

Maulana Abul Kalam Azad University of Technology, West Bengal

(Formerly West Bengal University of Technology)

Syllabus for B. Sc. In Media Science & Tech

(Effective for Academic Session 2019-2020)

SEMESTER V

Paper: Electronic Media- Planning and Production

Code: BMS(N)501

Contacts Hours / Week: 3L+1T

Credits: 4

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	<p><u>Understanding Electronic Media: Radio</u></p> <p>History of broadcasting Broadcasting in primitive society; development of telegraph systems, experiments in wireless transmission by JC Bose and Marconi; wireless telegraphy; the first voice broadcast, development of radio in USA, UK and India as examples of three broadcasting systems – commercial, public service and state controlled systems</p> <p>Brief overview of broadcast technology Carrier waves (Medium waves and short waves), modulation and demodulation; AM and FM; Terrestrial broadcast, overseas services using ionosphere as the reflecting surface; satellite broadcast, World Space Radio, FM Radio, Community Radio, Ham Radio; Internet radio</p> <p>Genres of radio programmes News Presentations, News Features, Documentaries, Radio drama, Interactive Programmes, Interviews/Chat Shows, Panel Discussions, Quizzes, Instructional Programmes, Advertisements, Live telecast of sports and other events, Live Programmes versus pre-recorded programmes</p> <p>Development of radio in India after 1947</p> <p>SWOT Analysis of Radio as mass communication medium Radio as a hot medium: Marshall McLuhan; Radio as a tool for revolutionaries; Netaji's radio broadcasts; Significance of radio in a country like India; Culture of deaxing prevalent in India</p> <p>Projects Listening to and critiquing some landmark radio broadcasts from the AIR or BBC archives Case studies: Orson Welles's Halloween broadcast; Mahalaya as the longest running radio programme Writing the script for a radio advertisement</p>	16

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2	<p><u>Television Understanding</u></p> <p>Television Television image as a construct (A skewed window to the world); Television as a cool medium (Marshal McLuhan); Television as a medium of immediacy, direct address, interactivity, inter textuality; Television as a great unifier: The virtual community of television spectators</p> <p>Genres of television programmes Fiction and non-fiction genres (News, features, game shows, reality TV, documentaries, travel shows)</p> <p>News on television Structure of a news bulletin and news capsule; Hierarchy of news; Roles of studio anchor and field anchor; Components of a news capsule: interview bytes, vox pop, P2C; Need for objectivity; Live broadcast of news; Breaking news</p> <p>Television News Reporter and News Anchor: Qualities, Facing the Camera, Dress code, Reporting Live, Attitude, Presentation Style, Choice of words, Voice Modulation</p> <p>Writing for television Words and moving pictures – Developing a sense of writing to visuals Writing in direct address mode Writing for news and current affairs</p> <p>Interviews on television Purpose and importance of interview; Preparation for Interview; Asking the right questions; critical evaluation of some interview based television programmes</p> <p>Project Viewing and critiquing some interview based programmes Analysing profiles and styles of some television anchors</p>	18
3	<p><u>Cyber Media & The New Era Of Convergence</u></p> <p>How internet has changed traditional media like radio and television: Interactivity and participation through apps Online news portals like Cobrapost, The Wire, Scroll.in Citizen journalism Netizens Fake news and hoax Augmented reality, virtual reality, 360° camera</p> <p>Project Comparing websites of two news channels Studying an online news portal</p>	6

SUGGESTED READINGS:

- John Fiske, Television Culture, Routledge
- Gerald Millerson, Television Production
- Hartley J., Communication, Cultural and Media Studies: Key Concepts, Third Edition, Routledge, 2004
- Nalin Mehta, India on Television, Harper Collins
- Ivor Yorke, Basic TV Reporting, Focal Press

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**Syllabus for B. Sc. In Media Science
(Effective for Academic Session 2019-2020)**

Paper: Advanced Television Studies

Code: BMS(N)502

Contact Hour/Week: 3L+1T

Credits: 4

COURSE CONTENT

Module	Content	Teaching Hours
1	<u>Growth and development of television in India</u> The first two decades of Indian television The SITE Experiment Asian Games and forming of National Network Gulf War and coming of satellite TV Proliferation of private TV channels The ratings war (With an overview of the ratings process)	12
2	<u>Live Telecast</u> Digital satellite news gathering The OB van, Back packs and live streaming from the field; Two way live video; one way video – two way audio Live feeds during a live telecast from studio Organization of the television screen Split screen, lower thirds, logo, choice of fonts, text animation, graphics, bumpers Breaking news What constitutes breaking news, breaking news and developing story; ethical issues to be kept in mind during live telecast	08

SUGGESTED READINGS:

- Nalin Mehta, India on Television
- Television Production Handbook by Roger Inman, Greg Smith
- Television Programme Production
- Television Production by Gerald Millerson
- Production of a Live TV Interview through Mediated Interaction by Mathias Broth, Stockholm University

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**Syllabus for B. Sc. In Media Science
(Effective for Academic Session 2019-2020)**

Paper: Study of Media Scene in India (Radio, TV & New Media)

Code: BMS(N)503

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE:

COURSE CONTENT

Module	Content	Teaching Hours
1	Birth and development of AIR; Developmental Radio; FM broadcasting & Rise of Private FM channels in India	
2	Early years of Television in India (developmental era, SITE, the Emergency); 1982 Asian Games & Commercialization; Satellite Boom & Post Liberalization television scenario in India; DTH, Convergence, Broadcast Bill	
3	The New media in India	
4	History of Indian Media Policy – Indian Telegraph Act, Prasaar Bharati, etc.	

SUGGESTED READINGS:

- Radio & Television, K.M. Srivastava
- The work of Television Journalist, Tyrrel
- The techniques of Radio Journalism, Herbert

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**Syllabus for B. Sc. In Media Science
(Effective for Academic Session 2019-2020)**

Paper: Electronic Media: Planning (LAB)

Code: BMS(N)591

Contacts Hours / Week: 2L+ 2P

Credits: 4

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	<p>Familiarization with equipment required for Radio production: Microphones as the first link in the audio recording and playback chain; anatomy of a microphone: diaphragm, casing and transducer; directivity of microphones; proper handling of microphones; microphone accessories: wind shield, boom rod, stand</p> <p>Cables and connectors Mixing and equalization; noise reduction Audio editing software (Logic Pro/Nuendo/ Pro tools)</p> <p>Exercise: Speaking into the microphone (Single microphone individual exercise for every student) Producing a live radio programme of max 10 minutes duration (Group exercise)</p>	12
2	<p>Familiarization with Video Camera, its accessories and their functions Framing and composition Lenses Parts of a video camera Colour temperature and white balance Types of shots and camera movements Basics of Visual Language: Shots, Scenes, Sequences Camera Angles, Camera Movements, Image Sizes</p> <p>Exercise: Students work in pairs to record short interviews</p>	14
3	<p>Familiarization with video editing software (Adobe Premiere Pro/ FCP 10) Elements of Editing: Fragmentation and Joining, Types of Cuts, Other Transitions Basic Cut to Cut editing for making Television News</p> <p>Exercise: Groups of 4 students produce a news capsule. All news capsules are put together to produce a news bulletin</p>	14

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- Television Production by Gerald Millerson, Jim Owens Publisher: Focal Press Published 2009
- Television Production by Alan Wurtzel Publisher- McGraw-Hill, Pub Date: 1983
- Cinematography: Theory and Practice by Blain Brown Pub Date: 2002 Publisher: Butterworth-Heinemann
- Professional Cameraman's Handbook by Carlson, Sylvia E., Carlson...Pub Date: 1994 Publisher: Butterworth-Heinemann
- The Technique of Television Production (The Library of Communication Techniques) by Gerald Millerson Publisher: focal Press Published 1989
- Sound for Picture: The Art of Sound Design for Film and TV (mix pro audio series) Tom Kenny. Artistpro, 2000
- Alkin, Glyn. 1996. Sound Recording and Reproduction. 3rd ed. Focal Press.
- Sound and Recording Sixth Edition 2009, Francis Rumsey and Tim McCormick. Focal Press.
- www.shure.com

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Syllabus for B. Sc. In Media Science

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Paper: Advance Television Studies (LAB)

Code: BMS(N)592

Contacts Hours / Week: 2L+1P

Credits: 3

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	<p><u>The Television Studio</u> Studio floor plan and layout studio décor, colour scheme, backdrop and green screen Multi camera basics Equipment for multi camera shooting, positioning of cameras, tele prompter, Multi-camera terminology and crew assignments, control room Lighting for Multi-cam shoot: Principles of Basics of Light, Colour Temperature and White Balance, Contrast Ratio Types of Lights, Lighting equipment and accessories, 3 Point Lighting, 5 Point Lighting for multi cam set up Workflow for Multi-cam shoot: Recording, Editing, Mixing, Mastering, Sound quality and Noise Scheduling a television show Body language, dress code, body language, language; Developing a personal style; Conducting a television interview Production control room & online editing</p>	10
2	<p><u>Production of Television Programmes (Hands on group exercise)</u> Pre-production Conceptualizing a non-fiction studio based television series; conceptualizing an episode in the series; research; recede; scripting and preparing flow chart of segments; budgeting; Choice of anchor and other participants; Writing the anchor script Production of one episode of the series Roles of crew members, role of producer Post production: Packaging the episode Online and off line editing, adding special effects, signature tune, graphics Promotion: Preparing promotional video of the series</p>	10