director as Visualizer, Artist, Psychologist, Technical Advisor, Cameraperson, Editor, Central Coordinator and Crisis Manager; Single Camera Direction; Multi Camera Direction.

SUGGESTED READINGS

1. *Producing Videos: A Complete Guide* by Martha Mollison, Allen & Unwin (2010).
2. *Television Production* by Gerald Millerson & Jim Owens, Focal Press (2009).
3. *Cinematography – Theory & Practice* by Blain Brown, Focal Press (2011).
4. *Motion Pictures and Video Lighting* by Blain Brown, Focal Press (2007).
5. *How to Read a Film* by James Monaco, Oxford University Press (2009).
6. *A Short History of the Movies* by Gerald Mast, Longman (2005).
7. *Movies and Methods* by Bin Nichols, University of California Press (1976).
8. *History of Documentary Films* by Eric Barnouw, Oxford University Press (1993).
9. *Advanced Photography* by Michael Langford, Focal Press (2011).
10. *The Technique of Film Editing* by Karel Reisw, Focal Press (2009).
11. *Cinema as a Graphic Art* by V. Nilsen, Hill & Wang Publisher (1972).
12. *Our Films Their Films* by Satyajit Ray, Orient Blackswan Pvt Ltd (2012).
13. *Script to Screen* by Sharda Koshik, Macmillan Publisher (2000).

PAPER-XVI PRACTICAL WITH VIVA

Subject Code : JMCM2404T

On the Spot News Feature Writing	20 Marks (Practical)
2 Published Articles/Features	20 Marks (Practical)
Translation English/Punjabi/Hindi	20 Marks (Practical)
Group Discussion And Viva	40 Marks (Viva)