

2016-2017 B.Sc Viscom

SVC1105	THEATRICAL FORMS	L	T	P	Credits	Total Marks
		3	0	0	3	100

Objectives:

- To understand various theatrical forms that has existed from ancient times.

UNIT I TRADITIONAL MEDIA**9 hrs**

NatyaSastra – An introduction to the fundamentals - Folk Theatre Forms – Tamasha - Pawala – Keerthana – Therukoothu – Yakshagana – Puppetry – Jatra – Bhavai – Nautanki – Ramlila.

UNIT II THEATRICAL FORMS**9 hrs**

Origin and development of Indian Street Theatre – Theatre as Performance - Audience and Theatre – Theatre and Society - Role in Contemporary society - the theatre environment.

UNIT III ANCIENT THEATRE**9 hrs**

Western Drama - Greek, Roman, Elizabethan, European. Introduction to Eastern Theatre – Chinese, Japanese, Indonesian.

UNIT IV MODERN THEATRE**9 hrs**

Art Movements, Ethnic theatre and Dalit theatre, Post-modern theatre, Environmental theatre, Theatre of Cruelty, Political theatres, Black theatre, Feminist theatre, Theatre of the Oppressed, Third theatre, Forum theatre,

UNIT V THEATRE IN EDUCATION**9 hrs**

Teaching environmental and social science through theatre - Theatre Arts is helpful to promote self-confidence, responsibility, self-esteem, cognitive, technical, human relations and communication skills- Benefits of theatre Education in an Educational institution

TEXT / REFERENCE BOOKS:

1. Kulkarni.S Prabhjot "Drama in Education" Reliance Publishing House, New delhi-1994
2. Keval J Kumar , Mass communication in India.4th Edition, Jaico Publishing house , 2000
3. James R. Brandon, The Cambridge Guide to Asian Theatre ,1997
4. Makers of Modern Theatre, Lalitha Publication, Masulli Pattanam (A.P), 1975 Cambridge University Press (1997)

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 70

Exam Duration:3 hrs

Part A: 10 Questions of 2 mark each. No choice

20 marks

Part B: 2 Questions from each unit of internal choice, each carrying 12 marks.

50 marks

SVC1106	NEW MEDIA STUDIES	L	T	P	Credits	Total Marks
		3	1	0	4	100

Objectives:

- To make students aware of the new technologies in media so that students can be abreast with the current scenario.

UNIT I INTRODUCTION TO NEW MEDIA**12 hrs**

Internet & New Media – Why New Media? -Networking, ISP & browsers - Features of Online Communications - Digital media and communication - ICT, digital divide, Information Society & Media Convergence

UNIT II UNDERSTANDING NEW MEDIA & TECHNOLOGY**12 hrs**

Culture & New Media - children & New media – Political activism in New Media - Gender identity, religious & ethnic identity in New Media World – New Media & Journalism - Web & video Conferencing through technology - online Learning

UNIT III SOCIAL MEDIA**12 hrs**

Socialities & Social Media - Society and community in the age of New Media – Networks and Sociality – social media & sociality - social Media Advertising – integrated Marketing strategy

UNIT IV E- CONTENT DEVELOPMENT**12 hrs**

Definition of E-content, - Designing of E-content, -Structures, -E-content Planning, - Production Techniques,- Life Cycle of E-content, - Standard Characteristics - E – Content for industries Effectiveness of E-content, evaluation, SCORM Model, E-Publishing Processes -E-Author, E-Editing.

Unit V MOBILE TECHNOLOGY**12 hrs**

Mobile media – Evolution of Mobile media - Mapping mobile media – mobile media : politics and Society - Mobile audience : thinking contradictions - Diffusion of Innovation Vs Social shaping of Technology – Mobile Learning

TEXT /REFERENCE BOOKS:

1. Eugenia Siapera, Understanding New Media, Sage publications Pvt Ltd , 2012
2. Sonia Livingstone & Leah A Lievrouw, The Handbook of New Media, Sage Publications Pvt Ltd,2006
3. Martin Rieser, The Mobile Audience: Media Art and Mobile Technologies, Rodopi ,B.V,Amsterdam ,New York, 2011
4. Robin Manston & Frank Rennie, "E -Learning: The Key Concepts, London & New York: Routledge, 2006.
5. Effective Learning –A Practical Guide for Open & Distance Learners, IGNOU, New Delhi, 2005.
6. Kumar K.L. (1998), „Educational technology“ published by Poplai H.S. for New Age International Pvt. Ltd., New Delhi.

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max. Marks: 70

Exam Duration:3 hrs

Part A: 10 Questions of 2 mark each. No choice

20 marks

Part B: 2 Questions from each unit of internal choice, each carrying 12 marks.

50 marks

SVC4067	FILM MAKING	L	T	P	Credits	Total Marks
		0	0	10	5	100

Objectives:

- Students are encouraged to make short film, montage, continuity shots by learning lighting, editing and elements of film grammar.

UNIT I FILM STRUCTURE**9 hrs**

Primitive filmic structures & propp's story functions, ending, beginning & turning point, types of scenes, pendulum of suspense, love stories: what keeps lovers apart? Rubber band theory of comedy, emotional truth, music & color, the story knot and the formula of fantasy, emotional engagement of a story

UNIT II FILM LANGUAGE**9 hrs**

Film language as a system of visual communication- types of filmmaker, forms of film expression. Defining the basic tools- fiction & non-fiction film, elements of film grammar

UNIT II CAMERA TECHNIQUES**9 hrs**

Camera angle, the triangle principle, twenty basic rules for camera movement, camera movement, close up, composition, continuity, using master shots to cover motions on the screen& editing the camera.

UNIT IV LIGHTING TECHNIQUES**9 hrs**

Lighting Equipment-Image manipulation, Strategy of lighting - Hard versus soft- light low key light-High key light, lighting a scene – controlling hard & soft light, lighting faces, lighting on location

UNIT V FILM EDITING**9 hrs**

Cutting, Types of editing, visual punctuation, scene matching, parallel film editing, editing patterns for static dialogue, solving difficult editing situations.

Project outline:

- Script Writing
- continuity
- Montage
- Mise- en- scene
- Short Film making Duration - 10mins

Students have to submit the above mention projects in form of Thesis and DVD.

TEXT BOOK / REFERENCES:

1. Daniel Arijon, Grammar of the film language, Silman-james press, 1979.
2. Joshep V. Masiclli , The five C's of Cinematography , Silman-James Press, 1998.

SVC4068	AUDIOGRAPHY	L	T	P	Credits	Total Marks
		0	0	10	5	100

Objectives:

- Students are encouraged to mixing, dubbing, and also to arrange tracks. They are allowed to work on audio softwares so that they are technically sound.

UNIT I MICROPHONE TECHNIQUES**9 hrs**

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Cordless Microphone & Corded Microphone - Digital Sound Recording Practice

UNIT II AUDIO MIXER OVERVIEW**9 hrs**

Basic Analog Audio Console overview and Operation

UNIT III MUSICAL RECORDING**9 hrs**

Pre –Scouring- Pallavi I- Stanza II – Stanza III-Rhythms Arrangement- Voice Mixing for song

UNIT IV LIVE SOUND RECORDING**9 hrs**

Live Sound Recording- Playback/Song Shooting (Video Song Practice with sync)

UNIT V POST-PRODUCTION**9 hrs**

Voice Dubbing- Voice Sync (Pre-Mix)- Effects Recording- BGM Adding-Recording -Final Mixing Mono – Stereo Mix

Project Outline:

- Audio Mixing for Radio Production-Cinema Ad -Radio Ad – Commercial Product Ad.
- Audiography for Television Production – Single Camera Recording - Multi Camera Recording

3. Dubbing for 2 Minutes short film.
4. Song Mixing practice

TEXT BOOK / REFERENCES:

1. Robert McLeish , Radio production, 5th Edition, Elsevier, 2005
2. John M. woram , The recording studio hand book, Sagamore Pub. Co., 1976
3. Mike collins , Choosing and using audio and music software , Focal Press, 2004

2019-2020 B.Sc Viscom

SVCA1302	INTRODUCTION TO FILM STUDIES	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVES:

- This course is to enable students to understand the language of cinema
- To recognize significant film movements and theories as well as filmmakers who have shaped the course of world cinema, along with a reading of key cinematic texts.

UNIT I INTRODUCTION TO CINEMA**9 Hrs.**

Language of Cinema: Introduction - Basic components in film language -Narrative– mise –en –scene - the auteurs – production – exhibition – cinema & semiotics – Plot in cinema – Realism in Cinema

UNIT II COMPONENTS OF CINEMA**9 Hrs.**

Colour meaning in cinema – Film genre –Editing in cinema – intertextuality –Structure of cinema – Melodrama Indian cinema - Mythological films

UNIT III HISTORY OF CINEMA**9 Hrs**

German Expressionism – Aesthetics of Neo Realism –Parallel cinema in India - French New Wave — Cinema & Modernism – classical Hollywood film makers – Italian cinema – Iranian cinema

UNIT IV ERA OF INDIAN CINEMA**9 Hrs.**

Concept of third Cinema –Film Noir- Feminist Film theories – Types of Nonfiction Films –Early Indian Silent cinema-studio era and Talkies - Realism of Sathyajit ray films – remakes - cult film

UNIT V RECEPTION STUDIES**9 Hrs.**

Reception studies: Indian films & Media – Major trends and turning points in Indian cinema – Bollywood diversity in narrative & form- Regional cinema in India

Max. 45 Hours

COURSE OUTCOMES:

- CO1:** To understand the language of cinema and film narrative.
CO2: To approach and appreciate cinema in an academic way with the components of cinema
CO3: To recognize the brief history of cinema and key theoretical aspects
CO4: To identify the evolution on era of Indian cinema and studios
CO5: To understand the impact of Indian films with trends and turning points
CO6: To understand the media and its reception studies in Regional Cinema

TEXT / REFERENCE BOOKS

1. Nathan Abram, Ian bell, Jan udris, Studying film ,Oxford university Press, USA,2001
2. Jill Nelmes, An Introduction to Film Studies, Routledge, 2003
3. Goodykoontz ,Bill & Jacobs, Christopher P.,Film: From Watching to Seeing (2nd Edition), Bridgeport Education, Inc., 2014.
4. Bondanella, Peter, Italian Cinema: From Neorealism to the Present. Continuum International Publishing Group. (2001).
5. Monaco, James, The New Wave: Truffaut, Godard, Chabrol, Rohmer, Rivette. UNET 2 Corporation,2004.

SVCA1303	INTRODUCTION TO SOCIAL MEDIA	L	T	P	Credits	Total Marks
		3	0	0	3	100

COURSE OBJECTIVE:

- To create awareness of new technologies in media
- Practice of new digital media technology and communication and to know human computer interaction.

UNIT 1 INTRODUCTION TO DIGITAL MEDIA**9 Hrs.**

Internet & New Media – Networking, ISP & browsers - Features of Online Communications - Digital media and communication - ICT, digital divide, Information Society & Media Convergence - Digital security - smart card - information privacy

UNIT 2 UNDERSTANDING DIGITAL MEDIA & TECHNOLOGY**9 Hrs.**

Culture & New Media - children & New media - Gender identity in New Media World – New Media & Journalism - Web & video Conferencing through technology - online Learning - Big Data - capturing data - data storage - data analysis, IOT - Internet connectivity - machine learning

UNIT 3 SOCIAL MEDIA**9 Hrs.**

Socialities & Social Media - Society and community in the age of New Media – Networks and Sociality — mobile media platform - social Media Advertising – integrated Marketing strategy

UNIT 4 E- CONTENT DEVELOPMENT**9 Hrs.**

Definition of E-content, - Designing of E-content – Structures & Planning - Production Techniques - Life Cycle of E-content -Standard Characteristics - E – Content for industries Effectiveness, evaluation - cloud computing - data storage - edge server - SCORM Model, E-Publishing Processes -E-Author, E-Editing.

UNIT 5 MOBILE TECHNOLOGY**9 Hrs.**

Mobile media – Evolution of Mobile media - Mapping mobile media – mobile media: politics and Society - Mobile audience: thinking contradictions - Diffusion of Innovation Vs Social shaping of Technology – Mobile Learning

Max. 45 Hours

COURSE OUTCOME:

C01: To remember digital technologies in education

C02: Understand features of digital media and media convergence

C03: Analysis political activism in social media

C04: Understand E-content design and production techniques

C05: Apply mobile learning for studies anywhere and anytime

C06: To utilize these technologies in their projects

- TEXT / REFERENCE BOOKS**
1. Bruce Drushel & Kathleen M German, 2011, The ethics of emerging media : information, social norms, and new media technology
 2. Harvey, Kerric, 2013 Encyclopedia of Social Media and Politics
 3. Jon Rognerud, 2010, How To Nail Social Media Marketing
 4. John W. Rittinghouse James F. Ransome, 2010, Cloud Computing Implementation, Management, and Security
 5. Tassilo Pellegrini, 2009, Networked Knowledge – Networked Media, Springer

END SEMESTER EXAM QUESTION PAPER PATTERN

Max. Marks: 80

Exam Duration: 3 Hrs.

PART A: 10 Questions of 2 marks each uniformly distributed – No choice

20 Marks

PART B: 2 Questions from each unit of internal choice, each carrying 12 marks

80 Marks

SVCA3506	AUDIO PRODUCTION LAB	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE

- Students are encouraged to mixing, dubbing, and also to arrange tracks.
- Students are practising as RJ & VJ that they are technically sound.

UNIT 1 MICROPHONE TECHNIQUES

9 Hrs.

Microphone handling & Techniques- Cables and Connectors usage- Live Sound Recording with Cordless Microphone & Corded Microphone - Digital Sound Recording Practice

UNIT 2 SOUND RECORDING & REPRODUCTION

9 Hrs.

Basic Analogue Audio Console overview and Operation - Karaoke - Voice Mixing for song - Live Sound Recording - Playback/Song Shooting (Video Song Practice with sync) - Voice Dubbing - Voice Sync (Pre-Mix) - Effects Recording - BGM Adding - Recording - Final Mixing Stereo Mix.

UNIT 3 RADIO & VIDEO JOCKEY - VOCAL PRACTICE

9 Hrs.

The basics of language fluency - Voice; pitch/tone - Voice Over - Rhythm of speech - Voice Breathing - How to hold an audience's attention - Body Movements - Emotions & facial gestures - Performance skills analysis Voice and body language - Colourful words painting in radio & TV.

UNIT 4 FORMAT OF PROGRAMS**9 Hrs.**

Conduction interviews - Understanding event - Radio Journalism - Understanding sound - Genres in Acting Concept - Comedy, Serious & Emotional - Memory & imagination creativity exercises - Preparation for interview - How to handle interviews.

UNIT 5 INTRODUCTION TO PODCASTING**9 Hrs.**

Basic Media file formats - Sharing platforms - Distributing audio files via the internet - Real Simple Syndication - Use of Audio as an educational medium - Introduction to Community Radio

Max. 45 Hours**PROJECT OUTLINE**

1. Audio Mixing for Radio Live, Radio Programme & Event
2. Audiography for Television Production – Single Camera Recording - Multi Camera Recording
3. Dubbing for 2 Minutes short film & Live Interview with Celebrities
4. Song Mixing practice

COURSE OUTCOME:

- CO1:** To make the students acquire basic Microphone Handling Techniques
- CO2:** To Analyse basic of Types of Sound Recording
- CO3:** To understand fundamental concepts of basics of digital audio Workstation.
- CO4:** To get familiarize with the Advanced Sound Recording Techniques.
- CO5:** To gain knowledge on the importance of Produce radio programme.
- CO6:** To learn various about the Surround Sound Mixing Auro 3d.

TEXT / REFERENCE BOOKS

1. Robert McLeish , Radio production, 5t h Edition, Elsevier, 2005
2. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
3. Mike collins , Choosing and using audio and music software , Focal Press, 2004

SVC5010	MEDIA CULTURE AND ENTERTAINMENT	L	T	P	Credits	Total Marks
		3	1	0	4	100

OBJECTIVES

- To understand the basics of Culture
- To apply the techniques in Entertainment Media

UNIT I **9 Hrs.**

Culture - Definition & Concept; Characteristics of Culture; Types of Culture; Inter Culture & Popular Culture; Culture & Communication; Religion- Major & Minorities; Castes- Tribal Culture in India; Challenges of Indian Culture; Status of Women in India.

UNIT II **9 Hrs.**

Music- Definition & Concept; History of Indian Music; Types of Indian Music- Classic, Devotional, Folk, Pop Music & Film Music; Music Industry in India; Leading Music Companies in India- T-series, Polygram, HMV, Tips, Sony Music & Universal; Recent development in Indian Music Industry.

UNIT III **9 Hrs.**

Theatre- Definition & Concept; History of Indian Theatre; Characteristics of Theatre; Elements of Theatre; Types of Theatres in India; Drama- Definition & Concept; Different forms of Drama; Traditional & Modern Theatres.

UNIT- IV **9 Hrs.**

Newspaper Industry- Definition & Concept; Growth of Newspaper Industry in India Freedom movement, Post-Independence, Emergency & Post Emergency; Growth of Regional Newspapers; Recent Development in Newspaper Industry & e-newspapers; Growth of Magazines India English & Regional.

UNIT V: **9 Hrs.**

Radio Industry- Definition & Concept; Growth of Radio Industry in India- All India Radio- National & Regional; Arrival of FM & its impact; Community Radio & Society Development; Television Industry- Definition & Concept; Growth of Television in India- Doordarshan- National & Regional; Emergence of Cable Television & Satellite Television- Private & Pay Channel; Recent Growth- DTH & CAS System; Television & Cinema.

Max. Hours. 45**Total Marks: 100****COURSE OUTCOMES:**

1. To Understand the culture and its status in India
2. To comprehend types of music in Indian film industry.
3. To identify the concept of theatre and drama.
4. To classify the print media industries which redefine the world
5. To understand the broadcasting principles and latest trends in TV & Radio industries
6. To understand the importance of cable television and its distribution

TEXT BOOKS /REFERENCE

1. Michael J. Hupert (2012). Entertainment Industry: A Reference Handbook, First Edition, ABC- CLIO, USA
2. Marcel Danesi (2012). Popular Culture: Introductory Perspectives, First Edition, Rowman & Littlefield Publishers, UK
3. John Storey (2009). Cultural Theory and Popular Culture: An Introduction, First Edition, Pearson Education, UK

UNIVERSITY EXAM QUESTION PAPER PATTERN

Max.Marks:100

Part A: 6 questions of 5 marks each - without choice.

Part B: 2 Questions from each unit of internal choice, each carrying 14 mark

Exam Duration: 3 hrs

30 marks

50 Marks

SVCA6302	INTRODUCTION TO SOUND DESIGN	L	T	P	Credit s	Total Marks
		0	2	2	2	100

COURSE OBJECTIVE

- To make students analyse and learn the various tools involved in audio production.
- To Understand students Basic Sound Design Techniques

UNIT 1 SOUND AND VIBRATION

9 Hrs.

What is Sound – Db – Fundamental of Acoustic - Threshold of hearing – frequency response - Frequency range of various musical instruments - Echo, Reverberation, Delay, and Decay.

UNIT 2 MICROPHONES HANDLING TECHNIQUES

9 Hrs.

Microphone _types of microphones _ Microphone directional characteristics. Phantom power supplies _ Cordless Microphones_ Contact microphone.

UNIT 3 SOUND DESIGN TECHNIQUES

9 Hrs.

Removing Background Noise from Audio-Sound Effects Recording & Re Modifying Techniques- Sound Design for Animation & Film- Sound Design with Various Visuals - Basic Pitch Shift Techniques for short film.

UNIT 4 RE- RECORDING TECHNIQUES

9 Hrs.

Scene Redubbing with Foreign Language Film - RR & BGM Appling for Short films and Documentary-Music Production Voice Mix with Cinema Karaoke Tracks- Basic Equalization Method for Vocal and Instruments.

UNIT 5 SOUND RECORDING & MIX TECHNIQUES

9 Hrs.

Live Sound Recording Practise with Boom Microphone – Voice Pre-Mixing- Basic Equalization Method for Vocal and Instruments -DJ Mix Techniques-Audio Track Mixing for Films- Mono and Stereo Mixing and Surround Mixing.

Max. 45 Hours**PROJECT OUTLINE**

Based on Technical level Projects 1. A student have to Design Sounds for Animation/Promo 2. Interview Live Sound Recording without Noise / Scene Redubbing 3. Voice Mix with Cinema Karaoke Tracks Misen Scene/Shot and Breakdown, Visual Continuity. **Those are submitting as Soft Bind Format and Project in Hard Disc / Pen drive during their Viva Voce.**

Course outcomes:

- CO1:** Understand the Basic sound Wave and Different range of Various Musical Instruments.
- CO2:** Interpret and demonstrate the microphone Handling Techniques.
- CO3:** Analyse the basic sound Design for visuals and Professional films.
- CO4:** Create and recreate the sound effects for different videos.
- CO5:** Demonstrate the basic analogue audio mixing Console.
- CO6:** Combine karaoke audio tracks with voice and premixing.

TEXT /PDFREFERENCE BOOKS

1. Sound and Recording Edition-VI by Francis Rumsey Tim McCormick 2009 PDF Drive.net
2. The Microphone Book Edition-II by John Eargle -2005 PDF Drive.net
3. Sound Systems - Design and Optimization-2007 PDF Drive.net
4. The sound Studio audio techniques for radio, television, film -2003PDF Drive.net.
5. Handbook-for-sound-engineers Glen M Ballou -2008PDF Drive.net.

S27AS1	SOFT SKILLS	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- The purpose of this course is to make students to understand effective communication skills.
- To acquire essential skills to enhance interpersonal communication

UNIT 1: CONCEPTS OF SOFT SKILLS**6 Hrs.**

Definition of Soft Skills-Types of skills- Listening and monitoring soft skills- Soft Skills in workplace-Behavioural Skills-Attitude and Altitude-Lateral Thinking

UNIT 2: COMMUNICATION SKILLS**6 Hrs.**

Communication Process- Components of effective communication- Communication Barriers- Non-Verbal Communication- Written Communication Skills- Formal and Informal Letters

UNIT 3: PRESENTATION SKILL**6 Hrs.**

Planning and Preparation-Presentation Design-Delivery of Presentation-Concept of Methods- Informative Presentations-Persuasive Presentations- Leadership and Team Building in presentation

UNIT 4: SELF MANAGEMENT SKILLS**6 Hrs**

SWOT analysis-self Discipline-self-awareness-planning & goal setting- managing self-emotions- Office Management-Importance of self-confidence-Self Esteem

UNIT 5: PROFESSIONAL ETIQUETTES**6 Hrs.**

Importance of professional etiquette-Basic Tips-Introduction and Greeting Etiquettes-Conversation Etiquettes-Handshake Etiquettes- Professional Etiquette in workplace

Project: Submitting CV, Business letter, Personal Letter, SWOT analysis, PPT presentation on any topic

Max. 30 Hours**COURSE OUTCOMES:**

- CO1:** Understand the concept of soft skills and its importance in career.
CO2: Identify the significance of writing skill in communication process
CO3: Explore the techniques of presentation skill
CO4: Ability to analyse oneself
CO5: Ability to understand the importance of self-management skills
CO6: Gain knowledge about work etiquette

TEXT / REFERENCE BOOKS

1. Butterfield, Jeff. Soft Skills for Everyone. New Delhi: Cengage Learning. 2010
2. Peter, Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw Hill. 2012.
3. Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for managing people at work. 5th ed. New Delhi: PHI Learning.
4. Soft skills Training – A workbook to develop skills for employment by Fredrick H. Wentz
5. Personality Development and Soft skills , Oxford University Press by Barun K. Mitra
6. The Time Trap : the Classic book on Time Management by R. Alec Mackenzie

SVCA1203	BODY LANGUAGE AND COMMUNICATION	L	T	P	Credits	Total Marks
		0	0	0		100

COURSE OBJECTIVE

- Learn How to engineer a confident body language.
- The ability to interpret other people body language.
- To use body language online and improve online presence

UNIT 1: INTRODUCTION TO BODY LANGUAGE**9 Hrs.**

Defining Body Language, Scope and relevance. Proxemics, Four different Zones of Intimacy. Proxemics: High context and low context cultures, Behavioural Connotations.

UNIT 2: HAPTICS, KINESICS AND FACIAL EXPRESSION**9 Hrs.**

Oculesics – the language of eyes, Haptics – The language of Touch, kinesics and facial expressions. Macro and micro facial expressions

UNIT 3: UNDERSTANDING BODY MOVEMENTS**9 Hrs.**

Cultural differences in Smiles, Major role of mouth in communication, Head tilts and inclines, Body language and Hand movements. Understanding finger movements, Movements of feet and legs.

UNIT 4: PARALANGUAGE AND CHRONEMICS**9 Hrs.**

Paralanguage – Periphery of language, chronemics, Chromatics, Cultural Interpretation, olfactics, physical appearances and artifacts.

UNIT 5: DIGITAL BODY LANGUAGE**9 Hrs.**

Gustorics and silence, Computer mediated communication, Social Presence Theory, Apprehensions about digital language for learning and development. Panoptic Studio, Online foot prints.

Max. 45 Hours**COURSE OUTCOME:**

- CO1:** To understand body language for effective communication
CO2: Able to use positive body language for better communication
CO3: To increase confidence level
CO4: To recognize signs of deceit, stalling and lies in your interlocutors
CO5: To understand importance of social presence and digital foot prints.
CO6: To read and decipher body language, non-verbal messages and deceit signals

TEXT / REFERENCE BOOKS

1. Pease, Allan. Body Language: How to Read Others Thoughts by Their Gestures (1997)
2. Pease, Allan and Pease, Barbara. The Definitive Book of Body Language (2004)
3. Calero, Nierenberg. How to Read a Person Like a Book: Observing Body Language to Know What People Are Thinking (2012)
4. Navarro, Joe and Karlins, Marvin. What Every BODY is Saying: An Ex-FBI Agent's Guide to Speed-Reading People (2008)

END SEMESTER EXAM QUESTION PAPER PATTERN**Max. Marks: 100****Exam Duration: 3 Hrs.****PART A:** 10 Questions of 2 marks each uniformly distributed – No choice**20 Marks****PART B:** 2 Questions from each unit of internal choice, each carrying 16 marks**80 Marks**

S27AS2	Communication Skill	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- To Improve the Listening Skill.
- To enable students to understand the Reading writing techniques
- To Learn about the Effectiveness of social media and non verbal communication
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UNIT1:Listening&Speaking 9 hrs

Listening: Techniques of Effective Listening, Listening and Comprehension, Probing Questions, Barriers to Listening, Speaking : Pronunciation, Enunciation, Vocabulary, Fluency, Common Errors

UNIT 2: Reading and Writing**9 hrs**

Reading: Techniques of Effective Reading, Gathering Ideas and Information from a Given Text, Evaluating these Ideas, Information, Interpreting the Text, Writing and different modes of writing: The Writing Process, Effective Writing Strategies, Different Modes of Writing

UNIT 3: Digital Literacy**9 hrs**

Digital Literacy: Role of Digital Literacy in Professional Life, Trends and Opportunities in Using Digital Technology in Workplace, Internet Basics, Introduction to MS Office Tools

UNIT 4: Social Media**9 hrs**

Effective use of social media: Introduction to Social Media Websites, Advantages of Social Media, Ethics and Etiquettes of Social Media 6.4 How to Use Google Search Better 6.5 Effective Ways of Using Social Media, Introduction to Digital Marketing

UNIT 5: Non-Verbal Communication**9 hrs**

Non-Verbal Communication: Meaning of Non-Verbal Communication (NVC), Advantages of Using Non-Verbal Communication, Introduction to Modes of Non-Verbal Communication, Do's and Don'ts in NVC, Learning From Experts, Activities-Based Learning

Max.45 Hours**COURSE OUTCOMES:**

- CO1:** Understand and Utilize active listening in the communication.
- CO2:** Ability to Make them confident speakers, able to communicate well
- CO3:** Explore Reading and make use of texts more effectively
- CO4:** Interpret and Improve their writing skills
- CO5:** Understand the Digital Literacy in their professional life for communication
- CO6:** Produce the different techniques in Using social media to communicate effectively

SVCA2305	DOCUMENTARY FILM MAKING	L	T	P	Credits	Total Marks
		0	2	6	4	100

Unit I Documentary History**9 Hrs**

The history of documentary film making, Growth of documentary filmmaking, Concept making ideas, Types of shots.

Unit II Documentary as a Genre**9 Hrs**

Documentary, Characteristics of a documentary, documentaries the image and ideology. documentary production in its social and historical context.

Unit III Documentary types & Modes**9 Hrs**

Documentary types, Modes of representation used in documentary: expository, observational, interactive and reflexive modes of representation.
Documentary production strategy, Analyzing the documentary.

Unit IV Documentary Concept

9 Hrs

Concept of documentary realism, Realism in documentary film, types of realism, neorealism, Surrealism and the unconscious, documentary Research, Collecting data.

Unit V Documentary Narration

9 Hrs

The reality in documentary film, Numerous social issues, Presentation style to viewers, Rhetoric, and Narrative technique, Voice over, transcript editing, preparing filmlogs, script editing, rough cutting, fine cutting.

Max. 45 Hours

PROJECT OUTLINE:

1. Analysis of a Documentary film
2. Research work of Documentary
3. Documentary Script
4. Short Documentary Film

Course Objective:

- Students will gain an understanding of the skills necessary to produce interesting and creative documentary films.
- Students will become skilled in executing all aspects of documentary production.
- Students will experience how to critically analyze contemporary documentary
- Students will produce a quality and creative documentary film.

TEXT BOOKS:

1. Rosenthal Alan, "Writing, Directing, and Producing Documentary Films and Video", United States of America: Southern Illinois University Press, 3rd Edition, 2002.
2. Aufderheide, Patricia, "Documentary Film: A Very Short Introduction", Oxford Press, 2007.
3. Renov, Michael (2004) The Subject of Documentary. Minneapolis, London: University of Minnesota Press

REFERENCE BOOKS:

1. Barnouw, Erik, Documentary: A history of the non-fiction Film (2nd edition) United Kingdom: Oxford University Press. (1993).
2. Rabiger, Michael, Directing the Documentary (4 th Edition). United kingdom: Focal Press, (2004).

SVCA2306	ANCHORING AND NEWS PRESENTATION	L	T	P	Credits	Total Marks
		3	0	0	3	100

Course Objectives:

- Define various on-air skills for broadcast media
- Associate the various programme formats and job roles in radio and TV
- Articulate the art of anchoring, news reading and reporting
- Attribute the students with camera, microphone and other recording devices

- Editorialise the art of anchoring/news reading/reporting

Unit 1: Anchoring Skills for Radio and TV**9 Hrs**

Comfort with camera, microphone and other equipment, Skills of on air presence: Connect with audience, Express appropriate emotion, Confidence, Conversational skills, Fluency, Ability to improvise, Solid knowledge base, Understanding of ethical issues, Interviewing skills, Script writing for audio programmes, Sense of timing, Understanding of Voice Modulation , command over language,

Unit 2: Art of Interviewing, Reporting and Anchoring**9 Hrs**

Learning Interviewing skills, Discussing prominent anchors: Case studies from Radio and TV, Anchors role in debates and panel discussions inside Studio and outside, On location anchoring/ Reporting facilitator, Relevance of research and keeping updated with current affairs, Knowing personalities and their background Understanding ground realities and issues.- how to handle interviews.

Unit 3: News reading & Voice Over (VO)**9 Hrs**

News reading and presentation, Pronunciation practice, Vocal stressing exercises, Responsibilities of news readers, Basic understanding of news and current affairs, Style of different stations, Making of Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV commercials/Corporate videos/ radio commercials/ TV Documentaries, Knowledge of ethical and legal issues, Understanding of fake news and cross checking.

Unit 4: Anchoring and News Presenting styles**9 Hrs**

Anchoring skills for various types of shows in radio and television, diction (dos and don'ts), Sensitivity while handling event, religious venues and conflict. Anchor styling (Costume, make up etc).Body Movements- Emotions & facial gestures - Dialogue delivery and character study - Performance skills analysis Voice and body language - Colourful words painting in radio - Understanding the concept of the medium.

Unit -5 - Presentation Skill**9 Hrs**

Understanding Live Programme -TV Show hosting - Talk show host and moderating an event for TV channels.-corporate events and studying the current VJ's and their style - different kind of live shows

Max: 45 Hours**Project: Based on Assignments: Each Assignments – 1 -2 mins**

1. Anchoring a Recorded Radio Programme and art of sound bite.
2. News Presenter and art of Interview with celebrities or Single camera live show

Student Learning Outcomes:

- ▯ Quote the nuances of broadcast media
- ▯ interpret the characteristics of various programmes on Radio and TV and required on-air skills for the same
- ▯ Execute the industry patterns for broadcast media
- ▯ Illustrate anchoring, news reading, interviewing and other skills
- ▯ Understand the unique styles of prominent Radio and TV personalities
- ▯ Experiment a comfort level with camera, microphones and recording devices

Text & References:

1. Beaman, J. (2011). Interviewing for radio. Routledge.
2. Hyde, S. (2017). Television and radio announcing. Routledge.
3. Kalra, R.J. (2012). The ABC of news anchoring: A guide for aspiring anchors. Pearson.
4. Reardon, N., & Flynn, T. (2013). On camera: How to report, anchor & interview. Focal Press.
5. Trewin, J. (2013). Presenting on TV and Radio: An insider's guide. Focal Press.

6. White T., & Barnas, F. (2010). Broadcast news writing, reporting, and producing. London: Focal

S27AS3	Universal Human Values	L	T	P	Credits	Total Marks
		0	0	2	2	100

Course objective

- Describe meaning, purpose and relevance of Universal human values
- Understand the importance of individual, Social, career and national life
- Learn from lives of great and successful people who followed and practiced human values and achieved self-actualisation

Unit 1 Love & compassion (prem & karuna)

9 Hrs

Basic Attributes for Universal Values Education, Introduction, Love ,Attraction, Romantic attachment or Lust, Kindness ,emphaty, compassion, Family, friend, spouse, humanity, True love, Gautham Buddha, dhyana, tapa, Practicing love and compassion, Individual and group experience , Stimulated situation

Unit 2 Truth (Sathya)

9 Hrs

Introduction to Truth, veracity, honesty and sincerity, purity, accuracy and fairness, fearlessness and integrity, History values from Raja Harishchandra, Dharmaraj Yudhishthara, Mahatma Buddha, Socrates, Mahatma Gandhi, Practicing truth.

Unit 3 Non-Violence (Ahimsa)

9 Hrs

Introduction to non violence, peace and global harmony, bullying to racism, physical harm to individual/s, to wars, apartheid to acts of terrorism, prejudice, ignorance, insecurity, fear and greed, Ahimsa as non-violence and non-killing.

Unit 4 Righteousness & Peace

9 Hrs

Introduction to righteousness, Concept of Dharma, Propriety , ethical guidelines, ethical behavior and moral righteousness, Peace: balance and harmony in individual, Self-control, patience, equanimity and acceptance of others, peace from history, literature including local folklore

Unit 5 Service (Seva) & Renunciation (Sacrifice) Tyag

9 Hrs

Self-directed renunciation, This ethos lead us other ethos of satya (truth), prem (love) and karuna (compassion) that like many cultures, value of service rejects adversarial discourse, Renunciation (Sacrifice) Tyag: Stressing on the importance of the value of Mahatma Gandhi, sense of renunciation, Bhoga with tyagabhava and tyag with bhogbhava. the lives of Rama, Krishna, Buddha and Christ illustrate the point

Max.45 Hours

Course outcome:

CO1: Students will become conscious, Practitioners of value

CO2: Students can able to develop integral life skill

CO3: Students can Inculcate and practice them consciously to be an human being

SVCA2404	DIGITAL JOURNALISM	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVES:

- To get introduced to the concepts of digital journalism
- To enable students to understand the nuances of writing news for digital media and thus to cope with the modern journalistic skills.

UNIT 1: UNDERSTANDING DIGITAL JOURNALISM

9 hrs

Definition and Meaning of Journalism - Nature and Scope of Journalism- Elements of Journalism-Different Types of Journalism-Defining digital media - Influence of digital platforms

UNIT 2:ESSENTIALS OF WRITING WEB NEWS

9 hrs

Definition of News - Functions of News - News values - Types of News -5 w's and H - Inverted pyramid structure of the news story - Anatomy of the news story –lead and kinds of lead –Attribution

Assignment: Writing any hard news story

UNIT 3:ONLINE FEATURE STORIES

9hrs

Personality Profiles – Interviews - In-depth Stories – Backgrounders, Follow up Stories – Reviews - Tribute Specialized Writing - Issue-based Features - Travel, Food and Fun – Lifestyle-Blog Writing

Assignment: Writing any feature stories, Interviews and Reviews

UNIT 4:MOBILE JOURNALISM

9 hrs

Mobile Journalism - Introduction and overview-Origins of the Mojo-Different Forums- Workflow-Skills Required- Tools & Apps for Mojo-conceiving a news story in 30 seconds -Challenges to Mojo work.

Assignment: Capture, Process and Publish a news/ programme through mobile using applications.

UNIT 5:PHOTO ESSAY

9 hrs

Types of News Photography -Captions – Descriptions – Photo Feature, Photo Essay – Keywords- Role of Photojournalist in Newsroom- Code of Ethics

Assignment: Capture any theme-based photo or photos and write captionMax.45 Hours

Project: Creating web version of lab journals including all the articles-hard news, feature news, interviews, reviews, Photo Feature and News stories for mobile

COURSE OUTCOMES:

- CO1: Understand the basic concepts and scope of digital journalism.
- CO2:Identify the principles and techniques of writing news.
- CO3: Explore the various aspects of feature stories
- CO4: Interpret the concept of news photography.
- CO5: Ability to make news stories by using smart phones
- CO6: Produce the different types of articles for online platform

TEXT / REFERENCE BOOKS:

1. Pape, Susan and Featherstone, Sue ,Feature Writing: A Practical Introduction, Sage Publications, New Delhi,2006
2. Mencher, Melvin, News Reporting and Writing, Mc-Graw Hill Book company,2010
3. Ward, Mike, Journalism Online, Oxford, Ward, Taylor and Francis,2013
4. Parrish, Fred S, Photojournalism : An Introduction, Wadsworth Publishers, Belmonte-California,2002
5. Stephen Quinn, MOJO-Mobile Journalism in the Asian Region, 2012
6. Burum, Ivo and Quinn, Stephen, MOJO: The mobile Journalism Handbook, Taylor and Francis,

SVCA3507	DIGITAL MEDIA PRODUCTION	L	T	P	Credits	Total Marks
		0	2	6	4	100

COURSE OBJECTIVE:

- To Know current trends in the OTT medium.
- To create and display different types of digital Media outputs

UNIT 1: INTRODUCTION TO DIGITAL MEDIA PRODUCTIONS**9 Hrs.**

Introduction to Digital media –History of Digital Media - Principles of Digital Media - Digital technologies - Interactive multimedia development for Digital Media - web development for Digital Media –Virtual Reality – Augmented Reality–Digital Media Laws

UNIT 2: DIGITAL MEDIA MANAGEMENT**9 Hrs.**

Social and web network analysis - Web technologies for Digital Media –Digital Media management - Communication Technologies –Various communication Tools for Digital media - Search Engine Optimization –Web Analytics - Digital Media marketing

UNIT 3: DIGITAL MEDIA MARKETING**9 Hrs.**

Internet Marketing - digital marketing strategy - social media marketing –Digital Content Marketing - Search engine marketing - Search analytics - social media influencer - Facebook marketing –YouTube marketing - Instagram marketing - Twitter marketing - LinkedIn marketing

UNIT 4: OTT PLATFORM**9 Hrs.**

Introduction to OTT Platform –OTT requirements - Media Optimization – Channel Optimization - Target audience Media – Video streaming technology – OTT Communication Services – Video Encoding and Decoding– OTT Business models, strategies and main players

UNIT 5: VIDEO UPLOAD TO ONLINE MEDIA**9 Hrs.**

Publishing Digital Video in Online Platform - YouTube - YouTube Revolution in Popular Culture - Telegenic + YouTube = Cybergenic - YouTube Undeniability and Democracy –Paid video on-demand services - Ad Policy

PROJECT OUTLINE

- 1.Shorts Video
- 2.Social Media Marketing
- 3.Product Promotions
4. Create YouTube Channel and upload video

COURSE OUTCOME:

- CO1:**Describe the steps of the OTT media
- CO2:**To Identify different OTT Tools
- CO3:**Communicate in the digital age
- CO4:**Apply skills and techniques using Digital Film Making
- CO5:**Apply post-production skills and techniques in Digital Film Making
- CO6:** To evaluate and utilize of different online media

TEXT BOOKS /REFERENCE

- Francisco Javier Cabrera Blázquez, Maja Cappello, Christian Grece, Sophie Valais, 2016. VOD, platforms and OTT: which promotion obligations for European works?,
- Mike Friedrichsen • Wolfgang Muchl-Benninghaus (2013). Handbook of Social Media Management, Springer.

- Julia Schwanholz • Todd Graham Peter-Tobias Stoll, (2018. Managing)Democracy in the Digital Age: Internet Regulation, Social Media Use, and Online Civic Engagement, Springer.
- JOHN RICE, BRIAN McKERNAN. 2002, CREATING DIGITAL CONTENT, McGraw-Hill
- Jon Rognerud, 2010, How To Nail Social Media Marketing

S27AS4	Leadership and Management skills	L	T	P	Credits	Total Marks
		0	0	2	2	100

Course Objective:

- Students will understand the need for effective internal communication
- Develop the essential skills to influence and motivate others
- To enhance the innovative leadership and design thinking
- To nurture a creative and entrepreneurial mindset

Unit 1 Internal Communication**9 Hrs**

Internal Communication: Meaning and Need – Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical

Unit 2 Leadership Skills**9 Hrs**

Understanding Leadership and its Importance, Traits and Models of Leadership: Characteristics of an Effective Leader, Leadership Styles, Perspectives of different Leaders, Basic Leadership Skill- Motivation, Team work, Negotiation, Net working

Unit 3 Management Skills**9 Hrs**

Basic Managerial Skills- Planning for effective Management, How to organize team?, Recruiting and Retaining Talent, Delegation of task, Learn to Coordinate, Conflict Management .Self Management Skills, Understanding Self Concept, Developing Self-Awareness, Self-Examination ,Self-Regulation

Unit 4 Entrepreneurship**9 Hrs**

Entrepreneurial Skills- basics of entrepreneurship, Creating business Plan, Innovative Leadership and Design Thinking- innovative leadership, design Thinking

Unit 5 Innovative Leadership and Design Thinking**9 Hrs**

Innovative leadership – Concept of emotional and social intelligence, Synthesis of human and artificial intelligence, Why does culture matter for today's global Leader, Design Thinking- Key elements of design thinking, How to transform challenges into opportunities

Max.45 Hours**Course Outcome**

CO1: Students can have the control to informal communication during an online/offline team session

CO2: Students can apply the design thinking approach for leadership

CO3: Students can inculcate ethics and moral values for developing a balanced personality

CO4: Students can able to understand the basics of entrepreneurship and develop business plan

S27AS5	Professional Skills	L	T	P	Credits	Total Marks
		0	0	2	2	100

COURSE OBJECTIVES:

- To identify essential components of a good resume while preparing his/her resume.
- To identify common errors people make in preparing resume, Interview
- To gain knowledge about the important questions generally asked in a job interview.

Unit 1 Resume & Interview Skills**9 Hrs**

Introduction of resume and related terms: resume, Curriculum vitae (Cv), Bio data, Resume and bio data, Essential Components of a good resume, Guidelines for resume Preparation, Meaning of interview, types of interview, STAR Approach for Facing an interview, The Interview Procedure, Common errors, interview Questions for Assessing Your Strengths and weaknesses, Simulation, Demonstrate an Ideal Interview.

Unit 2 Group discussion & Carrier Opportunities**9 Hrs**

Importance of group discussion, types of group discussion, Procedure for Group Discussion, Common Errors, Process of Career Exploration, Knowing Yourself – Personal Characteristics, Process of Career Exploration, Sources of Career Information, Preparing for a Career based on Potentials of Students and Availability of Opportunities

Unit 3 Presentation Skill & Trust**9 Hrs**

Presentation: Meaning and Types, Presentation Strategies, Ways to Improve Presentation Skills Over Time, Meaning and Role of Trust in Creating a Collaborative Team, Strategies to Build Trust with Employees, Criteria for Evaluation of Trust and Collaboration in Teams, Agree to Disagree and Disagree to Agree – Spirit of Team Work, Understanding Fear of Being Judged and Strategies to Overcome Fear.

Unit 4 Listening as Team Skill and Brainstorming**9 Hrs**

Listening as a Team Skill, Listening as a Team Member and Team Leader, Uses of Active Listening Strategies to Encourage Sharing of Ideas -The Importance of Active Listening in the Workplace, Strategies for Improving Active Listening Skills to Encourage Sharing of Ideas, Brainstorming as a Technique to Promote Idea Generation, Learning and Showcasing the Principles of Documentation of Team Session Outcomes

Unit 5 Social and cultural Etiquettes**9 Hrs**

Etiquette: Meaning and Need, Aspects of Social and Cultural/Corporate Etiquette in Promoting Team Work - Social Etiquette, Cultural Etiquette, Corporate/Professional Etiquette, Internal Communication: Meaning and Need- Meaning, Need for Internal Communication, Use of Various Channels of Transmitting Information to Team Members including Digital and Physical

Max.45 Hours**COURSE OUTCOMES:**

- CO1:** Students can identify career opportunities in consideration of their own potential and aspirations.
- CO2:** Students can work with effective listening skill as team leader and also as good functioning team member.
- CO3:** Students can able to generate, Share and Minimize new ideas with the concept of brainstorming.
- CO4:** Students can use social and Cultural etiquettes in an organisation.

