

Government Degree College (Autonomous), Baramulla

Semester 4th

Major Course

Subject: Mass Communication & Multimedia Production

Title: Still Photography

Code: MCMC1422M

Credits: 6 (Theory: 4; Practical: 2)

Contact Hours (64 th; 32 Pr.)

Part 1: Theory (4 credits)

Objectives:

- *To introduce the students to photography and its various genres.*
- *To train the students in techniques of photography and handling of different cameras.*
- *To train students in lighting techniques.*
- *To train students in photo editing*

Outcome:

- *Student shall be able to identify, analyse and explain different genres of photography.*
- *Student shall be able to take professional pictures with different cameras*
- *Student shall be able to use different lighting techniques for professional photography.*
- *The student shall be able to edit pictures.*

Unit I: Basic Photography

- Meaning and Definition of Photography.
- History of Photography: The art and equipment
- Genres: Landscape, portrait, news photography, street photography, photo feature, photo essay, photo documentary
- Profiles of prominent photographers: Award winning

Unit II: Camera

- Structure and working of a camera
- Types of Cameras: Analog and digital, Point and Shoot, SLR, DSLR, Mirrorless.
- Camera controls: ISO, Shutter speed, exposure, zoom, depth of field (Focal length, aperture, distance between camera and subject)
- Camera Accessories: Lenses (prime lens, wide angle, telephoto, macro), filters, tripod, dolly, jib, reflectors.

Unit III: Aesthetics of Photography

- Definition of Lighting. Light sources: Natural Light and Artificial Light—hard light, soft light.
- Principles of Lighting, Visible spectrum. Color temperature. White balance.
- Techniques of lighting: three and four point lighting, directional lighting.
- Principles of Visualization: Composition Guidelines.
- Principles of Design. Types of Perspectives

Unit IV: Digital Photo Editing

- Basics of photo editing: saturation, color correction, brightness, contrast handling and cataloguing images
- Using Adobe Lightroom, Picasa and Photoshop
- Understanding different file formats: RAW, TIFF, JPEG, Printing resolution
- Ethics of photography and photo editing

Government Degree College (Autonomous), Baramulla

Part 2: Field work/practical (2 credits)

- Produce photographs in different genres
- Produce one Photo essay and one Photo feature
- Exercises on different lighting techniques
- Exercises on Photoshop.

Suggested Readings:

- *Ways of Seeing* by John Berger, Penguin, 1972.
- *The Advanced Digital Photographers Handbook* by Butler, Y Vonne V, Focal Press.
- *The Guide for Serious Photographers* (revised 9th edition).
- *Understanding Exposure* by Bryan Peterson.
- *The Creative Digital Darkroom* by Katrin Eismann and Sean Duggan.
- *Collins Complete Photography Course* by John Garrett.
- *The Photographer's Story: The Art of Visual Narrative* by Michael Freeman.
- *The Lens: A Practical Guide for the Creative Photographer* by N.K. Guy.
- *Ansel Adams: The Camera, The Negative, The Print. 3 Part Photography.*

Government Degree College (Autonomous), Baramulla

Semester 4th

Major Course

Subject: Mass Communication & Multimedia Production

Title: Development Communication

Code: MCMC2422M

Credits: 6 (Theory: 4; Practical: 2)

Contact Hours (64 th; 32 Pr.)

Objectives:

The course shall familiarise students with the role of communication in the development of society.

The course will train students in development and rural reporting.

The course will familiarise students with the theoretical aspects of Development Communication.

The course will help students to understand the problems of development in India

Learning Outcomes:

Students shall be able to explain and analyse the role of Media in the Development

Students shall be able to write and design the messages for development.

Students shall be able to explain and analyse the problems of Rural India.

Students shall be able to explain, analyse, and apply the dominant paradigms of development communication.

Part 1: THEORY (4 credit)

Unit I: Introduction to Development Communication

Development, Development Communication, History of Development Communication

Global Parameters and indicators of Development

Development Communication and Social Change

Issues of Development in India, Development Support Communication,

Unit II: Theories and Paradigms of Development Communication

Modernization Theory: (Dominant Paradigms)

Dependency and Participatory Theory

Alternative approach and Revival of Modernization Theory

New Paradigms of Development (Eastern Perspective)

Unit III: Approaches to Development Communication

Role of Press in Development

Role of Radio (Radio Rural Forums, Rural Broadcasts)

Role of TV (SITE, KHEDA) ICT, Internet and Mobile Telephony

Role of Folk Media, NGOs, Whistle Blowers, and Social Action Groups

Unit IV: Development Journalism

Writing Development Messages for Print, Radio and TV

Social Advertising, Social Campaigns in India

Government Degree College (Autonomous), Baramulla

Contribution of Development Journalists

Peoples Archives of Rural India (PARI)

Part 2: Field Work/ Practical (2 Credit)

1. Produce a development story for print media (up to 2500 words)
2. Case Study of two development programmes chosen by the teacher
3. Produce a development-related broadcast (TV/Radio) programme.

Suggested Readings:

- Diffusion of Innovations, By Everett M. Rogers. Glencoe, Illinois. USA: Free Press.1962
- The Passing of Traditional Society: Modernizing the Middle East. New York: Free Press by Daniel Learner 1958
- Communication for Development and Social Change. By Servaes New Delhi: SagePub.2008
- Development Communication: Contexts for the twenty-first Century By D.N Sinha. New Delhi: OrientBlackSwan.2013
- Mass media and National development by Wilbur Schramm Stanford University Press.1964
- Communication and Development: The challenge of the Twenty-first century. By VS Gupta New Delhi: Concept Publishing Company.2000
- Mass Communication in India 4th Edition by Keval J.Kumar. Jaico Publication. 2020

Government Degree College (Autonomous), Baramulla

Semester 4th

Major Course

Subject: Mass Communication & Multimedia Production

Title: Radio Production

Code: MCMC3422M

Credits: 6 (Theory: 4; Practical: 2)

Contact Hours (64 th; 32 Pr.)

Objectives:

- To develop an understanding of the importance of radio as a mass medium.
- To introduce students to genres of radio.
- To educate students about various techniques of radio production.
- To train students to produce radio programmes.

Outcomes:

- Students shall be able to develop an understanding of radio as an important mass medium.
- Students shall be able to identify different genres of radio.
- They shall be able to apply various techniques of radio production.
- They shall be able to produce radio programmes.

Part 1: Theory (4 credits)

UNIT I: Knowing the Medium:

- Radio: Characteristics, Strengths and Limitations, Challenges
- History of radio in India, Policies governing radio in India
- Types of Radio stations: Government, Private, Community, Online, Satellite, Pirate, HAM
- Hierarchy of radio station; Roles and responsibilities

UNIT II: Radio Technology

- Radio Studio Layout
- Audio Console: Recording and Mixing
- Microphones: types and applications
- Types of Propagation: AM, FM

UNIT III: Writing for radio

- Radio Formats: Talk Shows and Discussions, Interviews, Features and Documentaries, Drama and Docudrama, News Bulletin, Newsreels, Magazines, Radio Commentary
- Basic Rules of writing: Sentence Framing, Words to avoid, Formatting
- Writing Style: Authenticity, Perspective, Difference between language of radio and other forms of media, Attribution of Sources
- Process: Know your Audience, Research, Visualize, Review and revise

UNIT IV: Production

- Recording techniques: Studio recording and outdoor recording
- Presentation: Voice modulation, presentation skills, vocal dynamics and live compering
- Creative use of sound: Spoken word, Ambient sound, silence and music
- Editing principles: Software (Nuendo, Sound Forge), basic tools (Cut, copy, paste, split, move, fade, cross fade, undo), equalizing and sound mixing. Audio output (*wav*, *mp3*)

Part 2: Field work/practical (2 credits)

- Production of a 10 minute radio news bulletin or Interview
- Production of a 15 minute radio documentary or drama or docudrama
- A visit to radio station

Suggested reading

- Fleming, C. (2009) The radio handbook. Routledge.

Government Degree College (Autonomous), Baramulla

- Gilmurray, B. (2010). The media student's guide to radio production. Mightier Pen Pub.
- Hausman, C. et al. (2012). Modern radio production: production, programming and performance. Wadsworth.
- Keith, C. M. (2010). The radio station: broadcast satellite and internet. Focal Press.
- Mc Leish, R & Link, J. (2016). Radio production. Focal Press.

Government Degree College (Autonomous), Baramulla

Semester 4th

Minor Course

Subject: Mass Communication & Video Production

Title: Media Laws and Ethics

Code: MCVC1422N

Credits: 6 (Theory: 4; Practical: 2)

Contact Hours (64 th; 32 Pr.)

Objectives:

To educate the student about various laws of Media.

To develop an understanding in the students about Media Ethics.

To teach the students the implications of media laws and ethics on Indian society.

To teach the students about the ways and means of media regulation in India.

Outcomes:

- *Student shall be able to explain, apply, and analyse media laws.*
- *Student shall be able explain, apply, and analyse media ethics.*
- *Students shall be able to learn to explain and analyse the implications of media laws and ethics on the Indian society.*
- *Student shall be well versed in ways and means of media regulation in India.*

Part 1: Theory (4 credits)

Unit-I Media Law and Constitution

- Media Laws: Concept and Need
- Media Roles, Responsibilities and Privileges.
- Directive Principles for media accountability ; Media Freedom in a Democracy;article 19(1) (a)
- The Media and the Legislature: Powers, Contempt of Legislature, The Parliamentary Proceedings (Protection of Publications) Act, 1977 and Article 361-A of The Constitution of India

Unit-II Ethical Challenges

- Code of ethics, Media Bias,
- Censorship, Privacy Issues, Hate Speech.
- Fake News and Post-truth, Paid news, Media Trial.
- Constraints on Media freedom (Political, Commercial, Legal), Media Ownership.

Unit-III Indian Media and the State

- Contempt of Court Act, 1971. Official Secrets Act, 1923

Government Degree College (Autonomous), Baramulla

- Defamation; Working journalist Act, The Copyright Act, Right to Information Act.
- Broadcasting Law; Press Council of India, Different Press Commissions, PrasarBharati act, Cable Tv Network (Regulation) Act, Cinematography Act 1952 and Film censorship.
- Cyber law: IT Act 2000; Amendment of IT act in 2008 and 2022; Measures against digital policy; Social Media and OTT self-Regulations.

Unit – IV Regulatory Bodies

- Press Council of India
- First press commission and Second press Commission
- Telecom regulatory authority of India
- CBFC, ASCI

Part 2: Tutorial (2 credits)

- Two Case Studies Based on theory (Paid news, OTT content)
- Film Screening and analysis (any Two films picked by the concerned teacher)

Suggested Readings:

1. Vidisha Barua, Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
2. P.K. Ravindranath, Press Laws and Ethics of Journalism, Author Press, New Delhi
3. . K.S. Venkatesh waran, Mass Media Laws and Regulations in India, Published by Asian Mass Communication, Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay
4. Dr. Ambrish Saxena, Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
5. *Paranjay Guh Thakurta, Media Ethic, Oxford university press*