

PANJAB UNIVERSITY CHANDIGARH

(Estd. under the Panjab University Act VII of 1947-enacted by the Govt. of India)

FACULTY OF ARTS

SYLLABI

FOR

**MASS MEDIA AND VIDEOGRAPHY
(ADD-ON COURSE)
CERTIFICATE, DIPLOMA
AND
ADVANCED DIPLOMA
EXAMINATIONS, 2020**

PANJAB UNIVERSITY, CHANDIGARH

Outlines of tests, syllabi and courses of reading for Mass Media and Videography (Add-On course) for the examination of 2020.

CERTIFICATE COURSE

PAPER A: THEORY

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The purpose of the course is to introduce the students to concepts and types of communication, types of Mass Media and their functions. The course also introduce the students to TV as a Mass Medium and TV Production Process.

(B) Pedagogy of the Course Work:

90% Lectures

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

- a) There shall be 9 questions in all. Time allowed will be 3 hours.
- b) The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 75-100 words each. Each question shall be of 2 marks. (5X2 = 10 marks)
- c) Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Definition, concept and importance of communication
- Forms of communication: intra-personal, inter-personal; group; public and mass
- Functions of communication

Unit – II

- Types of mass media: newspapers radio, television, new media and their characteristics
- Basic Functions of mass media
- Brief overview of media industry in India

Unit – III

- Terminology used in Television
- Characteristics of television as medium of mass communication
- Characteristics of Visual Communication

Unit – IV

- Role of TV in Information, Education and Communication
- Basic functions of video camera
- TV Production team: Role and responsibilities of cameraman, producer, director, floor manager and editor

PAPER B: PRACTICAL**Marks: 100**

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|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 1. A 10-minute classroom presentation on a current topic related to mass communication. | 25 |
| 2. Prepare a report on the functions being performed by any one mass medium of your choice. The report of about 500-750 words should be based on observation and analysis of mass media messages. | 25 |
| 3. Identify the different parts and functions of video camera | 25 |
| 4. Choose a TV program and identify its production team | 25 |

Essential Reading:

1. Anderson Kenneth K., (1972), *Introduction of Communication: Theory and Practice*. Menlo Park, Cummings Pub. Co.
2. Brown Lucy and Duthie Lyndsay, (2016) *TV Studio Production Handbook*.
3. Jackman John, (2010) *Lighting and Digital video and Television*, 3rd Edition, ay lor & Francis Ltd. Oxford, United Kingdom
4. Kohli Vanita, (2003), *The Indian Media Business*, Sage.
5. Murch Walter, (2017) *In the Blink of an Eye*, Silman James Press 2017-05-01, Los Angeles, Calif.
6. Owens Jim, (2015) *Television Production*, 16th Edition Focal Press.
7. Schramm Wilbur, (1960), *Mass Communication*, 2nd ed. Urbana, University of Illinois Pr.
8. Shelton Ganaratne, (2000) *Handbook of the media*, Sage.
9. Singh Dev Vrat, (2012) *Indian Television Content, Issues and Debate*, Ananad Publication Pvt. Ltd. New Delhi.

Additional Readings:

1. Ball-Rokeach, Sandra & DeFleur, (1975), *Theories of Mass Communication*, Melvin, Longman, New York.
2. Berlo David, Rinehart & Winston, (1960), *The Process of Communication*. Holt, NY.
3. Bhatt S.C., (2010), *Broadcast Journalism Basic Principles*, Har Anand Publication Pvt. Ltd. New Delhi.
4. David J, (2007), *Radio Broadcast Journalism in India*, Cyber Tech. Publication Pvt. Ltd. New Delhi.
5. Shook Fred, Larson Fred J. And DeTarsio John, (2005), *Television Field Production and Reporting*, 4th Edition, Dorling Kinderlay India, New Delhi.
6. Zettl, Herbert (2006), *Television Production Handbook*, 9th Edition Printed and bound in India by Akash Press, New Delhi.

DIPLOMA COURSE

PAPER A: THEORY

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The course objective is to sensitize and acquaint students, to elements of Communication and writing styles for various media. TV production process is also explained.

(B) Pedagogy of the Course Work:

90% Lectures

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

- a) There shall be 9 questions in all. Time allowed will be 3 hours.
- b) The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 75-100 words each. Each question shall be of 2 marks. (5X2 = 10 marks)
- c) Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Elements of Communication: Source, Message, Channel, Receiver, Feedback and Noise
- Concept of effective communication; 7Cs of Communication
- Basic Communication Process

Unit – II

- Writing for Print: Types and story structure
- Writing for different types of Radio programs: News, Features, Documentaries etc.
- Writing for different types of TV program: News, Features, Documentaries etc.

Unit – III

- Basic Camera Shots and angles
- Language of Camera Movements; Static Camera Movements and Moving camera movements
- Camera perspective and principle of composition

Unit – IV

- Basic production process: pre-production, production & post production
- Above the line and below the line functions
- Basic language of vision mixing

PAPER B: PRACTICAL**Marks: 100**

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|--------------------------------------------------------------------------------------------------------|----|
| 1. Listening to a recorded speech in class and analyzing the speech vis-a-vis 7C's of communication. | 25 |
| 2. Choose a current event and write a short story for (a) newspaper (b) radio (c) television. | 25 |
| 3. Watch a TV programme for two minutes and identify different camera shots, angles and movements. | 25 |
| 4. Prepare a budget for a ten minute documentary based on above the line and below the line functions. | 25 |

Essential readings:

1. Brown Lucy and Duthie Lyndsay, (2016) *TV Studio Production Handbook*.
2. Jackman John, (2010) *Lighting and Digital video and Television*, 3rd Edition, ay lor & Francis Ltd. Oxford, United Kingdom
3. M.H. Syed, (2006), *History of Mass Media*, Anmol Publication Pvt. Ltd.
4. Michael Norton and Purba Dutt, (2003), *Getting started in Communication*, Sage Publications.
5. Murch Walter, (2017) *In the Blink of an Eye*, Silman James Press 2017-05-01, Los Angeles, Calif.
6. Owens Jim, (2015) *Television Production*, 16th Edition Focal Press.
7. S.K. Goel, (1999), *Communication Tomorrow*, Common, Wealth publishers.
8. Singh Dev Vrat, (2012) *Indian Television Content, Issues and Debate*, Ananad Publication Pvt. Ltd. New Delhi.

Additional Readings:

1. Bhatt S.C., (2010), *Broadcast Journalism Basic Principles*, Har Anand Publication Pvt. Ltd. New Delhi.
2. Blumler, Jay G & Katz, Elihu (ed.), (1974), *The uses of Mass Communication*, SAGE, Beverly Hills
3. David J, (2007), *Radio Broadcast Journalism in India*, Cyber Tech. Publication Pvt. Ltd. New Delhi.
4. De Sola Pool, (1972), *Handbook on Communication*, Ithiel (ed), Rand McNally College Publishing Co., Chicago.
5. Shook Fred, Larson Fred J. And DeTarsio John, (2005), *Television Field Production and Reporting*, 4th Edition, Dorling Kinderlay India, New Delhi.
6. Shrivastava, K.M, (2005), *Broadcast Journalism in the 21st century* New Dawn Press Group, New Delhi.
7. Zettl, Herbert (2006), *Television Production Handbook*, 9th Edition Printed and bound in India by Akash Press, New Delhi.

ADVANCED DIPLOMA

PAPER A: THEORY

Total Marks	100
Theory Exam	90
Internal Assessment	10

(A) Course Objectives:

The course introduces the students to concept of editing and graphic. It also discusses light and sound editing.

(B) Pedagogy of the Course Work:

90% Lectures

10% Unit tests, snap tests, assignments, attendance and class room participation.

Instructions for paper-setters and candidates:

- a) There shall be 9 questions in all. Time allowed will be 3 hours.
- b) The first question is compulsory comprising 8 short answer type questions spread over the whole syllabus. The candidates are required to answer 5 questions in about 75-100 words each. Each question shall be of 2 marks. (5X2 = 10 marks)
- c) Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall be given internal choice. The candidates shall attempt one question from each unit. Each question will carry 20 marks. (4X20 = 80 marks)

Unit – I

- Introduction to Editing for precision accuracy, clarity, brevity, spelling, punctuation and grammar
- Definition and importance of Graphic Design in Communication & Promotion
- Design principles & their application.

Unit – II

- Brief introduction to origin and development of television in India; organizational structure of TV channels in India: Govt. and Private
- News Broadcasting Standards Authority and Broadcasting Content Complaints Council
- Cable TV Networks Regulations Act (1995)

Unit – III

- Basics of editing, switching, components of video editing systems
- Using the editing system
- Linear and non-linear editing

Unit – IV

- Types of microphones: Dynamic, Ribbon and Condenser
- Sound pick-up pattern: uni-directional, bi-directional, omni-directional
- Basic functions of lighting and its properties.

PAPER B: PRACTICAL**Marks: 100**

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|--------------------------------------------------------------------------------------------------|----|
| 1. Prepare a hierarchal flowchart for organizational structure of a TV station | 25 |
| 2. Make a 10 minute documentary on a subject of your choice. Marks will be given on the basis of | 75 |
| a) Pre Production | 25 |
| b) Production | 25 |
| c) Post Production | 25 |

Essential Readings:

1. Brown Lucy and Duthie Lyndsay, (2016) *TV Studio Production Handbook*.
2. Ganaratne Shelton, (2000) *Handbook of the media*, Sage.
3. Jackman John, (2010) *Lighting and Digital video and Television*, 3rd Edition, ay lor & Francis Ltd. Oxford, United Kingdom
4. Keval J. Kumar, Jaico, (1995), *Mass Communications in India*, Publishing House.
5. Kohli Vanita, (2003), *The Indian Media Business*, Sage.
6. M.H. Syed, (2006), *History of Mass Media*, Anmol Publication Pvt. Ltd.
7. Marie Winn, (1985), *The plug-in Drug*, Penguin Books.
8. Murch Walter, (2017) *In the Blink of an Eye*, Silman James Press 2017-05-01, Los Angeles, Calif.
9. Owens Jim, (2015) *Television Production*, 16th Edition Focal Press.
10. Singh Dev Vrat, (2012) *Indian Television Content, Issues and Debate*, Ananad Publication Pvt. Ltd. New Delhi.
11. Thomas Sunny, (1997), *Writing for the Media*, Vision Books Ltd. N.D.

Additional Readings:

1. Bhatt S.C., (2010), *Broadcast Journalism Basic Principles*, Har Anand Publication Pvt. Ltd. New Delhi.
2. David J, (2007), *Radio Broadcast Journalism in India*, Cyber Tech. Publication Pvt. Ltd. New Delhi.
3. McManus John (1994), *Market-Driven Journalism: Let the Citizen Beware*, Iowa State Press.
4. Neuharth Al (1989), *Confessions of an S.O.B.*, Doubleday.
5. Shook Fred, Larson Fred J. And DeTarsio John, (2005), *Television Field Production and Reporting*, 4th Edition, Dorling Kinderlay India, New Delhi.
6. Shrivastava, K.M, (2005), *Broadcast Journalism in the 21st century* New Dawn Press Group, New Delhi.
7. Stanley J. Baran and Dennis K. Davis, (2002), *Mass Communication theory*. Thomson Wadsworth Publication.
8. Zettl, Herbert (2006), *Television Production Handbook*, 9th Edition Printed and bound in India by Akash Press, New Delhi.