

Name of the course: B.A. (Mass Communication & Video Production)
Scheme of Examination and Syllabus
w.e.f. session 2011-12

		T P IA Total
First Semester		
Paper-I	Science of Communication	80+ - +20=100
Second Semester		
Paper- II	Introduction to Electronic Media (Television)	80+ - +20=100
Third Semester		
Paper-III	Writing for Electronic Media	50+30+20=100
Forth Semester		
Paper- IV	Videography & Editing	50+30+20=100
Fifth Semester		
Paper- V	Television production	50+30+20=100
Sixth Semester		
Paper- VI	Project	50+30+20=100
	Major Project- Documentary (10-15 Minutes) =50 marks	
	Minor Project- (i) Vox Pop (2 Minutes) = 10 marks	
	(ii) Interview (3-5 Minutes) = 10 marks	
	(iii) News Package (90 seconds)= 10 marks	

B.A.(Mass Communication & Video Production)
(Vocational)
1st Semester
Paper-1

Science of Communication

Theory Marks= 80

Internal Assessment=20

Time = 3 hours

Question paper for theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit and each question will carry equal marks. Unit V of the question paper comprising of 30 marks will be compulsory and it will have eight questions out of which the student will be required to answer any five questions. Students have the option to answer questions either in Hindi or in English.

Unit-I

Concept, definitions and elements of human communication
Evolution of Human Communication
Needs and functions of Human Communication
Barriers of communication

Unit-II

Levels of communication
Socialization and role of communication in socialization
Verbal and Non-Verbal Communication
Visual communication

Unit-III

Principles of communication
Communication skills: written and spoken
Language and communication
Listening- importance and art of developing listening habits

Unit-IV

Models of communication:
Aristotle, SMCR, Lasswell, Schramm and Osgood model
Theories of communication:
Individual difference theory, Two-step flow and multi-step flow theory,
Agenda setting theory, cultivation and the uses and gratification theory

B.A.(Mass Communication & Video Production)
(Vocational)
2nd Semester
Paper-II
Introduction to Electronic Media (Television)

Theory Marks= 80
Internal Assessment=20
Time = 3 hours

Question paper for theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit and each question will carry equal marks. Unit V of the question paper comprising of 30 marks will be compulsory and it will have eight questions out of which the student will be required to answer any five questions. Students have the option to answer questions either in Hindi or in English.

Unit-I

Introduction to Television Industry

- History and Growth of Television in India
- Growth and Development of Doordarshan
- Introduction to major Indian National Networks
- Introduction to major Indian Regional Networks

Unit-II

Functioning of Television Channel

- Structure and Functions of Television channel
- News service agencies and its functions
- Importance of assignment board
- Various beats of news channel: Political, Crime, Sports, Business, Entertainment

Unit-III

Formats of Television Programmes

- Fictional programmes
- Non-fictional programmes
- Journalistic genre: News, News real, interviews and discussion
- Documentary: An introduction

Unit-IV

Basics of Television marketing

- Selling and buying space and time on media
- Market survey – audience, product and media profile
- Television ratings points (TRP)- Meaning and concept
- Distribution technology –DTH, CAS, Cable Network

B.A.(Mass Communication & Video Production)
(Vocational)
3rd Semester

Paper-III
Writing for Electronic Media

Theory Marks= 50
Practical Marks=30
Internal Assessment=20
Time = 3 hours

Question paper for theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit and each question will carry equal marks. Unit V of the question paper comprising of 30 marks will be compulsory and it will have eight questions out of which the student will be required to answer any five questions. Students have the option to answer questions either in Hindi or in English.

Unit-I

Origin of writing
Role and scope of writing
Essentials of good writing

Unit-II

Writing for mass communication
Features of spoken language
Concept of visual language

Unit-III

Process of script writing
Introduction to various formats of scripts
Writing for visuals

Unit-IV

Basic of television writing
Different script format for television
Writing for various television programme
- Writing proposal or synopsis for television production
- Television news
- Television documentary
- Television special programme
Writing for television advertisement

B.A.(Mass Communication & Video Production)
(Vocational)
4th Semester

Paper-IV
Videography and Editing

Theory Marks= 50
Practical Marks=30
Internal Assessment=20
Time = 3 hours

Question paper for theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit and each question will carry equal marks. Unit V of the question paper comprising of 30 marks will be compulsory and it will have eight questions out of which the student will be required to answer any five questions. Students have the option to answer questions either in Hindi or in English.

Unit-I

Basic of video camera

- Types of cameras and their features
- Specific use of various types of camera
- Working principle of a video camera

Unit-II

Basic of videography

- Basic shots and their composition
- Importance of cut away and cut in shots
- Various camera movements and angles

Unit-III

Basics of video editing

- Editing - meaning and significance
- On line and off line editing
- Linear and non liner editing

Unit-IV

Equipments for Editing

- Editing equipment - recorder, player, video switcher, vision mixer, audio mixer, monitor, speaker,
- Connecting and handling editing equipment
- Working on NLE software

B.A.(Mass Communication & Video Production)
(Vocational)
5th Semester
Paper-V
Television Production

Theory Marks= 50
Practical Marks=30
Internal Assessment=20
Time = 3 hours

Question paper for theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit and each question will carry equal marks. Unit V of the question paper comprising of 30 marks will be compulsory and it will have eight questions out of which the student will be required to answer any five questions. Students have the option to answer questions either in Hindi or in English.

Unit-I

Various stages of production: pre production, production, post production
Production team members and their responsibilities
Structure and functioning of television studio

Unit-II

What is lighting?
Importance of lighting in television
Lighting techniques and problems

Unit-III

Planning and production of programs in studio
Floor management
Shooting an interview

Unit-IV

Make up for television: materials and application
Television graphics
Concept of virtual studio

B.A.(Mass Communication & Video Production)
(Vocational)
6th Semester

Projects

T + P + AI
50+30+20=100

Major Project- Documentary (10-15 Minutes) =50 marks

Minor Project- (i) Vox Pop (2 Minutes) = 10 marks

(ii) Interview (3-5 Minutes) = 10 marks

(iii) News Package (90 seconds)= 10 marks