



माँ विन्ध्यवासिनी विश्वविद्यालय, मीरजापुर

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B.A.-B.SC MASS COMMUNICATION AND VIDEO PRODUCTION

HARISHCHANDRA P.G. COLLEGE, VARANASI

Department of Mass Communication & Video Production Subject : Mass Communication & Video Production

Year	Semester	Course Code	Paper Title	Theory/Practical	Credits
B.A./B.Sc. 1	I	MCVP-1	Introduction of Mass Communication and Sound Production	Theory	4
	I	MCVP-2	Production of Sound for the Media-I	Practical	2
	II	MCVP-3	Introduction of Journalism and Indoor Sound Production	Theory	4
	II	MCVP-4	Production of Sound for the Media-II	Practical	2
B.A./B.Sc. 2	III	MCVP-5	Media Appreciation -I (Radio, T.V. & Camera)	Theory	4
	III	MCVP-6	Video Production for Electronic Media-I	Practical	2
	IV	MCVP-7	Media Appreciation-II (Film, Light & Advertisement)	Theory	4
	IV	MCVP-8	Video Production for Electronic Media-II	Practical	2
B.A./B.Sc. 3	V	MCVP-9	Media Research & Media Law's	Theory	4
	V	MCVP-10	Video Film Pre-Production and Production	Theory	4
	V	MCVP-11	Video Studio Production- I	Practical	2
	V	MCVP-12	Preproduction for Documentary	Project	3
	VI	MCVP-13	Media Writing	Theory	4
	VI	MCVP-14	Video Film Post Production and Marketing	Theory	4

	VI	MCVP-15	Video Studio Production- II	Practical	2
	VI	MCVP-16	Documentary Film	Project	3

Certificate in Fundamental of Mass Communication and Video Production

B.A./B.Sc. 1st Year

Semester	Name of Paper	Credits	No. of Lectures
I	Introduction of Mass Communication and Sound Production	4	60
I	Production of Sound for the Media-I	2	30
Total		6	90
II	Introduction of Journalism and Indoor Sound Production	4	60
II	Production of Sound for the Media-II	2	30
Total		6	90

B.A./B.Sc. 2nd Year: Diploma in Mass Communication and Video Production

Semester	Name of Paper	Credits	No. of Lectures
III	Media Appreciation-I (Radio, T.V. & Camera)	4	60
III	Video Production for Electronic Media-I	2	30
Total		6	90
IV	Media Appreciation -II (Film, Light & Advertisement)	4	60
IV	Video Production for Electronic Media-II	2	30
Total		6	90

B.A./B.Sc. 3rd Year : Degree in Mass Communication and Video Production

Semester	Name of Paper	Credits	No. of Lectures
V	Media Research & Media Law	4	60
V	Video Film Pre-Production and Production	4	60
V	Video Studio Production- I	2	30
V	Preproduction for Documentary	3	45
Total		13	190
VI	Media Writing	4	60
VI	Video Film Production and Marketing	4	60
VI	Video Studio Production- II	2	30
VI	Documentary Film	3	45
Total		13	190

B.A./B.Sc.- 1st Year, Semester-I, Mass Communication and Video Production**Paper - 1****(Marks : 25+75=100)****Introduction of Mass Communication and Sound Production**

Part A : Introduction of Mass Communication		
Unit	Topic	No. of Lectures
Unit- I	Communication : Concept, Definitions, Process of Communication, Types of Communication : Intrapersonal, Interpersonal, Group and Mass Communication, Feed Back	08
Unit - II	Communication Models : Laswell's Shannon & Weaver Model, SMCR (Berlo's) Model, Agenda Setting	07
Unit - III	Communication Techniques : Importance and effect of Communication, Communication skills, Interview	06
Unit - IV	Communication Theories : Normative theories, Personal Influence Theory (Two Steps Flow and Multi Steps Flow), Hypodermic or Magic Bullet Theory	09
Part B : Sound Production		
Unit- V	Introduction to Natural Sources of Sound : Air, Water, Sky, Earth, Human, Birds, Animal etc.	07
Unit - VI	Introduction to Fiscal Sources of Sound : Music Instruments, Transistor, Radio, Television, Cinema, Transportation etc.	08
Unit - VII	Characteristics of Sound Wave and its Propagation Accountics - Echo, R.T.O., Decibel. Quality of Sound, Frequency reference, Sound/Noise Ratio, Distortions	05
Unit -VIII	Types of Microphones (Based on characteristic) : Dynamic Microphones, Large Diaphragm Condensor Microphones, Small Diaphragm Condensor Microphones, Ribbon Microphones Types of Microphones (Based on uses) : Omni directional, Cardioid, Hypercardioid (Mini-Shotguns), Supercardioid (Shotgun), Lobar (Unidirectional), Bidirectional, Mike accessories: Stand, Shockmounts, Pop filters, Wind shields, Clamps etc. Polar diagram: Omnidirectional, Unidirectional, Bidirectional, Sound Signals and Studio Acoustics	10

B.A./B.Sc.- 1st Year, Semester-I, Mass Communication and Video Production

Paper - 2

(Marks : 25+75=100)

Production of Sound for the Media-I

Unit	Topic	No. of Lectures
Unit- I	Questionnaire, Schedule, Question Guide for Media Interview	04
Unit - II	Outdoor Recording : <ul style="list-style-type: none">• Natural Sound• Event Sound	11
Unit - III	Self Interview : 2 Minute Maximum in 24 sentence for Radio	06
Unit - IV	Interview (One person) Maximum 5 Minute (Guest + Host) for Radio	09

B.A./B.Sc.- 1st Year, Semester-II, Mass Communication and Video Production

Paper - 1

(Marks : 25+75=100)

Introduction of Journalism and Indoor Sound Production

	Part A : Introduction of Journalism	
Unit	Topic	No. of Lectures
Unit- I	Journalism : Definition, Importance, Responsibilities and Object.	05
Unit - II	History of the Print Media, Electronic Media, Traditional Media and New Media in India Introduction to Social Media and its scope (Facebook, Tweeter, Youtube etc.)	08
Unit - III	News : Definitions, Concepts, Principles, Structures, Elements, Types, Sources and Writing Techniques of News	09
Unit - IV	Organizational structure of Newspaper and Magazine Indian News Agencies : PTI, UNI, BHASHA, VARTA	08
	Part B : Indoor Sound Production	
Unit- V	Types of Recording : Disc Recording, Tape/Magnetic Recording and Recording by Optical Methods. Tape Recorders and Playback Machines.	06
Unit - VI	Audio Tapes. Sound Safety, Erasing, Dole Sheet, Storage.	04
Unit - VII	Organizational Structure of Audio Studio. Post Production : Introduction to Audio editing, Mixing Techniques.	11
Unit- VIII	Strubing, Laying Trakes, Frequency response controls and Audio Sweening. Sound Recordists role in a production crew.	09

B.A./B.Sc.- 1st Year, Semester-II, Mass Communication and Video Production

Paper - 2

(Marks : 25+75=100)

Production of Sound for the Media-II

Unit	Topic	No. of Lectures
Unit- I	Dubbing, Mixing, Lab Visit	07
Unit - II	Pannel Discussion for Radio (2 Guest + 1 Host) (Intro + Credit)	04
Unit - III	Radio Jingle -(Product or Service) (Songs + Parodi)	09
Unit - IV	Telephonic Interview via Mobile for Radio	10

Reference Books :

- McQuail Denis. Mass Communication Theory, 4th ed., Sage Publication Ltd., London.
- Wilbur Schram, Mass Communication, Sage Publication, New Delhi
- Uma Narula, Mass Communication theory & Practice, Hiranand Publication, New Delhi
- Kumar. J. Keval, 'Mass Communication in India', Jaico Publishing house, Bombay, (New Ed.)
- Srivastava K. M. : News Reporting and Editing, Sterling Publishing Ltd., New Delhi, 1996
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B.A./B.Sc.- 2nd Year, Semester-III, Mass Communication and Video Production**Paper - 1****(Marks : 25+75=100)****Media Appreciation-I (Radio, T.V. & Camera)**

Part A : Media Appreciation : Radio & T.V.		
Unit	Topic	No. of Lectures
Unit- I	Organizational structure of Radio Development of Radio in India, Importance and Utility of Radio	07
Unit - II	Types of Radio Broadcast in India : Educational Radio, Community Radio, F.M. Radio, Web Radio. Radio News, Feature, Writing.	06
Unit - III	Development of Television in India, Importance and Utility of TV. Organizational Structure of Television. Satellite T.V. and Cable T.V. in India	07
Unit - IV	Television : News Coverage, New Bulltetins and Broadcasting Television News Room, TV Studio, Floor Manager and News Anchor. Prasar Bharti Corporation of India - Structure, Functions.	10
Part B : Camera Operation		
Unit- V	The Studio, The Control Room, The Television Production Team. Parts of Camera, How the Camera Function, Types of Camera, Camera Mounts, Camera Movements (Pan, Tilt, Dolly or Track, Arc, Tongue, Crane or Boom)	07
Unit - VI	The Lens, Type of Lens - (a) Focal length of a lens (b) Angle of Vision (Wide angle lens, Normal angle lens, Telephoto lens) (c) Depth of field. Zoom Lens - (a) Zoom ring (b) Focus ring (c) Aperture/iris ring (d) Zoom range (e) Macro lens	09
Unit- VII	Principles of Composition : Based on rule of thirds. Basic shots - (a) Long shot (cover shot) (b) Medium shot (c) Close up	04
Unit-VIII	Types of Shots - (a) (i) Extreme long shot (ii) Long shot (iii) Medium shot (iv) Medium close up (v) Close up (vi) Extreme close up (vii) Two shot (Two person in the frame) (viii) Three shot-Three person in the frame (ix) Bust shot (x) Knee shot (xi) Over the Shoulder shot O/S (b) Head room or Head space (c) Lead room/Nose room/Walking room. Angle of shots - (a) High angle (b) Normal angle (c) Low angle	10

B.A./B.Sc.- 2nd Year, Semester-III, Mass Communication and Video Production

Paper - 2

(Marks : 25+75=100)

Video Production for Electronic Media-I

Unit	Topic	No. of Lectures
Unit- I	Radio Formats : Report, News, Features, Documentary	05
Unit - II	Television Formats : Serial, Drama, News, Anchoring, Feature	06
Unit - III	Type of Shots (Max. 20 shots)	11
Unit - IV	TV Studio Experience and Visit	08

B.A./B.Sc.- 2nd Year, Semester-IV, Mass Communication and Video Production

Paper - 1

(Marks : 25+75=100)

Media Appreciation-II (Film, Light & Advertisement)

Part A : Media Appreciation : Film and Advertisement		
Unit	Topic	No. of Lectures
Unit- I	Film : Definition, Nature, Elements and Characteristics, Film Theories, Film as a medium of Communication, History and Growth of film in India.	06
Unit - II	Introduction to Documentary Film, Agencies working in Cinema Sector : Censor Board & Censorship, Directorates of Film Festivals, National Film Development Corporation, Children's Film Society, Future prospects of Indian cinema.	08
Unit - III	Advertising : Meaning, Definition, Objective, Importance, types, Various media for Advertising, Advertisement Agencies.	07
Unit - IV	Principles of Media Management, Overview of Media Marketing : Brandh positioning, corporate Image, Customisation and Demassification, Media Organization of Central Government : P.I.B., D.A.V.P, R.N.I., Directorate of Field Publicity.	09
Part B : Light Arrangement		
Unit- V	Kinds of Illumination- (a) Directional or Hard Light (The features of H.L., The Limitation of H.L., Hard Light Source) (b) Diffused or Soft Light (Soft Light Sources, Soft Light has disadvantageous) Mounting Devices- Slung lamps : C-clamp, Pantograph, Telescopic hanger, Lighting stand. Controlling Lighting - Barn Doors, Solid Sheet, Spill rings, Snoots, Net Sheet/Scrim, Filter paper, Dimmer board.	07
Unit - VI	Three point lighting- (a) Basic one are lighting plot : Back light, key light, fill light, background light, (b) Basic two area lighting plot.	10

	<p>Special lighting Techniques- Silhouette lighting, Colour background lighting, Eye lighting, Rim Lighting, Kickkar lighting, Limbo lighting.</p> <p>Typical light sources- fluorescent, Incandescent bulbs/Tungsten lamps, Quartz lights/tungsten-halogen bulbs, Internal-Reflectors lamps/sealed-beam/PAR, Metal halide lamps i.e. HMI. CSI & CID.</p> <p>Studio Lighting Instruments- Fresnel lights, Ellipsoidal lights, Flood lights (The broad and soft light, the scoop, the flood bank, the strips or eye lights, Hand-held lights), Lighting plot & lighting symbols.</p>	
Unit- VII	Live editing using single camera, Live editing using multi-camera, Video Switcher (vision mixer)- Cut or Take, Dissolve (mix), Super, Fade, Wipes, video Tape- Size and format, Television System- PAL system, NTSC system, SECAM system.	07
Unit-VIII	Post Production Editing- Online editing : VCR to VCR editing, Electronic online editing, Offline editing : (i) Linear editing (Assembly editing, insert editing) (ii) Non-linear editing by compiler application, Drawbacks and Advantages of post production editing, Long Sheet, Edit Sheet.	06

B.A./B.Sc.- 2nd Year, Semester-IV, Mass Communication and Video Production

Paper - 2

(Marks : 25+75=100)

Video Production for Electronic Media-II

Unit	Topic	No. of Lectures
Unit- I	<p>Three Key Points Light Setup</p> <ul style="list-style-type: none"> • Key Light • Fill Light • Back Light 	08
Unit - II	Online Editing in Studio (Indoor)	08
Unit - III	Film Critic (Multidimensional)	08
Unit - IV	Advertisement for News Paper	06

Books -

- | | |
|---|---|
| 1. Basic Film Technique | Ken Daley |
| 2. Basic T.V. Reporting | Ivor Yorke |
| 3. Creating Special Effects for TV & Video | Beuard Wilkie |
| 4. Lighting for Video | Gerald Millerson |
| 5. Motion Picture Camera & Lighting Equipment | David W. Samuelson |
| 6. Video Camera Techniques | Geral Millerson |
| 7. The Video Studio | Alen Bermingham, Michael
Talbot Smith, Ken Augold
Stephens & Ed Boyee |
| 8. Sound Techniques for Video & TV | Glyn Alkin |
| 9. Your Film & The Lab | L. Bernard Happe |
| 10. Electronic Media & Film Production | Rama Krishna Mishra |
| 11. The India Cinema | Aruna Basudev |
| 12. Indian Broadcasting | H.R. Luthara |
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B.A./B.Sc.- 3rd Year, Semester-V, Mass Communication and Video Production

Paper - 1

(Marks : 25+75=100)

Media Research & Media Law's

Unit	Topic	No. of Lectures
Unit- I	Introduction of media research, Research Methodology, Research Design and Types.	15
Unit - II	Steps of media research- Selection of the problem, review of the literature, formulation of the hypothesis, sampling, collection of data, processing of data (editing, codification, classification, tabulation), interpretation of data, Research Writing.	15
Unit - III	History of Press Law's in India, Introduction of Constitution of India, Fundamental rights in Indian Constitution, Freedom of speech, Defamation	15
Unit - IV	Contempt of court, Copy right act, Press commission in India, Press council in India, McBride commissions, Right of information-2005	15

B.A./B.Sc.- 3rd Year, Semester-V, Mass Communication and Video Production

Paper - 2

(Marks : 25+75=100)

Video Film Pre-Production and Production

Unit	Topic	No. of Lectures
Unit- I	Proposal : Introduction, Need or advantage of subject, Introduction the process of film making, Details of time, duration, location and budgeting, Selection of story, Screenplay writing process- I, Screenplay writing process - II, Length of dialogue and TV and video film, Role of Dialogue.	15
Unit - II	Shot by Shot technique : Screenplay distribution into shots, Description of time and dialogue in shot, Documentary : Introduction, structure, elements, process, script writing, Format of budget and proposal, importance, film on recently topic.	15
Unit - III	Role of producer in film making, Location survey, Arrangement of shooting, Indoor & Outdoor shooting, Video film making (pre-production), Element of film making (pre-production)	15
Unit - IV	Special effect analyst, Special photography, Tri-dimensional (3-D) film, Tri-dimensional (3-D) camera, Digital Technique, Glass masking.	15

B.A./B.Sc.- 3rd Year, Semester-V, Mass Communication and Video Production

Paper - 3

(Marks : 25+75=100)

Video Studio Production - I

(Total No. of Lectures-30)

- Shooting
- Capture
- Caption Story
- Commercial

B.A./B.Sc.- 3rd Year, Semester-V, Mass Communication and Video Production

Paper - 4

(Marks : 25+75=100)

Preproduction for Documentary

- Research and material collection for Documentary.

B.A./B.Sc.- 3rd Year, Semester-VI, Mass Communication and Video Production

Paper - 1

(Marks : 25+75=100)

Media Writing

Unit	Topic	No. of Lectures
Unit- I	Introduction : Role of Writer of Media Script, Format of Shooting Script, Format of narration script, Format of storyboard.	15
Unit - II	Basic of radio script writing, Script writing for Radio : News real, Documentaries, Commercial and Radio drama.	15
Unit - III	Basic of TV and video film script writing, Script writing for TV : News, Documentaries, Commercial and Public service announcement(PSA)	15
Unit - IV	Basic of film script writing, Script writing for film : Story writing, Screenplay writing, Dialogue writing, Language of film, coordination of dialogue & Scene.	15

B.A./B.Sc.- 3rd Year, Semester-VI, Mass Communication and Video Production

Paper - 2

(Marks : 25+75=100)

Video Film Post Production and Marketing

Unit	Topic	No. of Lectures
Unit- I	Non-linear editing [Avid Liquid 7.2 and Final Cut Pro (FCP)], Fundamental Elements of Editing, Continuity of shots, Shot list, long sheet, edit sheet.	15
Unit - II	Editing technique : Trick scene, Reverse shot, High & Slow speed, Tempo & Montaz, Flash back, One turn, Dummy, Miniature, Back & Front Projection, Arrangement of shot, cut to music, Special effect : Super imposing, Precaution in the editing, Object of editing, Sound recording, Dubbing.	18
Unit - III	Publicity through image building, poster and medium, Distributor's money.	15
Unit - IV	Royalty, Publicity materials.	12

B.A./B.Sc.- 3rd Year, Semester-VI, Mass Communication and Video Production

Paper - 3

(Marks : 25+75=100)

Video Studio Production - II

(Total No. of Lectures-30)

- News for Television
- Local Media House Visit
- Public Service announcement (PSA)
- Non-Linear Editing

B.A./B.Sc.- 3rd Year, Semester-VI, Mass Communication and Video Production

Paper - 4

(Marks : 25+75=100)

Documentary Film

- Making of Documentary Film

Books -

- Research Methodology : C.R. Kohari, 1988 Wly Fastorn Ltd. New Delhi.
- How to do Research : N. Moore (2nd Edition), London : Library Association Publishing.
- Wright, Warner & Zeigler, Advertising.
- S.A. Chunnawala & Sethia, Advertising Practice.
- SBalan K.R. Lecture on applied PR.
- Sengupta, S. Brand Pasiting, Tata-Mc Graw, New Delhi- 1986
- Many voices and one word : UNESCO
- Mc Bride Commission Report, UNESCO- 1980
- Basu D.D., Laws of the Press.
- Practice- Hall of India, New Delhi - 1996
- D. Radhakrishnmurthy, India Press Law
- Devendra Thakur, Research Methodology in Social Science, Deep & Deep Publication, New Delhi -1993
- Making Digital Video - Ber long.
- Text Book of Editing & Reporting : M. K. Joseph, Dominent Publication & Distributor, New Delhi - 2
- Fundamental of TV Production - Reilef Donald thomas - Surjeet Publication, New Delhi.
- Video Script Writing - Barry Hampe (E.D. Golgotias Sons) (17-B, Cannaght Place, New Delhi - 1)
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