

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]
PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA - 176215 (HP)
www.cuhimachal.ac.in

Course Objectives and Focus Area for the Course MCE 514 proposed for the Third Semester of M.A. Programme in New Media Communication

Course Code: MCE 514

Course Name: Television Production

Faculty: Kuldeep Singh

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

1. The focus of this course is to expose students to different production techniques of television that will allow them to work in the field of high definition broadcasting and digital media.
2. The emphasis here is on exploring the ways in which television production technology and television industry is co-related.
3. Sensitize students to the development of concepts for documentaries and television programmes, scripting, directing, camera handling, programming, editing etc.

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
 - Assignments: 10%
 - Class Participation: 5%
 - Presentation: 10%

UNIT- I: Introduction to TV Production

- TV production basics
- TV programme genres
- Introduction to Studio, ENG production – PCR/MCR/SCR
- OB and Live production
- Television programme production – news and commercials

UNIT –II: Camera basics and operation

- Camera parts
- Camera types and uses
- Camera accessories
- Camera functioning and operation
- Working area in the field of camera –
Film, soap-operas,
commercials/news/web/print
- CCU set up and controls

UNIT-III: TV Lighting System

- Types of light sources, colour
temperature of light, type of luminaries
and light equipment, cool lights, light
mounts
- Mechanism of light
- Studio and outdoor lighting
- Lighting problems – indoor and outdoor
- Lighting control techniques and
measurement
- Lighting for chrome

UNIT-IV: Switchers and Vision Mixing

- Video mixing principles, basic switcher
functions

- Concept of program, Preview/ Key/Mix/
Effect bus and their working
- Chroma Keying, special effect
generators
- Virtual studio sets.

UNIT-V: Production management

- Concept of video archiving
- Planning, budgeting and proposals
- Meta-data authoring, cataloguing
- Digital rights management and ownership – web and television production

Prescribed Text Books:

- Television Production by Gerald Millerson and Jim Owens, Focal Press (2009).
- Video Basics by Herbert Zettl, Wordsworth (2006)
- Techniques and Standards for Image, Video and Audio by K.R. Rao and J.J. Hwang, Prentice Hall (1996)

Suggested Additional Reading:

- Television Broadcasting: Equipments, Systems and Operating Fundamentals by Harold E. Ennes, Howard W. Sams & Company (1979).
- Video Camera Technology by Arch C. Luther, Artech House (1998)

Kuldeep Singh

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Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 525 proposed for the Third Semester of M.A. Programme in New Media Communication

Course Code: MCE 525

Course Name: Media Product I (Television News Production)

Faculty: Kuldeep Singh/Dr. R. P. Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To to create a niche in the area of media production.
- To help the students to understand the technicalities and production phases involved in the production of documentary/short film.
- To help students to have firsthand experience of documentary/short film production.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

The assignments will be given in groups. These end products will have an overall weightage of 100 marks; the production itself will have a weightage of 70 marks, followed by a weightage of 30 marks as viva-voce to assess the individual roles in the production process. The final products will be evaluated by an expert committee having an external expert from the concerned field/industry, concerned course teacher and a faculty nominated by the Head of the concerned department. The same committee will conduct the viva-voce to assess the individual roles of the students in the production process. There will be no mid-term and end-term theory examination in this course as the course is a practice based course and is a supplement to the theory course offered in the same stream. The aim of this practical course is to develop professional

competence among the students who are willing to make a career in media production industry especially documentary and short film production.

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Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 407 proposed for the Third Semester of M.A. Programme in New Media Communication

Course Code: MCE 407

Course Name: Communication Research

Faculty: Prof. Pradeep Nair

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To acquaint research scholars with a variety of research methods and approaches
- To train the scholars in qualitative and quantitative analytical techniques
- To familiarize students with current research writing styles

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
 - Class Participation: 5%
 - Group Discussion: 5%
 - Assignments 15%

Unit 1: Introduction to Communication Research

(10 Hrs)

- Introduction to research in communication studies
- Conceptualization, Operationalization & Measurement.
- Qualitative and Quantitative Approaches
- Research Ethics
- Ethnography, Participant Observation
- Case Studies
- Experiments
- Focus Groups & Reception Analysis
- Sampling

Unit 2: The Research Process

(8 Hrs)

- Planning Research
- Research Design
- Hypothesis Formulation
- Collecting and Documenting Data
- Organizing, Coding and Analysis of Data
- Planning and Action
- Textual and Visual Analysis

Unit 3: Methods Toolbox

(10 Hrs)

- ✓ Key Methods of Communication Research
- ✓ Participant Observation
- ✓ Field Notes
- ✓ In-depth Interviews
- ✓ Group Interviews
- ✓ Diaries and Self Documentation
- ✓ Media Audit and Content Analysis
- ✓ Questionnaire/Schedule based Surveys
- ✓ Published Information and Documentary Material
- ✓ Feedback Mechanism

Unit 4: Writing a Research Paper

(7 Hrs)

- ✓ Doing research and writing a paper
- Introduction
- Literature Review
- Theoretical Framework
- Research Questions
- Research Methodology
- Results
- Discussion
- Conclusion

- References (In-text citations and bibliography)

Unit 5: Assignments/ Workshops:

(5 Hrs)

This unit will combine a workshop and lecture format so that students work on methodologies in class. They will be required to demonstrate an understanding of each method by doing an exercise in every class.

Students are required to:

- 1) Submit a one-page paper at the beginning of each class on the discussions of the previous class.
- 2) Write quantitative and qualitative questionnaires
- 3) Complete a pilot project on collecting quantitative and qualitative data
- 4) Do Excel and SPSS exercises
- 5) Write the research report

ESSENTIAL READINGS:

1. Wimmer, R.D. & Dominick, J.R. (1994). *Mass Media Research* (6th Ed.). NY: Wadsworth Publishing Company.
2. Anderson, James. (1987). *Communication Research Issues and Methods*. New York: McGraw Hill Inc.
3. Berger, Arthur Asa. (2011). *Media Analysis Techniques* (Fourth Edition). New York: Sage.

SUGGESTED READINGS:

1. Angrosino, Michael. (2007). *Doing Ethnographic and Observational Research*. London: Sage.
2. Poindexter, Paula & McCombs, Max. (2000). *Research in Mass Communication: A Practical Guide*. Boston: Bedford/St. Martins?
3. Lowery, S. & Defleur, M.L. (1995). *Milestones in Mass Communication Research* (3rd Edition). White Plains, NY: Longman.
4. Koivisto, Juha and Thomas, Peter. (2008). *Mapping Communication and Media Research: Paradigms, Institutions, Challenges*. Department of Communication Research, University of Helsinki Research Reports 11/2008. Available at <http://www.helsinki.fi/crc/Julkaisut/Koivisto-ThomasPDF.pdf>

5. Katz, Elihu. (1959). Mass Communication Research and the Study of Popular Culture. Departmental Paper, Annenberg School for Communication, University of Pennsylvania. Available at http://repository.upenn.edu/cgi/viewcontent.cgi?article=1168&context=asc_papers

(Prof. Pradeep Nair)



University of Himachal Pradesh

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PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH
www.cuhimachal.ac.in; Phone: 01892 237285-2237289, 229330; Fax: 01892 237286

Course Objectives and Focus Area for the Course MCE 403 proposed for the Third Semester Students MA New Media Communication

Course Code: MCE 502

Course Name: Video Editing/Online Editing

Faculty: Dr. R.P.Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To train the students in non-linear editing.
- To provide hands on training on various editing software's used for nonlinear and online editing.
- To familiarize students with the new editing techniques used to editing high definition video contents.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. Mid Term Examination: 25%
5. End Term Examination: 50%
6. Continuous Internal Assessment : 25%
 - Class Participation: 5%
 - Group Discussion: 5%
 - Assignments 15%

Course Contents

Unit I Introduction (4 Hours)

Graphics – Vector, Raster
Motion Graphics – After Effect
Video Editing – Online/Offline/Adobe Premier/FCP
Dealing images with various methods

Unit II Graphics (8 Hours)

Graphics
Vector – Adobe Photoshop
Raster - Adobe Illustrator
Motion Graphics – After Effects
Graphic file formats and applications

Unit III Video Editing (8 Hours)

Linear/Non-linear; online/offline
Multi-camera editing
Adobe Premiere/FCP, interface, tools
Functioning effects, timeline and rendering
Video file formats and applications

Unit IV Value Edition (8 Hours)

Making of promos, teasers and stings
Graphics, Music and Ambience
Astons, headers and lower bands

Unit V Job of Precision (12 Hours)

On-line editing
Editing of multi-cam interviews
Making of documentary
Project: Making of news package, documentary and editing of interview

Essential Readings

- i. Ohanian, Thomas. (1998). Digital Non-linear Editing: Editing Film and Video on the Desktop. Oxford: Focal Press.
- ii. Shufflebottom, Roger. (2011). Video Editing with Avid: Media Composer, symphony, Xpress. Oxford: Focal Press

- iii. Dancyger, Ken. (2011). *The Technique of Film and Video Editing: History, Theory and Practice*. Oxford: Focal Press.

Suggested Readings

1. Morris, Patrick. (1999). *Nonlinear Editing (Media Manuals)*. Oxford: Focal Press.
2. Browne, S.E. (1998). *Nonlinear Editing Basics: Electronic Film and Video Editing*. Oxford: Focal Press.
3. Shalat, Andrew. (2012). *How to Do Everything with Online Video*. McGraw-Hill Osborne Media