



## Goa University

P.O. Goa University, Taleigao Plateau, Goa 403 206, India

### Syllabus of B.A. Mass Communication & Videography

#### Purpose:

To produce media professionals with high quality competencies to work in the field of television, film and other media establishments with a sound knowledge of electronic media related communications that can be applied to develop and produce content for documentaries, television programmes, Ad films and corporate videos.

#### Careers and opportunities

At the end of the Undergraduate Programme the students will be well-versed with contemporary TV Production and will be ready to enter into careers in Television and other related media industries.

1. In the TV industry – TV news Producers, Anchors, Scriptwriter, Research persons, Video editors and Audio Engineers.
2. In the Film Industry- Assistant Directors, Assistant Producers and Camerapersons.
3. In the Radio Industry- Radio Jockeys, Audio engineers and Program producers.
4. In the Advertising, PR and Corporate Industry- Media Programmers, Copy writers, Creative executives, Campaign planners.
5. Freelancers for documentary filmmaking.
6. Academicians and Research Scholars at the Post-graduate level.

#### Duration of Programme & Semesters:

- I. The duration of the programme shall be of three academic years which is divided into Six Semesters with two semesters in each academic year.
- II. All the instructions as well as examinations shall be conducted within each semester.
- III. The programme is organized as a three year BA programme with:
  - a. Seven Courses for First and Second Semester respectively which includes, one Major Course related to Mass Communication & Videography in each semester.
  - b. Seven Courses for Third and Fourth Semester which includes, one Major Course related to Mass Communication & Videography and an Allied Related to Major in Mass Communication & Videography.
  - c. Six Courses for Fifth semester, all related to Mass Communication & Videography as a Major.
  - d. Seven Courses for Sixth Semester, all related to Mass Communication & Videography as a Major including a Research Project (Documentary Film).

**Degree to be awarded:**

Upon successful completion of the programme, every candidate shall be conferred upon the degree of Bachelor of Arts in Mass Communication & Videography.

**Eligibility for Admission:**

- I. Any candidate who has passes the XII standard examination in any stream from Goa Board of Secondary and Higher Secondary education or equivalent is eligible for admission to the First Semester.
- II. A candidate admitted for Semester I, shall be deemed eligible for admission to semester II

## **B.A (Mass Communication & Videography)**

<b>Course Number &amp; Name</b>	<b>L-T-P (Classes/week)</b>
<b>Semester I</b>	
<a href="#"><u>MCV I Introduction to Communication Principles</u></a>	4-0-2
<b>Semester II</b>	
<a href="#"><u>MCV II Audio Production</u></a>	4-0-2
<b>Semester III</b>	
<a href="#"><u>MCV III Scripting for Media</u></a>	4-0-2
<a href="#"><u>Allied to Major Media Research Methods</u></a>	5-0-0
<b>Semester IV</b>	
<a href="#"><u>MCV IV Introduction to the Audio Visual Media</u></a>	4-0-2
<a href="#"><u>Allied to Major Introduction to Digital Photography</u></a>	5-0-0
<b>Semester V</b>	
<a href="#"><u>MCV V History of Media</u></a>	5-0-0
<a href="#"><u>MCV VI Editing</u></a>	3-0-3
<a href="#"><u>MCV VII Advertising &amp; PR</u></a>	3-0-3
<a href="#"><u>MCV VIII Television Production-I</u></a>	3-0-3
<a href="#"><u>MCV IX Digital Media &amp; Graphics-I</u></a>	3-0-3
<a href="#"><u>MCV X Fundamentals of Documentary &amp; Fiction Filmmaking</u></a>	3-0-3
<b>Semester VI</b>	
<a href="#"><u>MCV XI Television Production-II</u></a>	3-0-3
<a href="#"><u>MCV XII Digital Media &amp; Graphics-II</u></a>	3-0-3
<a href="#"><u>MCV XIII Corporate Communication</u></a>	3-0-3
<a href="#"><u>MCV XIV Ad Filmmaking and Ad Campaign Strategies</u></a>	3-0-3
<a href="#"><u>MCV XV Fundamentals of Documentary &amp; Fiction Filmmaking and Film Appreciation</u></a>	3-0-3
<a href="#"><u>MCV XVI Globalization &amp; Communication</u></a>	5-0-0
<b>MCV XVII Research Project (Documentary film)</b>	2-0-4

## **B.A. Mass Communication & Videography**

### **Semester 1: MCV I- Introduction to Communication Principles**

**(Semester End Exam- 60**

**ISA- 15**

**Practical – 25)**

**Unit 1:** Communication; Definition; Nature and Scope of Communication – Sociological and Psychological aspects of Communication – Levels of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non-verbal Communication.

**Unit 2:** Diffusion process; One step; Two step, Multi step flow of Information; Mass Media and Society – Mass Culture. Communication models; Definition; Scope and Purpose of Models; Shannon and Weaver, Lasswell, Osgood and Schramm, Spiral Model, Gerbner's Model, Diffusion of Innovation Model

**Unit 3:** Communication Theories; Cognitive Dissonance, Normative Theories, Perception and Retention, Uses and Gratification Approach, Cultivation Approach, Marxist and Neo-Marxist Approaches.

**Unit 4:** Characteristics and functions of mass communication. Importance of mass communication. Mass media – press, radio, TV, web and traditional media.

**Unit 5:** Communicating with the masses – Public speaking as communication – audience, structure and formality. Group dynamics- Motivation, Persuasion and leadership traits. Using forms of mass communication- Creative and technical presentations in various areas like graphiti, photography, PowerPoint presentations, debates and street plays.

#### **Practicals:**

- A regular Journal maintained with exercises on different types of Communication, it's relevance, changes in the socio-psychological contexts.
- Understanding the different communication models with respect to various forms of media- print, broadcast, new and traditional.
- Reports to be filed on the basis of current affairs, programmes screened and screening of media texts (web and traditional) to analyse the role and function of these media forms.
- In addition there will be Practical exercises on presentation skills through exercises on public speaking, graphiti/collage making, photography assignments, debates and street plays on various issues.

#### **Reference Books:**

- Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994), 'Human Communications' (3<sup>rd</sup> ed), Sage, New Delhi.
- Denis McQuail and S. Ven Windall, Longman, Singapore Publications, 1981, 'Communication models for the study of Mass Communication'.

- Melvin L DeFluer and Sandra J Ball, Longman Publications, 'Theories of Mass Communication'.
- De Fleur, Melvin and Dennis, Everette; 'Understanding Mass Communication'; (1988); 3rd edition; Houghton Mifflin Co.
- Narula, Uma; 'Mass Communication theory and practice'; (1994).
- Verderber, Rudolph F.(1997). 'The Challenge of Effective Speaking'. (10<sup>th</sup> ed) Wadsworth, Singapore.

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## **Semester II: MCV II- Audio Production**

**(Semester End Exam- 60  
ISA- 15  
Practical – 25)**

**Unit 1:** Characteristics of sound waves and its propagation. Acoustics, echo RT decibels, etc. Quality of sound, frequency reference, S/N ratio diversions. Mechanism of human speech and hearing physiology, psychology thresholds of hearing and feeling.

**Unit 2:** Microphones – different types: wireless, lapel, shotgun. Directional response and polar diagram. Factors governing the selection of mikes. Types of cables and connectors and their uses.

**Unit 3:** Writing for the ear, discussions on formats, voice modulation, presentation skills DJ techniques, skills.

**Unit 4:** Recording techniques: digital and analogue (old and new). Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalising, noise reduction, location research, Creating sound: sound effects , silence (functions of sound in relation to picture, sound parallel to picture, sound defines picture, picture defines sound etc.)

**Unit 5:** Mixing and editing: why; how "Studio manipulation' (editing, improving quality, construction) and making of a complete program.

### **Practicals:**

Two periods a week covering sound waves and propagation, microphones and accessories, magnetic recording, tape-recorders, DVDs, mixing of sound, audio-sweetening, synthesizers, monitoring, background music.

Practicals in Radio scriptwriting formats- news reading, radio dramas, jingle, promos, and talk shows.

### **Reference Books:**

- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
- Belavadi Vasuki, Oxford University Press, 'Video Production'.
- Millerson Gerald, Focal Press, 'Television Production'.

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## **Semester III: MCV III- Scripting for Media**

**(Semester End Exam- 60  
ISA- 15  
Practical – 25)**

### **Unit 1:** Script-writing as a creative enterprise:

- Creative thinking
- The creative process
- Stages in the craft of script-writing
- Basic story idea
- Narrative synopsis outline – scene breakdown and full-fledged script

### **Unit 2:** Narrative structure:

- Beginning – middle – end
- Conflict, development, climax, and denouement
- Story, storyline, plot and treatment
- Principles of suspense and surprise

### **Unit 3:** Elements of a narrative:

Point of attack, exposition, planting, point of view, pace, tone subject matter, title, openings, contrast, coincidence, tension, release, laughter

### **Unit 4:** Characterisation:

- Character biography,
- tags,
- stereotyping,
- two-dimensional versus three-dimensional characters,
- guiding principles for evolving effective and credible characters

### **Unit 5:** Formats for media scripts:

- Audio versus audio-visual scripts, shooting scripts and storyboards
- Writing versus directing and other related areas
  - (a) Writing for current affairs for TV and radio – news, sports, cultural, documentaries
  - (b) Writing for fiction – ads, short film, converting the narrative into a video script

### **Practicals:**

The students are required to:

- Build a storyline on a social theme
- Write an audio-visual script for television news or an audio script for a radio talk show
- Write a shooting script for a documentary
- Write a shooting script for a short film
- Students have to maintain a journal
- Extra classes will be held for viewing films reading and reviewing scripts

### **Reference Books:**

- Serger, Linda (1994):Making a Good Script, Samuel French Trade.

- Swan, Dwight V. and Swan, Joye R; Film Scripwriting- A Practical Manual.
- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
- Ahuja, B.N (2005): Audio Visual Journalism, Delhi, Surjeet Publications.
- Field, Syd (1989): Selling Screenplay: The Screenwriter's Guide to Hollywood, New York, Dell Publishing.
- Meyer, William (1989): Screen Writing for narrative film and TV, Collumbus Books, London.
- Gothams 'Writers' Workshop Faculty' (2006): Writing Movies, New York, Bloomsberg.
- Belavadi Vasuki, Oxford University Press, 'Video Production'.

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## Semester IV: MCV IV- Introduction to the Audio Visual Media

(Semester End Exam- 60

ISA- 15

Practical – 25)

### Unit 1: Introduction to the Camera:

- History and types of cameras
- Camera lenses – fixed focus length versus zoom lenses, common lens filters
- Technicalities of photography – composition, exposure, light sensitivity, depth of field
- Portraiture – landscape, product in advertisements, photo feature
- Electronic imaging devices – Photo Conductive Tube, Charge Couple Device (CCD)

### Unit 2: Camera mounts and Camera Operations:

- Mounting plates
- Variety of heads – friction heads, fluid heads, cradle heads.
- Variety of bases – pedestals, tripods, dollies, cranes, camera mounts for teleprompters

### Unit 3: Fundamentals of Composition:

- Aspect ration
- TV picture cutoff
- Types of shots – extreme closeup, closeup, mid closeup, mid shot, mid long shot, long shot, extreme long shot
- Central point of interest and horizontal balance
- Rule of thirds
- Principle of lead rule
- Shot angles
- Creating compositional emphasis

### Unit 4: Recording sound on camera:

- In-built microphones in a camera
- Adjusting audio channels
- Recording live sounds on camera

### Practicals:

The students are required to:

- Take still photos emphasising different portraitures
- Practice camera exercises and composition, camera angles, camera movements (pan, tilt, zoom)
- Shoot a five minute sequence on a topic of their choice
- Students have to maintain a journal and undergo on the job training at the end of semester

### Reference Books:

- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
- Belavadi Vasuki, Oxford University Press, 'Video Production'.

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### **Semester III: MCVAllied - Media Research Methods**

**(Semester End Exam- 80  
ISA- 20)**

**Unit 1:** Introduction to research – need and relevance of mass media research. Scientific and non-scientific method. Steps involved in designing a research project. Research objectives. Research problem. Hypothesis. Types of research method – historical, case study, content analysis, etc.

**Unit 2:** Types of research design – exploratory, descriptive, survey, longitudinal research, observation and experimentation. Merits and demerits of these methods.

**Unit 3:** Data collection methods – primary data and secondary data. Types of secondary data – survey data and observation data. General accuracy of data collected. Questionnaire method. Structure and non-structure. Telephone and personal interviews. Questionnaire construction methods.

**Unit 4:** Sampling – Types of sample. Random, cluster, stratified, systematic. Probability and non-probability, convenience and judgement, quota used in sampling. Sampling problems. Sample errors. Choosing a sample design.

**Unit 5:** Preparation and tabulation of collected data. Data analysis and identifying inter-dependencies.

#### **Reference Books:**

- Kothari; Research Methodology; Wiley Eastern Ltd.
- Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
- Reffe, Daniel; Lacy, Stephen and Fico, Fredrick; Analyzing Media Message; (1998); Lawrence Erlbaum Associates
- Gunter, Brrie; Media Research Methods; (2000); Sage
- Wimmer and Dominick; Mass Media Research
- De Fleur; Milestones in Mass communication Research

**OR**

### **Semester III: MCVAllied - Media Management**

**(Semester End Exam-  
80  
ISA- 20)**

**Unit 1:** Introduction to management principles – management functions, levels, skills. Understanding motivation, theories of motivation, nature of leadership, theories of leadership and styles of leadership. Traditional and professional media management, media management consultancy in India.

**Unit 2:** Organisations as communication systems – media structures, size business models and roles and purposes. The course covers traditional media, such as broadcast and print as well as new electronic media and emerging technologies. Organisation culture in media companies – case studies.

**Unit 3:** Media and content – the purpose of content in a strategic media organisation it examines the role content plays in strategy implementation – how content affects business decisions and how business decisions affect content. Ways in which content contributes or inhibits competitive advantage, especially in a rapidly changing technological environment. Content ranges from personalised information to mass messages, and includes news, advertising and entertainment.

**Unit 4:** Financial management – cost and profitability in a media company. Costing classification and allocation. Nature of cost, factors affecting cost, fixed and variable costs, financial statement analysis.

**Unit 5:** Media and integrated market – marketing products that have information and / or entertainment content. The products are of the sort offered by media companies and may be delivered via print, television, radio, film, internet, direct mail, or live event channels. The management strategies of large media companies and / or in further exploring the media side of marketing communications.

**Unit 6:** Media strategy and implementation – how the differences between media and traditional enterprises impact media operations and business models, how major trends are shaping the media landscape, how to develop smart strategies for media, and how to best implement those strategies. Case studies of multimedia companies.

**Reference Books :**

1. Westley, Bruce, News Editing, Houghton Mifflin Co., The Riverside Press, Cambridge, US.
2. Ravindran, R.K., Handbook of Reporting and Editing, Anmol Publications,2002.
3. Gibson, Martin, Editing in the Electronic Era, Iowa State University Press, 1984.
4. Rivers, William L., The Mass Media: Reporting, Writing, Editing, Harper & Row. Rao, L.R.Madhav: New Assignment in Journalism, New Delhi, Sumit Enterprises.
5. Baird, Click, Magazines and Production, 4<sup>th</sup> edition.

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**Semester IV: MCV Allied - Introduction to Digital Photography**  
**(Semester End Exam- 80**  
**ISA- 20)**

**Unit 1:** History of photography-definition-. Picture appreciation. Legal and Ethical aspects of Photography – Professional Organizations.

**Unit 2:** Know your Digital Camera – Components and Types of Camera – Types of Lens, Types of Films, Types of Filters – Importance of Light and Lighting Equipments, characteristics of light-light sensitivity, shutter speed, aperture, ISO – Camera Accessories like studio flash, portable flash, soft box , umbrella etc.

**Unit 3:** Picture with impact: placement of the subject, the focal point, centre of interest, perspective and viewpoint, balance, shape and form, pattern and outline, movement. Foreground- background relationship.

**Unit 4:** Nature and landscape photography. Lanscape,rural, urban, cityscapes, sunsets, seascapes, weather conditions. Portraits and product photography. Sports and action.

**Unit 5:** Digital Technology and its future – Digital Developing and Printing.

**Reference Books:**

- George Haines, ‘Learning photography’, Hamilyn publishing Group.
- Tethstein, ‘Advanced Photography’.
- Micheal Longford, ‘ The Story of Photography’, Focal press.
- Warham, ‘Handbook of Scientific Photography’.

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## Semester V: MCV V - History of Media

(End Semester Exam- 80  
I.S.A.-20)

### Unit 1: History of Press – From Gutenberg to the Internet.

- Press in India – Brief Overview
- Press Laws in India and Freedom of Press
- Indian Press Institutions and their roles

### Unit 2: History of Cinema – From the Silent Era to the Talkies.

- Early Beginnings in India- Phalke to Raj Kapoor Films.
- Parallel Cinema in India.
- Formula Films and the Star system.
- New trends in filmmaking- NRI factor, sexual issues and rights

### Unit 3: History of Radio – Evolution of Radio as means of Communication.

- Early developments of Radio in India.
- AIR and its role in Post independent India.
- A study of Prasar Bharati – telecommunications governing body.
- Introduction of Private FM – 1995 High Court case study.
- Change in Programming trends in India, AIR vs Private FM stations.
- Community Radio- A Case study on alternative media.

### Unit 4: History of TV- Medium of Mass communication.

- Doordarshan – New beginnings. Terrestrial transmission- SITE and KHEDA Experiments. Foreign Programming vs Indian needs. 'Buniyaad' - a Case study of Indian programming.
- Cable TV invasion and change in Indian TV Programming trends. Satellite transmission and its advantages. Change in TV programming trends.
- Different forms of TV programming case studies;
- CNN live Coverage of Gulf War.
- Game Shows and Reality TV.
- Dish TV Connections.

### Reference Books:

- Fiske, John (1987): Television Culture, Routledge.
- Shah, Amrita (1997): Hype, Hypocrisy and TV
- Kumar, S. (2005): Journalism and Mass Communication, Mass Media and the Laws (Volume VI), Gurgaon, Haryana. Shubhi Publications.
- Cousins, Mark (2004): The Story of Film, Great Britain. Pavilion Books.
- Maltin, Leonard (1978): The Art of The Cinematographer, New York. Dover Publications, Inc.

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## Semester V: MCV VI – Editing

(End Semester Exam- 40

I.S.A.-10

Practical – 50)

**Unit 1:** Grammar of Editing. Continuity. Cutting on movement. Montage. Basics of Film editing Vs Video Editing. Editor as a creative person. Role of Editor in a Production.

**Unit 2:** Video editing: Linear vs non Linear editing. Advantages and disadvantages. Working on both systems. Online and Offline editing. Advantages and disadvantages.

**Unit 3:** Introduction to basics of editing, creating an edit Decision List, logging, digitizing and importing media on Pinnacle Liquid ed 6 and Adobe Premium Pro 2.

**Unit 4:** Editing the visual .Assemble edit and rough cut. Applying video transitions, commentary track and special effects or multimedia.

**Unit 5:** Editing the sound. Sound and digital sampling. Recording sound effects and music. Mixing and audio sweetening.

### Practical:

- Maintain a journal with Exercises on editing- continuity, rhythm and montage.
- Produce and edit a fiction story (Ad, Music Video or Drama).

### Reference Books:

- Browne, Steven E. (1989) : Videotape Editing – A Post Production Primer , New Delhi. Focal Press.
- Solomons , Tony (1999) : The Avid Digital Editing Room Handbook, 2<sup>nd</sup> Edition, Los Angeles. Silman- James Press.

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## Semester V: MCV VII - Advertising and Public Relations

(End Semester Exam- 40  
I.S.A.-10  
Practical- 50 )

**Unit 1:** Introduction to Advertising. Definition and Types. Structure and functioning of an Advertising Agency. Advertiser and Agency relationship. Role of advertising as marketing communication.

**Unit 2:** Audience analysis- Personality and Consumer Behavior. Theories of personality linking to Market Segmentation, Targeting and Positioning. Understanding and measuring Consumer attitudes. Audience research- Psychographics vs demographics. The VALS framework for psychographic segmentation.

**Unit 3:** Creative aspects of Advertising- Agency Brief, Advertising strategy – creative brief and creative strategy, planning advertising. Product positioning, Target Audience, tone of Voice, Brand image, the proposition- the brand positioning statement- the brainstorming and the big idea- writer and Art director collaboration.

**Unit 4:** Art Direction – introduction to Art department in an Ad agency. Visualization and layout, visual and copy, advertising copy, long and short copy. Headline- basics of writing, functions and different forms. Slogans - necessity, characteristics and different types. Types of Copy- scientific, descriptive, narrative, colloquial, humorous, topical, endorsement, prestige, intentional.

**Unit 5:** PR and Advertising, the relationship. Internal and external Publics in an Institution. Advertising strategies for both publics. Organizing of events for publicity via advertising. Strategies of PR, Press Release, Press Conference and other media tools. Advertising social issues- PSMs and corporate style advertising.

### Practical

- Maintain a journal with Exercises on Copy writing for Ads
- Case Study of an Advertising Agency - National or International.

### Reference Books:

- Chunawallah, S.A. and K.C. Sethia (2000) : Foundations of Advertising Theory and Practise, Himalaya Publishing House, Mumbai.
- Jones, John Phillip (ed) (1999): The Advertising Business, Sage Publications.
- Winters, Artur A. and Shirley F. Milton (1989) : The Creative Connection – Advertising 9
- Thakraney, Anil (ed) (2002) : The Last Word, Mumbai. Mid Day Multimedia Ltd.
- Aitchison, Jim (1999) : Cutting Edge Advertising, New Delhi. Prentice Hall.
- Ridgway, Judith : Handbook of Media and Public relations.

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## Semester V: MCV VIII - TV Production – I

(End Semester Exam- 40

I.S.A.-10

Practical- 50 )

**Unit 1:** Understanding the TV medium, differences from the Film Medium. Video Formats- VHS, Umatic, Beta, Etc. Production approaches- narrative, rational, neo realist.

**Unit 2:** Production Process and related problems. Three Phases of Production. Problems in each phase and their solutions. Scheduling. Budgeting the production. Breakdown of Scripts. Contracts. Legal issues in production. Teamwork and work ethics.

**Unit 3:** TV and Video production approaches- Studio vs Outdoor. Single camera and Mutli-camera production. Shot composition and balance – eye level, continuity, scenes and sequence relationship.

**Unit 4:** Grammar of Studio production- camera movements and equipments used. Set design. Production team and their roles. Online programming vs pre- recorded TV programming formats.

**Unit 5:** Lighting. Light quality and intensity, color quality of light. Natural lighting and artificial lighting. Lighting different objects. Types of lamps, light control equipments. Dramatic effect and special effect lighting. Three point lighting: high key, and low key lighting.

### Practicals:

- Maintain a journal with Exercises on types of Studios, Production team and their roles,
- Maintain a journal with Exercises on Directing cues and Studio Production.
- Basic Studio Exercises in a Multi camera setup
- Studio Exercises on Lighting for an Interview
- Producing News Program and Drama.

### Reference Books:

- Wurtzel, Allan (1996) : Television Production, New Delhi, Mc Graw Hill Book Co.
- Gross, S. Lynn and Larry W. Ward (1991) : Electronic Moviemaking, California, Wadsworth Publishing Company.
- Singleton, Ralph (2ed) (1991): Film Scheduling, Los Angeles, Lone Eagle Publishing Company.
- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
- Belavadi Vasuki, Oxford University Press, 'Video Production'.
- Millerson Gerald, Focal Press, 'Television Production'.

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## Semester V: MCV IX- Digital Media and Graphics I

(End Semester Exam- 40

I.S.A.-10

Practical- 50 )

**Unit 1:** Fundamentals of computer graphics- file format, bitmapped and object oriented graphics, color depth and resolution, compression, image modes, print and online formats.

**Unit 2:** Creating effective design- basic design applications using Photoshop in Logo design, stationery design and package design. Photoshop tool box and palette, selection and path tools, painting, drawing and editing tools; color modes, color picker, color palette, color options and editing modes.

**Unit 3:** Layer techniques and paths- creating, deleting and manipulating layers, translucent layers, special effects, merging layers and masks. Paths- drawing tools, importing and exporting, converting, filling and stroking, silhouettes and clipping.

**Unit 4:** Filters and retouching techniques- blur, distortion, noise, pixilated, render, sharpen, and stylize, video, etc. tonal correction, color correction, dust spots, blemishes, wringles corrections and backgrounds.

**Unit 5:** 3 D Modeling and Animation. Primitive and Polygonal modeling, geometric shapes. 3 D shapes with realistic textures, buttons with beveled edges, 3D lettering, shadows, multimedia techniques, 3D lights. 3D camera. Key frame animation.

### Practicals:

- Maintain a journal with Exercises on Photoshop .
- A 3D Animation exercise with storyboarding and sketches to support.

### Reference Books:

- Ackerman C.: Mastering Multimedia- Advantage II, BPS publication.
- Mulin Eileen: The Essential Photoshop Book, Galgotia Publication Pvt. Ltd.

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## **Semester V: MCV X- Fundamentals of Documentary and Fiction Filmmaking**

**(End Semester Exam- 40  
I.S.A.-10  
Practical- 50)**

**Unit 1:** Cinema as an institution. Film and society; film as an experience, environment, commodity and Communication media. Brief overview on the history of Fiction films and Documentary films. Film review, appreciation, criticism, definitions.

**Unit 2:** Approaches to studying film. Narrative and non-narrative films. Cinematic codes. Mise-en-scene. Setting. Props. Costume. Performance and movement. Lighting. Camera and Camera Movement. Editing. Sound. Narrative.

**Unit 3:** Different types of documentary styles. Voice of God. Direct Cinema. Fly – on the –wall concept. Cinema Verite. Experimental and Neo realist style.

**Unit 4:** Genre, star and auteur. French new wave. New realism. German expressionism. Third world Cinema. Representation of gender and sexuality. Soviet montage cinema.

**Unit 5:** Film Audience. Audience positioning. Audience as the meaning makers. Hero Worship. Fan clubs. Problematizing the audience.

### **Practicals:**

- Maintain a journal with reviews on Films watched.
- Case Study of a Film maker and his style of filmmaking.

### **Reference Books:**

- Turner, Graeme (1993): Film As a Social Practise, London. Routledge.
- Monoco, James (1996): How to read A Film, London. Routledge.
- Nelmes, Jill (1996): An Introduction to Film Studies, London. Routledge.
- Oxford Guide to World Cinema, (2000) London. Oxford.

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## **Semester VI: MCV XI- TV Production –II**

**(End Semester Exam- 40**

**I.S.A.-10**

**Practical- 50 )**

**Unit 1:** Basics of sound recording. Different types of microphones and factors governing their selection. Mixing of Sound. Audio sweetening practical. Sound manipulation. Outdoor sound recording vs Studio recording.

**Unit 2:** Graphic composition in TV Production. Chroma Key and other Visual effects. Multimedia applications and special effects.

**Unit 3:** Introduction to different genres in studio production – Interview, Educational shows, Drama, Public Service Advertising, game shows. Role of an Anchor and Newsreader. Elements of makeup and costumes for TV.

**Unit 4:** Grammar of Outdoor production – Location and natural lighting. Interview techniques and researching. News Correspondent's reporting and anchor based programming- different styles and formats. Reality TV, Investigative reporting, Crime reporting, Travelogues and Sports reporting.

**Unit 5:** Satellite TV Channels- Foreign and Indian owned and their impact on society. Innovations in TV transmission.

### **Practicals:**

- Maintain a journal with Exercises on Studio production
- Maintain a journal with Exercises on Outdoor Production Exercises.
- Assemble a News Program with correspondent's report and Weather reporting segments

### **Reference Books:**

- Kumar, S. (2005): Journalism and Mass Communication, radio And TV Journalism (Volume III), Gurgaon, Haryana. Shubhi Publications.
- Millerson, Gerard (2002): TV Production Handbook, Focal Press.
- Swinfield, Rosemarie (1998) : Stage Make-up Step-by-step, Ohio. Betterway Books.
- De Fossard Esat and Riber John, Saga Publications, 'Writing and Producing for Television and Film'.
- Belavadi Vasuki, Oxford University Press, 'Video Production'.
- Millerson Gerald, Focal Press, 'Television Production'.

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**Semester VI: MCV XII – Digital Media and Graphics- II**  
**(End Semester Exam- 40**  
**I.S.A.-10**  
**Practical- 50 )**

**Unit 1:** CorelDraw applications – clip art – text creation and alignment – use of colors in publishing concepts.

**Unit 2:** Internet and working patterns. Legal and ethical aspects of Internet. Copyright protection.

**Unit 3:** Interactive Multimedia and Web design: Interactive menus and buttons, creating and uploading a site. Navigational tools. 2 D animation, action script, integrating Multimedia elements for CD/ Internet.

**Unit 4:** Compositing: Multilayer. Nesting. Key framing. Masking. Keying and Special Effects.

**Unit 5:** Application of Multimedia in production of Ads and other presentations. Saving Photoshop images as QuickTime Movie frames, video editor, video filters, and interactive presentation design. Creating blogs – using tools for blogs – yahoo pipes, google reader, rss feeds, social media and bookmarking, news gathering. Feature writing for the web. Editing. Creating videos (mp4) which can be uploaded. Photo features in flash. Podcasting .Audio slide show using flash.

**Practicals:**

- Maintain a journal with Exercises on Multimedia Applications for Ads and Web designing.
- Design a Web Site for a Service Industry eg. , Hospital, Hotels, Online Booking of airlines, Insurance Company.

**Reference Books:**

- Book, Ledoux Constance : Digital TV and The Consumer.U.K. Surjeet Publications.
- Pintoff, Ernest M.F.A. (1998): Animation 101, Studio City, CA. Micheal Wise Publications.
- Artwick, Guzan Claudette (2005): Reporting and Producing for Digital Media, Delhi. Surjeet Publications.

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**Semester VI: MCV XIII –CORPORATE COMMUNICATION**  
**(End Semester Exam- 40**  
**I.S.A.-10**  
**Practical- 50 )**

**Unit 1:** Definition, nature and scope of Corporate Communications. Comparison with Public Relations, advertising, publicity and propaganda. Corporate communication - Basic tools, strategies and planning, core functions of Corporate Communications.

**Unit 2:** Corporate Communications - structure and management, corporate communications in industry, dealing with internal public. Media for corporate communication, House journal and open house.

**Unit 3:** Corporate communications tools for internal and external audiences. Media relations – Media conferences and releases, media queries, rejoinders, media expectations (both print and electronic). Pressure groups.

**Unit 4:** Corporate communications with regards to community, investor relations, marketing communications. Corporate advertising and exhibitions.

**Unit 5:** Corporate communications- importance of Internet and Intranet. Functions of web editor. The government as corporate. Corporate communications in local bodies, Non-Governmental Organizations (NGOs).

**Practicals:**

- Preparation of media material for the print and electronic.
- Press releases, drafting of rejoinders, sample Q and A.
- Sample drafting of CEOs messages for internal public.
- Sample work for shareholder communications.
- Analyzing corporate stories published in business dailies.

**Reference Books:**

- Cutlip, Center & Broom (2000), EFFECTIVE PUBLIC RELATIONS, Prentice Hall International, USA.
- Fernandez (2004), Corporate Communications – A 21<sup>st</sup> Century Primer, Response Books (Sage Publications India Private Limited), New Delhi.
- Goodman (1998), Corporate Communications for Executives (Sunny Series, Human Communication Processes), State University of New York Press, USA.
- Horton (1995), Integrating Corporate Communications, Quorum Books, USA.
- Kumar (1998), MANAGEMENT COMMUNICATION TODAY, B.K.Taneja, Classical Publishing Company, New Delhi.
- Ramani (1998), Corporate Communications – THE AGE OF IMAGE, Sterling Publishers Private Limited, New Delhi.
- Ray (1997), COMMUNICATION TODAY, Understanding Creative Skill, Himalaya Publishing House, Mumbai.

**[BACK](#)**

**Semester VI: MCV XIV – Ad Filmmaking and Ad campaign Strategies**

**(End Semester Exam- 40**

**I.S.A.-10**

**Practical- 50 )**

**Unit 1:** Media Planning. Criteria for selection of media vehicles. Evaluation of media options. The communication mix. Media plan evaluation. Media presentations to the client.

**Unit 2:** Writing for TV Commercials. TV spot techniques. Idea presentations, treatments. Scripting, Storyboard. Terms used for camera movement and editing.

**Unit 3:** Production Process. Visualizing the Commercial. Working with audio and visual elements. Multimedia applications in ad film.

**Unit 4:** Campaign planning. Marketing operations for the campaign. Target audience selection and advertising objectives. Planning strategies and media characteristics. Creative execution of the campaign. Campaign evaluation and measuring effectiveness.

**Practicals:**

- Maintain a journal with Exercises on Scripts for different types of TV Ads
- Produce a series of Ads with an associated Ad Campaign for the Brand product

**Reference Books**

- Sissors, Jack Z. and Jim Surmanek (1976) : Advertising Media Planning , Crain Books.
- Thrill, Bovee (1995) Advertising Excellence, New York. Mc Graw Hill Inc.
- Valladares, June A. (2000) : The Craft of Copywriting, New Delhi. Response Books.

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**Semester VI: MCV XV – Fundamentals of Documentary and Fiction  
Filmmaking and Film Appreciation.**

**(End Semester Exam- 40**

**I.S.A.-10**

**Practical- 50)**

**Unit 1:** Film review. Appreciation, Criticism, Definitions. Collecting and analyzing different types of film reviews. Explore the different types of film journals, articles and write- up. Write reviews for some current films.

**Unit 2:** Analyze the impact of the many technical elements of the film. Shot, scene and sequence. Camera movements and subject movements. Lighting. Setting. Sound. Understand the techniques like montage and mise-en-scene. Deep focus, jump cut, etc.

**Unit 3:** Study the audience behaviour. Mini surveys. Collect data about major studios and distribution network.

**Unit 4:** Watch films from different countries. Compare between Third World cinema styles and Hollywood films. View and study different types of films.

**Unit 5:** Study of filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Ingmar Bergman. Appreciating the great filmmakers by studying the nuances of those films.

**Practicals:**

- Maintain a journal with Mini survey on Audience behavior, major studios and distribution networks.
- Conceptualize, Produce and Edit a short telefilm or documentary film.

**Reference Books:**

- Bordwell K. and Thomson K. (1990): Film Art An Introduction, New York. Knopff.
- Mast S. and Cohen M (ed) (1985) : Film Theory and Criticism , Oxford, OUP.
- Newbold, Chris (2000) The Media Book, Arnold.
- Dick, Berbnard F. (2000) : The Anatomy of Film, Bedford. St. Martin's.

**[BACK](#)**

## **Semester VI: MCV XVI- Globalization and Communication**

**(End Semester Exam- 80  
I.S.A.-20)**

**Unit 1:** Theoretical Perspective and an overview on Global Media. Historical perspective on the concept of Cultural Imperialism and later Media Imperialism. Media and modernity.

**Unit 2:** Imbalances in Information Flow between First world and Third world nations. Mac Bride Commission Report. New World Information Order.

**Unit 3:** Globalization – phenomenon and meaning. Impact of Globalization on International Communication. Positive and negative consequences.

**Unit 4:** Media and Culture in the age of Globalization. Case studies on Global Culture.

**Unit 5:** Nationalizing the Global- Indian case study.

### **Reference Books:**

- Melkote, Srinivas and Sandhya Rao (1999): Critical Issues in Communication, New Delhi. Sage Publications.
- Mac Bride, Sean (1982): Many Voices, One World, UNESCO. New Delhi.
- Silva, Tony (2000): Global News- Perspectives of Information, Surjeet Publications.
- Bandhu, Pranjali (1999): Dancing to Global Capital, Vikas Adhyayan Kendra.

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### **Semester VI: MCV XVI I Research Project (Documentary Film)**





**Goa University**  
P.O. Goa University, Taleigao Plateau, Goa 403 206, India

**Syllabus for Elective Paper- Advertising & PR for BA  
Journalism) and BA (Mass Communication & Videography)**  
Approved by the Board of Studies on 13/02/2012

B.A (Mass Communication & Videography)  
B.A (Journalism)

Elective paper: Advertising & P.R

<b>Course Number &amp; Name</b>	<b>L-T-P (Classes/week)</b>
<b>Semester I</b>	
<b><u>I Fundamentals of Advertising</u></b>	4-0-2
<b>Semester II</b>	
<b><u>II Introduction to Public Relations</u></b>	4-0-2
<b>Semester III</b>	
<b><u>III Advertising Management</u></b>	4-0-2
<b>Semester IV</b>	
<b><u>IV Consumer Behaviour</u></b>	4-0-2

**BA (JOURNALISM)**  
**BA (MASS COMMUNICATION & VIDEOGRAPHY)**

**SYLLABUS FOR**  
**ELECTIVE: ADVERTISING & PR**  
**SEMESTER I, II, III, IV**

**Preface:**

In a fast changing world, the meaning & scope of Communication & Public Relations have acquired a wider perspective. The emergence of post modern and knowledge societies have thrown new challenges before the communicators. The new environment of globalization demands redefining of academic as well as professional priorities. Thus the instruction in Public Relations, Communication, and Advertising has to integrate itself with the emerging new trends in the world, keeping pace with the changing realities and also of the employment market that seeks higher levels of excellence from the human resource.

**Course objective:**

1. To provide students a deeper insight into the philosophy, theory and techniques of Public Relations, Advertising and Communication with a judicious mix of theory and their application skills.
2. To develop expertise in PR, Advertising and Communication and research techniques.
3. To equip the students with the ability to conceptualize and analyze social, economic and technical issues.
4. To inculcate in the students the ability for the application of principles of Communication for development and change.
5. To offer opportunities for specialization, in any of the areas of Advertising, PR and Corporate communication.

**Teaching Methodology:**

Teaching will be both in theoretical and practical

**Classroom Sessions:**

Teaching as per syllabus

Seminars

Group Discussions

Personality Development

Assignment

Project work

Presentations

**Support Activities**

Interviews, news writing, feature writing.

Personality Development Initiatives

Visit to Media, PR and Advertising Agencies, Legislative Assembly, PIB.

Press Tour, Press Briefing etc.

Preparation of AD & PR campaigns

Preparation and Presentation of Research papers

Publications of House Journal for External & Internal publics

## **Semester I**

### **1. Fundamentals of Advertising(Theory- 4, Practical-2) /week (SEE = 60, ISA=15, Practical= 25)**

#### **UNIT-I**

Brief history of the evolution of advertising- advertising in the early 20<sup>th</sup> century, history of Indian advertising -.

Definition. Objectives, nature and scope of advertising.

The four major components:

- Payment
- Non-Individual Source
- Identifiable source
- Ideas, Products and services

Why companies and individuals advertise

The economic and social importance of advertising

The changing world of advertising (6 lectures)

#### **UNIT 2 Advertising as communication**

Advertising and other forms of Communication: Propaganda & Publicity

Advertising vs. Personal Selling & Sales Promotion

Advertising vs. Public Relations & Marketing. (6 lectures)

#### **UNIT 3: Conventional advertising and Advertising agencies**

The three components in the organization of advertising – the advertiser, the advertising agency, and the mass media.

Early advertising agencies- advertising agencies in India

Types of Advertising agencies- Full service, A LA Carte Services, Business –to- business, House Agency.

Advertising agencies

- How to choose an advertising agency
- Briefing and evaluating an agency
- Small and large agencies

(8 lectures)

#### **UNIT4: Structure of an Advertising Agency**

Different departments in an Ad Agency -

Management, Client servicing, Client acquisition, account planning, client servicing, media management, artist management, Creative and design, Audio/ Visual team, Accounts, Administration, technical.

Functions of various departments and workflow of an advertising agency.

How Agency gets clients. Stages in Client- Agency Relationship.

(8 lectures)

## **UNIT 5- Ethics in Advertising**

Social Impact of Advertising.

Advertising ethics & social Responsibility.

Regulation of Advertising: Govt. & Non Govt. Regulation.

Role of AAI, ASCI, INS, DAVP .  
lectures)

(6

### **PRACTICALS- (12 Practical)**

1. Analysis of Print, TV Commercials and virals.
2. Role play of managing an Ad Agency.
3. Group discussions on ethical violations in Advertising, stereotypes, culture and identity.
4. Maintain a Journal with all the exercises.

### **REFERENCE BOOKS -**

1. Kumar Keval J., Mass Communication in India, 4<sup>th</sup> edition, Jaico Publishing, 1994.
2. Vilanilam J.V., Advertising Basics, Response book, 2004.
3. Sanjay Tiwari, Uncommon Sense of Advertising, Response book. 2003
4. Chunawala and Sethia, Advertising Principles and Practices, Himalaya, New Delhi, 1986.
5. Gerard J. Tellis and Tim Ambler, Sage Handbook of Advertising, Sage , 2010.
6. G Dyer, Advertising as Communication, Methuen, UK, 1982.
7. SN Murthy, Advertising, Excel Books, New Delhi, 2010.

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## **Semester II**

### **2. Introduction to Public Relations (Theory- 5) /week (SEE = 80, ISA=20.)**

#### **UNIT- 1 Introduction**

P.R. Meaning, Importance, and Scope, History: History and development of PR in India USA and UK, Press agency.  
Political campaign and some eminent PR pioneers.  
Process: Definition, Aims and Scope, Four Step Process  
In House & External PR. (8 lectures)

#### **UNIT- 2 Culture & PR**

Culture: Global Audience, Inter culture relations, Societal Culture, organizational cultures, sector cultures, understanding cultures, culture and its implications for PR.  
Research in PR.  
Lobbying, PR & Propaganda. (8 lectures)

#### **UNIT- 3 Types of PR**

Public, Private., Service Sector, Corporate PR  
NGO & Govt., Public Utility  
Difference between Advertising, Corporate Communication & PR  
PR Organizations  
Professionalism in PR (8 lectures)

#### **UNIT 4 – Public Relation Methods**

Oral communication – Meetings, Speeches, Panel discussions, Counselling.  
Publicity media – Press, TV, Radio, films, Annual reports, Photographs, Brochures, Press Conferences, Exhibitions. (10 lectures)

#### **UNIT 5 - Careers in PR**

Personal and professional traits of a PR person  
Role of PR in different sectors – Industrial sector, Defence, educational, government, hospitals and tourism. (8 lectures)

#### **Reference Books:**

1. Shipra Kundra, Introduction to Advertising And Public Relations, Anmol Publications Pvt. Ltd, 2005
2. Kumar Keval J., Mass Communication in India, 4<sup>th</sup> edition, Jaico Publishing, 1994.
3. Doctor, Aspi H. and Chaze, Mass Communication: A Basic Study, Sheth Publishers, Pvt. Ltd, 2010.
4. Robert Lawrence Heath, W. Timothy Coombs, Today's public relations: an introduction, SAGE Publications, 2005.

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## Semester III

### 3. Advertising Management 2) /week

(Theory- 4, Practical-

(SEE =  
60,  
ISA=15,  
Practical= 25)

#### UNIT- 1 Advertising Types

Types of Advertising: Consumer FMCG, non-FMCG  
& Business Advertising,

Commercial- Product, service, institutional advertising.

Non Commercial Advertising- PSA's and classifieds.

Corporate Advertising.

(6 lectures)

#### UNIT- 2 Advertising Media

Understanding Media & its creative co-ordination with other  
Marketing Functions.

Types of Media: Print Media, Broadcast Media, Outdoor, Transit,  
Traditional, Direct Mail & Internet,

Their characteristics, benefits & Drawbacks.

(6 lectures)

#### UNIT-3 Audience analysis

Understanding Consumer: Demographic, Psychographic Profile,  
VALS framework

Product life cycle. Media Planning Methods: Media Strategies &  
Media Mix.

Understanding Media Coverage (Circulation & Readership)

DAGMAR, Agency on Record (AOR)

(8 lectures)

#### UNIT-4 Conceptualization

Creativity: Concept & Role in Advertising

Agency brief, Advertising strategy – creative brief and creative  
strategy, planning advertising.

Target Audience, Brand image; tone of voice, the proposition- the  
brand positioning statement.

The brainstorming and the big idea, Writer and art director  
collaboration.

(6 lectures)

#### UNIT5- Advertising Creativity

Copywriting: Role & Importance of a Copywriter

Copy Elements-Headline, Subhead, Body Copy, Logos & Slogans.

Headlines – basics of writing, functions, essentials and different  
forms.

Slogans- Necessity, characteristics and different types.

Types of copy: scientific, descriptive, colloquial, topical, prestige, endorsement, reason why, interrogative, co-operative. (6 lectures)

**PRACTICALS (14 Practical)**

1. Analysis of different types of Ads- medium vs message.
2. Case Study on Product Life cycle and types of advertisements.
3. Developing an Agency Brief and advertising strategy for a product given. Also developing Brand positioning statement.
4. Writing exercises- copy elements.
5. Analyzing different types of copy.

**REFERENCE BOOKS**

1. Aaker and Meyer, Advertising Management, Prentice Hall, New Delhi, 1987.
2. Barton, Roger, Handbook of Advertising Management, Mc Graw Hill, New York, 1970.
3. Bovee & Arens, Contemporary Advertising, Irwin Corporation, 1992.
4. Sanjay Tiwari, Uncommon Sense of Advertising, Response book. 2003
5. V.L. Leymore, The Hidden Myth, Heinemann, New Delhi, 1972.
6. Adams J.R., Media Planning, Business Book, 2006.
7. Burton, Philip Ward, Advertising Copywriting, Grid, NY, 1990.
8. Jeweler Jerome, Creative Strategies in Advertising, Wadsworth, NY, 1985.
9. Tellis J. Gerard, Effective Advertising, Response Books, New Delhi 2004

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## **Semester IV**

### **4. Consumer Behaviour (Theory- 4, Practical- 2) /week (SEE = 60, ISA=15, Practical= 25)**

#### **Unit 1 Consumer Behavior**

Consumer Behavior: Meaning Scope & its Application  
Need & Motives  
Role of Consumers in Marketing  
Types of Consumers: Rural, Urban, Female, Children  
Case Studies ( 6 lectures)

#### **Unit 2 Consumer Needs & Motivation**

Personality & Consumer Behavior  
Nature of Consumer Attitude  
Strategies of Attitude Change  
Communication & Consumer Behavior-Persuasion, Consumer  
Protection Laws  
Case Studies (7 lectures)

#### **Unit 3 Group Dynamics & Consumer Behavior**

Consumer Decision Making  
Major Factors Influencing Consumer Behavior  
Reference Groups, Personal Influence & Opinion  
Leadership Process  
Case Studies (7 lectures)

#### **Unit 4 Social Surroundings of Consumer**

The Family, Functions of a Family  
Family Decision Making, Family life Cycle  
Changing Female Consumer  
Social Class-lifestyle Profiles  
Social Class Mobility: Affluent and Non Affluent Consumer  
Case Studies ( 7 lectures)

#### **Unit 5 Consumer Perception**

It's Dynamics, Imagery  
Influence of Culture on Consumer Behavior  
Diffusion of Innovation  
Customer Relationship Management  
Importance of Consumer Research  
Digital Marketing  
Case Studies ( 6 lectures)

#### **Practicals:**

- 1 Analyse different types of consumers based on market region and spending power

2. Undertake consumer research to market a product in a new market. Position it against primary and secondary competition. Suggest a product mix.
3. Case study on consumer decision making process, attitude change and customer relationship management.
4. Maintain a journal with all the exercises

### **REFERENCE BOOKS**

1. Leslie Lazar , Kanuk, and Kassarjan, Consumer Behaviour, Prentice Hall of India, 6<sup>th</sup> edition, 2004.
2. M.S. Raju and Dominique - Consumer Behaviour, Concepts Application and Cases, Vikas Publication, New Delhi, 2004.
3. Szmign Isabelle - Understanding the Consumer, Response book, 2003
4. Loudon & Della Bilta - Consumer Behaviour, McGraw Hill, 1993.
5. Engle, Black Well & Kollatt, Consumer Behaviour, CBSS Publishing, New York, 1973.
6. Batra, Satish K. & Kazmi, H.H.S; Consumer Behaviour Text & Case, New Delhi : Excel Books; 2007
7. Ramana, V. Venkata & Somayajulu, Customer Relationship Management : 4 key to Corporate Success, New Delhi. Excel Books, 2007
8. Pant, Himanshu, Advertising & Consumer Behaviour, New Delhi : Response Book, 2007.

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