

## SEMESTER - I

### PCEMA20 - MASS COMMUNICATION AND JOURNALISM

<b>Year: I</b>	<b>Course Code:</b>	<b>Title of the Course:</b>	<b>Course Type:</b>	<b>Course Category:</b>	<b>H/W</b>	<b>Credits</b>	<b>Marks</b>
<b>Sem: I</b>	PCEMA20	Mass Communication And Journalism	Theory	Core	5	4	100

#### Course Objective

To introduce the broad field of mass communication and journalism to students including the models, theories and ethics in the field of media

#### Course Outcomes (CO)

The learners will be able to

CO1: Review the Basics of Communication and Mass Culture.

CO2: Analyze and Understand the Western Models and Theories of Communication.

CO3: Acquiring Knowledge about the inception of Journalism.

CO4: Analyse the Journalistic Values and Various News Paper Organizations.

CO5: Evaluate the Concept of Journalistic Writing and Editing.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	M
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

## **Course Syllabus**

### **Unit I: Communication Basics (15 Hours)**

- 1.1 Communication, Need of Communication (K1, K2)
- 1.2 Functions of Communication, Levels of Communication, Patterns of Communication (K1, K2, K3)
- 1.3 The Mass concept, Mass Communication process, the Mass Audience (K1, K2, K3, K4)
- 1.4 Mass Culture and popular culture (K3, K4)
- 1.5 Barriers of Communication (K3, K4, K5)
- 1.6 Media democracy (K5, K6)

### **Unit II: Models of Communication (15 Hours)**

- 2.1 Transmission model, Ritual or Expressive model (K1, K2)
- 2.2 Publicity model., Reception model, Lass well Model (K1, K2, K3)
- 2.3 Shannon & Weaver model, Osgood and Schramm Circular model. (K2, K3, K4)
- 2.4 Two Steps flow model, Westley and Maclean model (K3, K4, K5)
- 2.5 Agenda Setting model, Spiral of Silence model (K3, K4, K5, K6)
- 2.6 Indian theories of communication (K4, K5, K6)

### **Unit III: Basics of Journalism (15 Hours)**

- 3.1 Basics of writing and editing (K1, K2)
- 3.2 News values. (K1, K2, K3)
- 3.3 Sources of news and confidentiality (K2, K3, K4)
- 3.4 Makeup, Newspaper organisation (K2, K3, K4)
- 3.5 Press council (K3, K4, K5, K6)
- 3.6 Press commission (K4, K5, K6)

### **Unit IV: Journalistic Principles (15 Hours)**

- 4.1 Journalism and the concept of news (K1, K2)
- 4.2 Journalism principles(K1, K2, K3)
- 4.3 Brief history of press in the world, India and Tamilnadu (K2, K3, K4)
- 4.4 Online Journalism (K2, K4)
- 4.5 Tabloid Journalism (K2, K4, K5, K6)
- 4.6 Yellow Journalism (K3, K4, K5, K6)

### **Unit V:Journalistic Skills (15 Hours)**

- 5.1 Art of writing a new paper story (K1, K2, K3)
- 5.2 Inverted pyramid style(K2, K3, K4)
- 5.3 Feature writing (K1, K3, K4, K5)
- 5.4 Qualities of a Reporter, (K2, K3, K4)
- 5.5 Role of Editor (K2, K4, K5, K6)
- 5.6 Copy flow, Proof reading (K4, K5, K6)

**Books for Study and Reference:**

1. Mc Quail Denis – Mass Communication Theory 5<sup>th</sup> Edition
2. Keval J Kumar – Mass Communication in India 3<sup>rd</sup> Edition – Jaico publication 1982
3. Arthur Asa Berger-Essentials of Mass Communication Theory-Sage Publication 2000
4. Alfred Laurence Lorenz John Vivian–News Reporting and Writing–Pearson education – 2005.
5. D.S. Mehta – Mass Communication and Journalism in India–Allied Publication- 2003
6. T Rejshekar – Journalism Ethics and Objectives -Sonali Publication – 2009
7. RangaswamyParthasarthy – Journalism in India – Sterling Publication -Delhi – 2005
8. Ahuja B.N. - Concise Course In Reporting For Newspaper Magazine Radio And television – Surjeet Publication, Delhi - 1988

**Web Reference:**

[Communicationtheory.org](http://Communicationtheory.org)

## **PCEMC20 - VIDEOGRAPHY**

<b>Year: I</b>	<b>Course Code:</b>	<b>Title of the Course:</b>	<b>Course Type:</b>	<b>Course Category:</b>	<b>H/W</b>	<b>Credits</b>	<b>Marks</b>
<b>Sem: I</b>	PCEMC20	Videography	Theory	Core	5	4	100

### **Course Objective**

To acquire the knowledge and skill to select and apply those aesthetic elements to translate significant ideas into significant messages through Videography.

### **Course Outcomes (CO)**

#### **The Learners will be able to**

CO1: Describe the Basic Parts and Functions of the Video camera.

CO2: Analyze the Characteristic of Lighting and Lighting techniques.

CO3: Acquiring Knowledge in Camera Composition Techniques and concepts of Color.

CO4: Evaluate the Camera Operation and Lighting Techniques in Indoor Production.

CO5: Elaborate Various Recording and Storage Formats of Videos.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	M	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

## Course Syllabus

### Unit I: Introduction to Camera

(15 Hours)

- 1.1 Parts of the Camera Basic, Camera functions (K1, K2, K3)
- 1.2 Types of Cameras - Sony A7S III(K1, K2, K3, K4)
- 1.3 Black magic, Pocket Cinema Camera 4K (K3, K4, K5, K6)
- 1.4 Panasonic Lumix GH5S, Fujifilm X-T4(K3, K4, K5, K6)
- 1.5 Lens Characteristics(K4, K5, K6)
- 1.6 Exposure – Types of lens(K3, K4, K5, K6)

### Unit II: Introduction to Lighting

(15 Hours)

- 2.1 Nature of Light – Lighting purposes and functions (K1, K2)
- 2.2 Nature of shadows – Outer orientation functions (K1, K2, K3)
- 2.3 Inner orientation functions – Time Orientation (K1, K2, K3, K4)
- 2.4 Standard lighting techniques – Chiaroscuro, Rembrandt, cameo (K2, K3, K4)
- 2.5 Flat and silhouette lighting. Single and Multi-Camera Lighting- Aesthetics (K1, K2, K3, K4, K5, K6)
- 2.6 Lighting Instruments – Field and Studio, Lighting Control Instrument, – Types of Lamps (K2, K3, K4, K5, K6)

### Unit III: Visualization

(15 Hours)

- 3.1 Visualization – storyboard, - Camera Framing and Composition (K1, K2, K3)
- 3.2 Camera Manipulating picture depth- Two dimensional fields: Area, Field, Screen forces (K1, K2, K3)
- 3.3 Three Dimensional: Depth and volume, screen Volume (K2, K3, K4, K5)
- 3.4 Narrow angle distortion, Wide angle distortion, Spatial paradoxes (K2, K3, K4, K5)
- 3.5 The Nature of Colours – relativity of Colours (K3, K4, K5, K6)
- 3.6 Colour Function and Composition – Colour Temperature (K3, K4, K5, K6)

### Unit IV: The Camera operation

(15 Hours)

- 4.1 Camera Operation and Techniques (K1, K2, K3)
- 4.2 Camera shots, angles, movements and filters (K1, K2, K3, K4)
- 4.3 Camera support equipment: shoulder mount, monopod, tripods (K2, K3, K4)
- 4.4 Pedestals, cranes, dolly, trolley, jibs, etc (K3, K4, K5, K6)
- 4.5 Lighting for Indoor/Outdoor Shoots (K4, K5, K6)
- 4.6 Camera and Lighting for specific programmes: News, Interviews, Talk shows, Panel, etc.(K3, K4, K5, K6)

### Unit V: Retrieval and Post Production

(15 Hours)

- 5.1 Video Recording Formats (K2, K3, K4, K5)
- 5.2 Videotape Recording systems (K2, K3, K4)
- 5.3 Videotape Recording process (K1, K2, K3, K4)
- 5.4 Video Storage Systems: compact discs (K2, K3, K4)
- 5.5 DVD, Digital Memory Cards (K3, K4, K5, K6)
- 5.6 Video Streaming etc. (K4, K5, K6)

**Books for Study and Reference:**

1. Herbert Zettl - Television Production, 8<sup>th</sup> Edition - Thomson Wadworth, 2005.
2. Mitch Mitchell - Visual Effects for Film and Television - Focal Press, 2004.
3. Herbert Zettl - Video Basics – 7 - Wadsworth Thomson Learning, 2012.
4. Herbert Zettl - Sight, Sound, Motion, 9<sup>th</sup> Edition - Wadworth Publishing Company, 1999.
5. Gerald Millerson - Television Production, 13<sup>th</sup> Edition - Focal Press, 1999.

## PCEMD20 - PRACTICAL – I: VIDEO PRODUCTION

<b>Year: I</b> <b>Sem: I</b>	<b>Course Code:</b> PCEMD20	<b>Title of the Course:</b> Video Production	<b>Course Type:</b> Practical	<b>Course Category:</b> Core	<b>H/W</b> 4	<b>Credits</b> 2	<b>Marks</b> 100
---------------------------------	--------------------------------	-------------------------------------------------	----------------------------------	---------------------------------	-----------------	---------------------	---------------------

### Course Objective

To give a hands-on experience to students in the handling of video-cameras and practice the techniques of Video Production.

### Course Outcomes (CO)

The Learners will be able to

**CO1:** Classify the various parts and function of the video camera.

**CO2:** Acquiring and applying knowledge in shots, angles and camera movements.

**CO3:** Applying the lighting and composition techniques.

**CO4:** Examine the montage recording techniques.

**CO5:** Creating the short film using proper camera techniques.

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low- L, Medium - M, High - H)

## Course Syllabus

The following exercises are performed during the practical sessions.

### Exercises:

1. Shots, Angles and Camera movements (5 hours)
2. Lighting and camera techniques (5 hours)
3. Framing and Composition (10 hours)
4. Filters (8 hours)
5. Montage recording (8 hours)
6. Short story using field editing (7 hours)
7. Presentation of a short film using all the techniques with a simple concept,  
time not exceeding more than 5 minutes. (7 hours)
8. Video Magazine (10 hours)

COGNITIVE LEVEL: (K1, K2, K3, K4, K5, K6)

The internal Evaluation for 40 marks is based on these exercises and the final short film.

The semester Examination is based on the practical Examination (45 marks), Record(10 marks) and Viva Voce (5 Marks).