

**Course outcomes**

After completion of the course students will be able to:

1. Report and edit the news for all platforms including the digital technology
2. Distinguish between news, information, misinformation, disinformation and malinformation.
3. Write editorials, features, columns and articles, both investigative and interpretative
4. Demonstrate their social responsibility and ethical conduct as journalists and media practitioners

**Course content**

**Unit I - News**

Definition of News, news value, Types of news (hard, soft), news sense, Sources of News, Objectivity and Authenticity, Principles of news writing, News story structure, 5 Ws 1 H, inverted pyramid, lead paragraph, quotations, Headlines

**Unit II - Reporting & Editing**

Concept of Reporting, different types of Reporting – Investigative, Interpretative Reporting beats, Background research, concept of Editing, Newsroom set up, functions, deadline, layout, division of responsibilities.

**Unit III - History of Print Journalism**

Origin and evolution of Print media – China, Europe, USA, India,

**Unit IV - Opinion in Journalism**

Concept of opinion, types of opinions in a newspaper / magazine, Writing opinion pieces, Editorial page and Op-Ed page Editor as leader of the society, feature, different types, review of film and drama, reviewing films and dramas

**Unit V - Freedom of Expression**

Concept, importance, constitutional provisions for freedom of expression, media trial, media ethics, legal provisions for media ethics, Society and media ethics, role of various agencies.

**Text Books:**

1. Kessler, Lauren & McDonald, Duncan. When Words Collide: A Media Writer's Guide to Grammar and Style (Belmont, California: Wadsworth,1996).
2. Lunsford, Andrea A. The St. Martin's Handbook: With 2003 MLA Update (Bedford/ St.Martin's, 2003).

**Suggested reading:**

1. Clark, Roy Peter & Scanlan, Christopher. America's Best Newspaper Writing. Boston: Bedford/St.Martin's, 2001).
2. Strunk, William & White, E.B. The Elements of Style (Longman, 1999).

**Course Outcomes**

After completion of the course students will be able to:

1. Apply the principles of advertising and brand theories as well as the consumers' needs and behavioural psychology in planning and executing the advertising and media campaigns.
2. Do copywriting for print, produce commercials for radio and TV and prepare advertisements for social media for products, ideas and services.
3. Formulate and execute advertising campaigns for all forms of media
4. Work efficiently and ethically as advertising professionals with a clearer understanding of the prescribed social and ethical code of conduct.

**Course Content****Unit I**

**Introduction to advertising:** Understanding advertising, advertising as a key element in the promotional mix of marketing, functions of advertising, types of advertising, Evolution of Advertising in India and the world; Advertising media; Advertising agencies

**Unit II**

**Theoretical Aspects of Advertising:** Advertising Models and Theories– Stimulus Response Theory, Starch Model, AIDA, AIDCA, DAGMAR approach; Aspects of Consumer Behaviour - Analyzing Human Behaviour, Consumer in Economic and Psychological Theories, Market Segmentation

**Unit III**

**Brand building and Advertising Management:** Defining Product and Brand, Life cycle of a brand, Brand Positioning and the role of advertising, Aspects of a brand – brand image and identity, brand equity. Advertising Campaign Planning: Planning Cycle, Framework for Advertising Planning and Decision-making, Steps in planning an advertising campaign.

**Unit IV**

**Media Planning and Creative strategy:** Media Planning - Factors influencing media planning - media strategy, media scheduling, media mapping.

Creative approaches – advertising appeals; Understanding the Creative Process - Idea Generation, Copywriting, Illustration and Layout; Creating advertisements for Television; Advertising for Social Causes

**Unit V**

**Digital and Social Media Advertising + Legal and Ethical issues:** Role and scope of Digital media, Evolution of Digital Media Advertising, Digital Advertising in India, Social Media in Brand Building, Some case studies

Laws and Acts concerning Advertising, Ethical concerns in Advertising - ASCI and Code of Ethics, Advertising and Intellectual Property Rights

**Text Books:**

1. Jethwaney, Jaishri & Jain, Shruti(2012). *Advertising Management*. OUP.
2. Ogilvy, David. (2001). *Ogilvy on Advertising*, Prion.

## Suggested Readings

1. Valladares, June A. (2000). *The Craft of Copywriting*. Sage Publications.
2. Dennison, Dell. (2003). *The Advertising Handbook*. Jaico Books

## MC 575 Broadcast Media: Radio

L2T0P2CR4

### Course outcomes

After completion of the course students will be able to:

1. Demonstrate the skills to use radio as a medium for effective communication for information, entertainment and development
2. Make use of their imaginative and creative potential to produce radio programs
3. Handle radio productions both technically and theoretically
4. Write scripts for all formats of radio
5. Present programmes in radio, including those from live radio
6. Manage a radio station

### Course Content

#### Unit I – History and evolution of radio

History of radio broadcasting: World, India and Northeast India, Pre-Independence and Post-Independence Radio broadcasting in India, AIR stations in India, Radio as Mass Medium, and Radio as Mobile Medium

#### Unit II - Characteristics of radio

Characteristics of the Sound, voice, Microphone, Studio, Transmission, Editing software, sound recording, formats of Radio programming: Spoken words & Music, OB programmes, news in radio, organizational structure of AIR station and Private radio stations, nature of work in radio stations, Ham radio, internet Radio

#### Unit III - Community Radio stations

Community Radio Movement in India, Community radio in North East India, Community radio policies in India, Acquiring license for community radio station in India, Setting up of a community radio Station, Role of community Radio in empowering community

#### Unit IV - FM Radio stations

History of FM broadcasting in India, non-commercial and Commercial FM broadcasting, guidelines for FM Radio Broadcasting in India, station ownership and Programming in FM radio stations, RJ, voice modulation, anchoring, dubbing.

#### Unit V - Writing for Radio

Introduction to basic script formats, terminology & writing techniques of news on radio, Writing for commercials, Public service announcements, Promotions, documentaries and fictional materials

### Text books:

1. McLeish, R., & Link, J. (2015). *Radio production*. CRC Press.

2. Priestman, C. (2002). Web radio: radio production for internet streaming. Gulf Professional Publishing.

### **Suggested readings**

1. Pavarala, V., & Malik, K. K. (2007). Other voices: The struggle for community radio in India. SAGE Publications India.
2. Archer, G. L. (1971). History of Radio to 1926. Arno Press.
3. Singhal, A. (2013). India's communication revolution: From bullock carts to cyber marts.

## **MC 576 - New Media: Evolution, Principles & Theory L2T0P2CR4**

### **Course outcomes**

After completion of the course students will be able to:

1. Acclimatize and use the innovative new media technologies to supplement and complement the existing media
2. Examine and practice the meaningful use of Social Media platforms, demonstrate their ability and reflect on the use of convergent media
3. Organize and produce user generated content and report on online platforms, e.g. blog, audio (2 mins)/ video stories (2 -3mins)
4. Develop a perspective for research by analyzing the emerging trends related to new media and society.

### **Course content**

#### **Unit I - Overview Of New Media Communication**

Characteristics of New Media, History of New Media, Concept, Meaning and Comparison and Differences :New Media vs. old Media; CMC: Synchronous and asynchronous ICT and Digital media; WEB 2.0 Platform Various new media platform - Wiki, Blogging, Digital Media Literacy

#### **Unit II – Convergent Media**

E Journalism, Citizen Journalism, Technical Writing (practical) , MOJO, Social Media: Types and Uses , Social Media Activism Marketing and advertising, Animation and Web designing

#### **Unit III – Introduction to web**

User Generated Communication, YouTube, Video conferencing; LMS and CMS, Emerging Trends: Digital Public Sphere, Digital Culture Identity

#### **Unit IV -Theories and Issues of New Media**

New Media from the Perspective of Communication Theories: Technological Determinism, Uses and Gratifications, TAM, Postmodernism, Digital divide: Access and Uses of ICT, Information society: E commerce, E learning , E-Governance, New media, Law and rights : Information Privacy, Surveillance, IT ACT, Cyber Laws, CopyRight and IPR, Cyber Crimes, Cyber Security, Internet Censorship

### **Practical/Assignments**

1. Group Discussion or Presentation ( optional)
2. Develop user generated content
3. Create and maintain blogs/online portal
4. Evaluation of websites and evaluation of writing structure and content

#### **Text Books:**

1. LA Lie vrouw, S Livingstone, (2002) Handbook of new media: Social shaping and consequences of ICTs, Sage
2. Flew. Terry, (2007) New Media: An Introduction, Oxford Higher Education
3. Levinson. Paul, (2012) New Media, Allyn & Bacon

#### **Suggested Readings:**

1. Lev Manovich, (2001)The language of New Media, MIT Press
2. Jenkins, Henry (2006) Convergence Culture: Where Old and New Media Collide. New York London: New York University Press
3. Hassan Robert, Thomas Julian (2006) The New Media Theory Reader, Open University Press.
4. Fuchs, Christian. (2014). *Social Media: A Critical Introduction*. London: Sage

### **MC – 578 Writing for Media**

**L1T1P2CR4**

#### **Course outcomes**

At the end of the course students will be able to:

1. Do specialized writings with background research
2. Write and develop content for all media platforms
3. Get ready employment as media professionals in conventional and new media
4. Tell stories through narratives, descriptive and analytical writings and also book and film reviews

#### **Course Content**

##### **Unit I**

**Principles of media writing:** What is media writing? Media writing as communication, Principles of good writing, basic tools of writing, Characteristics of media writings. Revision of grammar, syntax and style. Drafting and revising

##### **Unit II**

**Types of writing:** Ideas for writing, Narrative writing, Introduction to narratives, Telling stories, Non-fiction,. Engaging the reader Descriptive writing; Explanatory writing; Persuasive writing

##### **Unit III**

**News writing:** What makes a good introduction or lead to a story? Engaging the reader: The language of journalism: concrete, specific, active, clear, democratic, non-sexist, non-racist. Principles of news writing, News values, News story, News structure, concept of inverted pyramid, quotations and back grounding, narrative journalism, data journalism

##### **Unit IV**

**Writing for print:** Headlines and caption writing. Feature writing, types of feature, profiles, writing book reviews and film reviews, writing columns. Stylebook, Writing for magazines - Writing for broadcast: Writing for eyes and ears,

### Unit V

**Writing for web:** Characteristics of web writing, technical writing, blogs, online Journalism.

*Practical: Writing exercises – Anecdotes, News story, Features, Captions, Headlines, Copywriting, Reviews, Press Release, blogs and twitter posts*

### Text books:

1. Batty Craig and Cain Sandra (2010), *Media Writing: A Practical Introduction*, Palgrave Macmillan.
2. Stovel G (2006) *Writing for Mass Media*, 6th edition, Allyn and Bacon.

### Suggested readings:

1. Melvin Mencher (2006), *News Reporting and Writing*, 10th edition, McGraw-Hill.
2. Strunk, William & White, E.B. (1999). *The Elements of Style*. Longman.
3. Clark, Roy Peter. (2006). *Writing Tools: 50 Essential Strategies for Every Writer*. Little, Brown.

**MC-579 Photojournalism**

**L1T0P2CR3**

### Course Outcomes

At the end of the course students will be able to:

1. Use latest technologies for photography and photo journalism
2. Use technology and creativity to produce good images
3. Tell stories through visual narratives
4. Become employment ready as photo journalists with an understanding of principles, ethics and laws of photo journalism

### Course content

#### Unit I

**Introduction to Photography:** Principles of photography, Parts of DSLR camera and basic operations of camera, Types of camera, analogue vs. digital, point and shoot, Exposure control, Aperture, Shutter speed and ISO Other modes for Exposure

#### Unit II

**Lighting for Photography:** Characteristics of Light, Natural and Artificial Lights, Reflection and Refraction of lights, Basic three Point Lighting, Flash Lights, Flash Sync, and Flash exposure, Exposure metering

#### Unit III

**Composition:** Photograph Framing, Rule of the third, Depth of field, Perspective and viewpoint, Understanding- Lines, Shapes, Patterns, Patterns, Colors, Balance etc.

#### Unit IV

**Lenses and its uses:** Lenses and Focal Length, Types of Lenses, Normal or Standard Lens, Prime Lenses Wide angle Lens Zoom Lens, Telephoto Lens and Macro Lens.

## Unit V

**Photojournalism:** Brief history of Photojournalism, Elements of Visual news story telling, Developing eye for news photos, Role of photojournalists in journalism, Principles, Ethics and laws of photojournalism Photo feature story, Photo Story, Photo essay Caption writing

### Practical

- Hands on understanding of photo camera
- Producing a Photo story
- Conducting Photography Exhibition
- Understanding the basics of photo editing (Adobe Photoshop)

### Text Books:

1. Drew, Helen. (2005). *The Fundamentals of Photography*, AVA Publishing.
2. McCartney, Susan. (2001). *Mastering the Basics of Photography*, Allworth Press
3. Krages, Bert. (2005). *Photography the art of composition*, Allworth Press

### Suggested readings

1. Child, John and Galer, Mark. (2008). *Photographic Lighting Essential Skills*, Focal Press.
2. Hurter, Bill. (2008). *Existing Light Techniques for Wedding and Portrait Photography*, Amherst Media.
3. Wittwer, Jürg and Holom, Jessica (2016) *.Talking through Pictures: A Beginner's Guide to Photojournalism*, CreateSpace

## MC- 580 Broadcast Media: Television

L1T0P2CR3

### Course outcomes

At the end of the course students will be able to:

1. Identify and use different shots, angles, camera movements in video production
2. Write scripts for various television programme formats (PSA, Commercial ad, news report, documentary, telefilms, etc.)
3. Use camera and audio recording devices for audio-video production and edit the same in non-linear editing suite
4. Apply different lighting techniques for practical as well as aesthetic functions and use diegetic and non-diegetic sound appropriately in a production
5. Perform duties of various people involved in TV programme production
6. Produce a news bulletin by using PTC, techniques of TV reporting and interviewing from the field as well as inside a studio

### Course content

#### Unit I

**History of television broadcasting:** World, India and Northeast India, Television as Mass Medium, Television in Northeast India, Introduction to television studies, Genres of television production

#### Unit II

**Writing for television:** Introduction to basic script formats, Terminology & writing techniques of news in TV, Writing for commercials, Public service announcements, Promotions, Documentaries and fictional materials

Practical: Scripting a short film (PSA/Video Ad)

### Unit III

**Television Production:** Three stages of television production, Camera operation and Picture Composition, Understanding video formats, Lighting and sound in television, Post production: linear and non-linear editing suite

Practical: Short film production (3-5 min)

### Unit IV

**TV news organization: Desk & Production personnel:** Organizational structure of TV news Channel, Reporter, anchor, desk editor, digital desk editor, PCR & MCR, ENG and EFP, Newsroom and TV studio, TV interview: Types and techniques, TRP & Television broadcasting guidelines

#### Practical:

1. Students will be able produce a TV ad / PSA
2. Students will have to deliver a PTC for a TV Reporting
3. Students will have to write a script for a TV reporting and edit the same with visuals and diegetic and non-diegetic sounds.
4. Students will have to produce a 2 minute news capsule/ TV story

#### Text Books:

1. Singhal, A. (2013). *Indias communication revolution: From bullock carts to cyber marts*.
2. Zettl, H. (2011). *Television production handbook*. Cengage Learning.

#### Suggested Readings

1. Rosenthal, A., & Eckhardt, N. (2015). *Writing, Directing, and Producing Documentary Films and Digital Videos*. SIU Press.
2. Abramson, A. (1987). *The history of television, 1880-1941*. McFarland & Company.
3. Bignell, J. (2012). *An introduction to television studies*. Routledge.

**MC-581 PR and Corporate Communication**

**L2T1P1CR4**

#### Course Outcomes

At the end of the course students will be able to:

1. Employ the principles of PR in the organization for creation of goodwill
2. Devise plans and strategies for PR and Corporate Communication campaigns
3. Execute the processes involved in production of corporate publications by using the skills of writing and editing of PR publications.
4. Analyze and devise communication strategies in mitigating crisis situation
5. Join any organization as PRO or PR-Manager and perform the duties in an ethical manner focussing on CSR

## Course Content

### Unit I

**Understanding Public Relations**– Concept of Public Relations, Internal and External Publics, PR vis-à-vis Advertising, Organizational Structure, Functions of PR department, PR tools. Structure and Functions PR Agencies, Client- Agency-Media interface, Client Servicing

### Unit II

**Theoretical Foundations in PR**- Excellence theory, Theories relating to organizations, Systems Theory, Situational Theory, Grunig and Hunt's models of Public Relations

### Unit III

**Corporate Communication**– Defining Corporate Communication, evolution of Corporate Communication in India, Corporate Communication vis-à-vis Public Relations, Media relations – tools and techniques, Essentials of Media Relations, Writing for media, Event Management

### Unit IV

**Corporate Reputation Management and Crisis Communication** – Reputation, Imperatives of Reputation management, Image repair theory, Building corporate identity, Crisis Communication and Management, Crisis Response Strategy, Community Relations and CSR, Employee, Investor, Government and Customer Relations, Corporate Communication in Brand Promotion, IMC.

### Unit V

**Legal, Ethical issues and Emerging Trends**– Corporate Communication and ethics, Legal aspects of Corporate Communication, Corporate laws, Professional bodies in PR/ Corporate Communication – PRSI, IPRA, Professional code of ethics; New trends in PR, digital platforms, Social Media.

### Text Books:

1. Jethwaney, Jaishri (2010). *Corporate Communication – Principles and Practice*. Oxford University Press.
2. Sachdeva, Iqbal S. (2009). *Public Relations – Principles and Practices*, OUP.

### Suggested Readings

1. Black, Sam. (1983), *Practical Public Relations*, Prentice Hall.
2. Ries, Al & Reis, Laura (2002). *The Fall of Advertising and the Rise of PR*.

**MC-582 Portfolio Preparation and Comprehensive Viva-Voce - I      L0T1P1CR2**

### Course Outcomes

**At the end of the course students will be able to:**

1. Demonstrate the ability to document their learning outcomes in the form of a portfolio.

2. Align the Programme and Course Objectives and Learning Outcomes, and make self-assessment of their learnings, as well as think of improvements in their learning pedagogy.
3. Establish the interconnectedness of all the courses offered during the last two semesters and develop a comprehensive understanding of the subject - Mass Communication & Journalism which will be open for assessment during the comprehensive viva.
4. Showcase their knowledge, applied and technological skills documented in the portfolio for the potential employers.
5. Assess their monitoring, evaluation and entrepreneurial skills.

## MC-583 Media Management

### Course Outcomes

At the end of the course students will be able to:

1. Apply the management principles in the media organizations for effective management
2. Examine the market structures and ownership trends that characterize the media landscape, and their impact on media content
3. Devise different customized management structures for print, TV, radio and digital media organizations
4. Utilize the entrepreneurial skills in establishing small community-based media organizations

### Course content

#### Unit I

**Management Principles-** Basic concept of management, Management Principles & Functions, Organizational structure, Organizational behaviour

#### Unit II

**Overview of Media Scenario-** Print, Radio, Television, Indian media consumer, Media in North-East India, Media Industry and Regulation- Market Structures in Media Industry, Determinants of market structures in Media Industry, Media Regulation, Ownership patterns- Media ownership, Types of ownership, Cross ownership of media – meaning and current status, Media convergence

#### Unit III

**Advertising Agencies and PR Firms** -Ownership patterns, Structure of Ad Agency & PR firm, Functions of various departments, Agency- Media Interface, Case Studies

#### Unit IV

**Newspaper & Broadcast Management:** Structure of newspaper organisation & functions of various departments, Impact of broadcast media & information technology on print media. Emerging marketing strategies. Customer Relationship Management in print, FDI in Media. Broadcast Management – TV & Radio, FM, Audience research, Programming strategies, FM radio in India. The market and the audiences, an analysis, Issues of broadcast management. TRP - Measurement of TRP. Emerging trends in transmission and reception technologies and their impact on TRP.

#### Unit V

**Media Entrepreneurship:** Concept of Entrepreneurship, Characteristics of Entrepreneurs, Media Entrepreneurship, Media Entrepreneurial Scenario in Northeast – Understanding Problems and Prospects, Case Studies.

**Text books:**

1. Kothari, Gulub. (1995). Newspaper Management in India, Intercultural Open University
2. Chiranjeev, Avinash. (2000). Electronic Media Management, Authors Press.

**Suggested readings:**

1. Peter, Pringle.K. et. al., (1989). Electronic Media Management, Focal Press.
2. Gunarathne, Shelton A. (2000). Handbook of Media in Asia, Sage.
3. Batra, Rajiv. (2000), Advertising Management, Prentice Hall.

**MC-584 Graphic Design for Media**

**L1T1P2CR4**

**Course outcomes**

After the completion of the course students will be able to:

1. Identify and use the elements of graphic design to produce print layouts for an aesthetic and functional design.
2. Use appropriate digital file formats and resolutions (raster / vector formats).
3. Use a still camera and apply design principles in photography for a digital graphic design.
4. Use appropriate colour models for various print as well as digital graphic design.
5. Use graphic designing and photo editing software (Adobe Indesign, Adobe Illustrator and Adobe Photoshop)
6. Use scanners, pen tablets, tablet computers, still cameras for creating digital graphic designs
7. Use elements of design judiciously without violating the laws and ethics.

**Course Content**

**Unit I**

**Introduction:** Digital Graphic Design, Elements of Design: Colour, line, shape, texture, value, Design principles: Balance, Contrast, Emphasis/Dominance, harmony, movement/Rhythm, proportion, repetition/pattern, unity, variety, Fonts and Typefaces

**Unit II**

**Introduction to equipment:** Camera and basics of photography , Computer: Configuration, Scanner, Digital tablet, Printer

**Unit III**

**Technical:** Introduction to Adobe Photoshop, Introduction to Adobe InDesign, Introduction to Adobe Illustrator, Formats & Resolution, Raster Vs. Vector

**Unit IV**

**Page Layout and design:** Newspaper design: Tabloid & Broadsheet, 4.2 Magazine design, 4.3 Logo design, Designing a print ad, Ethics and Copyright laws

**Practical / Assignment**

- Students will have to design a PSA poster / commercial Ad poster using the designing software.
- The students will have to design a logo for an imaginary institution/product/service.
- Students will have to design and publish the hardcopy of the Department laboratory journal, "The Fine Print".

#### **Text Books:**

1. Gordon, B., & Gordon, M. (2002). *The complete guide to digital graphic design*. Watson-Guptill Publications, Inc..
2. Berger, A. A. (1989). *Seeing Is Believing: An Introduction to Visual Communication*. Mayfield Publishing Company, 1240 Villa Street, Mountain View, CA 94041.

#### **Suggested Readings**

1. Kress, G. R., & Van Leeuwen, T. (1996). *Reading images: The grammar of visual design*. Psychology Press.
2. Pender, K. R. (1997). *Digital Graphic Design*. Butterworth-Heinemann.
3. Conover, C. (2011). *Designing for print*. John Wiley & Sons.
4. Arntson, A. E. (2011). *Graphic design basics*. Cengage Learning.
5. Roberts, L. (2006). *GOOD: An Introduction to Ethics in Graphic Design: Ethics of Graphic Design* (Vol. 26). Ava Publishing.

### **MC-585 Health Communication L2T1P1CR4**

#### **Course Outcomes**

After completion of the course students will be able to:

1. Explain and analyse the various concepts and dimensions of health including health as a right, public health and social determinants of health
2. Identify the major health issues and concerns in the country and particularly in the North-east region
3. Devise health communication strategies and campaigns by using appropriate tools to address health issues
4. Effectively plan, monitor, evaluate the health communication campaigns and suggest remedial measures wherever required

#### **Course content**

##### **Unit I**

**Understanding Health and Health Policies:** Health, Concept of Health, New Philosophy of Health, Health as a Right, Dimensions of Health, Social Determinants of Health, Public Health; National and International Health Policies – Alma Ata Declaration, Commission on Social Determinants of Health, MDGs, SDGs, National Health Policy 2017, Assam 2030: Our Dream, Our Commitment; Agencies working in global health- WHO, UNICEF, UNAIDS; Health Care Delivery System, Health programmes and Schemes – NHM, Mission Indra dhanush

##### **Unit II**

**Issues in Health:** Types of diseases – Communicable, non-communicable, new emerging; RMNCA+A, TB, HIV/ AIDS, Mental Health, Lifestyle diseases/ issues - Diabetes, Coronary diseases, Nutrition, Physical Activity, Tobacco and drug abuse

##### **Unit III**

**Introduction to Health Communication:** Health Communication: An Introduction, Significance of Health Communication in present day context, Key characteristics and defining features of HC, Role of Health Communication in the marketing mix, Health Communication in Public Health, Key Communication areas in HC, What HC can and cannot do.

#### **Unit IV**

**Models and Theories of Health Communication:** Diffusion of Innovation, Health Belief Model (HBM), Social Cognitive Theory, Theory of Reasoned Action, Convergence Theory, Stages of Behaviour Change Model (Transtheoretical Model), Theory of Planned Behaviour, Communication for Persuasion Theory, Cultivation Theory

#### **Unit V**

**Health Communication Campaign Planning:** HC Planning models – COMBI, Precede-Procede Model; Health Communication Approaches, Strategies and Tools –Social Marketing, Public Relations and Public Advocacy, Community Mobilizations, IEC/BCC/SBCC; Some case studies – Mission Indradhanush, NACO, Eat Right India Movement, Swatch Bharat Mission, Poo-to-Loo campaign, It Ok to Talk campaign; Designing a Health Communication Campaign.

#### **Text Books:**

1. Berry, Dianne. (2007). Health Communication- Theory and Practice. England: Open University Press P, Print.
2. Schiavo, R. (2007). Health Communication: From Theory to Practice. USA: Jossey-Bass P, Print.

#### **Suggested readings**

1. Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs (2003). A Field Guide to Designing a Health Communication Strategy. USA: Cecilia Snyder for American Institutes for Research/Prospect Center P, Print.
2. National Cancer Institute (2004). Making Health Communications Programmes Work. Washington: US Department of Health & Human Services P, Print.
3. Ontario Agency for Health Protection and Promotion (Public Health Ontario). (2015). Planning Health Promotion Programmes: Introductory Workbook. 4th ed. Toronto, ON: Queen's Printer for Ontario, Print.

### **MC 586 Film Appreciation and Criticism**

**L2T1P0CR3**

#### **Course Outcomes**

At the end of the course students will be able to:

1. Appreciate the arts and aesthetics of cinematic storytelling with its unique codes and signs
2. Critically evaluate a film on how it negotiates individual and social identities and construct meanings
3. Write a critical film review

4. Trace the history and trajectory of film movements and establish manifested linkages with the issues of representation of gender, race, caste and identity

### **Course content**

#### **Unit I - The aesthetics of the medium of cinema: film as an aesthetic art form**

Rudolf Arnheim's concept of The Complete Film, and Film and Reality, Hugo Munsterberg's idea of , The Means of the Photoplay, Andre Bazin's view of The Evolution of the Language of Cinema, and The Ontology of the Photographic Image, and The Myth of Total Cinema.

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#### **Unit II - Film Form and Meaning**

Sergei Eisenstein's perspectives : "Beyond the Shot , The Cinematographic Principle and the Ideogram"

"The Dramaturgy of Film Form The Dialectical Approach to Film Form" Pudovkin's explanation: On Editing.

Christian Metz's interpretations: Some Points in the Semiotics of Cinema; Problems of Denotation in the Fiction Film.

#### **Unit III - Film Theories**

Film theories - Auteur, Psychoanalysis, Feminist Film theories, Ideological theory of Film, Laura Mulvey, "Visual Pleasure and Narrative Cinema" (FTC) Claire Johnston, "Women's Cinema as Counter Cinema"

#### **Unit IV - Film Movements**

Neo-realism, New Wave, Formalism, Indian New Wave . Issues of representation Gender, Race, and Caste. Cult cinema, queer cinema Manthia Diawara, "Black Spectatorship: Problems of Identification and Resistance"

#### **Unit V - Film Criticism and Interpretations**

Walter Benjamin's Essay , The Work of Art in the Age of Mechanical Reproduction. Anne Friedberg, "The End of Cinema: Multimedia and Technological Change".

#### **Text Books:**

1. Hill, John & Gibson, Pamela Church. (2000). *Film Studies*. Oxford Univ. Press
2. Stam, Robert. (2000) *Film Theory: An Introduction*. BlackWell Publishers.

#### **Suggested readings**

1. Turner, Graeme. (2002). *The Film Cultures Reader*. Routledge.

**MC-587 Digital Media Literacy**

**L2T0P1CR3**

#### **Course Outcomes**

At the end of the course students will be able to:

1. Integrate the conceptual knowledge and technical knowledge about the digital media and produce digital content across all digital platforms
2. Create web pages, practice mobile journalism and create content for social media
3. Use digital technology and media to address issues and education, agriculture, health, disaster management and mitigation etc.

4. Use digital media and create content in confirmatory with IT Act, Cyber laws and security concerns

## **Course Content**

### **Unit I – Overview of Digital Media and Literacy**

The concept and foundation of digital media literacy, Digital VS analog media, Computer mediated communication: Synchronous and Asynchronous, Media in Digital Age: Interactivity, virtual space and augmented reality. Information society theories and perspective.

### **Unit II - Digital Media Production**

Digital photography, Digital file types, Creating User Generated Content. Introduction to web design and animation, Introduction to HTML, DHTML and XML, Websites: Types, domain name, search engine, web browser, Skills in software: Introduction to Dreamweaver software, Animation: introduction to 2D animation software

### **Unit III - Convergence**

Characteristics of Convergence, media convergence, digital convergence, Privatization of Media, Newspaper: e-newspaper and web-edition, mojo, citizen journalism. Radio: HD radio, Internet radio and Satellite radio. TV: Internet Television, Video conferencing Youtube Channel. Social media and Social Networking Site SEO, SEM.

### **Unit IV- Digital Media Culture**

Socio cultural consequences of uses and adoption of digital media. Digital divide, Knowledge Gap. ICT: Education, agriculture, commerce, health, disaster; E-governance. Audiences in Digital Media Platform, Consuming Perspective, Uses and Gratifications. Issues of Access, Control and Democracy. Policy initiatives: IT act, 2000, Information Privacy, Surveillance, Cybercrimes and Cyber security, Information Bill and Regulations

### **Practical/ Assignment**

- Production of web pages/ website
- Exercise using digital camera
- Creation and maintenance of blog

### **Text Books:**

1. Feldman, T. (1997). *An introduction to digital media*. Psychology Press.
2. Lev Manovich, *The language of New Media*, MIT Press, 2001

### **Suggested Readings**

1. Jenkins, Henry .(2006). *Convergence Culture: Where Old and New Media Collide*. New York London: New York University Press.
2. Hassan Robert, Thomas Julian .(2006). *The New Media Theory Reader*, Open University Press.
3. Fuchs, Christian. (2014). *Social Media: A Critical Introduction*. London: Sage.

## MC-588 Communication Research Methods L2 T1 P1 CR4

### Course outcomes

After completion of the course students will be able to:

1. Plan, conduct and execute research projects in communication and allied fields
2. Write research proposal in communication and interdisciplinary topics
3. Use appropriate research methods and tools to collect quantitative and qualitative data
4. Review the relevant literature and appropriate the domain theories relevant to the topic of research
5. Apply statistical methods and tools for data analysis and validation

### Course Content

#### Unit I

Introduction: Definition and Elements of Research. Research methods and Approaches in Social Sciences. Mass media research and Scientific methods. Importance of communication research – Indian scenario.

#### Unit II

Research Process: Formulation of research problem, review of literature, hypothesis, research design.

#### Unit III

Qualitative and Quantitative Research Methods: Ethnography, Ethnomethodology, Symbolic Interactionism. Policy and archival research. Communication Policy Analysis. Analysing Visual: still and moving images., grounded Theory, Research Methods – census method, survey method, observation method, clinical studies, case studies, content analysis.

#### Unit IV

Tools and Data Collection: Observation, interview schedules, questionnaire, field studies, telephone surveys, online polls, focus groups. Sampling methods. Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls, Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, levels of measurement. Reliability and Validity Measurements.

#### Unit V

Data Analysis and Report writing: Data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – univariate, bi-variate, multi – variate tests of significance — central tendency –preparation of research reports/project reports/dissertations, Referencing and Citation Style. Ethical perspectives of mass media research.

### Textbook

1. Jensen, Klaus Bruhn. (2002). A Handbook of Media and Communication Research- Qualitative and Quantitative Methodologies, Routledge.
2. Fink, Arlene & Kos, J. B. (2005). How To Conduct Surveys, A Step-By-Step Guide, 3rd Edition, University Of California, Sage publication

## **Suggested Readings**

1. Reinard, John C. (2006). Communication Research Statistics, California State University, Fullerton Sage publication.
2. Hansen Anders, Cottle Simon, Newbold Chris, (1998), Mass Communication Research Methods, New York University Press.

## **MC-589 Communication for Social Change and Development L2 T0 P1 CR3**

### **Course Outcomes**

After completion of the course students will be able to:

1. Establish a continuum of communication, social change and process of development
2. Enhance the practice of participatory and inclusive approach for social change
3. Work as socially-responsible citizen with global and local vision for sustainable development
4. Critically examine the discourse on modernization and development
5. Identify and critique interventions and practices promoted by discourse on development and analyse the political, economic and cultural origins and consequences
6. Evaluate challenges and prospects of ICTs for development

### **Course Content**

#### **Unit I**

Understanding development Origin of the concept of Development, Approaches to Development, Indicators of Development – HDI, HHI, MDG, SDG. Agencies in Development –Government, National and International NGOs. Paradigms of development. Dependency Paradigm - Development of Underdevelopment, World systems theory, NWICO. Multiplicity and Alternative Paradigm - Development as empowerment, Development as freedom, Development as grassroots governance.

#### **Unit II**

Communication for Development: Meaning and Concept Definitions of Development Communication, Evolution of Development Communication, Need and significance, Modernization Paradigm, Mass media the magic multiplier, Diffusion of Innovation, Development Support Communication.

#### **Unit III**

Approaches in Communication for Development Behaviour Change Communication, Social Marketing, Entertainment Education, Advocacy, Participatory approaches to Communication for Development. Diffusion Vs Participatory Approach, Levels and types of Participation, Participatory tools for data collection. Strategic planning and situation - Significance of formative research, Monitoring and evaluation. Role of different media in development, Public service broadcasting for development, Community media for development

#### **Unit IV**

Issues in Communication for development Information and Communication Technology in Development - Why technology for development?, Bridging the Digital divide. From information society to Knowledge Society. E governance for development.

### **Unit V**

Approaches in Communication for development Environmental and Sustainable approaches in Development, Environment and climate change. Movements, Rights and Issues in National Development, Women's movements, Education and food security

### **Textbooks**

1. Srinivas Melkote, & Steeves. (2001). Communication for Development in the Third World. New Delhi: Sage.
2. Servaes, J (Eds. 2008). Communication for Development and social change. New Delhi: Sage.

### **Suggested Readings**

1. Wilkins, KG. (Ed.) (2000). Redeveloping communication for social change: Theory practice and power. UK: Rowman and Littlefield Publishers.
2. McPhail, T. L. (2009). Development communication: Reframing the role of media. UK: Wiley Blackwell.

## **MC-591 Internship**

### **Course outcomes**

On completion of the course the students would be able to -

1. Correlate and apply theoretical knowledge of communication and media towards addressing the issues and challenges being dealt with by the media and communication organizations/ departments.
2. Exhibit the ability to negotiate institutional procedures and principles in accomplishing their assignments as per the requirements of the organization
3. Demonstrate professional competence in producing media and communication content/ carrying out communication based activities

## **MC-593 Television Programme and Production L1 TO P2 CR3**

### **Course outcomes**

After the completion of the course the students will be able to:

1. Produce single camera and multi-camera TV productions
2. Write scripts for various formats of TV programmes, including documentary films, feature films and television news report
3. Use different types of sound recording techniques for TV production
4. Handle online editing of TV programmes through AV mixture in multi-camera production

5. Effectively perform the activities in the TV studio as well as in the PCR (production control room) of a TV media house.
6. Demonstrate the ability for TV anchoring, piece to camera and produce TV news bulletins

## Course content

### Unit I

**Basics of Television Production:** Single Camera Productions, Multi Camera Productions, Electronic Field Productions, Electronic News Gathering, Studio and Outdoor Productions, Video Editing

### Unit II

**Scripting:** Concept, idea and treatment, Scripting for various television programs, Preparing Storyboards, Shooting various television programs

### Unit III

**Programs:** Television News- Anchoring, Reporting, Types of reporting, News writing for television, Live Coverage, News Packaging, On Camera, voiceover, Sound on Tape, News Rundown, PTC, Interviewing techniques, Television Talk shows

### Unit IV

**Productions:** Short films productions, planning and executions, Music Video Productions, planning and executions, Techniques of storytelling in films and video album, Selection of music, talents, location and logistics, Dialogue, Rehearsals etc.

### Unit V

**Practical:** Reporting Live, News Production, Talk Shows, Short films and Music Album Productions

### Textbooks

1. Shook, F., Larson, J., & DeTarsio, J. (2009). *Television Field Production and Reporting*. Boston: Allyn & Bacon.
2. Block, M. (2010). *Writing broadcast news: Shorter, sharper, stronger: A professional handbook*. Washington, DC: CQ Press.

### Suggested Readings

1. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill
2. Zettl, H.(2006) *Handbook of Television Production*, wadsworth.
3. Compesi, Ronald J et.al (1997) *Video field Production and Editing*, Allyn & Bacon

## MC-594 Folk and Community Media L1 T0 P2 CR3

### Course outcomes

After completion of the course students will be able to:

1. Use community and folk media for dialogical communication processes

2. Produce and perform puppetry, street play and participatory theatre on contemporary development issues
3. Blend the story-telling formats of traditional folk media with the audio-visual media for higher reach and creation of public sphere

## Course content

### Unit I

**Community:** Definitions, concept and characteristics of a community; Community norms, customs and institutions in contemporary India. Community social capital. Communities as stakeholders in development. People's participation in development - nature, type and levels. Role of groups, community institutions and people's participation in programmes and initiatives of social change.

### Unit II

**Community media:** Definition, meaning, purpose and importance. Community media as alternative to mainstream media. Role and trends of modern media business, limitations and advantages. Community media as public sphere. Nature of Traditional Media, History and forms of traditional media in India and Northeast. Culture and tradition -Meaning of culture, tradition, folklore, oral tradition. Different folk media in India and Assam, devotional and religious forms, Low Cost Community Media

### Unit III

**People's Theatre:** Street theatre as a tool for social change. Theatre of the oppressed, Forum Theatre. Distinction between proscenium and street theatre. Steps in the development of theatre production. Various exercises (improvisation, voice exercises, movement, coordination). Research and scripting. Performance and feedback. Advantages of using participatory theatre for development messaging.

### Unit IV

**Puppetry:** Nature of puppetry. Different kinds of puppets and puppet theatre. Story-telling techniques. Scripting and story board. Puppetry and new media. Strengths and limitations of puppetry.

## Textbooks

1. Mason, Bim. *Street Theatre and Other Outdoor Performance*. London and New York: Routledge, 1992.
2. Meher R. Contractor, *Creative Drama and Puppetry in Education* (New Delhi: National Book Trust, 1984).

## Suggested Readings

1. PutulYatra: An Exhibition of Indian Puppets, New Delhi: SangeetNatakAkademi, 1998
2. Durga Das Mukhopadhyay (1994), *Folk Arts and Social Communication*, Publications Division, Ministry of Information and Broadcasting, Government of India.
3. Meyerhold, Vsevolod. "The Fairground Booth." *Meyerhold on Theatre*. Translated and edited by Edward Braun. Hill and Wang, 1969.
4. *Street Theatre: Impressions and Images*. Education and Culture: Culture 2000
5. Rene Simmen, *The World of Puppets* (New York, 1972).
6. Cohen-Cruz, Jan. *Radical Street Performance*. Routledge, 1998.

## MC-595 Visual Communication L1 T0 P2 CR3

### Course Outcomes

After completion of the course students will be able to:

1. Demonstrate the ability to read, understand and analyze visual information
2. Design and create visual content for various media platforms
3. Work as a visual illustrator and as a professional photographer
4. Apply their visual grammar skills and aesthetics in storytelling

### Course content

#### Unit I

Concept of Art Meaning of Art, Structure, Form, Art as commodity, Art as human creation of images, reality and constructed images

#### Unit II

Understanding visuals Role of visuals in communication, Visual Literacy of media, forms, The elements of visual design- Line, Shape, Form, Color, Texture, Space, Value, Light and Color, the principles of visual design- Harmony, Rhythm, Movement, Unity, Pattern, Contrast, Emphasis, Balance and Proportion.

#### Unit III

Theories of Visual Communication, Application in analyzing visual elements in media, sensory theories- gestalt theory, constructivism, Perceptual theories- semiotics and cognitive approaches to visual communication, interpreting images with different perspectives, creative process- the ability to create, transform and arouse curiosity through visuals

#### Unit IV

Visual Analysis Manipulation, construction and presentation of visuals message, meaning, connotation and denotation of visual information, color psychology and color theory, understanding visual culture, ideology and representation, encoding and decoding messages, contemporary visual medium, advertising, newspaper etc.

#### Unit V

Photography Principles and history of photography, basic functions of still camera, composition in photography, lights in Photography, mobile phone photography, editing Photos

### Textbooks

1. Smith Kenneth L, et.al., (2011) Handbook of Visual Communication: Theory, Methods, and Media, Routledge.
2. Messaris, Paul, (1996). Visual Persuasion – Role of Images in Advertising, Sage.

### Suggested readings

1. Hodge, Gavin, et. Al., (1990).An Introduction to Photography, Sandstone Publishing.
2. Wileman, Ralph E. (1993). Visual Communicating, Educational Technology Publication.

3. Bergstrom, Bo. (2009). Essentials of Visual Communication. Thames and Hudson.
4. Drew, Helen. (2005). The Fundamentals of Photography, AVA Publishing.
5. McCartney, Susan. (2001). Mastering the Basics of Photography, Allworth Press

### **MC-597 Assamese Journalism L2 T0 P1 CR3**

#### **Course Outcomes**

After completion of the course students will be able to:

1. Demonstrate the ability to work as responsible journalists in Assamese journalism sector
2. Exhibit the skills for writing and producing content for Assamese newspapers, television and radio.
3. Relate Assamese journalism with the social movements of Assam and her rich cultural heritage
4. Facilitate and carry forward the growth of Assamese journalism based on the principle of great Assamese journalists and the needs of the digital journalism practices

#### **Course Content**

##### **Unit I - Brief history**

Brief history of Journalism in Assam – 1846 – 1900, 1901 – 1950, 1951 till the present era, Trends in regional languages journalism of the state, Contributions of eminent Journalists Identifying the audiences for Assamese Journalism and potential news sources for this segment of readers

##### **Unit II - Journalism in different media**

Basics aspects of Journalistic writing in the state's languages - Journalism for Print, TV and Radio, Study of growth and evolution of a few established media specializing in Assamese language

##### **Unit III - Language Journalism in Assam**

Assamese Journalism vs. journalism in other languages - Basic differences in presentation style of Assamese Journalism with Journalism in other languages

##### **Unit IV - Journalism and Society**

Assamese Journalism and Society -Role of Assamese Journalism in the overall growth and development of the Assamese society and Assamese language, Scope and Constraints of Assamese language media.

##### **Unit V - Torchbearers of Assamese Journalism**

Life and times of prominent journalists, the Orunodoi team, Hemchandra Goswami, Chandrakumar Agarwala, Radha Govinda Baruah, Harendranath Barua, Kirtinath Hazarika, Radhika Mohan Bhagawati, Homen Borgohain,

## Practical

Reporting and writing for Assamese language press.

## Textbooks

1. 150 Years of Assamese Journalism (2001), Media Trust, Guwahati
2. Barua, Sunil Pawan. History of Assamese Journalism, Lawyers' Book Stall, Guwahati

## Suggested Readings

**MC - 598 Science Communication      L3 T0 P0 CR3**

## Course outcomes

After completion of the course students will be able to:

1. Establish their understanding of science and scientific explanations of various phenomena
2. Prepare plans and communication campaigns for new scientific knowledge
3. Demonstrate the ability to write and produce audio-visual content on popular science
4. Disseminate the scientific knowledge to the masses through their writings and programmes in various media platforms

## Course content

### Unit I

**Communication Principles:** What is communication, importance, how to maximize reach of your voice, mass communication and media, feedback, target audience, writing for media.

### Unit II

**Science Communication:** Concept, importance, evolution of science communication, general communication versus science communication, goals for science communication, science reporting and writing, coverage of science & technology events, creating a scientific attitude, barriers in science popularization, developing a scientific temper. Concepts and issues in Environmental Communication and Health Communication, Technical communication.

### Unit III

**Institutional efforts in science communication:** ISRO, DRDO, SITE and Kheda experiment, NCSTC, Vigyan Prasar, National Science Communication Congress, Science communication – a bridge between research institutions and masses, Science Communication on Wheels experiment of Government of India.

### Unit IV

**Media for Science Communication:** Conventional mass media for science journalism, science magazines, associations of science writers and scientists' communities, community media, social media, folk media, comparison among various media, new media, various science communication campaigns, different media with dedicated space for science and technology issues,

### Unit V

**Prominent Science Communicators:** Study of eminent science communication experts --- Issac Asimov, JBS Haldane, D. Nelkin, Prof. Yashpal, RA Mashelkar, Jayant V Narlikar, Kshiradhar Baruah. and their contribution to the field,

### **Textbooks**

1. Haldane, JBS. Science and Everyday Life (Pelican, Harmondsworth, 1939, reprinted 1943).
2. Nelkin, D. Selling science : How the Press covers science and Technology, 2nd revised edition W(H Freedman, New York, 1995).

### **Suggested readings**

1. Leach, M and Scoones, I. The Slow Race – Making Technology Work for the poor (Demos, London, 2007).
2. Royal Society. The Public Understanding of Science (Royal Society, London, 1985).
3. Science and technology page, The Hindu.

## **MC-602 Communication Research Project CR4**

### **Course outcomes:**

After completion of the course students will be able to:

1. Identify and formulate a communication research problem and develop it into a research proposal
2. Analyse available literature and communication theories to interpret and co-relate it to an identified research problem
3. Use infographics for data visualisation and tabulation
4. Apply the skills of data computing and analysis in research
5. Write a research report as a thesis with references and bibliography

## **MC-603 Portfolio Preparation and Comprehensive Viva-Voce - II L0T1P1CR2**

### **Learning Outcomes**

After completion of the course students will be able to:

1. Demonstrate the ability to document their learning outcomes in the form of a portfolio.
2. Align the Programme and Course Objectives and Learning Outcomes, and make self assessment of their learnings, as well as think of improvements in their learning pedagogy.
3. Establish the interconnectedness of all the courses offered during the entire 2 year programme and develop a comprehensive understanding of the subject - Mass Communication & Journalism- which will be open for assessment during the comprehensive viva.
4. Showcase their knowledge, applied and technological skills documented in the portfolio for the potential employers.
5. Assess their monitoring, evaluation and entrepreneurial skills.

## MC-604 New Media Production L1T0P3CR4

### Learning outcomes:

After completion of the course the students will be able to:

1. Effectively use ICT in mass media and New Media platforms
2. Produce online multimedia content
3. Design web pages using Adobe Dreamweaver and other software
4. Demonstrate the ability to use social media for online marketing
5. Handle web-news portals, blogs, social media pages, Newspaper web-editions etc.

### Course Content

#### Unit I

**Introduction:** New media tools, ICT and Mass Media, Introduction to internet, Web 2.0: Social Media types and uses, File formats and resolution

#### Unit II

**Web design:** Anatomy of website, Applying design elements & principles in Web design, HTML5, CSS, Managing website: SEO and SEM, eb designing software

Practical: Producing web site

#### Unit III

**Animation:** Introduction to Animation, Animation production process, Types of animation, Animation tools and techniques, Digital Animation equipment & software

Practical: Producing animation video

#### Unit IV

**Internet as Mass media:** Writing for Internet, Copyright and plagiarism in the Internet, E-paper and web edition of newspaper, Internet TV and Radio: Production & Webcasting, Interactive communication

### Practical / Assignment

1. Students will have to upload content in the Department web news portal throughout the course.
2. Students will submit a plan for a webpage design.
3. Students will have to submit a storyboard for a short 2D animation film.
4. Students will have to create interactive contents for web by using Action Scripts in Adobe Flash Professional

### Text books:

1. Manovich, L. (2001). *The language of new media*. MIT press.
2. Team, A. C. (2010). *ActionScript 3.0 for Adobe Flash CS4 Professional Classroom in a Book*. Peachpit Press.

### Suggested Readings:

1. Sklar, J. (2011). *Principles of web design: the web technologies series*. Cengage Learning.
2. Shupe, R., & Hoekman Jr, R. (2006). *Flash 8: Projects for Learning Animation and Interactivity: Projects for Learning Animation and Interactivity*. " O'Reilly Media, Inc."
3. Roncarelli, R. (2012). *The computer animation dictionary: including related terms used in computer graphics, film and video, production, and desktop publishing*. Springer Science & Business Media.

## MC 605 Documentary Production

L1T0P3CR4

### Learning Outcomes

After completion of the course students will be able to:

1. Demonstrate the ability for making documentary films
2. Critique the contemporary documentary films and filmmakers
3. Exhibit script writing, production and editing skills for documentary filmmaking

### Course Content

#### Unit I History

Introduction to Non-fiction-Introduction, understanding the Non-fiction genre, History of actualities, Types of documentaries, Theoretical approach to documentaries, early documentaries, different genres, formats, styles of documentaries

#### Unit II Pre- Production

Production process of Documentary-Pre-production of documentary, Approaches to documentary production, Developing Ideas, Research on the subject, Recce, zeroing on the subject, Development of script, Scheduling, Budgeting

#### Unit III Scripting

Essential elements of Script-understanding the Visual elements, modes of recording the Sound, and understanding the sound elements, different approaches to the Story and its elements, understanding the Point of view

#### Unit IV Production

Production of Documentary-Field production of documentary, Indoor and outdoor shooting, precautions before documentary shooting, conducting interviews, understanding the role of interviewee, different approaches to interview, when and how to break the interview, Logging on location, Crew and responsibilities

#### Unit V Post Production and Editing

Post-Production-Types of editing software's, Logging to system, Shots identification, rough cut, Final cut, Use of narration, importance of music, use of effects, titling, advantages of subtitling acknowledgments, understanding copyright

### Practical

1. Students will produce one documentary as a small-group assignment which will require them to follow through all the essential steps of documentary production like background research, recce, scripting, storyboarding, production, post production.

**Text books:**

1. Rabinger, Michael (1998). *Directing the Documentary*, Focal Press
2. Zettl, H. (2006) *Handbook of Television Production*, Wadsworth.

**Suggested Readings**

1. Shelley, S.L. (1999) *A Practical Guide to Stage Lighting*, Focal Press.
2. Compesi, Ronald J et.al (1997) *Video field Production and editing*, Allyn & Bacon.
3. Burrows, Thomas D., et.al. (2000) *Video Production: Disciplines and Techniques*. McGraw-Hill.

**MC 606 Community Radio****L1T0P3CR4****Course outcomes**

After the completion of the course the students will be able to:

1. Demonstrate the ability and skills for producing programmes for CRS.
2. Facilitate the process of consolidation of CRS in India through academic research and utilitarian applications.
3. Manage the operations of a community radio station as well as campus community radio stations.
4. Establish CRS' linkages with communities, civil society, government and voluntary organisations through freelancing.

**Course Content****Unit I**

Need, Origin, Concept, Philosophy and Policy of CRS, CR as an alternative mass medium,

**Unit II**

CRS worldwide, AMARC, Different Forums of CRS, Role of CR in development, sustainability of CRS.

**Unit III**

Growth and development of CR in India, CR in NER, Community Radio versus Campus Community Radio, News and Current Affairs in Community Radio in India,

**Unit IV**

Principles of Community Radio Operations, Production Techniques in CRS, Activities in Setting-Up a Community Radio, Community Radio Programming, Studio layout, Outdoor Broadcast, Narrowcasting.

**Practical**

Students would plan, produce and broadcast programmes of different genres in coordination with various communities in the broadcast area.

**Text Books:**

1. Tabing Louie. (2002). *How to do community radio* Unesco Publication, New Dehli.
2. Fraser, Colin & Estrada Rastrepo Sonia. (2001). *Community Radio Handbook* UNESCO

### **Suggested Readings**

1. Andrew Boyd., Peter Stewart & Ray Alexander. *Broadcast Journalism*. Focal Press, New York and London.
2. Pavarala, V & Malik, K. (2007) *Other Voices –Struggle for community Radio in India*. Sage.