



Department of Mass Communication

**Scheme of Examination and Syllabus for
Under Graduate Programme**

**Under Multiple Entry and Exit, Internship and
CBCS-LOCF as per NEP-2020
w.e.f. session 2024-25 (in phased manner)**

Subject: Mass Communication and Video Production



**Guru Jambheshwar University of Science
& Technology Hisar-125001, Haryana
(A+ NAAC Accredited State Govt. University)**



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Hisar-125001, Haryana
(‘A+’ NAAC Accredited State Govt. University)



Scheme of Examination & Syllabus for affiliated Degree Colleges for UG Programme
According to National Education Policy-2020
Subject: Mass Communication and Video Production

SEMESTER-I								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam (Hrs)
Discipline Specific Course	C24MCO101T	Introduction to Communication	3	3	20	50	70	2.5
	C24MCO101P	Introduction to Communication Lab	1	2	10	20	30	2
Minor Course/Vocational Course	C24MIC114T	Communication skills	2	2	15	35	50	2
Minor Course/Vocational Course#	C24MIN114T	Communication Skills	4	4	30	70	100	3
Multidisciplinary Course	C24MDC118T	Short Film Production	2	2	15	35	50	2
	C24MDC118P	Short Film Production Lab	1	2	10	15	25	2
Skill Enhancement Course	C24SEC114T	Report Writing	2	2	15	35	50	2
	C24SEC114P	Report Writing Lab	1	2	10	15	25	2
Value Added Course	C24VAC107T	Media Ethics	2	2	15	35	50	2
SEMESTER-II								
Type of Course	Course Code	Nomenclature of Paper/Course	Credits	Contact Hours	Internal Marks	External Marks	Total Marks	Duration of Exam(Hrs)
Discipline Specific Course	C24MCO201T	Introduction to Electronic Media	3	3	20	50	70	2.5
	C24MCO201P	Introduction to Electronic Media Lab	1	2	10	20	30	2
Minor Course/Vocational Course	C24MIC214T	Digital Media	2	2	15	35	50	2
Minor Course/Vocational Course#	C24MIN214T	Digital Media and Communication	4	4	30	70	100	3
Multidisciplinary Course	C24MDC218T	Public Speaking and Creative Writing	2	2	15	35	50	2
	C24MDC218P	Public Speaking and Creative Writing Lab	1	2	10	15	25	2
Skill Enhancement Course	C24SEC214T	Video Production	2	2	15	35	50	2
	C24SEC214P	Video Production Lab	1	2	10	15	25	2
Value Added Course	C24VAC107T	Media Ethics	2	2	15	35	50	2

#For Scheme C only
Program Outcomes:

- PO1 The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking. The history, development and research in the media will be analyzed in various contexts. The social values and ethics are in the core of the program.
- PO2 The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.
- PO3 Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media as well as in to academics.

**Mass Communication and Video Production
Introduction to Communication (Semester-I)
Discipline Specific Course (DSC)**

Course Code: C24MCO101T
45 Hrs. (3 Hrs./Week)
Credit : 3
Exam Time: 2.5 Hrs.

External Marks :50
Internal Marks :20
Total Marks: 70

Note: The maximum time duration for attempting the paper will be of 2.5 hours. The examiner is required to set seven questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 2.5 marks each. In addition to that six more questions will be set, two questions from each unit. The students shall be required to attempt four questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks i.e. 12.5 marks.

Course Objectives:

1. Understand the meaning and concept of Communication
2. To know about the forms and functions of communication
3. To learn about the models of Communication
4. To understand the theories of communication

UNIT- I

Communication, meaning definition, and scope.
Elements and process of communication
Communication Barrier
Types and Function of Communication

UNIT- II

Models of Communication: Aristotle's Model, Lasswell Model
Berlo Model, Shannon and Weaver Model, Osgood's Model

UNIT III

Theories of communication: hypodermic needle theory,
Two Step & Multi Step Theory, Agenda Setting Theory
Uses & Gratification Theory

Introduction to Communication Lab

Course Code: C24MCO101P
30 Hrs. (2 Hrs./Week)
Credit : 1
Exam Time: 2 Hrs.

External Marks :20
Internal Marks :10
Total Marks: 30

- ❖ Write 50 new words of English and their meaning you learned during your course.
- ❖ Write 50 new words of Hindi and their meaning you learned during your course.
- ❖ Students will read newspaper and discuss in class which news is influenced him/her in a professional, academic, personal or civic context.

Suggested Readings

1. Mass Communication in India -By Keval J Kumar- JAICO Publication
2. Handbook of Journalism and Mass Communication- By Virbala Aggrawal, V.S Gupta,
3. Concept Publishing Company: New Delhi (2001)
4. Mass Communication In India: A Sociological Perspective- By J V Vilanilam, Sage Publications: New Delhi (2005)
5. Professional Journalism - M. V. Kamat

Course Outcome

1. Understanding of Communication Models and Theories:
2. Development of Communication Skills:
3. Awareness of the Communication Process:
4. Application of Communication Concepts to Real-World Situations:

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	W
CO2	S	M	W
CO3	W	S	W
CO4	W	S	M

S=Strong

M=Medium

W=Weak

Mass Communication and Video Production
Communication Skills (Semester-I)
Minor Course (MIC)

Course Code: C24MIC114T
30 Hrs (2 Hrs/Week)
Credit : 2
Exam Time: 2 Hrs

External Marks : 35
Internal Marks : 15
Total Marks: 50

Note: The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To learn about general and profession communication
2. To understand about effective communication skills listening
3. To explore audio visual presentation techniques

UNIT-I

General Communication and Professional Communication
Essentials of good Writing styles expressions & words to be avoided
Developing Effective Listening Skills
Barriers to effective listening and their Remedies

UNIT-II

Presentation Technique: Text, Audio and Video
Reading skills: purpose, audience, locale, Steps in making presentation
Writing skills: Emails, Blog Writing,
Business Letters: Memo, Minutes, Notice, Job application & CV preparation

Suggested Reading:

1. Rayudu C.S., Communication, Himalaya Publishing House.
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Burluson.
4. Improve your communication skills by Alan Barker, Kogan Page Publisher.
5. Aggarwal Virbala, Gupta V.S., Handbook of Journalism and Mass Communication, Concept publishing company.

Course Outcome:

1. Students would learn about general and profession communication
2. Students would able to understand about effective communication skills listening
3. Students would able to explore audio visual presentation techniques

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	W	M
CO2	S	M	S
CO3	M	S	W

S=Strong M=Medium W=Weak

**Mass Communication and Video Production
Communication Skills (Semester I)
Minor Course (MIC)**

Course Code: C24MIN114T
60 Hrs. (4 Hrs./Week)
Credit : 4
Exam Time: 3 Hrs.

External Marks : 70
Internal Marks : 30
Total Marks: 100

Note: The maximum time duration for attempting the paper will be of 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objective: The course objective is to build the leadership and interpersonal skills of students. The skills learned in this course will help a student to create an understanding of impactful writing as well as employability skills in professional and personal life besides adding to their skills as a mass communication practitioner.

UNIT- I

- Need for Effective communication, Language & Communication
- General Communication and Professional Communication
- Essentials of good Writing styles, expressions & words to be avoided

UNIT-II

- Developing Effective Listening Skills
- Types of listening
- Barriers to effective listening and their Remedies
- Techniques for Effective Listening

UNIT-III

- Presentation Technique: Text, Audio-visual
- Public Speaking skills
- Reading skills: purpose, audience, locale, Steps in making presentation
- Conversation and Role play

UNIT- IV

- Writing skills: Application, Emails, Blog Writing
- Business Letters: Memo, Minutes, Notice
- Job application & CV preparation
- Report Writing

Student Activity:

1. Submit any five case study assignment that illustrates effective communication.
2. Classroom presentations on contemporary issues.

Suggested Readings:

1. Aggarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Bureson.
4. Improve your communication skills by Alan Barker, Kogan Page Publisher.
5. Rayudu C.S., Communication, Himalaya Publishing House.

Course Outcome:

1. Students would learn about general and profession communication
2. Students would able to understand about effective communication skills listening
3. Students would able to explore audio visual presentation techniques

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	W	M
CO2	S	M	S
CO3	M	S	W

S=Strong M=Medium W=Weak

**Mass Communication and Video Production
Short Film Production (Semester-I)
Multi- Disciplinary Course (MDC)**

Course Code: C24MDC118T

30 Hrs. (2 Hrs./Week)

Credit : 2

Exam Time: 2 Hrs.

External Marks :35

Internal Marks :15

Total Marks: 50

Note: The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To understand the basics of short film productions
2. To explore the writing and other production techniques
3. To learn about camera handling and editing skills

UNIT-I

Concept of Short film, Pre-production, production, post-production
Planning and Budgeting, Selection of topics for short film

UNIT-II

Role of production team member, Story & Story Board, Screen play, Dialogue, Locations, Make-up
Introduction to camera parts and their function, Camera handling, Shot, Lighting, basics of editing

Short Film Production Lab

Course Code: C24MDC118P

30 Hrs. (2 Hrs./Week)

Credit : 1

Exam Time: 2 Hrs.

External Marks :15

Internal Marks :10

Total Marks: 25

- Draw different types of Shots.
- Write a Script on Short Movie.
- Prepare a Story Board for short movie.
- Prepare 2 Chart (Related to Production Equipment)

Each student will write/direct/edit a 3-5 minutes film.
These will be screened and critiqued by the concerned Teacher,

Suggested Readings:

1. Writing for Television, Radio and New Media” by Robert L Hilliard.
2. Video Production by Vasuki Belavedi published by Oxford University Press
3. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon: Routledge
4. Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.

Course Outcome:

1. Students would able to understand the basics of short film productions
2. Students would explore the writing and other production techniques
3. Students would able learn about camera handling and editing skills

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	S	S
CO2	S	S	S
CO3	S	S	S

S=Strong

M=Medium

W=Weak

**Mass Communication and Video Production
Report Writing (Semester-I)
Skill Enhancement Course (SEC)**

Course Code: C24SEC114T
30 Hrs. (2 Hrs./Week)
Credit :2

External Marks :35
Internal Marks :15
Total Marks: 50

Exam Time: 2 Hrs.

Note: The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To understand the basic concept and definitions of Report Writing
2. To identify and evaluate various Sources of News Gathering
3. To develop the skills necessary for effective Reports Writing
4. To distinguish between articles, editorials, features and Human Interest Stories

UNIT-I

Report writing : Concept and Definition
News: Meaning, Definition and Types
Sources of News gathering

UNIT-II

Articles, Editorial, Features, Human Interest Stories
Types of Articles, Features
Reporter: Role, Responsibilities and Qualities
Covering Various Beats of Reporting: Crime, Courts, Health, Education, Sports etc.

Report Writing Lab

Course Code: C24SEC114P
30 Hrs. (2 Hrs./Week)
Credit : 1

External Marks :15
Internal Marks :10
Total Marks: 25

Exam Time: 2 Hrs.

- ❖ Writing Headlines, Sub-Head-5 each
- ❖ Press Release-5
- ❖ Report Writing on Various Beats-5
- ❖ Short Story-2
- ❖ Letter to Editor-2
- ❖ Article-2
- ❖ Feature-2
- ❖ Photo Catption-5

Suggested Readings:

1. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K.M. Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Here is the News: Reporting for Media, Sterling Publishers.
6. Flemming and Hemmingway (2005), An Introduction to journalism, Vistaar Publications.
7. Richard, K. (2000). The Newspaper's Handbook, Routledge Publication.
8. Frost, C. (2001). Reporting for Journalists, Routledge, London.

Course Outcomes:

1. Students would able to understand the basic concept and definitions of Report Writing
2. Students would able to identify and evaluate various Sources of News Gathering
3. Students would able to develop the skills necessary for effective Reports Writing
4. Students would able to distinguish between articles, editorials, features and Human-Interest Stories

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	W
CO2	S	M	W
CO3	M	S	S
CO4	M	S	S

S=Strong

M=Medium

W=Weak

Mass Communication and Video Production
Media Ethics (Semester I/II)
Value Added Course (VAC)

Course Code: C24VAC107T
30 Hrs (2 Hrs/Week)
Credit : 2
Exam Time: 2 Hrs

External Marks : 35
Internal Marks : 15
Total Marks: 50

Note: The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To learn about the code of conduct for various media channels.
2. To know about self-regulation while using any type of content.
3. To understand the ethics necessary for advertising and public relations.

UNIT-I

- Importance of Media Ethics
- Code of conduct for journalist- Ethics of newspaper writing, Ethics for TV and Radio broadcasting
- Self-Regulation & Censorship, Issues of Privacy

UNIT-II

- Code of ethics for advertising in India by Advertising Council of India, DAVP's code of advertising
- Regulations for Public Relations (IPRA Code of Ethics),
- Ethics in cyberspace, Social Media Ethics, Fake news and alternative facts

Suggested Readings:

- Christians, Clifford et al. Media Ethics: Cases and Moral Reasoning. Longman, 2008. Frost, Chris.
- Media Ethics and Self-Regulation. Pearson, 2000. Gordon, A. David. Controversies in Media Ethics. Longman, 2011.
- Barua, Vidisha: Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd., New Delhi, 2002
- Jean Claude Bertrand: Media Ethics and Accountability System, Transaction Publishers, 2000

Course Outcomes:

CO1: Students would be able to learn about different code of ethics while writing for the media.

CO2: Students would be able to understand self-regulation and privacy issues while using media channels.

CO3: Students would be able to apply various code of ethics of advertisement and PR on chosen communication field.

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	W
CO2	W	S	W
CO3	W	S	M

S=Strong

M=Medium

W=Weak

**Mass Communication and Video Production
Introduction to Electronic Media (Semester-II)
Discipline Specific Course (DSC)**

Course Code: C24MCO201T

45 Hrs. (3 Hrs./Week)

Credit : 3

Exam Time: 2.5 Hrs.

External Marks :50

Internal Marks :20

Total Marks: 70

Note: The maximum time duration for attempting the paper will be of 2.5 hours. The examiner is required to set seven questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 2.5 marks each. In addition to that six more questions will be set, two questions from each unit. The students shall be required to attempt four questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks i.e. 12.5 marks.

Course Objectives:

1. To understand the evolution of television
2. To know the production elements of television
3. To explore the working of radio and its technology
4. Engage in informed discussions and debate on economic and social issues

UNIT-I

Introduction to Television, Technology and innovations,
Terrestrial, Cable and Satellite Television.
Formats of TV Programme
Television Production process.

UNIT-II

Structure of TV Studio
Introduction to Radio,
Radio Studio Equipment
Structure of Radio Studio

UNIT-III

Technology and Innovations of Radio
Types of Radio programme
Formats of Radio Programme
Audio Podcasting applications

Introduction to Electronic Media Lab

Course Code: C24COA201P

30 Hrs. (2 Hrs./Week)

Credit : 1

Exam Time: 2 Hrs.

External Marks :20

Internal Marks :10

Total Marks: 30

- PTC - Writing, presenting and recording.
- Vox-Pop - Recording
- Reporting of events around you and recording
- Record a story to be published on any podcasting app

Suggested Readings:

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing, William L. Rivers.
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India, P.C Chatterji, Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore 1998.
7. A. Michel Noll., TV technology - Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla, Global, Television
10. Horale Newcomb Television - The Creal view Amed. Oxford, 198

Course Outcome:

1. Students would able to understand the evolution of television
2. Students would able to know the production elements of television
3. Students would able to explore the working of radio and its technology
4. Students would able to engage in informed discussions and debate on economic and social issues

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	S	M	M
CO3	W	S	S
CO4	S	M	S

S=Strong

M=Medium

W=Weak

Mass Communication and Video Production
Digital Media (Semester-II)
Minor Course (MIC)

Course Code: C24MIC214T
30 Hrs (2 Hrs/Week)
Credit : 2
Exam Time: 2 Hrs

External Marks : 35
Internal Marks : 15
Total Marks: 50

Note: The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To understand the meaning and concept of New Media
2. To explore Information Communication Technology
3. To learn about the use of social media and marketing

UNIT-I

New Media: Meaning, Definitions and Growth
Computer-mediated-communication (CMC), User-Generated Content (UGC)
Information Communication Technology (ICT)
WWW, Web browsers, Search Engines, Netiquettes, ICANN, Internet governance

UNIT-II

Social Media: Introduction, Platform, Types, Features
Impact of Social networking sites and Virtual Communities
Social Media Marketing: Risk and Challenges
Ethics for social media use

Suggested Readings:

1. New Media: A Critical Introduction by Martin Lister published by Routledge
2. Understanding New Media by Eugenia Siapera published by Sage Publications
3. Social Media: A Critical Introduction By Chirstin Fuchs Published by Sage Publications

Course Outcome:

1. Students would able to understand the meaning and concept of New Media
2. Students would able to explore Information Communication Technology
3. Students would able to learn about the use of social media and marketing

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	S	M	W
CO3	M	S	S

S=Strong

M=Medium

W=Weak

Mass Communication and Video Production
Digital Media and Communication (Semester II)
Minor Course (MIC)

Course Code: C24MIN214T

60 Hrs (4 Hrs/Week)

Credit : 4

Exam Time: 3 Hrs

External Marks : 70

Internal Marks : 30

Total Marks: 100

Note: The maximum time duration for attempting the paper will be of 3 hours. The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus consisting of 2 marks each. In addition to that eight more questions will be set, two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.

Course Objective: To understand the basics of digital and social media landscape in students. They also will gain proficiency in specific uses of various types of digital media platforms, and it will also provide understanding of etiquette of various social media.

UNIT – I

- New Media: Meaning, Definitions and Growth
- Nature and Scope of New Media Channels
- WWW, Web browsers, Search Engines
- User-Generated Content (UGC) & web 2.0

UNIT – II

- Social Media: Introduction, Platform
- Types & Features of Social Media
- Impact of social networking sites
- Virtual Communities, Blogs

UNIT– III

- Definition and Scope of digital content
- Writing content for digital different platforms
- Content distribution platforms: websites, social media, email
- Legal and Ethical consideration

UNIT-IV

- Fundamental of Search Engine optimization (SEO)
- Augmented vs Virtual Reality
- Artificial Intelligence in Content Creation
- Future trends in digital Media

Student's Activity:

- Creating Blogs and writing.
- Using X (Twitter)for social messages.
- Analysis of Professional Facebook pages.
- Any assignment given by concerned faculty.

Suggested Readings:

1. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
3. Webster Frank, Theories of the information Society Routledge, New York, 1995.
4. Michael Mandiberg, The Social Media Reader (eBook)
5. AnkitLal ,India Social, Hachette India 2017.
6. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited, 2017.

Course Outcome:

1. Students would able to understand the meaning and concept of New Media
2. Students would able to explore Information Communication Technology
3. Students would able to learn about the use of social media and marketing

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	S	M	W
CO3	M	S	S

S=Strong

M=Medium

W=Weak

**Mass Communication and Video Production
Public Speaking and Creative Writing (Semester-II)
Multi-Disciplinary Course (MDC)**

Course Code: C24MDC218T
30 Hrs. (2 Hrs./Week)
Credit : 2
Exam Time: 2 Hrs.

External Marks :35
Internal Marks :15
Total Marks: 50

Note: The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To understand different elements of public speaking
2. To learn the basics requirement while hearing and listening
3. To know the fundamentals of creative writing

UNIT-I

Introduction to Public Speaking

Elements of the Public Speaking
Types of Speeches and Speaking Occasions
Listening Effectively: Three A's of Active Listening
Barriers to Effective Listening

UNIT-II

Creative Writing

Introduction to Creative Writing
Basics of Script Writing for Stage and Screen
Writing Poem, short stories
Use of creativity in writing

Public Speaking and Creative Writing Lab

Course Code: C24MDC218P
30 Hrs. (2 Hrs./Week)
Credit : 1
Exam Time: 2 Hrs.

External Marks :15
Internal Marks :10
Total Marks: 25

- ❖ Prepare a script of 5 minutes on any topic and Present in class
- ❖ Prepare a story Starter for a speech
- ❖ Write a short story on any real-life incident
- ❖ Blogs writing, Facebook post

Suggested Readings:

1. Basic Media Writing by Melvin Mencher
2. Writing for the Mass Media (8th Edition) by James Glen Stovall
3. Writing for Digital Media by Brian Carroll: Taylor & Francis
4. Journalism: Principles and Practice by Tony Harcupn by C. Dow Tate, Sherri A. Taylor
5. Scholastic Journalism, 12 Eriedmann: Taylor & Francis

Course Outcome:

1. Students would able to understand different elements of public speaking
2. Students would able to learn the basics requirement while hearing and listening
3. Students would able to know the fundamentals of creative writing

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	M	M	M
CO3	M	S	S

S=Strong

M=Medium

W=Weak

**Mass Communication and Video Production
Video Production (Semester-II)
Skill Enhancement Course (SEC)**

Course Code: C24SEC214T
30 Hrs. (2 Hrs./Week)
Credit : 2
Exam Time: 2 Hrs.

External Marks :35
Internal Marks :15
Total Marks: 50

Note: The maximum time duration for attempting the paper will be of 2 hours. The examiner is required to set five questions in all. The first question will be compulsory consisting of five short questions covering the entire syllabus consisting of 3 marks each. In addition to that four more questions will be set, two questions from each unit. The students shall be required to attempt three questions in all selecting one question from each unit consisting of 10 marks each in addition to compulsory Question No. 1.

Course Objectives:

1. To enable the students to use video Camera
2. To understand different lighting techniques
3. To learn about the basic video editing techniques

UNIT-I

Introduction to Video camera, parts and their function,
Camera Basics shorts and their composition, Camera movements, Angles
Editing meaning and significance.
Linear editing, Non-linear editing

UNIT-II

Types of Lighting
Types of Transition
Transparency effects, titles
Editing through various mobile application

Video Production Lab

Course Code: C24SEC214P
30 Hrs. (2 Hrs./Week)
Credit : 1
Exam Time: 2 Hrs.

External Marks :15
Internal Marks :10
Total Marks: 25

- ❖ Creating blogs and writing.
- ❖ Creating Vlogs.
- ❖ Reporting T.V. news for any 5 events of your surroundings.
- ❖ Different types of PTC

Suggested Readings:

1. Video Production by Vasuki Belavedi published by Oxford University Press
2. Video Production (Hindi) by Paramveer Singh, published by K.K publishers
3. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon: Routledge
4. Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.

Course Outcomes:

1. Students would able to enable the students to use video Camera
2. Students would able to understand different lighting techniques
3. Students would able to learn about the basic video editing techniques

Mapping of CO with PO

Outcomes	PO1	PO2	PO3
CO1	S	M	M
CO2	S	M	S
CO3	M	S	S

S=Strong

M=Medium

W=Weak