

SEMESTER 4

PAPER – BMC 401: TELEVISION PRODUCTION – 2 (THEORY)

UNIT – 1 (08)

Producing: Production models – Production methods – Concept formulation – Writing the program proposal – Preparing budget – Pre-production planning – Facilities request schedules – Permits and clearances – Publicity and promotion – Production process – Post-production activities

UNIT – 2 (09)

The director in pre-production – The director's role - The Director's terminology – Multi-camera directing procedures – Directing rehearsals – Directing the show – Stand by procedures – On the air procedure

UNIT – 3 (09)

Television scenery: Standard set units – Platforms and Wagons – set pieces – Properties: Stage props, set dressings, hand properties, elements of scene design – Floor plan – Set backgrounds and platforms – Studio floor treatments – makeup and costume

UNIT – 4 (09)

Visual effects and graphics – Standard electronic effects: Superimposition – Keying – Digital Video effects: Computer manipulated effects – Multi-image effects – Optical effects – Mechanical effects – Specification of Television Graphics

UNIT – 5 (09)

Electronic news Gathering or ENG – Electronic Field Production – Big remotes – Communication signal – Distribution Systems – Sports Remotes – Remote Setups – Communication Satellites

REFERENCES:

1. Herbert Zettl. "Television Production Handbook." Wadsworth Publishing Company. Belmont, California. USA. Fifth Edition. 2006
2. Vasuki Belavadi "Video Production" Oxford University Press

PAPER – BMC 402: CORPORATE COMMUNICATION

UNIT - 1 (08)
Corporate communication – Crafting the voice and image your business – Communication strategically – Creativity in corporate communication – Activities of the corporate communication function

UNIT -2 (09)
Identity - Image and reputation – Crystallizing public opinion and propaganda – Its relationship with various constituencies – Corporate advertising – Organizing conferences

UNIT -3 (09)
Communication channels and the role of technological innovation – Bulletin boards – Intranet communications – New letter – Employee relations

UNIT - 4 (09)
Media Relations – Writing press release, rejoinders – organizing press conferences - Newspapers space – Role of Corporate Communication in Annual General body meeting and Sponsorships.

UNIT - 5 (09)
Managing Communication in a crisis – Lobbying – Importance of PR in corporate communication – Analyzing and compiling news – Organizing media events – Designing feats – Outrageous advertisements – Communication audits

REFERENCES:

1. *Argenti Paul A, Corporate communications, McGraw Hill / Irwin McGraw / Irwin*
2. *Eric J Soares, Promotional feats – The Role of planned events in Marketing Communications*
3. *Critical Corporate Communication: A best practice blue print – (e BOOK) By Naomi Langford - Wood – Brian Salter. www.questia.com*

PAPER – BMC 403: COMMUNICATION AND DEVELOPMENT

UNIT – I

(05)

Introduction to Communication and development in the third world – Theories of development and underdevelopment – Three perspectives or ways of thinking about and practicing development

UNIT – II

(12)

Dominant paradigm – Modernization and Industrialization – Communication approaches to development – Theory of minimal effects of Mass Media – Diffusion of innovation - International dimension of development communication – Dependency model

UNIT – III

(10)

Consequences of the dominant paradigm of development – Alternative paradigm – Critique of the role of mass media in development – Participation and communication – Development support communication

UNIT – IV

(05)

Traditional and Folk media for development – Information and communication technologies for rural development

UNIT – V

(12)

Developing and designing communication messages and materials – Research in development – Campaign implementation and evaluation – PSAs and Case studies in development communication

SUGGESTED READINGS:

1. Narula. *Development Communication: Theory and practice*
2. Melkote. *Communication for Development in third world: "Theory and practice for empowerment – 2nd edition*
3. Vilanliam. *Science, communication and development*
4. Millesem. *Methods for Development work and research: A guide for practitioners*
5. Nair and White. *Perspectives on Development communication*
6. Mathur. *Communication for development and social change*
7. Moody. *Designing messages for development communication. Audience participation based approach*
8. Singhal and Rogers. *India's information revolution*
9. *Introduction to Development Communication by Ila Virginia C. Ongleibo*
10. *Communication for Development and Social Change by J. Servaes*
11. *Communication for Development by Kiran Prasad*
12. *Development Communication - B.N. Ahuja & S.S. Chabra - Surjeet Publications*
13. *Development Communication. Sourcebook - Broadening the Boundaries of Communication by Paulo Mefalopulos (E-book)*

PAPER – BMC 404: FILM STUDIES

UNIT-I

(05)

Brief overview and historical developments in Cinema – the evolution of Narrative: Griffith, Potter, Melies, Sennet, Chaplin – development of Animation

UNIT-II

(10)

Elements of film theory – Film language – Film as means of expression – Genre – Macrostructure - microstructure

UNIT-III

(12)

History of International Cinema – Capsule history of the social and political processes of the 20th century and the development of Cinema- German expressionism- Russian School- Italian neo-realism – French Avant Garde – Golden era of cinema

UNIT-IV

(10)

Indian Cinema: Beginnings and Silent Period – Genre and form in Indian Cinema – Landmark survey of Indian films till the 70's – the New Indian Cinema- women in cinema

UNIT-V

(07)

Film makers: Orson Welles (Citizen Kane) – Alfred Hitchcock (Psycho) – Akira Kurosowa (Rashomon) – Jean Luc Godard (Breathless) – Vittorio De Sica (Bicycle thief) – Satyajit Ray (Apu Sansar triology)- Raj Kapoor (Awaara) – Aparna Sen (36 Chowringee Lane)

REFERENCES:

1. Thoraval, Yves (2000) *The cinema of India (1896 – 2000)*
2. Hope, Anthony East (Eds): *Contemporary film theory. Longman Critical readers*
3. Roberge Gaston. *The subject of cinema*
4. Roberge Gaston. *Films for an ecology of mind (1979)*
5. Nicholas Bill (Ed) (1990) *Movies and methods: an anthology Volume I and II*
6. Wilson, David (Ed). *Cahiers du Cinema (1973 – 78): History, Ideology and Cultural struggle. Routledge. Vol 4*
7. Agnihotri: *Film stars in Indian politics*
8. M S S Pandian. *Image trap. Sage publications*
9. Halliwell: *The film goers companion. 6th edition*
10. Arora. *Encyclopedia of Indian cinema*
11. Gokul and Wimal Dissanayake: *Indian popular cinema. Orient Longman*
12. Mitra, Anand. *India through the western lens: Creating National images in film. Sage publications*
13. Kazmi: *Politics of India's conventional cinema. Sage publications*

PAPER – BMC 405: TELEVISION PRODUCTION – 2 [PRACTICAL]

1. Multi Camera Production – Talk show
2. Multi Camera Production - Demonstration
3. Documentary film production (15 minutes)
4. Switcher Operations
5. Advanced editing and special effects on non-linear editing systems

PAPER – BMC 406: PHOTOJOURNALISM (PRACTICAL)

1. Camera handling: Compact/SLR - lenses
2. Basic Composition - pattern-texture- shape -- rule of thirds
3. Depth of field
4. Landscape and macro photography
5. People and places- street photography
6. Photo essay project

PAPER – BMC 407: DEVELOPMENT COMMUNICATION [PRACTICAL]

Unit 1: Media and Development

Definitions of development - the development process- theories of development - persuasive model-Mass media mode l- Unilinear model

Unit 2: Communication for Development

Public education and development communication- IEC and BCC - Development and ICT - Media in developing countries

Unit 3: Using folk media: creating glove puppets and scripting and production of 12 minute puppet theatre.

Unit 4: Using folk media: scripting and production of a 15 minute street play.

Unit 5:

1. Plan and design a hoarding on a development issue
2. Design a poster on a health related communication and do pre-testing.
3. Script and produce a radio spot on a development issue, do pre- and post-testing.
4. Write a feature on a health related, education related, and agriculture related issue.