

Government Degree College, Baramulla

Semester: 6th

Major Course

Subject: Mass Communication and Multimedia Production

MCMC1622M

Title: Narrative Journalism

Course Code:

Credits: (4 +2)

Part 1: Theory (4 credits)

Objectives:

1. *The course will introduce students to the basic concepts of Narrative Journalism.*
2. *The course is aimed at training students in reading, writing and analyzing long-form pieces.*
3. *The course will familiarize students with different literary tools used in writing.*

Outcome:

1. *The students shall learn how to compose a long-form story.*
2. *The students shall learn how to usage of different literary tools to craft a narrative.*
3. *The students shall be able to read and critically analyze long-form pieces.*

Unit I: Introduction

- Introduction to Narrative Journalism
- History of Narrative Journalism
- Forms of Narrative Journalism; Gonzo Journalism

Unit II: Techniques

- Research
- Style and Structure
- Theme, Character, Setting, Plot, Point of View, Dialogue, Voice

Unit III: Literary Tools

- Crafting Scenes, Painting Word Pictures, Scene, Summary, Narrative Hook
- Imagery, Metaphor, Simile, Idiom
- Symbol, Allegory, Hyperbole, Flashback, Analogy

Unit IV: Reading and Writing

- Reading and Writing a Narrative
- Ethical Consideration in Narrative Journalism
- Critical Study of Award Winning Narrative Pieces Selected by the Teacher



Part 2: Practical (2 credits)

- Reading award-winning narrative pieces
- Writing a 3000-5000 word narrative piece

Suggested Readings:

- *Introduction to Narrative Journalism by Wielechowski Benjamin.*
- *The Complete Guide to Writing Narrative Nonfiction by Jack Hart.*
- *True Stories: A Century of Literary Journalism by Norman Sims.*

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Government Degree College, Baramulla

Semester: 6th

Major Course

Subject: Mass Communication and Multimedia Production

MCMC2622M

Title: Cinema

Course Code:

Credits: (4 +2)

Objectives:

- *To acquaint student the history and development of cinema.*
- *The paper will introduce students to some of the significant pioneers and movements in the field of cinema.*

Outcomes:

- *The Students will understand and evaluate history of world cinema.*
- *The students will be acquainted with key cinematic movements and pioneers of cinema.*

Part 1: Theory (4 credits)

UNIT – I: History of World Cinema

- History and Origin of Cinema
- Begining and Experiments: Lumiere Brothers, Thomas Edison, George Melies, Edwin S. Potter, David Wark Griffith and Chalie Chaplin
- Development of Cinema- Silent Cinema, Birth of the Talkies, Second World War Era, Cold War Era, Box Office Era
- Cinema audiences

UNIT II: Movements in World Cinema

- German Expressionism
- French New Wave
- Italian Neo-realism
- Third Cinema



UNIT – III: Indian Cinema

- Arrival of the Cinema in India
- Pioneers of Hindi Cinema
- Themes in Hindi Cinema
- Parallel Cinema

UNIT IV – Cinema and Society

- Relationship between Cinema and Society
- Cinema as tool of social change
- Film Theory- History and Concept
- Film Theories- Structuralist, Marxist, Formalist, Realist , Feminist and Auteur

Part 2: Tutorial (2 Credits)

The students will be required to conduct case study of two movies (one each from Hindi and foreign languages cinema) selected by the concerned teacher.

Suggested Readings:

- *The oxford history of world cinema by Geoffrey Nowell-Smith*
- *The man who invented Hollywood: the Autobiography of D. W. Griffith*
- *Understanding Bollywood by Ulka Anjaria*
- *Indian Cinema by S. Krishnaswamy*
- *Cinema studies: the key concepts by Susan Hayward*
- *How to read a film by James Monaco*



Government Degree College, Baramulla

Semester: 6th

Subject: Mass Communication and Multimedia Production

Title: Graphics Designing

Credits: (4 +2)

Major Course

Course Code:

MCMC3622M

Objectives:

To educate the student about basics of design and graphics

To guide the student to develop proficiency in using graphic design software and tools

Outcomes:

Student shall have an understanding of basic design principles and their application in mass communication.

Student shall be able to use various software and tools related to designing

Part I: Theory (4 credits)

Unit- I Introduction to Graphic Design

- Definition of graphic design and its role in visual communication
- Historical overview: Evolution of graphic design from traditional to digital media
- Importance of graphic design in mass communication, advertising, branding, and digital media
- Introduction to basic design terminology and concepts

Unit-II Principles and Elements of Graphic Design

- Principles of design: balance, contrast, emphasis, rhythm, unity
- Elements of design: line, shape, form, color, texture, space
- Typographic principles and terminology
- Typefaces and fonts: selection, pairing, legibility, readability

Unit-III Layout

- Components of layout and layout planning
- Composition: Balancing elements within the layout for visual appeal and readability.
- Alignment: Establishing alignment for a cohesive and harmonious layout design
- Designing for different print formats: Posters, flyers, brochures, and magazines

Unit-IV Image Editing and Manipulation

- Image files formats and resolution
- Basic image editing techniques in Photoshop: Cropping, resizing, and retouching
- Advanced image manipulation techniques: Selections, layers, and filters
- Adjustments and filters: Applying adjustments and filters to enhance color, tone, and texture



Part 2: Field work/ Practical (2 credits)

- Designing newspaper and magazine layouts
- Creating color palettes and applying them in designs
- Editing and manipulating images for design projects
- Edit and enhance photographs to practice using selection tools, layers, and adjustment layers.

Suggested Readings:

- "The Non-Designer's Design Book" by Robin Williams
- "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau
- "Color Design Workbook: A Real World Guide to Using Color in Graphic Design" by Terry Lee Stone
- "Designing Design" by H. Kumar Vyas
- "Digital Illustration Techniques: Indian Context" by Priya Sharma

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Government Degree College, Baramulla

Semester: 6th

Minor Course

MCVC1622N

Subject: Mass Communication and Video Production

Title: Reporting and Anchoring for Television

Course Code:

Credits: (4 +2)

Objectives:

- To develop a understanding of Television Reporting
- To introduce students to Techniques of Field Production
- To educate students about Television Anchoring
- To develop a understanding of Script Writing for Television

Outcomes:

- Students shall understand the Television Reporting Techniques
- Students shall learn about the Field Production Techniques
- Students shall learn about Anchoring Skills
- Students shall learn about Techniques of Script Writing

Part 1: Theory (4 Credits)

Unit I: Writing for Television

- Techniques of TV News writing; Writing to still, Writing for Video, Marking copy in Production language.
- Writing for Television Programmes – Research, Visualization and Production script.
- Writing lead-in/intro to News packages
- Headlines writing, Teasers and Promo-making.

Unit II: Television Reporting

- Visualising News, Qualities and attributes of a broadcast reporter/presenter
- News sense, language and diction
- News selection process
- News gathering and Types of News Reporting, TV Interview techniques



Unit III: Techniques of Field Production

- Breaking News, Piece to Camera
- Live reporting , OB Vans and Online reporting
- Electronic News Gathering and Electronic Field Production
- Production coordination with camera and studio.

Unit IV: Television Anchoring

- Voice broadcast skills –flow, modulation, facing a camera, eye contact
- Moderating TV studio Discussions
- Anchoring chat shows and Debates
- Moderating Phone-ins, discussions, Vox Pops, Travel Shows.

Part 2: Field Work/ Practical (02 Credits)

- **Production of 10 minutes Television News Bulletin**
- **Production of 10 minutes Talk Show**
- **Scripting Writing Workshop**

Suggest Reading:

1. Television News – Yorke, Ivor, Focal Press, Oxford.
2. Radio and TV Journalism –K.M Sreevastava, Sterling Publishers, New Delhi.
3. Meena Devi, Radio and Television Journalism - Alfa Publications, 2009
4. N.C. Pant. Modern Journalism, Kanishka Publishers, 2002.
5. R.K. Ravindran. Radio, TV, Broadcast Journalism, Anmol Publications, 2000.
6. Robert L. Hilliard. Writing for TV, Radio and New Media, Thomson Publications, 2003.
7. Lynette Sheridan Burns. Understanding Journalism, Vistaar Publications, 2006
8. Deborah Potter, Handbook of Independent Journalism (2006).

