

University of Mumbai



Revised Syllabus for the M.A.

Program: M.A.

Course: Electronic Media

Semester I to IV

(As Per Credit Based Semester and Grading System with effect from the academic year 2014–2015 for Semester I & II and from academic year 2015-16 for Semester III & IV)

REVISED SYLLABUS INCLUDING SCHEME OF COURSES, SCHEME OF EXAMINATION, MEDIUM OF EXAMINATION, INSTRUCTION AND

TEACHERS' QUALIFICATION FOR THE MASTER OF ARTS (ELECTRONIC MEDIA).

(TOTAL 04 SEMESTERS)

Theory Paper = 60 Marks

Term work = 40 Marks

Total = 100.

Minimum 96 credits.

Medium of examination: English or Marathi or Hindi.

Medium of Instruction: English

Teachers' Qualification:

Master of Arts (communication and Journalism), Master of Arts (Public Relations) or a Master of Arts (Electronic Media) from University of Mumbai or any other institution recognized by the University Grants Commission scoring aggregate of 55 percent marks or above and SET/NET.

FEE STRUCTURE will continue to remain as follows -

Tuition Fees (per semester) - Rs 20,000

Examination Fees (per semester) – Rs 1,000

Project Examination Fees (to be paid in the second year only) – Rs 1,000

Computer Lab Fees (per semester) – Rs 2,000

Library Fees (per semester) – Rs 1,000

PREAMBLE

“Course” means a Semester Course.

“Credit” (C) is the weightage assigned to a course in terms of the workload of the learner* as per UoM AC & MC for UG Semester- Credit system, June 2011, Point 2.24 -

*This has a reference to the ‘Workload’ of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like writing a literature review, conducting surveys and content analysis, elocution, taking writing tests of a nature suggested in the syllabus, making video audio content, conducting seminars and presenting abstracts and presenting papers etc. A system of assigning Credit Points (CP) for a single course shall be practiced Credits assigned for a single course will pay attention to how many hours it would take for an average learner to complete a single course successfully. 1 (one) credit is construed as corresponding to approximately 30 learning hours.

“Grade” means a letter grade assigned to a student on the basis of evaluation of a course on the seven point scale.

“Grade Point” (g) means the numerical equivalent of a letter grade assigned to a student in the seven point scale.

“Cumulative Grade Point Average” (CGPA) means a cumulative index grade point average of a student calculated in the following manner:

$$\text{CGPA} = \frac{(g_1 \times c_1) + (g_2 \times c_2) + \dots}{\text{Total number of credits offered by the students up to and including the semester for which cumulative index is required.}}$$

“Final Grade Point Average” FGPA is the final index of a student at the time of award or a degree.

“Final grade” is the letter equivalent assigned to a student on the basis of his/ her final grade points at the time of the award of the degree.

Faculty Adviser: (only in case of electives)

The Department/College through which a student seeks admission shall appoint an Adviser for each course each semester from amongst the members of the faculty concerned. The advisor shall advise the student about the course to be taken and record them and his/ her progress on the Course Card. The Card shall carry such entries as may be specified by Regulations.

Registration of courses is the sole responsibility of a student. No student shall be allowed to do a course without registration and no student shall be entitled to any credits in the course unless he/ she has been formally registered for the course by the scheduled date to be announced by the University.

Last registration will be allowed up to a maximum of three weeks after the beginning of a semester on payment of late registration fee.

No student shall be allowed to add a course or substitute a course for another course later than one week from the date of commencement of the semester. A student wishing to drop a course must do so as early as possible in no case later than four weeks from the date of commencement of the semester. No student shall be permitted to drop a course after the four-week period. Provided that a student may take more optional courses than prescribed in the programme, in which case in the calculation of Final Grade Point Average only the prescribed number of optional courses in the descending order of the grades obtained by the student shall be included. For example, if a programme has 12 compulsory courses and 04 optional courses and a student credits 06 optional courses, his/ her Final Grade Point Average shall be calculated on the basis of 12 compulsory courses and the first four optional courses, when all the six are ranked according to descending order of grades obtained by him/ her. However, no students shall be permitted to register in a semester only to take an additional optional course.

Credit requirements:

A student enrolled for the Semester-Credit Master of Arts (Electronic Media) must acquire a minimum of 96 (ninety six) credits at the end of four semesters of this programme.

Each semester 04 P.G. courses (**subjects or papers**) of 06 credits each may be undertaken. This will lead to 04 x 06 = 24 credits per semester and 16 x 06 = 96 credits for four semesters.

Credit also to be given for dissertation carried out as a part of this Master degree programme, over and above the taught courses.

The total no. of credits required for a programme may be divided equally among four semesters, i.e. in case of total 96 credits, 24 credits to be earned in each of the four semesters.

This M.A. (Electronic Media) shall be **given four teaching/ contact hours a week** and credit for this course shall be as follows:

- i) 'C' level courses are Core courses which would require 04 hours of teaching/contact learning per week. (06 credits).
- ii) 'E' level courses are Electives within the parent department.

A student may choose to earn more than the 96 credits by choosing electives in each semester.

A minimum attendance of 75% per semester per course is mandatory. Students having less than 75% attendance in a particular course (whether core or elective) will not be given credits for that course and will not be allowed to appear for the examination in that course.

Credit Transfer:

Apart from maintaining an account of credits acquired by a learner over a period of time for a wide range of courses, the main idea behind implementing the credit system is to make provision for learner mobility. Credit Transfer means that credits earned at one institution for one or more courses under a given programme are accepted under another programme either by the same institution or another institution. In practice this means that it is accepted that a certain chunk of learning has already been successfully completed by a learner. This acceptance of earlier acquired credits may be reflected in one of two ways: (i) Direct Performance Transfer, or (ii) Course exemption. Credit transfers from and to recognized Indian and foreign Universities/Institutions would be taken up on case to case basis by the Ad-hoc Board in Communication and Journalism. For this purpose a formal application in writing shall be made by the Head/Coordinator of the Institution where the student has applied to the Chairman, Ad Hoc Board for a credit transfer. The Board shall be presented with the full details, certificates and other relevant documents that would help the Board arrive at a reasoned conclusion as to the Credit Transfer. The Board shall take a decision at a formal meeting of the Board where the Head/Coordinator shall be especially invited for the purpose of clarifications if any.

Block Transfer:

This refers to a group of courses, such as a completed certificate or diploma programme that are accepted for transfer of credit into a degree programme. This decision would be taken up on case to case basis by Ad-hoc Board. For this purpose a formal application in writing shall be made by the Head/Coordinator of the Institution where the student has applied to the Chairman, Ad Hoc Board for a credit transfer. The Board shall be presented with the full details, certificates and other relevant documents that would help the Board arrive at a reasoned conclusion as to the Credit Transfer. The Board shall take a decision at a formal meeting of the Board where the Head/Coordinator shall be especially invited for the purpose of clarifications if any.

Evaluation:

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

The Seven Point Grading System prescribed by the University of Mumbai shall be followed thus -

Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

Note:

1. There shall be no rounding off of SGPA/CGPA/FGPA.
2. The SGPA/CGPA/FGPA obtained by a student is out of a maximum possible 07 points.

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absenting from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.

Examination:

Exams of all postgraduate degree courses of the Faculty of Arts of the first and the second year (i.e. Semester I to IV) will be conducted by Examination Department of

the University of Mumbai. Thus the Examination Section of the University will put up the examination timetable, issue centre numbers, subject code, and hall tickets and also declare the results and issue the statement of marks and the degree certificates.

Exam fees will be collected as per University rule for each semester exam.

There will be a semester end examination at the end of each semester. The theory examination of each semester exam course will be of 60 marks and of minimum 2 hours duration. To pass the theory paper the student is required to get 24 marks out of 60 in the theory paper and 16 out of 40 in the term work.

Continuous Internal Assessment review of literature, writing test, survey, analysis of content, poster presentation, power point presentation, elocution, publishing of abstract and presenting of a research paper at a national conference, seminar, producing audio visual teaching aids, translation, open book test, domain knowledge test, starting and maintaining a Blog etc will be an integral part of each course and 40 marks will be assigned to it. The Ad Hoc Board of Studies has prescribed the alternatives mentioned above or a combination of them for internal assessment for each course.

Students who cannot appear for the semester end examination due to unforeseen circumstances may be allowed to appear for an additional examination at the discretion of the Head of the Department in consultation with the University Department of Examination, provided the student can furnish legitimate reason and/or documentary evidence for his/her failure to appear for the relevant examination. An application will have to be made for the additional examination by the candidate not later than 10 days after the end of the relevant examination.

In case a candidate is unsuccessful in acquiring maximum 50% of the normal load i.e. for 12 credits out of the 24 credits, e.g. two core courses at the semester end examination in any of the four semesters, he/she may be allowed to carry pending additional load of the previous semester/s over and above the normal load and will have the option of reappearing for the examination of that course/s. However, this pending additional load has to be cleared in any of the semesters so as to not to exceed the maximum limit of total 6 semesters for an M.A. degree in the Faculty of Arts from the date of admission.

Common Provision of continuing with a programme after a break beyond six semesters is fixed as per University policy.

If the candidate passes the continuous evaluation / internal assessment part of any course for which he/she fails in the semester end exam, the grades of the continuous evaluation / internal assessment may be carried forward.

A student shall also have the option of having the result of his examination in a particular course declared null and void for improvement of programme, provided he/she makes an application in writing to the Head /Director of the Department / Centre or College Principal not later than 10 days after the semester end examination.

A student who has passed in all the courses and obtained no less than 96 credits shall be deemed to have obtained the Master of Arts (Electronic Media) Degree.

If candidate has passed the theory paper but has failed to get all 06 credits in a core subject then candidate has failed the course. If candidate gets 06 credits in a core subject but fails the theory paper then the candidate has failed the course.

The candidate shall have the freedom to choose the number of credits from each elective course. Thus from an elective course of six credits the candidate can choose to earn a minimum of one or a maximum of six credits.

If a candidate earns credits in an elective those may be recorded in the mark sheet of the semester concerned as well as the final mark sheet. However, if the learner is unable to earn that credit the candidate does not fail the semester nor is the inability to earn credits recorded in the mark sheet.

Electives shall not have end semester theory exam.

The final grade point average of a student will be worked out on the basis of the formula indicated below:

$$FGPA = \frac{\sum_{i=1}^n C_i \times g_i}{\sum_{i=1}^n C_i}$$

C_i = Credit of the i th course

g_i = Grade Point secured by the student in the i th course

n = Total number of courses prescribed for the student

FGPA = Final Grade Point Average of the students concerned.

Examiners or Board of Examinations shall be appointed for each course by the Chairperson of the Board of Studies / Ad-hoc Board of Studies, in consultation with the Head/Director of the University Department / Centre concerned.

An application for admission to the semester examination shall be made in the prescribed form and forwarded through the Head/ Director of the University Department/ Centre/ College Principal concerned to the Faculty of Arts at the Examination House and shall be accompanied by the relevant documents.

Additional Examinations

Internal Assessment:

Eligibility norms to appear for the additional class test or assignment or project for learner who remained absent:

The learner must apply to the Head of the Institute giving the reason(s) for absence within 08 days of the conduct of the examination along with the necessary documents and testimonials.

If a learner is absent for participation in Inter Collegiate events, State or National or International events. Training camp or coaching camp organized by authorized University or, State or National or International bodies.

NSS/NCC Event/ Camps/ Cultural activities/ Sports activities/ research festival or any other activities authenticated by the head of the Institution the head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.

The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

SEMESTER END EXAM:

Students who cannot appear for the semester end examination due to unforeseen circumstances may be allowed to appear for a additional / supplementary examination at the direction of the Head of the Department in consultation with the University Department of Examination, provided the student can furnish legitimate reason and/ or documentary evidence for his/ her failure to appear for the relevant examination. An application will have to be made for the additional supplementary examination by the candidate not later than a week after the end of the relevant examination.

Revaluation: As per the University policy.

Removal of the Name of a Student from the Programme:

The names of students falling under following categories shall automatically stand removed from the roll of the University:

Those students who have already exhausted the maximum period of six semesters for the M. A. (Electronic Media) programme.

A student of MAEM first year fails to clear more than 50% of the prescribed core courses at the end of the first semester.

A Student has still to clear courses which cannot possibly be cleared in the remaining period of study even if he/ she is allowed to register for the normal load for the remaining period plus 50% of this normal load.

Notwithstanding what is contained in the Ordinance, the Academic Council may, in exceptional circumstances and on the recommendations of the Centre/ Department and Board of the School as well as on the merits of each individual case, consider at its discretion and for reasons to be recorded, relaxation of any of the provisions except those prescribing CGPA/ FGPA requirements.

No Candidate shall be eligible to register for the programme/ courses if he/ she is already registered for any full-time programme of study in the University or in any other University/ Institution.

Admission Procedure:

One Course card for each semester has to be duly filled in by the candidate and ratified by the Head/ Director/ of the Department/ Centre/ College Principal within the first two weeks of each semester in four sets: for the Controller of Examination, other respective department/s and for the student.

Any deviation from the above mentioned uniform pattern may be permissible if passed through the various statutory bodies with proper justification. Students-teacher Ratio should be conducted to the credit and semester system as per UGC norms.

SCHEME OF COURSES AND DETAILED SYLLABUS

Semester I

Course Code	Name of Course A. Core Courses	Teaching hours*	Term work	
			Learning hours	Credits
PAEM101	Communication Theory	48	180	6
PAEM102	Media Economics	48	180	6
PAEM103	Reporting and Editing	48	180	6
PAEM104	Media Criticism	48	180	6
Total		192	720	24
Course Code	Name of Course B. Elective Courses	Term work		
		Learning hours		Credits
PAPR101	Public Relations Theory and Practice	180		6
PAPR102	Media Relations & Media Writing	180		6
PACJ105	Investigative reporting	180		6
PAPR104	Research in Public Relations -I	180		6
PACJ106	Advertising Theory and Practice	180		6
PAEM105	Graphic designing	180		6
Total		1080		36

Semester II

Course Code	Name of Course A. Core Courses	Teaching hours*	Term work	
			Learning hours	Credits
PAEM206	Writing Skills	48	180	6
PAEM207	Introduction to Film Studies	48	180	6
PAEM208	Visual Communication	48	180	6
PAEM209	Media Laws	48	180	6
Total		192	720	24
Course Code	Name of Course B. Elective Courses	Term work		
		Learning hours		Credits
PACJ211	Introduction to Media Organizations	180		6
PAEM210	Documentary Film Making	180		6

Total	360	12
--------------	------------	-----------

Semester –III

Course Code	Name of Course A. Core Courses	Teaching hours*	Term work	
			Learning hours	Credits
PAEM312	Computational Skills	48	180	6
PAEM313	New Media Technologies	48	180	6
PAEM314	Video and Audio Production	48	180	6
PAEM315	Multimedia Production	48	180	6
Total		192	720	24

SEMESTER -IV

Semester IV involves continuous evaluation of project work of the learners. The teaching hours per faculty would be 192 hours and learning hours would be 720 hours and the number of credits awarded for the projects would be minimum 24.

*AC agenda Item No. 4.57 (dated 21/12/2011) pg no. 5.

Semester I

A. Core Course

Course -I

Communication Theory (Core Course)

The course shall comprise of the following units :

Argumentation theory, Cognitive Dissonance theory, Model of Text Comprehension, Semiotics, Speech Act, Uncertainty Reduction Theory, Adaptive Structuration theory, Attraction-Selection-Attrition Framework, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Medium theory, Priming, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications, Theory of Rasa, Four theories of the Press.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality

- of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
 4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analyse content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
 5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
 6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
 7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
 8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the

- full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
 10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
 11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
 12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
 13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and

the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography:

McQuail's Mass Communication Theory - Denis McQuail
Communication Theory - C. David Mortensen
Encyclopedia of Communication Theory - Stephen W. Littlejohn, Karen A. Foss
A First Look at Communication Theory by Em Griffin.

Course -II

Media Economics (Core course)

The course shall comprise of the following units :

Introduction to media economics theory and practice, economics and media regulation, economics of international media, economics of the daily newspaper, television, radio, internet, cable industry, films, advertising, online media and public relations.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.

10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

Bibliography :

Alan B Albarran, Media Economics: Understanding markets, industries and concepts, Wiley-Blackwell

Colin Hoskins, Stuart McFadyen, Adam Finn, Media economics: applying economics to new and traditional media, Sage

Alison Alexander, Media Economics: Theory and Practice, Lawrence Erlbaum

Robert G Picard, Media Economics: Concepts and Issues, Sage

Course- III

Reporting and Editing (Core subject)

The course shall comprise of the following units :

Grammar, syntax, styles of writing, figures of speech, passive and active voice, summarization and precise, paraphrasing, Foregrounding theory, Translation skills, what makes news, news values, basics of reporting and news writing, storytelling techniques, similarities and differences in newspaper and magazine feature stories, digging for Information and initiating newsgathering, building and using background information and finding sources, getting the most of Interviews, online resources, the trend story, narrative Writing, in-depth stories, principles of editing, editing symbols, headline writing, writing the editorial, writing reviews, making the newspaper, magazine

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
2. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
3. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the teacher concerned.
5. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
6. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion

- involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
7. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
 8. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
 9. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
 10. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

Melvin Mencher, Melvin Mencher's News Reporting and Writing, McGraw Hill
 The Associated Press Style Book
 Lauren Kessler and Duncan McDonald. *When Words Collide: A Media Writer's Guide to Grammar and Style*, Belmont, California: Wadsworth
 William Strunk (and E.B. White), *The Elements of Style*, Longman
 Kevin Kerrane and Ben Yagoda, *The Art of Fact*, Scribner
 Walt Harrington, *Intimate Journalism*, Sage
 Carl Sessions Stepp, *The Magic and Craft of Media Writing*, Chicago
 Christopher Scanlan, *Reporting and Writing*, New York, OUP

Donald Murray, *A Writer Teaches Writing*, Boston, Houghton Mifflin
Renee J. Cappon, *The Word: An Associated Press Guide to Good News Writing*
G. Stuart Adam and Roy Peter Clark, *Journalism- The Democratic Craft*, New York, OUP

Course- IV

Media Criticism (Core course)

The course shall comprise of the following units :

What is Criticism, The Essence of Criticism, Critical Functions, Criticism and the Communication Process, Knowledge Processing, Tonal and Talent Ingredients, Stage-Molding Ingredients, Business Gratifications, Audience Gratifications, Reality Programming, Depiction Analysis, Structural Analysis, Probing Ethics and Values, Aesthetics and Art, The Logic of Aesthetic Form, Composite Criticism.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
2. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
3. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors

- regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
5. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
 6. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
 7. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
 8. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey, John Richardson, *Key Concepts in Journalism Studies*, SAGE Key Concepts series
John Hartley, *Communication, Cultural and Media Studies – The Key Concepts*, Routledge
Peter B Orlik, *Electronic Media Criticism: Applied Perspectives*, Lea's Communication

B. Elective Courses :

Course –I

Public Relations Theory and Practice (Elective)

The course shall comprise of the following units :

Definition of PR, Its nature, process and Public, Origin and growth of PR in the world and India, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations, Reputation, perception and relationship management, The PR process, Research and Planning and Evaluation, PR ethics.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.

6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

- Excellence in Public Relations and Communication Management

Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 666 pgs

- The Unseen Power: Public Relations, a History

Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 812 pgs.

- Public Relations Theory

Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.

- Crisis Communications: A Casebook Approach

Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 330 pgs

- Public Relations in Asia: An Anthology Book By Krishnamurthy Sriramesh, Thomson, 2004.
- Foundations of Communication Theory

Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970. 372 pgs.

- Strategic Planning for Public Relations

Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs

- Corporate Public Relations: A New Historical Perspective

Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987. 180 pgs

Course - II

Media Relations and Media Writing (Elective)

The course shall comprise of the following units :

Media and its types, nature and process and tools, Media Relations Theories, Print Media and its functions, Broadcast Media and its functions, Online Media and its function, nature, scope and dynamics of Media Relations, Media Relations in India and Media Analysis and Evaluation. Different types of writing in Media: writing speeches, authored articles on behalf of senior spokespeople of companies, press release - for different sectors - financial, entertainment, pharmaceuticals, telecom, TV channels. invitations -media invitations for press conferences, invitations for various events, writing descriptions - of a photograph/ sketch, briefing documents, pitch notes, official emails - to clients, to media, to others, synopsis writing - of articles, basic translations – headlines, writing content for brochures, answers on behalf of clients, backgrounders, profiles for clients. Ghost writing: speeches, Making brochures /newsletters.

The Learner may choose from among the following activities to gain credits in the course.

1. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
2. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
3. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

4. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
5. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
6. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner’s ability to reason and explain shall be judged for one mark.
7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.

9. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
10. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

- Public Relations Writing: Principles in Practice

Book By Donald Treadwell, Jill B. Treadwell published by Sage Publications

- Media Writing: Print, Broadcast, and Public Relations

Book by W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates, 2004. 424 pgs.

- Managing the Media: Proactive Strategy for Better Business-Press Relations

Book by Fred J. Evans; Quorum Books, 1987. 176 pgs.

- Media Relations: Issues and Strategies

Book by Jane Johnston; Allen & Unwin, 2007

- Rethinking Public Relations: The Spin and the Substance

Book by Kevin Moloney; Routledge, 2000. 196 pgs.

- Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism

Book by Thomas H. Bivins; Lawrence Erlbaum Associates, 2004

- Public Relations Writing and Media Techniques

Book by Dennis L. Wilcox published by Allyn & Bacon/Pearson Education 2008 - 548 pages.

Course- III

Investigative reporting (Elective)

The course shall comprise of the following units :

Why Investigative Reporting Matters, What Journalists Can Investigate, Organizing the Investigation, Interviewing Whistleblowers, Difficult Interview Situations, Legal Concerns in Investigative Journalism, Ethical Concerns in Investigative Journalism, Putting the Story Together, Writing the Investigative Series, knowing the government and its institutions, Interpreting Surveys, Introduction to Statistical and Mapping Software for journalists, Social Science Methods for Journalists, the criminal justice system, criminal and civil laws, the legislature, bureaucracy and executive, how to whet a source, how to keep a source, how to make sources, indexing and framing, introduction to the IPC and the Evidence Act.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality

- of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
 4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
 5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
 6. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
 7. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
 8. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
 9. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total

- credits 2, total marks 20, minimum required to pass 8 – the learner shall make the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
10. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
11. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
12. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.

Bibliography :

Hugo de Burgh, *Investigative Journalism – Context and Practice*, Routledge

David Spark, *Investigative Reporting – A study in Technique*, Focal Press

John Pilger, *Tell Me No Lies - investigative journalism that changed the world*, Vintage

Course – IV

Research in Public Relations-I (Elective)

The course shall comprise of the following units :

What is research, Applications of research, characteristics, types & paradigms of research in PR, logical reasoning, the research process, Planning a research study, Reviewing the literature, Formulating a research problem, Identifying variables, Constructing hypothesis, Research design, Sampling- Probability and non probability, Methodologies, Methods, Tools of data collection, collecting data using attitudinal scale.

The Learner may choose from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the

- editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
 8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
 9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
 10. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
 11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have

40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

- Mass Media Research: An Introduction, Seventh Edition
Book by Roger D. Wimmer, Joseph R. Dominick, Thomson Wadsworth
- The Essential Guide to Doing Research
Book by Zina O'Leary, Sage Publications

Course – V

Advertising Theory and Practice - (Elective)

The course shall comprise of the following units :

History and evolution of advertising, Role of advertising in Marketing Mix, Ad Concepts, Definition and elements of an Ads, Objectives, Need and importance, Maslow's Need of Hierarchy, Above the line advertising, Below the line advertising, AIDA, DAGMAR, Brand recall, Brand Image/personality, Logo, trademark, slogans, Techniques for advertising, Advertising budget, Different medium and types of ads, Agency Set up and Job flow, Creative brief and Copywriting, Advertising appeals, Evaluation/Effects of Ads, Ethics and Laws in ads.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

2. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
3. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
4. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
5. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be

- judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
8. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
 9. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
 10. **Internship in AD agencies** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached.
 11. **Producing two ad films of not more than 45 seconds and not less than 30 seconds** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall consult the film with the teacher concerned during the period of learning of the course. The film shall be entirely shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), ad copy, content of the film, narrative, pre-production and post-production quality.
 12. **Recording of books:** Students may record books designated by the teachers using the facilities of the MUST Radio Station in the campus. 30 hours of recording with a minimum of usable audio of 15 hours will earn the learner 1 credit. The recording will be judged for diction, quality of voice. The recording to be made available on the Department’s computer and CDs in MP3 format. The conversion and uploading has to be done by the learner.
 13. **Producing two ad spots for radio of not more than 45 seconds and not less than 30 seconds duration** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner after consultation with the teacher

concerned shall produce two radio ad spots. Marks shall be assigned for quality of language, ad copy, content, pre-production and post-production.

Bibliography :

Advertising basics: a resource guide for beginners, Authors : John V. Vilanilam, A. K. Varghese, Editor: A. K. Varghese, Sage Publications, 2004

Advertising Media wise, Author: Julian Petley, Publisher: Black Rabbit Books, 2003

Advertising The M & E handbook series, Authors: Jefkin, Jefkins Frank, 2nd Edition, Publisher: Pearson Education India, 1992.

Advertising-Routledge introductions to media and communications, Author: Iain MacRur, Routledge Publications, 2009.

Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why, Author : Max Sutherland, 3rd Edition, Publisher: Allen & Unwin, 2009.

Advertising: Principles And Practice, 7th Edition, Author: Wells, Publisher: Pearson Education India, 2007.

Advertising in India: trends and impact, Author: Oma Gupta, Publisher: Gyan Publishing House, 2005.

Indian advertising: 1780 to 1950 A.D. Author: Arun Chaudhuri, Publisher : Tata McGraw-Hill Education, 2007.

Course- VI

Graphic designing (Elective)

The course shall comprise of the following units :

The building blocks of design for desktop publishing: Lines, shapes, mass, texture , color, colour theory, colour formats, resolution in graphics, graphic design softwares, visual communication theory, visual communication in media research, Logo design, Designing for branding, fonts, page making, colour in printing

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

3. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
4. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
5. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
6. **Designing a brochure** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner shall design a brochure applying the colour and visual communication theories under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Photoshop skills** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner shall work on 10 photographs on Photoshop on the parameters laid down by the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality and design of the material produced.

Bibliography :

THE ART OF PHOTOSHOP FOR DIGITAL PHOTOGRAPHERS - Author: Daniel Giordan.

UNDERSTANDING ADOBE PHOTOSHOP: Digital Imaging Concepts and Techniques
Author: Richard Harrington

Just My Type: A Book About Fonts by Simon Garfield

Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton

Color & Color Theory- Interaction of Color - Josef Albers

Designer's Color Manual: The Complete Guide to Color Theory and Application by Tom Fraser and Adam Banks

The Elements of Color: A Treatise on the Color System by Johannes Itten

Pantone Guide to Communicating with Color by LeatriceEisman

Semester II

Course- I

Writing Skills (Core course)

The course shall comprise of the following units :

Précis Writing, Comprehension, Tenses and Person, Writing News for the Radio, Writing Skits for the Radio, Writing for Television, Writing for the Internet, Science Communication, Communication for the differently-abled, Low literacy media, Science Communication.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Writing a short film script for Science Communication** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – Under the guidance of the teacher, the student shall develop a story based on scientific facts and write a script upto the stage of story board.
2. **Writing a short film script for the differently-abled**– learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – Under the guidance of the teacher, the student shall develop a story and write a script upto the stage of story board. This script will be for a film for the differently abled having all the necessary features.
3. **Writing a short film script for slow learners** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – Under the guidance of the teacher, the student shall develop a story based on learning for slow learners, especially school students. They will pick up a topic from the school textbook and explain it in a film format, by writing a script upto the level of story boarding.
4. **Writing a radio news bulletin** - learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – Under the guidance of the teacher, the student shall write a 5 radio news bulletins and record them in the University radio station.
5. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the

- period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format
 8. **Developing a Wikipedia Page** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the Wiki Page after consultation with the teacher concerned during the period of learning of the course and maintain and update the page. The subject of the page shall be within the course being learnt. The page shall be supervised by the concerned teacher and marks shall be assigned for quality of language, frequency of updating, interactivity on the page.
 9. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.

Course- II

Introduction to Film Studies (Core course)

The course shall comprise of the following units :

What is cinema, Film theory – form and function, Film analysis, History of World Cinema, History of Indian Cinema, History of Marathi Cinema, The Hindi film industry, Hollywood Cinema, German expressionism, Soviet Montage, Italian neo realism, French new wave cinema, Japanese Cinema, New Iranian Cinema, Korean Cinema, Digital Aesthetics, Music and choreography in Indian Cinema, Indian and global cinema in the context of globalization, Rule of A B D C E.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality

- of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
 3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
 4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
 5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
 6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
 7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
 8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be

assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

13. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Course- III

Visual Communication (Core course)

The course shall comprise of the following units :

Aesthetics, Perception, Representation, Visual Rhetoric, Cognition, Semiotics, Reception Theory, Narrative, Media Aesthetics, Ethics, Visual Literacy, Cultural Studies.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Aesthetics** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be conducted by the learner during the period of learning of the course to test the aesthetic value of the designs made by him/her. The tests will be conducted in the computer lab and results will be submitted to the teacher along with the analysis of the tests. The graphics will be created in consultation with the teacher.
3. **Tracking the usability of a graphic design/web page**– learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a study of how a web page is used on basis of clicks tracked on the computer. The tests will be conducted in the computer lab and results will be submitted to the teacher along with the analysis of the tests. The graphics will be created in consultation with the teacher.
4. **Analysis of newspaper design** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analyse the design and layout of various newspapers. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five

marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.

5. **Analysis of photographs**– learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will click 10 photographs and report to the teacher his/her perception of the photograph. The learner will then conduct a survey of not less than 30 people by showing them the photographs and asking questions from a pre-decided questionnaire. The results of all the surveys for each photograph will be analysed and presented to the teacher. Marks will be awarded on the basis of the initial report and the analysis of the surveys.
6. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
7. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
8. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
9. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
10. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to

study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

Typographic Design: Form and Communication - Carter, Day, Meggs
Studying Visual Communication - Sol Worth <http://astro.temple.edu/~ruby/wava/worth/svscom.html>
Visual Communication - Integrating Media, Art, and Science - By Rick Williams, Julianne Newton
Handbook of Visual Communication Theory, Methods and Media - Jennings Bryant/ DolfZiUmann, General Editors.

Course- IV

Media Laws (Core course)

The course shall comprise of the following units :

Freedom of the Press, Constitutional foundation of freedom of the press in India, Need for limitations on freedom of the press, The press as business, The press as property, The press and the legislature, Rights, duties and liabilities of proprietor, printer, publisher, editor, author, journalist, contributor and vendor, The Press Council Act, 1978, The Cinematography Act, The PrasarBharati (Broadcasting Corporation of India) Act, 1990, The Information Technology (Amended) Act 2008, Cyber Law, The Cable Television Networks Rules, 1994 and Cable Television Networks (Regulation) Act, 1995, Right to Information Act, 2005, Working Journalists (Fixation of rates of wages) Act, 1958 and the journalists' wage boards, Indian Penal Code and the press (defamation).

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by

the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.

7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
13. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
14. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
15. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

B. Elective Courses :

Course –I

Introduction to Media Organizations (Elective)

The course shall comprise of the following units :

Organization structure: a media perspective, Intro to OB, Organisation structure, Organisation culture, Work specialization, Departmentalization, Centralization and Decentralization, Common Organization designs, Organization Design and Employee Behavior, Diagnosing Communications in Organizations, Overcoming Organizational Communication Barriers, Organizations as Communication Systems, Communicating between Organization Structures, the Indian Media business.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
5. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.

6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
8. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
9. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
10. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

11. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.

Bibliography :

The Indian media business, Author: Vanita Kohli, 2nd Edition, Publisher: SAGE, 2006
Organization theory: challenges and perspective, Authors: John McAuley (FIPD.), John McAuley, Joanne Duberley, Phil Johnson, Publisher: Prentice Hall/Financial Times, 2007
Organization theory: modern, symbolic, and postmodern perspectives, Authors: Mary Jo Hatch, Ann L. Cunliffe, Contributor: Ann L. Cunliffe, 2nd Edition 2, Publisher: Oxford University Press, 2006
Organization theory: from Chester Barnard to the present and beyond, Author: Oliver E. Williamson, Editor: Oliver E. Williamson, 2nd Edition, Publisher : Oxford University Press, 1995.
Organization theory and design, Authors: Daft, J. Murphy, H. Willmott, 10th Edition 10, Publisher: Cengage Learning EMEA, 2010
Organization Theory: Structure, Design, And Applications, 3rd Edition, Author: Robbins, Publisher: Pearson Education India, 2009.

Course –II

Documentary Film Making (Elective course)

The course shall comprise of the following units :

A review of documentaries around the world, what is a documentary, the art of telling a story in a documentary, types of documentaries, documentary film production in India, Documentary film festivals around the world and in India, how to pitch for funds for making a documentary, marketing your documentary, releasing the documentary, avenues to showcase your documentaries.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Making a documentary on Travelling in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes.
2. **Making a documentary on roadside food in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes.
3. **Making a documentary on clothing habits in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes.
4. **Making a documentary on Night life in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes.
5. **Making documentaries on ‘workers’ in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes

6. **Making a documentaries on hoardings in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes
7. **Making documentaries on infrastructure in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes
8. **Writing a script and screen play along with a story board for a documentary on a subject chosen in consultation with the teacher-** learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4.
9. **Writing a script and screen play along with a story board for a documentary on a subject chosen in consultation with the teacher-** learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4.
10. **Making a film for a film festival and getting it selected for showing at the festival-** This involves 2 credits and 60 hours of learning, minimum marks 8. The teacher will guide the student in the process. The number of marks will depend on the quality of film as well as acceptance and display of film at the festival. The learner will bear all the costs for production and registration as well as travel if necessary.
11. **Creating detailed study material on documentary film making in Marathi and publishing them in the Department-** learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4.

Bibliography :

Making Documentary Films and Reality Videos: A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events by Barry Hampe

Public Television: Politics and the Battle over Documentary Film (Communications, Media and Culture Series) - B.J. Bullert

The Search for Reality: The Art of Documentary Filmmaking - Michael Tobias

Semester III

A. Core Course

Course- I

Computational Skills (Core course)

The course shall comprise of the following units :

Computer Fundamentals, Computer Software and Hardware, Studio Hardware, Computer Operation Skills, Office Software, Databases, Introduction to Programming, Programming in C, JavaScript, HTML, Programming a Web page, Introduction to PHP, Introduction to ASP, Keywords and Internet Search, Search Engine Optimization,

Designing Meta Tags, Using Unicode.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Writing C Programs** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves writing five programs in C in consultation with the teacher concerned. The programs have to be written by hand, verified by the teacher and then successfully run on the computer. If the program does not yield the desired result, the learner gets zero. This will be a timed assignment (One hour) conducted in the computer lab.
2. **Creating websites through coding** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves creating a website with three frames by coding only by using notepad. The website should have all the necessary elements and should be fully navigable. The code has to be written without referring books or study material, verified by the teacher and then the code should be run on the computer. This will be a timed assignment (one hour) conducted in the computer lab.
3. **Creating a website with html and javascript** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating a website by coding it on notepad without referring any books. The codes have to be written by hand, verified by the teacher and then successfully run on the computer. The code should contain at least 10 javascript elements like date/time, CSS codes for onts, background colour, tables, status bar, scroll/marquee, etc. This will be a timed assignment conducted (two hours) in the computer lab.
4. **Creating a PHP mailer** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a PHP code for a form mailer (data should go to an e-mail). The format of the form to be decided by the teacher, but should have a minimum of 10 elements including a text field, radio buttons, message field, e-mail field, selectable pop up menu, check boxes. The code should also contain elements to verify if any field is left blank and if there are necessary number of characters and a proper format of an e-mail ID. This will be a timed assignment conducted in the computer lab.
5. **Creating a form to submit data to a database** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a PHP code for a form to submit data to a website. The format of the form to be decided by the teacher, but should have a minimum of 10 elements including a text field, radio buttons, message field, e-mail field, selectable pop up menu, check boxes. The code should also contain elements to verify if any field is left blank and if there are necessary number of characters and a proper format of an e-mail ID. This assignment will also involve creating a web page to call the data from the database and present it online in a (PHP) html page. This will be a

timed assignment (two hours) conducted in the computer lab.

6. **Creating a ASP mailer** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a ASP code for a form mailer (data should go to an e-mail). The format of the form to be decided by the teacher, but should have a minimum of 10 elements including a text field, radio buttons, message field, e-mail field, selectable pop up menu, check boxes. The code should also contain elements to verify if any field is left blank and if there are necessary number of characters and a proper format of an e-mail ID. This will be a timed assignment conducted in the computer lab.
7. **Creating a form to submit data to a database** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a ASP code for a form to submit data to a website. The format of the form to be decided by the teacher, but should have a minimum of 10 elements including a text field, radio buttons, message field, e-mail field, selectable pop up menu, check boxes. The code should also contain elements to verify if any field is left blank and if there are necessary number of characters and a proper format of an e-mail ID. This assignment will also involve creating a web page to call the data from the database and present it online in a (ASP) html page. This will be a timed assignment (two hours) conducted in the computer lab.
8. **Creating an online application in PHP**: learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating an application for the Department for the use of the administrative staff of the Department using PHP and MySql as the database. The subject for the application will be decided by the learner in consultation with the teacher.
9. **Creating an online application in ASP**: learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating an application for the Department for the use of the administrative staff of the Department using ASP and MySql/Microsoft Access as the database. The subject for the application will be decided by the learner in consultation with the teacher.

Bibliography :

Let us C by YashwantKanetkar
Teach Yourself Javascript by SAMS
The Javascript Bible by Danny Goodman,
Learn Javascript by W3schools
Javascript: The Good Parts by Doug Crockford.
JavaScript: The Definitive Guide, 4th Edition - By David Flanagan
Head First PHP &MySQL - O'Reilly Media
Active Server Pages - Keith Morneau
Active Server Pages In Plain English - Timothy Eden

Course- II

New Media Technologies (Core course)

The course shall comprise of the following units :

Web Designing – Adobe Dreamweaver, Designing a web page without the graphic user interface (HTML using notepad), Frames, Layers, Search Engine Optimization, HTML and DHTML, Using JavaScript, Embedding Java Applets, Using ActiveX Controls, Embedding Video and Audio into web pages, Streaming media, Using YouTube, Creating Forms, Learning basic PHP and MYSQL, Creating Database and using it in the web design, Creating a website for Mobile phones, Creating a news site, creating a brochure site, designing a portal interface, using vernacular language in web sites, dynamic fonts, creating a vernacular medium website, New media and popular culture, social networking, emerging identities, games as advanced new media, mobile journalism, new media as a pedagogical tool.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Creating a subject website** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating a website on one of the subjects in any of the programmes run by the Department. The website will deal with subject matter, will have links to research papers and video resources. Overall, the website will be a comprehensive website which will be useful for students of that subject for their studies and research. The website will be made offline on a computer in the Department and should be accessible to all students. This assignment will be done in consultation with the teacher of this subject as well as the subject the student makes the website on. Assessment will be done by both teachers.
2. **Creating a website for mobile devices** - learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating a website on one of the subjects in any of the programmes run by the Department. The website will deal with subject matter in a short format. Hence the learner will have to design the website which is optimized for mobile devices. The website will be available online for all students and may be uploaded to the assigned server. This assignment will be done in consultation with the teacher of this subject as well as the subject the student makes the website on. Assessment will be done by both teachers.
3. **Creating a subject website in Marathi** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating a website on one of the subjects in any of the programmes run by the Department. The website will deal with subject matter, will have links to research papers and video resources. Overall, the website will be a comprehensive website which will be useful for students of that subject for their studies and research. The website will be made offline on a computer in the Department and should be accessible to all students. This assignment will be done in consultation with the teacher of this subject as well as the subject the student makes the website on. Assessment will

- be done by both teachers.
4. **Starting and maintaining a blog** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.
 5. **Starting and maintaining a Facebook page** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the Facebook page after consultation with the teacher concerned during the period of learning of the course and run the page for the period of the course. The subject of the Facebook page shall be within the course being learnt. The page shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the creator of the page, interactivity on the page.
 6. **Creating a website with full accessibility features** : learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves creating an a small website with about ten pages with all possible accessibility features. The website is to be tested thoroughly by giving access to differently abled persons and lso by using online testing tools.
 7. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
 8. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
 9. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
 10. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at

- the conference then only eight marks will be given for the assignment.
11. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
 12. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
 13. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.

Bibliography :

Web Design: Navigation – Julius Wiedemann

The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing

Graphic Design Theory: Readings from the Field – Helen Armstrong

Speaking in Styles: Fundamentals of CSS for Web Designers – Jason Cranford Teague

Professional Web Widgets with CSS, DOM, JSON and Ajax – Rajesh Lal and LakshmiChava

Semantic Web Programming – John Hebler, Matthew Fisher, Ryan Blace, Andrew Perez-Lopez, Mike Dean

The CSS Anthology: 101 Essential Tips, Tricks & Hacks – Rachel Andrews

The CSS Anthology: 101 Essential Tips, Tricks & Hacks – Rachel Andrews

Bell, D and Kennedy, B. M. (eds) (2000). *The Cybercultures Reader*. London: Routledge.

Bennett, W. L. (ed.) (2007). *Civic Life Online: Learning How Digital Media Can Engage Youth*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). Examines the relationship of participation in online communities to civic and political engagement. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).

Birkerts, S. (1994). *The Gutenberg Elegies: The Fate of Reading in an Electronic Age*. New York: Fawcett Columbine. Birkerts provides a great sense of just how much things change when texts migrate to the computer screen. Some chapters are more relevant to the module than others: see particularly Chapter 3 (pp. 70-76), all of Part II (pp. 115-64) and the Coda (pp. 210-29).

Birkerts, S. (1994a). *Close Listening*. In: *The Gutenberg Elegies: The Fate of Reading in an Electronic Age*. New York: Fawcett Columbine, pp. 141-50. Birkerts ponders the return to an oral tradition that audio books might prompt, and the difference between reading and listening to a book.

Birkerts, S. (1994b). *Hypertext: Of Mouse and Man*. In: *The Gutenberg Elegies: The Fate of Reading in an Electronic Age*. New York: Fawcett Columbine, pp. 151-64. Birkerts considers aspects of hypertext fiction.

Bogost, I. (2010). Ian became a fan of Marshall McLuhan on facebook and suggested you become a fan too. In: Wittkower, D. E., ed. (2010). *Facebook and Philosophy: What's on Your Mind?* Chicago, IL: Open Court, pp. 21-32.

Bolter, J. D., and Grusin, R. (1999). *Remediation: Understanding New Media*. Cambridge, MA: MIT.

Buckingham, D. (ed.) (2007). *Youth, Identity, and Digital Media*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). Contributors discuss how growing up in a world saturated with digital media affects the development of young people's individual and social identities. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).

Castells, M. (2003). *The Internet Galaxy: Reflections on the Internet, Business, and Society*. Oxford: Oxford University Press.

Chandler, D. (1998). Personal Home Pages and the Construction of Identities on the Web. Retrieved 26th February 2005 from: <http://www.aber.ac.uk/media/Documents/short/webident.html>

Danet, B. (2001). *Cyberpl@y: Communicating Online*. Oxford: Berg.

De Kerckhove, D. (1997). *The Skin of Culture: Investigating the New Electronic Reality*. London: Kogan Page.

Everett, A. (ed.) (2007). *Learning Race and Ethnicity: Youth and Digital Media*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). An exploration of how issues of race and ethnicity play out in a digital media landscape that includes MySpace, post-9/11 politics, MMOGs, Internet music distribution, and the digital divide. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).

Farivar, C. (2011). *The Internet of Elsewhere: The Emergent Effects of a Wired World* (New Jersey: Rutgers University Press, 2011). This book, comparing the internet in Iran, Estonia, South Korea, and Senegal, has an accompanying website [here](#).

Gackenbach, J. (2006). *Psychology and the Internet: Intrapersonal, Interpersonal, and Transpersonal Implications*. 2nd ed. San Diego, CA: Academic Press.

Galloway, A. R. (2006). *Protocol: How Control Exists after Decentralization*. 2nd ed. Cambridge, MA: MIT.

Gates, B. (1996). *The Road Ahead*. Revised ed. London: Penguin.

Gauntlett, D. and Horsley, R. (eds) (2004). *Web.Studies*. 2nd ed. London: Arnold. David Gauntlett has made available the introduction to the first edition, as well as the introduction to the second edition, on his website <http://www.theory.org.uk/>.

Gillmor, D. (2004). *We the Media: Grassroots Journalism by the People, for the People*. Farnham: O'Reilly. The entire book is available free in pdf format here: <http://www.oreilly.com/catalog/wemedia/book/>.

Gleick, J. (2003). *What Just Happened: A Chronicle from the Information Frontier*. London: Abacus.

Grossman, W. (1997). Underground Fiction. Salon Magazine. Retrieved 13th February 2005 from: <http://archive.salon.com/march97/21st/london970320.html>. A short article on Geoff Ryman's online novel 253.

Gurak, L.J. et al. (eds) (2005). *Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs*. Minnesota: University of Minnesota. Retrieved 9th October 2005 from: <http://blog.lib.umn.edu/blogosphere/>. An ongoing collection of essays and articles on the 'discursive, visual, social, and other communicative features of weblogs'.

Hammersley, B. (2005). Generation Text. Guardian Online, 13th January, p. 24. Retrieved 20th February 2005 from: <http://www.guardian.co.uk/technology/2005/jan/13/gadgets.mobilephones>

Herz, J. C. (1995). *Surfing on the Internet: A Net-Head's Adventures On-Line*. London: Abacus. This book is a little dated now, but Herz's geeky enthusiasm conveys the excitement and novelty of 'the internet' ten or so years ago.

Jaffe, J. M., Lee, Y.-E., Huang, L.-N. and Oshagan, H. (1995). Gender, Pseudonyms, and CMC: Masking Identities and Baring Souls. Paper presented at the 45th Annual Conference of the International Communication Association, May. Retrieved 12th March 2005 from: <http://research.haifa.ac.il/~jmjaffe/genderpseudocmc/>.

Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York, NY: New York University Press.

Jones, Steven G. (ed.) (1995). *CyberSociety: Computer-Mediated Communication and Community*. Thousand Oaks, CA: Sage.

Levinson, P. (1997). *The Soft Edge: A Natural History and Future of the Information Revolution*. London: Routledge.

Levinson, P. and Novak, C. (1999). On Yesterday. *Technos*. 8:4 (Winter). Retrieved 21th June 2006 from: http://www.ait.net/technos/tq_08/4levinson.php. A short interview in which Levinson discusses his book *Digital McLuhan*, education and gatekeeping, hot and cool media, the global village and the internet, technological determinism, and science fiction.

Lewis, M. (2001). *The Future Just Happened*. London: Hodder& Stoughton. Accompanies the documentary series of the same name.

Lister, M. et al. (2003). *New Media: A Critical Introduction*. London: Routledge.

Livingstone, S. and Bovill, M. (eds.) (2001). *Children and Their Changing Media Environment: A European Comparative Study*. Mahwah, NJ: Lawrence Erlbaum Associates. Reports on a large cross-European study of children's changing use of the media.

Lovink G. and R. Somers Miles. *Video Vortex Reader II: Moving Images Beyond YouTube*. Amsterdam: Institute of Network Cultures. Retrieved 30th May 2011 from: <http://www.networkcultures.org/publications>.

Lovink, G. and N. Tkacz (eds) (2011). *Critical Point of View: A Wikipedia Reader*. Amsterdam: Institute of Network Cultures. Retrieved 30th May 2011 from: <http://www.networkcultures.org/publications>.

McCloud, S. (2000). *Reinventing Comics: How Imagination and Technology Are Revolutionizing an Art Form*. New York: HarperCollins.

McPherson, T. (ed.) (2007). *Digital Youth, Innovation, and the Unexpected*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). Examines how emergent practices and developments in young people's digital media can result in technological innovation or lead to unintended learning experiences and unanticipated social encounters. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).

Metzger, M. J. and A. J. Flanagin (eds) (2007). *Digital Media, Youth, and Credibility*. Cambridge, MA: MIT. Retrieved 25 November 2008 from [here](#). Examines the difficulties in determining the quality of information on the Internet—in particular, the implications of wide access and questionable credibility for youth and learning. Part of the MacArthur Foundation series on Digital Media and Learning (see [here](#)).

Murray, J. H. (1997). *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*. Cambridge, MA: MIT.

Poole, S. (2000). *Trigger happy: Videogames and the Entertainment Revolution*. New York: Arcade.

Porter, D. (ed.) (1997). *Internet Culture*. London: Routledge.

Ryman, G. (1996). 253. Available at: <http://www.ryman-novel.com>. A hypertext novel.

Spender, D. (1995). *Nattering on the Net: Women, Power and Cyberspace*. Melbourne: Spinifex.

Suler, J. (1996-2000). *The Psychology of Cyberspace*. Retrieved 25th March 2005 from: <http://www.rider.edu/~suler/psycyber/psycyber.html>.

Trend, D., ed. (2001). *Reading Digital Culture*. Oxford: Blackwell.

Turkle, S. (1996a). Virtuality and its Discontents: Searching for Community in Cyberspace. *American Prospect*, 7 (24), December. Retrieved 12th March 2005 from: <http://hevra.haifa.ac.il/~soc/lecturers/talmud/files/547.htm>. Adaptation of a chapter from [Turkle, 1997](#).

Turkle, S. (1996b). Interview with SherryTurkle. *Technology Review*. Retrieved 4th March 2006 from: <http://www.priory.com/ital/turkleeng.htm>.

Turkle, S. (1997). *Life on the Screen: Identity in the Age of the Internet*. London: Phoenix.

Turkle, S. (2003). Interview with Professor Sherry Turkle. *Open Door*. MIT Alumni Association. July/August. Retrieved 4th March 2006 from: <http://alumweb.mit.edu/opendoor/200307/turkle.shtml>.

Turkle, S. (2005). *The Second Self: Computers and the Human Spirit*. Revised edition. Cambridge, MA: MIT Press.

Turkle, S. (no date). Personal webpage, Massachusetts Institute of Technology. Retrieved 12 March 2005 from: <http://web.mit.edu/sturkle/www/>. Includes interviews and links to papers available online.

Turkle, S. (no date). SherryTurkle Interviewed by John Papageorge. *Silicon Valley Radio*. Retrieved 4th March 2006 from: <http://www.transmitmedia.com/svr/vault/turkle/index.html>.

Turkle, S. (2011). *Alone Together: Why We Expect More from Technology and Less from Each Other*. New York: Basic Books.

Ward, K. J. (1999). The Cyber-Ethnographic (Re)Construction of Two Feminist Online Communities. *Sociological Research Online*. 4 (1). Retrieved 20th September 2005 from: <http://www.socresonline.org.uk/4/1/ward.html>.

Wardrip-Fruin, N. and Montfort, N. (eds) (2003). *The New Media Reader*. Cambridge, MA: MIT. There is an accompanying website, including excerpts, [here](#).

Wardrip-Fruin, N. and Harrigan, P. (eds) (2004). *First Person: New Media as Story, Performance, and Game*. Cambridge, MA: MIT Press.

Course- III

Video and Audio Production (Core course)

The course shall comprise of the following units :

Film and Video formats, Handling the Camera, Types of shots, Types of angles, Shot Breakup, Writing/adapting a story, Developing a Character, Writing a screenplay, Writing the shooting script, Framing a shot, Encode and Decode, Encoding the video for television, video compression technologies, sound theory, sound formats, sound formats for the web, recording equipment, recording on the field, the importance of good sound quality, capturing sound on the computer, editing sound, applying noise filters, using multiple tracks, mixing different tracks, mono and stereo sound, left and right channels, Introduction to 5:1 sound track, SFX, changing the tone and pitch of the recorded voice, encoding sound to different formats, creating an Audio CD, creating MP3, creating Real Audio, embedding sound in a web page.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Making a film for science communication** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a short film for communicating a science subject to school children.
2. **Making a film for differently abled (With hearing disability)**: learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a short film for the differently abled..
3. **Making a fictional short film**: learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a fictional short film for right from developing the story to delivering it.
4. **Making a film for science communication** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a short film for communicating a science subject to school children.

5. **Making a film for a film festival and getting it selected for showing at the festival-** This involves 2 credits and 60 hours of learning, minimum marks 8. The teacher will guide the student in the process. The number of marks will depend on the quality of film as well as acceptance and display of film at the festival. The learner will bear all the costs for production and registration as well as travel if necessary.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Making a documentary film** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary film. The subject of the film to be decided in consultation with the teacher.
8. **Creating an audio documentary/skit:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary/skit in an audio format. The subject for the application will be decided by the learner in consultation with the teacher.

Bibliography :

Video Production Handbook - Gerald Millerson, Jim Owens
 DSLR Cinema, Crafting the Film Look with Large Sensor Video
 By Lancaster
 Filmcraft: Production Design - By Hannigan
 The Screenwriter's Roadmap, 21 Questions to Building a Successful Screenplay - By Landau
 Portable Video, News and Field Production - By Medoff& Fink
 Make Your Movie, What You Need to Know About the Business and Politics of Filmmaking - By Freedman Doyle
 The Insider's Guide to Independent Film Distribution By Parks
 Indie Film Producing, The Craft of Low Budget Filmmaking
 By Lyons
 Digital Video Production Cookbook By: Chris Kenworthy.

Course- IV

Multimedia Production (Core course)

The course shall comprise of the following units :

The importance of Graphics in today's world, re-learning Power point, creating a Power point presentation, embedding sound and video in Power point, Using CorelDraw, Exporting graphics from CorelDraw, 2 D Animation, learning Flash, creating stand-alone flash applications and movies, creating flash banners, creating flash elements for the web page, creating banner ads, using flash for film making and special effects, making

a high quality flash movie for importing into Film Editing softwares, Introduction to 3D animation, Compositing, Using Adobe After Effects, using After Effects in Film Edits, Creating an Interactive CD ROM.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Creating an interactive flash presentation** : learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves making an interactive Flash presentation. The subject for the application will be decided by the learner in consultation with the teacher.
2. **Creating an interactive CD ROM** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making an interactive CD-ROM or a DVD-ROM. The CD/DVD should have rich graphics, video and audio content in form of a self running application in an auto-play format. The subject for the application will be decided by the learner in consultation with the teacher.
3. **Creating a multimedia, interactive learning DVD** : hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making an interactive learning / educational DVD on any subject taught in the Department. This should serve as a learning aid to all students. And must be complete in all respects and should be fully interactive. The subject for the application will be decided by the learner in consultation with the teacher.
4. **Working on photographs**: learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves working on Photoshop on photographs decided by the teacher involved.
5. **Creating a brochure in CorelDraw**: Learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves designing a brochure using CorelDraw software on a subject in consultation with the teacher.
6. **Creating a brochure in CorelDraw**: Learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves designing a brochure using CorelDraw software on a subject in consultation with the teacher.
7. **Making in animated film using flash**: Learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – The learner shall use Flash animation to make a 5 minute film with characters, sound and music. This has to be uploaded online and marked by audiences.
8. **Making a film in 30 hours**: Learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves making a film in exactly 30 hours after the subject is given to the learner. The learner is not allowed to use any still photographs and or footage shot before the time starts. Minimum duration 1 minute, maximum duration of the film should be 3 minutes including credits.
9. **Making a film in 60 hours**: Learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a film in exactly 60 hours after the subject is given to the learner. The learner is not

allowed to use any still photographs and or footage shot before the time starts. Minimum duration 3 minute, maximum duration of the film should be 7 minutes including credits.

10. **Creating a powerpoint presentation:** Learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 the assignment involves making a powerpoint presentation which includes animation, transitions, audio and video. Emphasis should be on the content, the presentation of content and elegance of the presentation.

Bibliography :

Introduction to Media Production, Fourth Edition - The Path to Digital Media Production
- By Gorham Kindem and Robert B. Musburger, PhD
Multimedia Production, Planning and Delivery - John Villamil-Casanova, Louis Molina
Adobe Flash CS4 Professional Classroom in a Book - Adobe Creative Team (Author)
Macromedia Director 8.5 Shockwave Studio: Training From The Source
Adobe® Photoshop 7.0 Classroom in a Book - Adobe Creative Team

Semester IV

Project Work- The project will be a Media Convergence Project. (24 Credits)

The students shall, in consultation with the project supervisor choose a subject for the final project. The student shall research the subject thoroughly and produce the following on that subject:

1. Video documentary in a High Definition format (minimum 30 minutes documentary)
2. Video for the internet – streaming formats
3. Video for mobile phones and devices
4. Create a DVD and VCD, both with menus for the same.
5. An audio program on the subject
6. Create a website for project and embed the video and audio. The website will also be made in a version optimized for mobile devices
7. Create a blog and a Facebook site for promoting the video.
8. Create promotional material in print to promote your product.

The project will be evaluated as per the following time line and the credits will be awarded accordingly.

12 weeks

1. **First Week :** The student shall within one week of choosing the subject, make a presentation on the theme of the project which shall include material by researching it on the internet. The presentation shall be in Powerpoint format.
2. **Third Week:** The student shall complete an exhaustive, comprehensive research on the subject and make the second presentation.

3. **Sixth Week:** The students shall present the complete story and the script along with a detailed story board and shooting script. The student shall also present a detailed production plan and budget.
4. **Tenth week:** The student shall present the first draft / cut of the project.
5. **Twelfth Week:** The student shall submit the final completed project.

Upon submission of the project complete in all respects, the project shall be sent to an external examiner who shall, along with supervisor concerned conduct a viva voce. After the viva voce, the student shall make changes if any are suggested by the external examiner and submit the project within 10 days of the viva voce.

Every candidate registered for the Degree of MA(EM) shall be required to carry out project work under a project supervisor. A project supervisor shall be a recognised University teacher in Communication and Journalism or a research fellow registered for a PhD Degree in the Department of Communication and Journalism or individuals with a Masters Degree in Communication and Journalism/Mass Communication/Public Relations/Electronic Media and NET/SLET Qualification along with a minimum two years of teaching experience at post-graduate level in Journalism/Mass Communication (with specialization/experience in teaching electronic media as per the syllabus)/ Electronic Media courses in a University recognized by the UGC. A project supervisor may not accept more than 10 students in an academic year. It is important that the project supervisor has a very good understanding of pre-production and post-production in films/ electronic media as well as a fairly good understanding of production for new media.

The project shall be assigned within four weeks of the beginning of Semester III.

Three typewritten copies of the project plan indicating to what extent the candidates work is original and to what extent it is referred to other sources, shall be submitted by the candidate to a Project Committee comprising a teacher registered with the Department of Communication Journalism, a research fellow registered for the Ph.D programme of the Department of Communication and Journalism and the supervisor chosen by the candidate (at least one committee member should have very good understanding of pre-production and post-production in films/electronic media as well as a fairly good understanding of production for new media). The topic of project shall be approved of by the Project Committee after a formal interview. If the topic is not approved by the Project Committee then the Project Committee shall give a topic to the candidate. The candidate shall then submit a fresh proposal within two weeks of the interview.

Three copies of the project complete in all respects shall be submitted by the candidate to the Controller of Examinations, through the candidate's project supervisor.

The project shall be the candidate's own work carried out under the guidance of her/his project supervisor and shall be submitted to the Controller of Examinations at the end of the Semester IV of attendance. The time limit for the submission of the project can be extended maximum up to the fifth semester, upon the payment of fresh fees of Rs.5000/- . Extension of the limit will be on the basis of recommendations from the Project Supervisor and approved by the Head.

A candidate shall forward to the Controller of Examinations through the Supervisor/Teacher under whom he/she has worked or by whom he/she has been guided, a statement giving the title and the synopsis of the project along with his/her form of application for admission to the examination and a fee of Rs.1,000. In the synopsis the candidate shall indicate the broad outlines of the work carried out. Before submission of the project every candidate will have to undergo a continuous evaluation process.

The evaluation process for the project: The project evaluation shall be done twice before the final viva. In both situations the candidate shall be given the right to defend the project in case the evaluation is 'unsatisfactory'. There are 24 credits proposed for the project. Of these, 12 credits will be from the continuous evaluation process. To get these credits the candidate must not get less than six 'satisfactory' remarks. The remaining 12 credits should be earned based on evaluation of the completed project (6 credits) and viva voce (6 credits) conducted by an external examiner and the supervisor. To get these 12 credits the candidate must not get less than six 'satisfactory' remarks. The project evaluation forms and project assessment are provided in Annexure 1 and Annexure 2.

Every candidate shall submit a certificate signed by the guiding teacher under whom he/she has worked stating that there is a *prima facie* case for the consideration of the project. Such a certificate shall be regarded as satisfying the Project Committee for the Department of Communication and Journalism/Institution.

The project shall be referred for examination and report to two referees, to be appointed by the board of Examinations on the recommendations of the Project Committee, one of the referees being always the project supervisor. After the viva –voce, the recommendations of the referees have to be included in the final submission copy of the project. The period for the inputs to be added in the final copy is two weeks from the viva-voce.

If at the time of the viva-voce, one of the referees rejects the project, while the other recommends it for the degree, the Project Committee shall in consultation with the Chairman, Ad Hoc Board in Communication and Journalism, appoint a third referee who shall conduct an additional viva-voce of the candidate. The Project Committee upon receipt of the recommendations of the third referee, shall decide whether the project be accepted or not for the award of degree, after considering the reports of all the three referees.

If two of the referees reject the project, the viva-voce examination will not be conducted. The candidate may resubmit the project within one year from the date he/she is informed about the project being rejected. The candidate has to pay fresh examination fees. If the candidate does not submit the project within this period or if his/her project is rejected again, he/she will not be granted re-admission for the MA (EM) course.

Provided further that the project submitted and accepted for the degree shall be given a grade:

Grades	Marks	Grade Points
O	70 & above	7

A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2. in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2. in the semester end examination separately.

The grades to be awarded shall be decided by the referees valuing the project depending on the quality and the presentation of the project work, the performance of the candidate at the continuous evaluation and the performance at the viva-voce examination. If the project work included in the project is already published or accepted for exhibition in a national or international film festival the candidate shall provide a proof of the same. Only such a candidate should be considered for O grade. A mention of the grade so awarded shall be made in the results of the examination.

The successful candidate shall be awarded FGPA in the final degree certificate jointly on the basis of the results of the Semester I, II and III examinations and the project submitted by him/her.

A project that has been rejected may be resubmitted again after due revision and payment of fresh tuition and examination fees. The revised project has to be resubmitted within two semesters after rejections.

Annexure 1

**Project Evaluation Form
For Members of the Project Committee**

Please evaluate the project's different aspects using the following scale: unsatisfactory, satisfactory, good, very good, excellent.

The qualification of 'excellent' should only be given for a project in the top two per cent of the projects. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a project in the top 10 per cent. Extra space has been given with each evaluation to allow for a more detailed explanation of your rating, which would be much appreciated.

This evaluation will be made available to the learner and the Head of the Department/Coordinator of the Course. The learner shall be given the opportunity to defend in writing wherever the committee considers any part of the work 'unsatisfactory'. The committee may change its evaluation in the light of such defense by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Candidate: _____

Name of the Supervisor: _____

Title of the Project: _____

Language of the Project: _____

1. Quality of the Project

1a. Originality of the Project

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

1b. Quality of the Research for the project

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

2. Candidate's Reflection on the Project

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

3. Quality of Project Presentation

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

4. Overall Assessment (based upon the above evaluation categories 1 – 3)

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

1. Conclusion

The undersigned considers that the candidate can defend the thesis: **yes / no**

The qualification of 'excellent' indicates that the project is in the top 2% of the project in the field of expertise and may be a reason for awarding 'with distinction'. The undersigned herewith would like to have this project considered for a 'with distinction' award.

yes / no

Remarks by the supervisor

Name and Signature of the Committee Member (1)

Name and Signature of the Committee Member (2)

Date _____

Annexure 2

Project Assessment Form

		Unsatisfactory	Satisfactory	Good	Very good	Excellent
Story	Language/ narration					
	Project					
Screenplay	Introduction					
	Keeping the interest of viewer					
	Flow of the story					
	Conclusion					
Quality of photography/	Light					

videography						
	Angles					
	Colour					
	Takes/shots					
	Light					
Website	Aesthetics					
	Relevance					
	Navigation					
Poster/Promotion Material	Aesthetics					
	Relevance					
	Communication					
Facebook Page	Quality of presentation					
	Responses					
	Comments					
Audio	Narration/story					
	Audio quality					
	Voice modulation					
Oral presentation	Presentation					
	Approach					
	Focus					
Additional/Overall						

This evaluation will be made available to the learner and the Head of the Department. The learner shall be given the opportunity to defend in writing wherever the supervisor considers any part of the work 'unsatisfactory'. The supervisor may change its evaluation in the light of such defense by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Project Candidate: _____

Name of the Supervisor: _____

Title of the Project: _____

Language of the Project: _____

Criteria for evaluation of project

In examining a student's project work please keep the following general criteria in mind, not necessarily in this order:

Story telling: relevance to subject and quality of the narrative and script. How the documentary has been told, from what perspective, has the story been interesting while viewing? The language and grammar quality.

Screenplay: Was the screenplay good enough to keep you hooked? Did the story flow seamlessly or was the presentation jerky?

Videography: Is the picture grainy? How is the light used? Has the ambient light been used to advantage? Has available light been innovatively used to highlight an issue? Were the shots jerky? Were there any innovative angles used or were they gimmicky?

Website: Did all the links work? Did the website offer complete, projected information on the project? Did it offer anything extra? Is the language used in the website formal/proper/conversational? How did you find the design aesthetically? Are the colours used relevant to the subject? How are the graphics? Do the videos and audio play without jerks?

Facebook: How has the page been created? What kind of comments has it invited and what were the responses by the learner?

Oral Examination: Was the candidate able to speak freely and without hesitation about the project? Can you judge the amount of work the candidate has put in? How is the candidate able to defend the project? How is the candidate's overall presentation?

Assessment: The qualification of 'excellent' should only be given for a project in the top two per cent of the project in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a project in the top 10 per cent of the project in the field of expertise.
