

**SCHEME OF EXAMINATION
&
SYLLABUS
of
Optional Paper (Mass Communication &
Video Production) offered in B.A. General
Under NEP-2020**

**w.e.f. Academic Session: 2023-2024 in phased
manner**



**INSTITUTE OF MASS COMMUNICATION
& MEDIA TECHNOLOGY
Kurukshetra University, Kurukshetra
(A+ Grade, NAAC Accredited)**

GENERAL INSTRUCTIONS FOR EXAMINERS / PAPER SETTERS / SUBJECT TEACHERS

EVALUATION AND EXAMINATION

- The students will be assessed through a system of Continuous Comprehensive Assessment (CCA).
- Evaluation will be done by Internal assessment (broadly 30% of total weightage) and by end term exam for rest 70%).

Theory Internal Assessment shall broadly based on the following defined composition:

- a) Class Participation
- b) Seminar/Presentation/Assignment/Quiz/Class Test, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks	Class Participation	Seminar/Demonstration/Presentation/ Assignment/Quiz/Class Test, etc.	Mid-Term Exam
10	03	02	05
15	04	04	07
20	05	05	10
25	05	07	13
30	05	10	15

Practical Internal Assessment shall broadly be based on the following defined composition:

- a) Class Participation
- b) Seminar/Presentation/Viva-voce/Lab Records, etc.
- c) Mid-Term Exam

Total Internal Assessment Marks (Practical)	Class Participation	Seminar/Demonstration/Viva-Voce/Lab Record etc.	Mid-Term Exam
05	-	05	NA
10	-	10	NA
15	05	10	NA
30	05	10	15

MODE OF PAPER SETTING FOR END-TERM EXAMINATION:

Every course irrespective of credit will have an End-Term Examination with every course paper having 09 questions in all. Question No. 1 containing short notes will be compulsory. The students will have to attempt five questions in all selecting at least 1 question from each unit. Duration of the exam will be 3 hours irrespective of credit. These questions shall judge both theoretical and applied knowledge of the students. Case studies may also be given as questions.

Scheme of Examination & Syllabus of Optional Paper (Mass Communication & Video Production) offered in B.A. General Under NEP-2020 w.e.f. Academic Session: 2023-2024 in phased manner

Semester-I

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)		Total
B23-MCV-101	Introduction to Mass communication	CC-1	3	1	-	4	4	70	30	-	-	100	3 Hours

Semester-II

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)		Total
B23-MCV-201	Introduction to Electronic Media	CC-2	3	1	-	4	4	70	30	-	-	100	3 Hours

Semester-III

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)		Total
B23-MCV-301	Writing for Electronic Media	CC-3	3	-	2	5	4	50	20	20	10	100	3 Hours

Semester-IV

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)		Total
B23-MCV-401	Videography & Video Editing	CC-4	3	-	2	5	4	50	20	20	10	100	3 Hours

Semester-V

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)		Total
B23-MCV-501	Television production	CC-5	3	-	2	5	4	50	20	20	10	100	3 Hours

Semester-VI

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Marks				Duration of Exam	
			L	T	P	Total		T	IA (T)	P	IA (P)		Total
B23-MCV-601	Project	CC-6	-	-	-	-	4	-	-	-	-	100	3 Hours

Total Credits : 24, Total Marks : 600

DETAILED SYLLABUS

B23-MCV-101 CC-1 INTRODUCTION TO MASS COMMUNICATION			
			Time-3 Hours Total Credits – 04 Theory - 70 Internal assessment - 30 Total Marks – 100
<p>Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.</p>			
<p>COURSE LEARNING OBJECTIVES: CLO 1: To understand basic concept of communication including Indian (Bharatiya) concept. CLO 2: To develop understanding about levels of communication with special reference to mass communication. CLO 3: To study characteristics of mass media mass audiences. CLO 4: To study models of communication and Mass Communication.</p>			
UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> • Communication: definition and concept • Evolution of Communication • Indian Concept of Communication • Elements and Process of Communication • Need and scope of Communication • Principles of communication 	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> • Levels of communication- intra-personal, inter-personal, group, public and mass communication • Socialization and communication • Mass Communication: Definition, concept, Functions of mass communication • Barriers in communication 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Characteristics of various media of mass communication- print, electronic, films. • Comparison of media of mass communication. • Audiences of mass communication- definition and characteristics. 	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> • Models of communication and mass communication: • Sadharanikaran, • Aristotle • SMR, SMCR • Lasswell • Shannon and Weaver • Osgood, Schramm • Westley and MacLean • Gate Keeping Model 	CLO 4	12

Suggested Readings:

1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D.F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
4. Kewal J.Kumar, Mass Communication in India, Jaico Publications, New Delhi
5. Veerbala Aggarwal, Handbook of Journalism and Mass Communication, Concept Publishing, New Delhi

B23-MCV-201
CC-2
INTRODUCTION TO ELECTRONIC MEDIA

Time-3 Hours
Total Credits – 04
Theory - 70
Internal assessment - 30
Total Marks – 100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand the history and growth of television in India.

CLO 2: To know the Structure and Functions of Television channel.

CLO 3: To learn various genres of television programmes.

CLO 4: To know about TRPs and Marketing surveys.

UNIT	Topic	Contact Hours
UNIT- I	<ul style="list-style-type: none"> • History and Growth of Television in India • Growth and Development of Doordarshan • Introduction to major Indian National Networks • Introduction to major Indian Regional Networks 	CLO 1 12
UNIT- II	<ul style="list-style-type: none"> • Structure and Functions of Television channel • News service agencies and its functions • Importance of assignment board • Various beats of news channel: Political, Crime, Sports, Business, Entertainment 	CLO 2 12
UNIT-III	<ul style="list-style-type: none"> • Fictional programmes • Non-fictional programmes • Journalistic genre: News, News real, interviews and discussion • Documentary: An introduction 	CLO 3 12
UNIT- IV	<ul style="list-style-type: none"> • Selling and buying space and time on media • Market survey – audience, product and media profile • Television ratings points (TRP)- Meaning and concept • Distribution technology –DTH, CAS, Cable Network 	CLO 4 12

Suggested Readings:

1. Masani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
3. Andrew Boyd: Broadcast Journalism
4. While T. Broadcast, News writing MacMillian NY, 1984
5. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
6. Rivers Wlliams and work Alison Writing for the Media.
7. Carl Warren, Radio News Writing and Editing
8. Report L. Hillard Radio Broadcasting

B23-MCV-301
CC-3
WRITING FOR ELECTRONIC MEDIA

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical- 20
Internal assessment (P) - 10
Total Marks –100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand basic concept of writing.

CLO 2: To know about spoken and visual language.

CLO 3: To learn the process of script writing and various formats of scripts.

CLO 4: To learn the basics of television writing.

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> • Origin of writing • Role and scope of writing • Essentials of good writing 	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> • Writing for mass communication • Features of spoken language • Concept of visual language 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Process of script writing • Introduction to various formats of scripts • Writing for visuals 	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> • Basic of television writing • Different script format for television • Writing for various television programme 	CLO 4	12

Practical Assignments:

Writing proposal or synopsis for television production

- Television news
- Television documentary
- Television special programme
- Writing for television advertisement

Suggested Readings:

1. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
2. Andrew Boyd: Broadcast Journalism
3. While T. Broadcast, News writing MacMillian NY, 1984
4. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
5. Rivers Wlliams and work Alison Writing for the Media.
6. Carl Warren, Radio News Writing and Editing

B23-MCV-401
CC-4
VIDEOGRAPHY & VIDEO EDITING

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical- 20
Internal assessment (P) - 10
Total Marks –100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand various types of camera and their working.

CLO 2: To learn about camera shots and camera movements.

CLO 3: To learn about basics of video editing.

CLO 4: To learn about editing equipments and softwares.

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> • Types of cameras and their features • Specific use of various types of camera • Working principle of a video camera 	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> • Basic shots and their composition • Importance of cut away and cut in shots • Various camera movements and angles 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Editing - meaning and significance • On line and off line editing • Linear and non liner editing 	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> • Editing equipment - recorder, player, video switcher, vision mixer, audio mixer, monitor, speaker, • Connecting and handling editing equipment • Working on NLE software 	CLO 4	12

Practical Assignments:

- Practice of camera shots and camera movements.
- Video Editing

Suggested Readings

1. Grammar of the Shot, Second Edition, Roy Thompson, Christopher j. Bowen, Focal Press.
2. Lighting for Digital Video and Television, Third Edition, John Jakma, Focal Press.
3. The Technique of Film and Video Editing: History, Theory and Practice, Fourth Edition, Focal Press.
4. Video Production Handbook, Fourth Edition, Gerald Millerson, Focal Press.
5. How to Read a Film, Third Edition, James Monaco, Oxford University Press.

B23-MCV-501
CC-5
TELEVISION PRODUCTION

Time-3 Hours
Total Credits – 04
Theory - 50
Internal assessment (T) – 20
Practical- 20
Internal assessment (P) - 10
Total Marks –100

Note- The question paper will contain nine questions. Students are required to attempt five questions in all. There will be two questions in each Unit from Unit-I to Unit-IV. Students are required to attempt one question from each unit from I to IV. Q. No. 1 containing short notes covering the entire syllabus is compulsory. All the questions will carry equal marks. The students can attempt question paper either in English or in Hindi language.

COURSE LEARNING OBJECTIVES:

CLO 1: To understand stages of production.

CLO 2: To learn importance of lighting techniques.

CLO 3: To learn about planning and production of television programme.

CLO 4: To learn about television graphics and virtual studio.

UNIT	Topic		Contact Hours
UNIT- I	<ul style="list-style-type: none"> • Various stages of production: pre production, production, post production • Production team members and their responsibilities • Structure and functioning of television studio 	CLO 1	12
UNIT- II	<ul style="list-style-type: none"> • Concept of lighting • Importance of lighting in television • Lighting techniques and problems 	CLO 2	12
UNIT-III	<ul style="list-style-type: none"> • Planning and production of programs in studio • Floor management • Shooting an interview • Television news bulletin 	CLO 3	12
UNIT- IV	<ul style="list-style-type: none"> • Make up for television: materials and application • Television graphics • Concept of virtual studio 	CLO 4	12

Practical Assignments:

Production of :

- Television news bulletin
- Television interview

Suggested Readings:

1. News Editing , William L. Rivers.
2. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
3. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
A. Michel Noll., TV technology - Fundamentals and future prospects
4. Barrows Wood Gross, TV Production.
5. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.

**B23-MCV-601
CC-6
PROJECT**

**Total Credits – 04
Practical- 50
Viva-Voce- 30
Internal assessment (P) - 20
Total Marks –100**

Note- The students will prepare and produce one documentary of 10-15 minutes duration on the subject allotted by the concerned teacher. The project will be evaluated by the external examiner and viva-voce will be conducted.

COURSE LEARNING OBJECTIVES:

- CLO 1: To practise the art of script writing.
- CLO 2: To practically understand the stages of production.
- CLO 3: To practise shooting of documentary.
- CLO 4: To practise editing of documentary.