

UNIVERSITY OF MUMBAI**No. UG/ 92 of 2013-14****CIRCULAR:-**

The Principals of affiliated Colleges in Arts and the Heads of Recognized Institutions concerned are hereby informed that the recommendation made by the Faculty of Arts at its meeting held on 16th March, 2013 has been accepted by the Academic Council at its meeting held on 29th April, 2013 **vide** item No. 4.10 and subsequently approved by the Management Council at its meeting held on 20th June, 2013, 21st June, 2013 & 11th July, 2013 **vide** item No.14 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 54 (1) and 55 (1) of the Maharashtra Universities Act, 1994 the Ordinances 6074 and 6075 and Regulations 8706, 8707, 8708, 8709 and syllabus as per Credit Based Semester and Grading System for M.A. programme in Television Studies is introduced, which is available on the University's web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2013-14 for Sem I and Sem II & from 2014-15 for Sem III & IV.

MUMBAI – 400 032
17th January, 2014

REGISTRAR

To,

The Principals of the affiliated Colleges in Arts and the Heads of the Recognized Institutions concerned.

A.C/4.10/29/04/2013

M.C/14/20/06/2013, 21/06/2013 &11/07/2013

No. UG/ 92-A of 2013-14 MUMBAI-400 032 17th January, 2014

Copy forwarded with Compliments for information to:-

- 1) The Dean, Faculty of Arts,
- 2) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL),
- 3) The Director, Board of College and University Development,
- 4) The Co-Ordinator, University Computerization Centre,
- 5) The Controller of Examinations.

Sd/-

Deputy Registrar
Under Graduate Studies

University of Mumbai



Ordinances, Regulations and Syllabus

Program: M.A.

Course: Television Studies

Sem. I to IV

(Introduced as per Credit Based Semester and Grading System w. e. f. academic year 2013–2014 for Sem I & II & from 2014-15 for Sem III & IV)

ORDINANCES, REGULATIONS, SYLLABUS INCLUDING SCHEME OF COURSES, SCHEME OF EXAMINATION, MEDIUM OF EXAMINATION, INSTRUCTION AND TEACHERS' QUALIFICATION FOR THE MASTER OF ARTS (TELEVISION STUDIES).

(TOTAL 04 SEMESTERS)

O.6074 Title: Master of Arts (Television Studies)

Theory Paper = 60 Marks

Term work = 40 Marks

Total = 100.

Minimum 96 credits.

Introduction :

Between the originator of a message and the receiver is the medium, which acts as a conduit of information. This masters' programme is designed to study all these four entities – The Originator, the Message, the Medium and the Receiver. Television as a medium has been researched extensively outside India. However, in India, though television has established itself as a medium, scholarly, in-depth studies on television are rare to find. This programme will enable students to study television as a medium and address this issue.

The emphasis is to enable the students of this programme to be able to 'read' the language of television, rather than just watch it. This programme is for serious students of media and television and focuses more on scholarly analysis of television as a medium, rather than simply learning technology and techniques, thus enabling them to understand the obvious as well as the finer nuances of the medium.

The programme offers courses in Media Economics and Media Criticism in the first semester followed by Visual Communication and New Media, and Television Theory. While Media Economics helps the student to understand the commercial aspects of cinema, Media Criticism, Visual Communication and Television Theory lay a solid theoretical foundation for the student.

With this foundation, the students are in a better position to understand the television genres, the universal language of television, at the same time understand the social and cultural connotations of television as a medium.

For serious students of television, the theoretical understanding is further enhanced by introduction of Research Methodology course in the second semester.

To further help the student understand the medium, the third semester includes courses in production techniques as well as research, making the course comprehensive, with hands-on experience in production.

This comprehensive programme, thus, would help in producing scholars, researchers and critics of the medium.

This syllabus was designed in consultation with several experts like Shri Kumar Ketkar (Editor, Divya Marathi), Shri Prakash Bal (Former Assistant Editor, Maharashtra Times and Member of the Ad Hoc Board), Shri Ashok Rane (Film Critic), Shri Narendra Bandabe (Senior Producer, IBN 7 and Research Scholar), Shri Milind Kokje (Senior Journalist and Research Scholar), Ms Kavita Rane (TV News Anchor and Research Scholar).

The course is designed to fulfill the following objectives:

- Produce critics and scholars, planners and advisers, teachers and journalists.
- Provide students with both the rudiments of television studies and the most advanced theories of television.
- Understand the economics and the business of television industry.
- Know the aesthetic aspects of television along with finer techniques that are used in television production.
- Encourage a critical, investigative approach to television, content producers and media organizations, and audience.
- Explore how television represents people, places, ideas, issues and events to different audiences.
- Develop their own critical perspectives on recent developments in media practices.
- Produce the critical mind that enables the student to engage media actively in life, rather than to be passive recipients of messages.

O.6075 Eligibility: A candidate for being eligible for admission to the course leading to the degree of Master of Arts (Television Studies) must have passed the examination for the degree of Bachelors from any discipline of this University or Bachelors degree of another University recognized as equivalent thereto.

Students seeking admission to the Department of Communication and Journalism have to write an essay in English, Marathi or Hindi of not less than 500 words and not more than 800 words (typed in double spacing on a single sheet of paper and signed by the student) on their purpose for seeking admission to the course. This essay has to be submitted along with the application form. The essay has to be in the form of an argument justifying the purpose of taking the course.

The student must produce testimonials from at least two teachers who have personally taught the student in school/college stating why the teachers feel that the student should do the course and how the course will benefit the student. The testimonials may not exceed 150 words each. The testimonial must mention the period that the teacher has been associated with the student, in which institution and how long has the teacher been with the said institution. The testimonials must accompany the admission form. The testimonials may be written in English, Hindi or Marathi.

The Department of Communication and Journalism shall conduct a test comprising of a written examination of 100 marks, a group discussion of 100 marks and a personal interview of 100 marks. Candidates, who have passed their Bachelors Degree in any faculty from the University of Mumbai or any other University recognised by the University of Mumbai and those who have submitted the application forms of the Department of Communication and Journalism along with the statement of purpose and the two testimonials mentioned above, shall be eligible to appear for this examination.

The written test: The student shall be given four questions/statements to debate and discuss. Broadly the questions shall cover local, national, international issues and ideas. There will be a question on creative writing. There will be a word limit put to every question. The student, in this test, is being assessed for originality and quality of content (20 marks), language and grammar (10 marks), articulation (10 marks), historical context (20 marks), word management – whether the student stays within the word limit (20 marks) and conclusion (20 marks).

The Group Discussion: Students shall be given a subject to discuss and debate. The students are being assessed for language (25 marks), presentation (25 marks), articulation (25 marks) and content (25).

The Interview: Each student will be given three minutes to present herself/himself and clearly state her/his purpose and motivation of doing the course. The student is to present orally. No electronic devices such as laptops are allowed. The student can present in English, Hindi or Marathi. The student is being assessed for language (25 marks), presentation (25 marks), clarity of purpose (25 marks) and overall impression (25 marks).

The candidate taking the examination will have to score an aggregate **150 marks** in the three tests to qualify for admission to the course.

Admission to the course shall be decided by merit in marks obtained in this examination. All rules of reservation apply.

For students other than University of Mumbai, the admission to the course is provisional subject to the student producing an eligibility certificate within the first month from the beginning of the course.

Medium of examination: English, Marathi, and Hindi.

Medium of Instruction: English

R.8706 Intake Capacity: 20

R.8707 Teachers` Qualification:

Master of Arts (Communication and Journalism), Master of Arts (Public Relations) or a Master of Arts (Electronic Media) from University of Mumbai or any other institution recognized by the University Grants Commission scoring aggregate of 55 percent marks or above and SET/NET.

R.8708 FEE STRUCTURE:

Tuition Fees (per semester) - Rs 20,000

Examination Fees (per semester) – Rs 1,000

Project Examination Fees (to be paid in the second year only) – Rs 1,000

Computer Lab Fees (per semester) – Rs 2,000

Library Fees (per semester) – Rs 1,000

The tuition fees shall be increased by 10% every academic year on the basis of that year's tuition fees.

PREAMBLE:

“Course” means a Semester Course.

“Credit” (C) is the weightage assigned to a course in terms of the workload of the learner* as per UoM AC & MC for UG Semester- Credit system, June 2011, Point 2.24 -

*This has a reference to the ‘Workload’ of a learner and is an index of the number of learning hours deemed for a certain segment of learning. These learning hours may include a variety of learning activities like writing a literature review, conducting surveys and content analysis, elocution, taking writing tests of a nature suggested in the syllabus, making video audio content, conducting seminars and presenting abstracts and presenting papers etc. A system of assigning Credit Points (CP) for a single course shall be practiced Credits assigned for a single course will pay attention to how many hours it would take

for an average learner to complete a single course successfully. 1 (one) credit is construed as corresponding to approximately 30 learning hours.

“Grade” means a letter grade assigned to a student on the basis of evaluation of a course on the seven point scale.

“Grade Point” (g) means the numerical equivalent of a letter grade assigned to a student in the seven point scale. “Cumulative Grade Point Average” (CGPA) means a cumulative index grade point average of a student calculated in the following manner:

$$(g1 \times c1) + (g2 \times c2) + \dots$$

$$\text{CGPA} = \frac{\dots}{\dots}$$

Total number of credits offered by the students up to and including the semester for which cumulative index is required.

“Final Grade Point Average” FGPA is the final index of a student at the time of award or a degree.

“Final grade” is the letter equivalent assigned to a student on the basis of his/ her final grade points at the time of the award of the degree.

R.8709 Duration of the Programme:

The duration of the programme is four semesters. Semester I, II and III are devoted to the course work whereas Semester IV is a full time research dissertation or project work.

The curricular work leading to the award of Master`s degree in Television Studies be spread over of four semesters on full time basis.

Provided that a semester or a year may be declared zero semesters or zero year in case of a student if he/ she could not continue with the academic programme during that period due to illness and hospitalization or due to accepting a foreign scholarship/ fellowship subject to the fulfillment of requirements as laid down by the regulations. Such zero semester/ year shall not be counted for the calculation of the duration of the programme in case of such a student. However, if the student has accumulated an adequate amount of credits during this semester from a recognized institution, the semester as well as the credits/ grades may be counted as per University policy.

The semesters shall ordinarily have 90 working days including the evaluation.

Faculty Adviser: (only in case of electives)

The Department/College through which a student seeks admission shall appoint an Adviser for each course each semester from amongst the members of the faculty concerned. The advisor shall advise the student about the course to be taken and record them and his/ her progress on the Course Card. The Card shall carry such entries as may be specified by Regulations.

Registration of courses is the sole responsibility of a student. No student shall be allowed to do a course without registration and no student shall be entitled to any credits in the course unless he/ she has been formally registered for the course by the scheduled date to be announced by the University.

Last registration will be allowed up to a maximum of three weeks after the beginning of a semester on payment of late registration fee.

No student shall be allowed to add a course or substitute a course for another course later than one week from the date of commencement of the semester. A student wishing to drop a course must do so as early as possible in no case later than four weeks from the date of commencement of the semester. No student shall be permitted to drop a course

after the four-week period. Provided that a student may take more optional courses than prescribed in the programme, in which case in the calculation of Final Grade Point Average only the prescribed number of optional courses in the descending order of the grades obtained by the student shall be included. For example, if a programme has 12 compulsory courses and 04 optional courses and a student credits 06 optional courses, his/ her Final Grade Point Average shall be calculated on the basis of 12 compulsory courses and the first four optional courses, when all the six are ranked according to descending order of grades obtained by him/ her. However, no students shall be permitted to register in a semester only to take an additional optional course.

Credit requirements:

A student enrolled for the Semester-Credit Master of Arts (Television Studies) must acquire a minimum of 96 (ninety six) credits at the end of four semesters of this programme.

Each semester 04 P.G. courses (**subjects or papers**) of 06 credits each may be undertaken. This will lead to $04 \times 06 = 24$ credits per semester and $16 \times 06 = 96$ credits for four semesters.

Credit also to be given for dissertation carried out as a part of this Master degree programme, over and above the taught courses.

The total no. of credits required for a programme may be divided equally among four semesters, i.e. in case of total 96 credits, 24 credits to be earned in each of the four semesters.

This M.A. (Television Studies) shall be **given four teaching/ contact hours a week** and credit for this course shall be as follows:

- i) 'C' level courses are Core courses which would require 04 hours of teaching/ contact learning per week. (06 credits).
- ii) 'E' level courses are Electives within the parent department.

A student may choose to earn more than the 96 credits by choosing electives in each semester.

A minimum attendance of 75% per semester per course is mandatory. Students having less than 75% attendance in a particular course (whether core or elective) will not be given credits for that course and will not be allowed to appear for the examination in that course.

Credit Transfer:

Apart from maintaining an account of credits acquired by a learner over a period of time for a wide range of courses, the main idea behind implementing the credit system is to make provision for learner mobility. Credit Transfer means that credits earned at one institution for one or more courses under a given programme are accepted under another programme either by the same institution or another institution. In practice this means that it is accepted that a certain chunk of learning has already been successfully completed by a learner. This acceptance of earlier acquired credits may be reflected in one of two ways: (i) Direct Performance Transfer, or (ii) Course exemption. Credit transfers from and to recognized Indian and foreign Universities/Institutions would be taken up on case to case basis by the Ad-hoc Board in Communication and Journalism. For this purpose a formal application in writing shall be made by the Head/Coordinator of the Institution where the student has applied to the Chairman, Ad Hoc Board for a credit transfer. The Board shall be presented with the full details, certificates and other relevant documents that would help the Board arrive at a reasoned conclusion as to the Credit Transfer. The Board shall take a decision at a formal meeting of the Board where the Head/Coordinator shall be especially invited for the purpose of clarifications if any.

Block Transfer:

This refers to a group of courses, such as a completed certificate or diploma programme that are accepted for transfer of credit into a degree programme. This decision would be taken up on case to case basis by Ad-hoc Board. For this purpose a formal application in writing shall be made by the Head/Coordinator of the Institution where the student has applied to the Chairman, Ad Hoc Board for a credit transfer. The Board shall be presented with the full details, certificates and other relevant documents that would help the Board arrive at a reasoned conclusion as to the Credit Transfer. The Board shall take a decision at a formal meeting of the Board where the Head/Coordinator shall be especially invited for the purpose of clarifications if any.

Evaluation:

The standard evaluation pattern consists of internal assessment/ continuous evaluation of 40 marks and a semester end examination of 60 marks value. The criteria for 40 marks internal assessment/ continuous evaluation has been provided for under each course offered under this programme.

The Seven Point Grading System prescribed by the University of Mumbai shall be followed thus -

Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2; in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2; in the semester end examination separately.

Note:

1. There shall be no rounding off of SGPA/CGPA/FGPA.
2. The SGPA/CGPA/FGPA obtained by a student is out of a maximum possible 07 points.

The final Grade Point Average obtained by the student shall be classified into following divisions:

A student clears a course only if he/she has cleared both the components, namely, continuous evaluation / internal assessment and semester end examination (for courses having semester end examination) by securing a grade higher than 'F' in both of them, or only if he or she secures an overall grade higher than 'F' (for courses having no end semester examination).

A student who fails in a course either by not clearing the continuous evaluation / internal assessment and consequently being not eligible to appear in the end semester examination, or by failing in the end semester examination, or by absenting from appearing in the end semester examination (for courses having end semester examination) or by failing to secure an overall grade higher than 'F' (for courses having no end semester examination), shall be required to repeat that course.

Examination:

Exams of all postgraduate degree courses of the Faculty of Arts of the first and the second year (i.e. Semester I to IV) will be conducted by Examination Department of the University of Mumbai. Thus the Examination Section of the University will put up the examination timetable, issue centre numbers, subject code, and hall tickets and also declare the results and issue the statement of marks and the degree certificates.

Exam fees will be collected as per University rule for each semester exam.

There will be a semester end examination at the end of each semester. The theory examination of each semester exam course will be of 60 marks and of minimum 2 hours duration. To pass the theory paper the student is required to get 24 marks out of 60 in the theory paper.

Continuous Internal Assessment review of literature, writing test, survey, analysis of content, poster presentation, power point presentation, elocution, publishing of abstract and presenting of a research paper at a national conference, seminar, producing audio visual teaching aids, translation, open book test, domain knowledge test, starting and maintaining a Blog etc. will be an integral part of each course and 40 marks will be assigned to it. The Ad Hoc Board of Studies has prescribed the alternatives mentioned above or a combination of them for internal assessment for each course.

Students who cannot appear for the semester end examination due to unforeseen circumstances may be allowed to appear for an additional examination at the discretion of the Head of the Department in consultation with the University Department of Examination, provided the student can furnish legitimate reason and/or documentary evidence for his/her failure to appear for the relevant examination. An application will have to be made for the additional examination by the candidate not later than 10 days after the end of the relevant examination.

In case a candidate is unsuccessful in acquiring maximum 50% of the normal load i.e. for 12 credits out of the 24 credits, e.g. two core courses at the semester end examination in any of the four semesters, he/she may be allowed to carry pending additional load of the previous semester/s over and above the normal load and will have the option of reappearing for the examination of that course/s. However, this pending additional load has to be cleared in any of the semesters so as to not to exceed the maximum limit of total 6 semesters for an M.A. degree in the Faculty of Arts from the date of admission.

Common Provision of continuing with a programme after a break beyond six semesters is fixed as per University policy.

If the candidate passes the continuous evaluation / internal assessment part of any course for which he/she fails in the semester end exam, the grades of the continuous evaluation / internal assessment may be carried forward.

A student shall also have the option of having the result of his examination in a particular course declared null and void for improvement of programme, provided he/she makes an application in writing to the Head /Director of the Department / Centre or College Principal not later than 10 days after the semester end examination.

A student who has passed in all the courses and obtained no less than 96 credits shall be deemed to have obtained the Master of Arts (Television Studies) Degree.

If candidate has passed the theory paper but has failed to get all 06 credits in a core subject then candidate has failed the course. If candidate gets 06 credits in a core subject but fails the theory paper then the candidate has failed the course.

The candidate shall have the freedom to choose the number of credits from each elective course. Thus from an elective course of six credits the candidate can choose to earn a minimum of one or a maximum of six credits.

If a candidate earns credits in an elective those may be recorded in the mark sheet of the semester concerned as well as the final mark sheet. However, if the learner is unable to earn that credit the candidate does not fail the semester nor is the inability to earn credits recorded in the mark sheet.

Electives shall not have end semester theory exam.

The final grade point average of a student will be worked out on the basis of the formula indicated below:

$$FGPA = \frac{\sum_{i=1}^n C_i \times g_i}{n}$$

$i = 1$

$c_i =$ Credit of the i th course

$g_i =$ Grade Point secured by the student in the i th course

$n =$ Total number of courses prescribed for the student

FGPA = Final Grade Point Average of the students concerned.

Examiners or Board of Examinations shall be appointed for each course by the Chairperson of the Board of Studies / Ad-hoc Board of Studies, in consultation with the Head/Director of the University Department / Centre concerned.

An application for admission to the semester examination shall be made in the prescribed form and forwarded through the Head/ Director of the University Department/ Centre/ College Principal concerned to the Faculty of Arts at the Examination House and shall be accompanied by the relevant documents.

Additional Examinations

Internal Assessment:

Eligibility norms to appear for the additional class test or assignment or project for learner who remained absent:

The learner must apply to the Head of the Institute giving the reason(s) for absence within 08 days of the conduct of the examination along with the necessary documents and testimonials.

If a learner is absent for participation in Inter Collegiate events, State or National or International events. Training camp or coaching camp organized by authorized University or, State or National or International bodies.

NSS/NCC Event/ Camps/ Cultural activities/ Sports activities/ research festival or any other activities authenticated by the head of the Institution the head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.

The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

SEMESTER END EXAM:

Students who cannot appear for the semester end examination due to unforeseen circumstances may be allowed to appear for a additional / supplementary examination at the direction of the Head of the Department in consultation with the University Department of Examination, provided the student can furnish legitimate reason and/ or documentary evidence for his/ her failure to appear for the relevant examination. An application will have to be made for the additional supplementary examination by the candidate not later than a week after the end of the relevant examination.

Revaluation: As per the University policy.

Removal of the Name of a Student from the Programme:

The names of students falling under following categories shall automatically stand removed from the roll of the University:

Those students who have already exhausted the maximum period of six semesters for the M. A. (Television Studies) programme.

A student of MATS first year fails to clear more than 50% of the prescribed core courses at the end of the first semester.

A Student has still to clear courses which cannot possibly be cleared in the remaining period of study even if he/ she is allowed to register for the normal load for the remaining period plus 50% of this normal load.

Notwithstanding what is contained in the Ordinance, the Academic Council may, in exceptional circumstances and on the recommendations of the Centre/ Department and Board of the School as well as on the merits of each individual case, consider at its discretion and for reasons to be recorded, relaxation of any of the provisions except those prescribing CGPA/ FGPA requirements.

Admission Procedure:

One Course card for each semester has to be duly filled in by the candidate and ratified by the Head/ Director/ of the Department/ Centre/ College Principal within the first two weeks of each semester in four sets: for the Controller of Examination, other respective department/s and for the student.

Any deviation from the above mentioned uniform pattern may be permissible if passed through the various statutory bodies with proper justification. Students-teacher Ratio should be conducted to the credit and semester system as per UGC norms.

SCHEME OF PAPERS AND DETAILED SYLLABUS**Semester I**

Course Code	Name of Course A. Core courses	Teaching hours	Term work	
			Learning hours	Credits
CJ04	Media Criticism	48*	180	6
CJ18	Media Economics	48	180	6
TS01	Visual Communication and New Media	48	180	6
TS02	Television Theory- An Introduction	48	180	6
Total		192	720	24
Course Code	Name of course B. Elective course	Term work		
		Learning hours		Credits
EM05	Graphic designing	180		6
Total		180		6

Semester II

Course Code	Name of course A. Core courses	Teaching hours	Term work	
			Learning hours	Credits
TS03	Television Theory	48*	180	6
TS04	Television Genre – News	48	180	6
TS05	Television Genre – Non News	48	180	6
TS06	Basic Research	48	180	6
Total		192	720	24
Course Code	Name of course B. Elective courses	Term work		
		Learning hours		Credits
EM11	Documentary Film Making	180		6
Total		180		6

Semester –III

Course Code	Name of course A. Core courses	Teaching hours	Term work	
			Learning hours	Credits
TS07	Writing for Television	48*	180	6
TS08	Television Production techniques	48	180	6
TS09	Post Production techniques for Television	48	180	6
TS10	Advanced Research	48	180	6
Total		192	720	24
Course Code	Name of course B. Electives courses	Teaching hours	Term work	
			Learning hours	Credits
EM12	Computational Skills	48*	180	6
EM15	Multimedia Production	48	180	6
Total		96	360	12

SEMESTER -IV

Semester IV involves continuous evaluation of research dissertation/project work of the learners. The teaching hours per faculty would be 192 hours and learning hours would be 720 hours and the number of credits awarded for the projects would be minimum 24.

*AC agenda Item No. 4.57 (dated 21/12/2011) pg no. 5.

Semester I

A. Core course

Course I

Media Criticism (Core course)

The course shall comprise of the following units :

What is Criticism, The Essence of Criticism, Critical Functions, Criticism and the Communication Process, Knowledge Processing, Tonal and Talent Ingredients, Stage-Molding Ingredients, Business Gratifications, Audience Gratifications, Reality Programming, Depiction Analysis, Structural Analysis, Probing Ethics and Values, Aesthetics and Art, The Logic of Aesthetic Form, Composite Criticism.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

2. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
3. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
5. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
6. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
7. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
8. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

Bob Franklin, Martin Hamer, Mark Hanna, Marie Kinsey, John Richardson, *Key Concepts in Journalism Studies*, SAGE Key Concepts series.

John Hartley, *Communication, Cultural and Media Studies – The Key Concepts*, Routledge.

Peter B Orlik, *Electronic Media Criticism: Applied Perspectives*, Lea's Communication.

Course II**Media Economics (Core course)****The course shall comprise of the following units :**

Introduction to media economics theory and practice, economics and media regulation, economics of international media, economics of the daily newspaper, television, radio, internet, cable industry, films, advertising, online media and public relations.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.

7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

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Alan B Albarran, *Media Economics: Understanding markets, industries and concepts*, Wiley-Blackwell.

Colin Hoskins, Stuart McFadyen, Adam Finn, *Media economics: applying economics to new and traditional media*, Sage.

Alison Alexander, *Media Economics: Theory and Practice*, Lawrence Erlbaum.

Robert G Picard, *Media Economics: Concepts and Issues*, Sage.

Course III**Visual Communication and New Media (Core course)****The course shall comprise of the following units :**

Aesthetics, Perception, Representation, Visual Rhetoric, Cognition, Semiotics, Reception Theory, Narrative, Media Aesthetics, Ethics, Visual Literacy, Cultural Studies.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Aesthetics** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be conducted by the learner during the period of learning of the course to test the aesthetic value of the designs made by him/her. The tests will be conducted in the computer lab and results will be submitted to the teacher along with the analysis of the tests. The graphics will be created in consultation with the teacher.
3. **Tracking the usability of a graphic design/web page**– learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a study of how a web page is used on basis of clicks tracked on the computer. The tests will be conducted in the computer lab and results will be submitted to the teacher along with the analysis of the tests. The graphics will be created in consultation with the teacher.
4. **Analysis of newspaper design** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analyse the design and layout of various newspapers. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Analysis of photographs**– learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will click 10 photographs and report to the teacher his/her perception of the photograph. The learner will then conduct a survey of not less than 30 people by showing them the photographs and asking questions from a pre-decided questionnaire. The results of all the surveys for each photograph will be analysed and presented to the teacher. Marks will be awarded on the basis of the initial report and the analysis of the surveys.
6. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

7. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
8. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
9. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
10. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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Typographic Design: Form and Communication - Carter, Day, Meggs
 Studying Visual Communication – Sol.
 Worth<http://astro.temple.edu/~ruby/wava/worth/svscom.html>.
 Visual Communication - Integrating Media, Art, and Science - By Rick Williams,
 Julianne Newton.
 Handbook of Visual Communication Theory, Methods and Media - Jennings
 Bryant/DolfZiUmann, General Editors.

Course IV

Television Theory – An Introduction (Core course)

The course shall comprise of the following units :

Television structures and systems, Narrative structure of television stories, building the narrative: character, actor, star, beyond and beside narrative structure, the television commercial, modes of production, mise-en-scene, videography and cinematography, style and editing, sound, textual analysis, discourse and identity, music.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.

12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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- John Ellis, *Visible Fictions, Cinema:Television:Video*, (Boston:Routledge, 1992) .
- David Bordwell and Kristin Thompson, *Film Art: An Introduction*, New York: McGraw Hill, (2012).
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- R. Dwyer and C Pinney (Ed), *Pleasure and the Nation: History, Politics and Consumption of Public Culture in India*.
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- Sergei Eisenstein, *Film Sense*.
- T. Elsaesser and A. Barker (Ed), *Early Cinema, Space, Frame, Narrative*.
- N. Burch, *Live to Those Shadows*.
- D. Bordwell, J Staiger, K Thompson, *Classical Hollywood Cinema, Film Style and Mode of Production to 1960*.
- D. Bordwell, *Narration in Fiction Film*.
- E. Brannigan, *Narrative Comprehension in Film*.
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- John Hartley, *Television as Transmodern Teaching*.
- Roger Silverstone, *Regulation, Media Literacy and Media Civics*.
- Lynn Spigel, *Our TV Heritage: Television, the Archive and the Reasons for Preservation*
- William Uricchio, *Television's Next Generation*.
- Anna McCarthy, *The Rhythms of the Reception Area: Crisis, Capitalism and the Waiting Room TV*.
- Jostein Gripsrud, *Broadcast Television: The Chances of its Survival in the Digital Age*
- David Morley, *At Home with Television*.
- John Caldwell, *Convergence Television: Aggregating Form and Repurposing Content in the Culture of Conglomeration*.
- Jeffrey Sconce, *What If? Charting Television's New Textual Boundaries*.

William Boddy, Interactive Television and Advertising Form in Contemporary U.S. Television.

Shanti Kumar, Is There Anything Called Global Television Studies?

Michele Hilmes, Who We Are, Who We Are Not: Battle of the Global Paradigms

Mimi White, Flows and Other Close Encounters with Television

Michael Curtin, Media Capitals: Cultural Geographies of Global TV.

Amanda Lotz, Re-designing Women: Television after the Network Era.

Michael Curtin, On Edge: Culture Industries in the Neo-Network Era

Todd Gitlin, Inside Prime Time.

Laurie Oullette, Viewers Like You? How Public Television Failed the People

John Fiske and John Hartley, Forward and 'Reading' Television

Tanya Modleski, The Rhythms of Reception: Daytime Television and Women's Work

Robert Allen, On Reading Soaps: A Semiotic Primer.

Horace Newcomb and Paul Hirsch, Television as a Cultural Forum

Nick Browne, The Political Economy of the Television (Super) Text

Charlotte Brunsdon, What is the 'Television' of Television Studies?

Jostein Gripsrud, Television, Broadcasting, Flow: Key Metaphors in TV Theory.

Horace Newcomb, The Development of Television Studies

Lynn Spigel, The Making of a TV Literate Elite

Raymond Williams, Programming: Distribution and Flow.

B. Elective Subjects :

Course I

Graphic Designing (Elective course)

The course shall comprise of the following units :

The building blocks of design for desktop publishing: Lines, shapes, mass, texture , color, colour theory, colour formats, resolution in graphics, graphic design softwares, visual communication theory, visual communication in media research, Logo design, Designing for branding, fonts, page making, colour in printing

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
3. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.

4. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
5. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
6. **Designing a brochure** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner shall design a brochure applying the colour and visual communication theories under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Photoshop skills** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner shall work on 10 photographs on Photoshop on the parameters laid down by the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality and design of the material produced.

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THE ART OF PHOTOSHOP FOR DIGITAL PHOTOGRAPHERS - Author: Daniel Giordan.

UNDERSTANDING ADOBE PHOTOSHOP: Digital Imaging Concepts and Techniques
Author: Richard Harrington.

Just My Type: A Book About Fonts by Simon Garfield.

Thinking with Type: A Primer for Designers: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton.

Color & Color Theory- Interaction of Color - Josef Albers.

Designer's Color Manual: The Complete Guide to Color Theory and Application by Tom Fraser and Adam Banks.

The Elements of Color: A Treatise on the Color System by Johannes Itten.

Pantone Guide to Communicating with Color by Leatrice Eisman.

Semester II

Course I

Television Theory (Core course)

The course shall comprise of the following units :

Defining the television medium, analyzing television genres, decoding television texts, analyzing factual TV and Documentaries, analyzing TV fiction and television drama, television audience reception and consumption, television and history, television institutions and regulations, television and globalization and the Future of Television,

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.

2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory.

- This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
 11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
 12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
 13. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
 14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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 Horace Newcomb, *The Development of Television Studies*.
 Lynn Spigel, *The Making of a TV Literate Elite*.
 Raymond Williams, *Programming: Distribution and Flow*.

Course II

Television Genre – News (Core course)

The course shall comprise of the following units :

Development of Television news industry, influence of economics, political and technological factors, satellite and promise of news, broadcast policy, from five minute to live reporting, Doordarshan, syntax and semantics of news, documentary making role of spectacle.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that she/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.

12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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Horace Newcomb, The Development of Television Studies

Lynn Spigel, The Making of a TV Literate Elite.

Raymond Williams, Programming: Distribution and Flow.

Course III

Television Genre – Non News (Core course)

The course shall comprise of the following units :

Drama and contemporary fiction and non fiction, from cop shows to cartoons, the contemporary television series, the soap, making sense of the soap, trend of season, epics, Reality TV, diasporic television.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.

9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner’s convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
11. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
12. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
13. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
14. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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Lynn Spigel, *The Making of a TV Literate Elite*.

Raymond Williams, *Programming: Distribution and Flow*.

Course IV

Basic Research (Core course)

The course shall comprise of the following units :

Scientific approach to the study of media effects, Ways of knowing, the nature of science, What is theory, Analysing film content, Search for causal relationships, Brief history of media effects research, Types of media effects, Propaganda and publicity with reference to the World Wars, Effects of media violence, sexual content in the media, media that stir emotions, persuasive effects of media, effects of news and political content, effects of media stereotypes, Impact of new media technologies, influence of Marshall McLuhan, ethics of research, research skills and techniques for journalists, techniques of public relations, special interests groups, political communication, analysis of key press conferences, press releases and crisis events that employ "media management" techniques, analyzing basic forms of statistical information, and common errors, reporting on polls and pollsters, Methods for assessing the credibility of studies, experts, web sites.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.

3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
6. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
7. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
8. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
9. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
10. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four

copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.

11. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
12. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

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The Essential Guide to Doing Research , Book by Zina O'Leary, Sage Publications.

B : Elective Courses

Course I

Documentary Film Making (Elective course)

The course shall comprise of the following units :

A review of documentaries around the world, what is a documentary, the art of telling a story in a documentary, types of documentaries, documentary film production in India, Documentary film festivals around the world and in India, how to pitch for funds for making a documentary, marketing your documentary, releasing the documentary, avenues to showcase your documentaries.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Making a documentary on Travelling in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes.
2. **Making a documentary on roadside food in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes.
3. **Making a documentary on clothing habits in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes.
4. **Making a documentary on Night life in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes.
5. **Making documentaries on ‘workers’ in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes

6. **Making a documentaries on hoardings in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes
7. **Making documentaries on infrastructure in Mumbai:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary of not more than 15 minutes
8. **Writing a script and screen play along with a story board for a documentary on a subject chosen in consultation with the teacher-** learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4.
9. **Writing a script and screen play along with a story board for a documentary on a subject chosen in consultation with the teacher-** learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4.
10. **Making a film for a film festival and getting it selected for showing at the festival-** This involves 2 credits and 60 hours of learning, minimum marks 8. The teacher will guide the student in the process. The number of marks will depend on the quality of film as well as acceptance and display of film at the festival. The learner will bear all the costs for production and registration as well as travel if necessary.
11. **Creating detailed study material on documentary film making in Marathi and publishing them in the Department-** learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4.

Bibliography :

Making Documentary Films and Reality Videos: A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events by Barry Hampe.
 Public Television: Politics and the Battle over Documentary Film (Communications, Media and Culture Series) - B.J. Bullert.
 The Search for Reality: The Art of Documentary Filmmaking - Michael Tobias.

Semester III

Course I

Writing for Television (Core course)

The course shall comprise of the following units :

Screenplay, Rule of ABDCE, story, plot, screen duration, structure, beginning-middle-end, characterization, character functions, restricted and unrestricted narration, flashback, open and closed narrative, voice over, objective and subjective narration alternative narratives, TV form, TV as language, the semiotics of TV, structuralist approaches to narrative, narrative codes, new forms of spectatorship, writing for news and non fiction.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Writing a short film script for Science Communication** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – Under the guidance of the teacher, the student shall develop a story based on scientific facts and write a script upto the stage of story board.
2. **Writing a short film script for the differently-abled**– learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – Under the guidance of the teacher, the student shall develop a story and write a script upto the stage of story board. This script will be for a film for the differently abled having all the necessary features.
3. **Writing a short film script for slow learners** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – Under the guidance of the teacher, the student shall develop a story based on learning for slow learners, especially school students. They will pick up a topic from the school textbook and explain it in a film format, by writing a script upto the level of story boarding.

4. **Writing a radio news bulletin** - learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – Under the guidance of the teacher, the student shall write a 5 radio news bulletins and record them in the University radio station.
5. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format
8. **Developing a Wikipedia Page** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the Wiki Page after consultation with the teacher concerned during the period of learning of the course and maintain and update the page. The subject of the page shall be within the course being learnt. The page shall be supervised by the concerned teacher and marks shall be assigned for quality of language, frequency of updating, interactivity on the page.
9. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.

Course II

Television Production Techniques (Core course)

The course shall comprise of the following units :

Theories of design, design principles, the colour theory, making a film, making a website, introduction to traditional forms of communication in India, folk forms, audio and video production techniques, mise-en-scene, properties, costumes, compositions, cinematography, videography, framing.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Elocution** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will deliver five lectures of 30 minutes duration each during the period of learning of the course. The learner shall provide a copy of supporting text and will not be allowed to use Power Point presentation. The lecture shall be on topics decided between the learner and the teacher. Each lecture shall be assigned two marks. One mark shall be for keeping within the time limit (minimum time 25 minutes and maximum 30 minutes), quality of content, language and expression. Each lecture shall be followed by a question and answer session where the learner's ability to reason and explain shall be judged for one mark.
8. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.

9. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
10. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
11. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
12. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that she/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
13. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **nonfiction** and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
14. **Producing two radio programmes of not more than 30 minutes and not less than 15 minutes duration** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner after consultation with the teacher concerned shall produce two radio programmes. These may be a panel discussion involving not less than three people excluding the learner, a series of interviews taken by the learner with not less than five interviewees in each programme or a talk show involving not less than two people excluding the learner. Marks shall be assigned for quality of language, content, pre-production and post-production.
15. **Producing two short films of not more than seven minutes and not less than five minutes including opening and closing credits** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall the films after consultation with the teacher concerned during the period of learning of the course. The subject of the film shall be within the course being learnt. The film shall be entirely **fiction** and will be shot, edited and produced by the student on

- his/her own. Marks shall be assigned for quality of screenplay (this shall be submitted in writing before the shoot), content of the film, narrative, pre-production and post-production quality.
16. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
 17. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.
 18. **Internship** – learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – The learner will undergo internship of six weeks in consultation with a concerned teacher. An evaluation has been prepared for the 100 marks. Please find attached form for evaluation of internship performance.
 19. **Producing 20 one-minute news stories on Mobile format** – the news stories shall be a maximum length of a minute each with opening and closing credits - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall make the stories after consultation with the teacher concerned during the period of learning of the course. The subject of the stories shall be within the course being learnt. The stories shall be strictly news stories and will be shot, edited and produced by the student on his/her own. Marks shall be assigned for newsworthiness, content of the story, language, pre-production and post-production quality.
 20. **Starting and maintaining a blog** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog shall be within the course being learnt. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of six times a week.

Bibliography :

- Product Management in India, Author: Ramanuj Majumdar, 2nd Edition, Publisher: PHI Learning Pvt. Ltd., 2004.
- Introduction to Media Production: The Path to Digital Media Production, Authors : Robert B. Musburger, Gorham Kindem, 4th Edition, Publisher : Focal Press, 2009.
- Design, User Experience, and Usability. Theory, Methods, Tools and Practice, Author: Aaron Marcus, Editor: Aaron Marcus, Publisher: Springer, 2011.
- Design methods and theories, Volumes 24-25, Authors: Design Methods Group, Design Research Society, Design Methods Institute, Publisher : Design Methods Institute, 1990.
- Designing and producing media-based training, Authors: Steve R. Cartwright, Glen Phillip Cartwright, Publisher: Focal Press, 1999.

Course III

Post Production Techniques for Television (Core course)

The course shall comprise of the following units :

Film and Video formats, Handling the Camera, Types of shots, Types of angles, Shot Breakup, Framing a shot, video compression technologies, sound theory, sound formats, sound formats for the web, recording equipment, recording on the field, the importance of good sound quality, capturing sound on the computer, editing sound, applying noise filters, using multiple tracks, mixing different tracks, mono and stereo sound, left and right channels, Introduction to 5:1 sound track, SFX, changing the tone and pitch of the recorded voice, encoding sound to different formats, creating an Audio CD, creating MP3, creating Real Audio, embedding sound in a web page.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Making a film for science communication** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a short film for communicating a science subject to school children.
2. **Making a film for differently abled (With hearing disability)**: learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a short film for the differently abled..
3. **Making a fictional short film**: learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a fictional short film for right from developing the story to delivering it.
4. **Making a film for science communication** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a short film for communicating a science subject to school children.
5. **Making a film for a film festival and getting it selected for showing at the festival**- This involves 2 credits and 60 hours of learning, minimum marks 8. The teacher will guide the student in the process. The number of marks will depend on the quality of film as well as acceptance and display of film at the festival. The learner will bear all the costs for production and registration as well as travel if necessary.
6. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
7. **Making a documentary film** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary film. The subject of the film to be decided in consultation with the teacher.
8. **Creating an audio documentary/skit**: learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a documentary/skit in an audio format. The subject for the application will be decided by the learner in consultation with the teacher.

Bibliography :

Video Production Handbook - Gerald Millerson, Jim Owens.
 DSLR Cinema, Crafting the Film Look with Large Sensor Video By Lancaster.
 Filmcraft: Production Design - By Hannigan.
 The Screenwriter's Roadmap, 21 Questions to Building a Successful Screenplay - By Landau.
 Portable Video, News and Field Production - By Medoff& Fink.
 Make Your Movie, What You Need to Know About the Business and Politics of Filmmaking - By Freedman Doyle.
 The Insider's Guide to Independent Film Distribution By Parks.
 Indie Film Producing, The Craft of Low Budget Filmmaking By Lyons.
 Digital Video Production Cookbook By: Chris Kenworthy.

Course IV

Advanced Research (Core course)

The course shall comprise of the following units :

Research Approaches, Hypothesizing and theorizing, Writing a Literature Review, Writing a research proposal, Research paradigms, Research methods and tools, Content Analysis, Ethnography and observation studies, how to prepare a questionnaire, interview techniques, writing the dissertation, annotation, citing, referencing, survey techniques, research writing styles, data analysis, learning to use SPSS and Excel software for data analysis, introduction to statistics and statistical terms.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Review of Literature** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a literature review of not less than 1500 words and a minimum of 15 citations. There will be ten marks for quality of language, five for quality of reasoning and five for quality of citations.
2. **Writing tests** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 - a total of five tests will be administered during the period of learning of the course. The test will involve statements provided by the teacher where the learner will be expected to take a stand and argue the position as in a debate. Each test will be for two marks of which one mark will be for the quality of language and one for the quality of reasoning.
3. **Survey** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will conduct a survey of not less than 30 samples over the period of the learning of the course. The marks will be given on completion of the survey to the satisfaction of the teacher. Five marks for the completion of the survey and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
4. **Analysis of content** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 – The learner, under the supervision of the teacher concerned, will analysis content over the period of the learning of the course. The marks will be given on completion of the analysis to the satisfaction of the teacher. Five marks for the completion of the analysis and five marks if the requirements set by the teacher are fully met to the satisfaction of the teacher.
5. **Poster presentation** – learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five poster presentations during the period of learning of the course. The topic for the poster presentation will be provided by the teacher concerned. Poster presentation shall be judged by at least two teachers. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Marks to be given out of ten by each teacher and the average of the marks shall be taken. A poster shall be on standard size colour poster paper. It shall be done entirely by hand including the pictures, diagrams and the lettering. No printing allowed.
6. **Power Point presentation** - learning hours 30, total credits 1, total marks 10, minimum required to pass 4 - The learner will make five presentations during the period of learning of the course. The topic for the presentation will be provided by the teacher concerned. Each presentation will be assigned two marks of which one mark will be for the language and content and one for the quality of presentation. Each Power Point presentation must have not more than ten slides, the font size should not be less than 30 and the total presentation should not be longer than seven minutes.
7. **Publishing of abstract and presenting of a research paper at a National Conference** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall present a research paper independently or under the guidance/supervision of a teacher during the period of learning of the course. It is necessary that the Abstract is published by the organisers of the conference and the paper is presented at the conference if the learner is to get the

- full 20 marks. If the Abstract is not published and only the paper is presented at the conference then only eight marks will be given for the assignment.
8. **Seminar** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall organise two day-long seminars after consultations with the teacher concerned during the period of learning of the course. The student shall publish conference proceedings for the seminars. The learner shall be the editor of such a publication. Five marks will be assigned for the quality of the seminar, the issues discussed and deliberated, the quality of the speakers brought to the seminar and the overall organization. Five marks shall be assigned for the quality of the publication including design and language. This can be a group activity and each learner will be assigned work by the concerned teacher.
 9. **Producing audio visual teaching aids** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall produce ten audio and/or visual learning aids under the supervision of the teacher concerned during the period of learning of the course. Marks shall be assigned on the technical quality, design and language of the material produced.
 10. **Translation** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner shall translate into English, Hindi or Marathi portions of the teaching material under the supervision of the teacher concerned during the period of learning of the course. The translation shall not be less than twenty printed pages and not more than forty printed pages of a book. Marks shall be assigned on the basis of quality of the work. The quality of the work shall be judged by an expert each from the source language and the translated language. The content itself shall be judged for quality by the supervising teacher. The final translation shall be in soft and hard format.
 11. **Open book test** – learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – The learner will be given a list of 40 books/research papers by the teacher concerned during the period of learning of the course. The learner shall show by way of library record that s/he has accessed the reading material. The teacher must ensure that the reading material in some way revolves around a central hypothesis or theme or key argument or theory. The learner is expected to study the material and during the period of learning of the course should ask for a test to be administered at the learner's convenience. The test shall be an open book test where the student can keep all the reading material at hand. The teacher shall pick one key argument or conclusion from the material assigned to the learner and the learner shall be given one hour to present the views of the authors regarding that argument or conclusion. The learner shall be given 30 minutes to write his/her own understanding of the hypothesis/theme/key arguments/theory. This entire material shall be judged for quality of language, clarity of reasoning, understanding of subject, referencing, paraphrasing, presentation and conclusion by any teacher other than the one who has given the assignment to the student.
 12. **Producing a publication** - learning hours 60, total credits 2, total marks 20, minimum required to pass 8 – the learner shall produce soft copies of a 12 page daily every day or two copies of a 20 page fortnightly twice a month or four copies of a 30 page weekly four times a month or a 120 page monthly once a month under the supervision of a teacher concerned. The learner shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. The publication has to be produced for a minimum of four months. Marks shall be assigned for quality of language, content and design.
 13. **Domain knowledge test** - learning hours 60, total credits 2, total marks 100, minimum required to pass 40 – Ten tests shall be conducted. Each test shall have 40 questions that shall be answered in not more than a couple of words in 20 minutes. There will be negative marking. Each question will have one fourth mark and total marks per paper shall be 10. Questions shall be from the course and the tests shall be conducted during the period of the learning of the course at the discretion of the teacher concerned.

Bibliography :

Mass Media Research: An Introduction, Seventh Edition, Book by Roger D. Wimmer, Joseph R. Dominick, Thomson Wadsworth.

The Essential Guide to Doing Research, Book by Zina O'Leary, Sage Publications.

B : Elective Courses**Course I****Computational Skills (Elective Course)****The course shall comprise of the following units :**

Computer Fundamentals, Computer Software and Hardware, Studio Hardware, Computer Operation Skills, Office Software, Databases, Introduction to Programming, Programming in C, JavaScript, HTML, Programming a Web page, Introduction to PHP, Introduction to ASP, Keywords and Internet Search, Search Engine Optimization, Designing Meta Tags, Using Unicode.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Writing C Programs** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves writing five programs in C in consultation with the teacher concerned. The programs have to be written by hand, verified by the teacher and then successfully run on the computer. If the program does not yield the desired result, the learner gets zero. This will be a timed assignment (One hour) conducted in the computer lab.
2. **Creating websites through coding** – learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves creating a website with three frames by coding only by using notepad. The website should have all the necessary elements and should be fully navigable. The code has to be written without referring books or study material, verified by the teacher and then the code should be run on the computer. This will be a timed assignment (one hour) conducted in the computer lab.
3. **Creating a website with html and javascript** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating a website by coding it on notepad without referring any books. The codes have to be written by hand, verified by the teacher and then successfully run on the computer. The code should contain at least 10 javascript elements like date/time, CSS codes for onts, background colour, tables, status bar, scroll/marquee, etc. This will be a timed assignment conducted (two hours) in the computer lab.
4. **Creating a PHP mailer** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a PHP code for a form mailer (data should go to an e-mail). The format of the form to be decided by the teacher, but should have a minimum of 10 elements including a text field, radio buttons, message field, e-mail field, selectable pop up menu, check boxes. The code should also contain elements to verify if any field is left blank and if there are necessary number of characters and a proper format of an e-mail ID. This will be a timed assignment conducted in the computer lab.

5. **Creating a form to submit data to a database** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a PHP code for a form to submit data to a website. The format of the form to be decided by the teacher, but should have a minimum of 10 elements including a text field, radio buttons, message field, e-mail field, selectable pop up menu, check boxes. The code should also contain elements to verify if any field is left blank and if there are necessary number of characters and a proper format of an e-mail ID. This assignment will also involve creating a web page to call the data from the database and present it online in a (PHP) html page. This will be a timed assignment (two hours) conducted in the computer lab.
6. **Creating a ASP mailer** – learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a ASP code for a form mailer (data should go to an e-mail). The format of the form to be decided by the teacher, but should have a minimum of 10 elements including a text field, radio buttons, message field, e-mail field, selectable pop up menu, check boxes. The code should also contain elements to verify if any field is left blank and if there are necessary number of characters and a proper format of an e-mail ID. This will be a timed assignment conducted in the computer lab.
7. **Creating a form to submit data to a database** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves writing a ASP code for a form to submit data to a website. The format of the form to be decided by the teacher, but should have a minimum of 10 elements including a text field, radio buttons, message field, e-mail field, selectable pop up menu, check boxes. The code should also contain elements to verify if any field is left blank and if there are necessary number of characters and a proper format of an e-mail ID. This assignment will also involve creating a web page to call the data from the database and present it online in a (ASP) html page. This will be a timed assignment (two hours) conducted in the computer lab.
8. **Creating an online application in PHP:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating an application for the Department for the use of the administrative staff of the Department using PHP and MySql as the database. The subject for the application will be decided by the learner in consultation with the teacher.
9. **Creating an online application in ASP:** learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves creating an application for the Department for the use of the administrative staff of the Department using ASP and MySql/Microsoft Access as the database. The subject for the application will be decided by the learner in consultation with the teacher.

Bibliography :

Let us C by Yashwant Kanetkar
 Teach Yourself Javascript by SAMS .
 The Javascript Bible by Danny Goodman,
 Learn Javascript by W3schools .
 Javascript: The Good Parts by Doug Crockford.
 JavaScript: The Definitive Guide, 4th Edition - By David Flanagan
 Head First PHP &MySQL - O'Reilly Media.
 Active Server Pages - Keith Morneau.
 Active Server Pages In Plain English - Timothy Eden.

Course II

Multimedia Production (Elective course)

The course shall comprise of the following units :

The importance of Graphics in today's world, re-learning Power point, creating a Power point presentation, embedding sound and video in Power point, Using CorelDraw, Exporting graphics from CorelDraw, 2 D Animation, learning Flash, creating stand-alone flash applications and movies, creating flash banners, creating flash elements for the web page, creating banner ads, using flash for film making and special effects, making a high quality flash movie for importing into Film Editing softwares, Introduction to 3D animation, Compositing, Using Adobe After Effects, using After Effects in Film Edits, Creating an Interactive CD ROM.

The Learner may choose, in consultation with the course teacher, from among the following activities to gain credits in the course.

1. **Creating an interactive flash presentation** : learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves making an interactive Flash presentation. The subject for the application will be decided by the learner in consultation with the teacher.
2. **Creating an interactive CD ROM** : learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making an interactive CD-ROM or a DVD-ROM. The CD/DVD should have rich graphics, video and audio content in form of a self running application in an auto-play format. The subject for the application will be decided by the learner in consultation with the teacher.
3. **Creating a multimedia, interactive learning DVD** : hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making an interactive learning / educational DVD on any subject taught in the Department. This should serve as a learning aid to all students. And must be complete in all respects and should be fully interactive. The subject for the application will be decided by the learner in consultation with the teacher.
4. **Working on photographs**: learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves working on Photoshop on photographs decided by the teacher involved.
5. **Creating a brochure in CorelDraw**: Learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves designing a brochure using CorelDraw software on a subject in consultation with the teacher.
6. **Creating a brochure in CorelDraw**: Learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves designing a brochure using CorelDraw software on a subject in consultation with the teacher.
7. **Making in animated film using flash**: Learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – The learner shall use Flash animation to make a 5 minute film with characters, sound and music. This has to be uploaded online and marked by audiences.
8. **Making a film in 30 hours**: Learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 – the assignment involves making a film in exactly 30 hours after the subject is given to the learner. The learner is not allowed to use any still photographs and or footage shot before the time starts. Minimum duration 1 minute, maximum duration of the film should be 3 minutes including credits.
9. **Making a film in 60 hours**: Learning hours 60, total credits 2, total marks 20, minimum marks required to pass 8 – the assignment involves making a film in exactly 60 hours after the subject is given to the learner. The learner is not allowed to use any still photographs and or footage shot before the time starts. Minimum duration 3 minute, maximum duration of the film should be 7 minutes including credits.
10. **Creating a powerpoint presentation**: Learning hours 30, total credits 1, total marks 10, minimum marks required to pass 4 the assignment involves making a powerpoint presentation which includes animation, transitions, audio and video. Emphasis should be on the content, the presentation of content and elegance of the presentation.

Bibliography :

Introduction to Media Production, Fourth Edition - The Path to Digital Media Production
- By Gorham Kindem and Robert B. Musburger, PhD.

Multimedia Production, Planning and Delivery - John Villamil-Casanova, Louis Molina

Adobe Flash CS4 Professional Classroom in a Book - Adobe Creative Team (Author)

Macromedia Director 8.5 Shockwave Studio: Training From the Source Adobe®

Photoshop 7.0 Classroom in a Book - Adobe Creative Team.

Semester- IV**Dissertation**

The Fourth Semester shall comprise only of a dissertation. The format of the dissertation for instance the page size, margins, chapterization, references, citation, bibliography, etc. shall be as per UGC guidelines for doctoral thesis.

Every College/Institution/Department which conducts this course will be required to set up a three member Research Committee comprising the head of the institution/course coordinator, a recognised University teacher in Communication and Journalism or a research fellow registered for a PhD Degree in the Department of Communication and Journalism or individuals with a Masters Degree in Communication and Journalism/Mass Communication/Public Relations/Electronic Media and NET/SLET Qualification along with a minimum two years of teaching experience at post-graduate level in Journalism/Mass Communication/Public Relations/Electronic Media courses in a University recognized by the UGC. The Head of the Institution/ Course coordinator shall be Chairperson of the Research Committee.

Every candidate registered for the Degree of MA (TS) shall be required to carry out research work for the thesis under the supervision and guidance of a Research Supervisor.

A Research Supervisor may not accept more than 15 research students in an academic year in a single institution and not more than a total of 20 research students. A Research Supervisor can be a recognised University teacher in Communication and Journalism or a research fellow registered for a PhD Degree in the Department of Communication and Journalism or individuals with a Masters Degree in Communication and Journalism/Mass Communication/Public Relations/Electronic Media and NET/SLET Qualification along with a minimum two years of teaching experience at post-graduate level in Journalism/Mass Communication/Public Relations/Electronic Media courses in a University recognized by the UGC.

The research project shall be assigned within four weeks of the beginning of Semester III.

Three typewritten copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidates work is original and to what extent it is referred to other sources, shall be submitted by the candidate to a Research Committee. The topic of research shall be approved of by the Research Committee after a formal interview. If the topic is not approved by the Research Committee then the Research Committee shall give a topic of research to the candidate. The candidate shall then submit a fresh proposal within two weeks of the interview.

During the course of the semester, the learner shall, under the guidance and tutorials given by the Research Supervisor, complete the thesis and submit three typewritten spiral bound copies of the thesis embodying the result of the research project together with the synopsis and a statement indicating to what extent the candidates work is original and to what extent it is referred to other sources, to the Controller of Examinations, through the candidate's Research Supervisor. After the viva-voce is conducted by the external examiners and the changes if any as suggested by the external examiner are incorporated into the thesis, three final hard bound copies are to be submitted as follows: one copy to the Controller of Examinations, one copy to the Department of Communication and Journalism and one copy to the student's College/Institution. These final hard bound copies should have an additional certificate stating that the changes as suggested by the external examiner have been incorporated and the same should be signed by the Research Supervisor and the Head of the Institution/Course-co-ordinator/Head of the Department.

The thesis shall be the candidate's own work carried out under the guidance of the Research Supervisor and shall be submitted to the Controller of Examinations at the end of the Semester IV of attendance. The time limit for the submission of the thesis can be extended maximum up to the fifth semester, upon the payment of fresh fees of Rs. 5000/-. Extension of the limit will be on the basis of recommendations from the Research Supervisor and approved by the Head/Course coordinator.

A candidate shall forward to the Controller of Examinations through the Research Supervisor under whom he/she has worked or by whom he/she has been guided, a statement giving the title and the synopsis of the thesis along with his/her form of application for admission to the examination and a fee of Rs 1,000. In the synopsis the candidate shall indicate the broad outlines of the work carried out. Before submission of the thesis every candidate will have to undergo a continuous evaluation process.

The evaluation process for the thesis: The dissertation evaluation shall be done twice before the final viva. In both situations the candidate shall be given the right to defend the thesis in case the evaluation is 'unsatisfactory'. There are 24 credits proposed for the dissertation. Of these, 12 credits will be from the continuous evaluation process. To get these credits the candidate must not get less than six 'satisfactory' remarks. The remaining 12 credits should be earned based on evaluation of the written dissertation (6 credits) and viva voce (6 credits) conducted by an external examiner and the supervisor. To get these 12 credits the candidate must not get less than six 'satisfactory' remarks. The thesis evaluation forms and research assessment are provided in Annexure 1 and Annexure 2.

Every candidate shall submit a certificate signed by the guiding teacher under whom he/she has worked stating that there is a *prima facie* case for the consideration of the thesis. Such a certificate shall be regarded as satisfying the Research Committee for the Department of Communication and Journalism.

The thesis shall be referred for examination and report to two referees, to be appointed by the board of Examinations on the recommendations of the Ad –Hoc Board of Studies of the Department of Communication and Journalism, one of the referees being always the guiding teacher. After the viva –voce, the recommendations of the referees have to be included in the final submission copy of the thesis. The period for the inputs to be added in the final copy is two weeks from the viva-voce.

If at the time of the viva-voce, one of the referees rejects the thesis, while the other recommends it for the degree, the Research Committee shall in consultation with the Chairman, Ad Hoc Board in Communication and Journalism, appoint a third referee who shall conduct an additional viva-voce of the candidate. The Research Committee upon receipt of the recommendations of the third referee, shall decide whether the thesis be accepted or not for the award of degree, after considering the reports of all the three referees.

If two of the referees reject the thesis, the viva-voce examination will not be conducted. The candidate may resubmit the thesis within one year from the date he/she is informed about the thesis being rejected. The candidate has to pay fresh examination fees. If the candidate does not submit the thesis within this period or if his/her thesis is rejected again, he/she will not be granted re-admission for the MA (TS) course. Provided further that the thesis submitted and accepted for the degree shall be given a grade:

Grades	Marks	Grade Points
O	70 & above	7
A	60 to 69.99	6
B	55 to 59.99	5
C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F (Fail)	39.99 & below	1

The student has to pass with a minimum of 40% i.e. Grade E / Grade Point 2; in the internal assessment / continuous evaluation and with a minimum 40% i.e. Grade E / Grade Point 2; in the semester end examination separately.

The grades to be awarded shall be decided by the referees valuing the thesis depending on the quality and the presentation of the research work, the performance of the candidate at the continuous evaluation and the performance at the viva-voce examination. If the research work included in the thesis is already published or accepted for publication in a peer reviewed journal, the candidate shall provide a proof of the same. Only such a candidate should be considered for O grade. A mention of the grade so awarded shall be made in the results of the examination.

The successful candidate shall be awarded FGPA in the final degree certificate jointly on the basis of the results of the Semester I, II and III examinations and the thesis submitted by him/her.

A thesis that has been rejected may be resubmitted again after due revision and payment of fresh tuition and examination fees. The revised thesis has to be resubmitted within two semesters after rejections.

Annexure 1

**Dissertation Evaluation Form
For Members of the Research Committee**

Please evaluate the dissertation's different aspects using the following scale: unsatisfactory, satisfactory, good, very good, excellent.

The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise. Extra space has been given with each evaluation to allow for a more detailed explanation of your rating, which would be much appreciated.

Evaluation:	Indication of frequency	Indication of quality	
Unsatisfactory			
Satisfactory	20%		
Good		} Top 80%	
Very Good	80%		Top 10%
Excellent			Top 2%

This evaluation will be made available to the learner and the Head of the Department. The learner shall be given the opportunity to defend in writing wherever the committee considers any part of the work 'unsatisfactory'. The committee may change its evaluation in the light of such defence by the learner. The written defence must be made within 15 days of receipt of the evaluation.

Name of the Dissertation Candidate: _____

Name of the Supervisor: _____

Title of the Dissertation:

Language of the Dissertation:

1. Scientific Quality of the PhD Thesis

1a. Originality of the Research

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

1b. Scientific Quality of the (Research) Chapters

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

2. Candidate's Reflection on the Research as Proven in the Introduction and General Discussion

Unsatisfactory /satisfactory / good / very good / excellent

Reason for evaluation (between 25 – 100 words):

3. Quality of Written Presentation

unsatisfactory /satisfactory / good / very good / excellent

reason for evaluation (between 25 – 100 words):

Annexure 2**Research Assessment Form**

		Unsatisfactory	Satisfactory	Good	Very good	Excellent
Method or procedure	Focus					
	Relevance					
	Coherence					
	Research					
Critical Analysis	Reading					
	Focus					
	Relevance					
	Coherence					
Presentation of information and/or data	Argument					
	Mechanics					
	Expression					
	Structure					
Oral Defense	Unity					
	Focus					
	Relevance					
	Coherence					

This evaluation will be made available to the learner and the Head of the Department. The learner shall be given the opportunity to defend in writing wherever the supervisor considers any part of the work 'unsatisfactory'. The supervisor may change its evaluation in the light of such defence by the learner. The written defense must be made within 15 days of receipt of the evaluation.

Name of the Dissertation Candidate: _____

Name of the Supervisor: _____

Title of the Dissertation: _____

Language of the Dissertation: _____

Criteria for evaluation of dissertation

In examining a student's dissertation please keep the following general criteria in mind, not necessarily in this order:

Focus: relevance to research problem and argument. It is crucial that the research retains a focus on the stated research problem and the proposed argument. It should develop a clear sense of core arguments, establish their relationship to the question or research problem being posed, and to sustain a focused development of the argument throughout the thesis. For every paragraph of a thesis there should be an answer to the question: So what?

Reading: thorough and critical use of a wide range of literature and theories. It is necessary to clearly provide evidence of the range of literature, care taken in selecting the

texts most relevant to the thesis topic, efforts made to find sources independently, attempts made to follow up references. It must also be clear that the student has a good understanding of the literature.

Research: adequacy of research design and execution, consistency of interpretation. Examiners will scrutinize the research design, its appropriateness for the thesis, and the adequacy of its execution. They will look for evidence of an appreciation of the range of different methodologies and of how the chosen research design suits the topic, as well as its possible limitations. It is also essential that the data generated and discussed are consistent with and support the arguments and interpretations put forward.

Argument: the presentation of a thesis and its reasoned defense. It is essential that a distinguished thesis takes up an independent position in relation to the relevant literature on the topic. The thesis must clearly demonstrate a depth and breadth beyond merely a literature review to establish a clear relation between the literature and the research, drawing conclusions and making connections not immediately evident in the existing literature itself. It must pursue analysis in addition to description, and the production of a line of reasoning going beyond mere reading and a descriptive account of data (where relevant). In other words, the thesis must present a coherently organized argument. The thesis must clearly identify a formulated position/s on the topic, support these with arguments, deal with arguments against as well as for it, and arrive at some sort of conclusion. This is particularly important in a thesis because by definition a thesis needs to actually have a "thesis"!

Presentation: competence in mechanics of essay writing and expression. Spelling, grammar, correct use of citations and construction of a bibliography must be impeccable. The bibliography must accurately represent all sources and reading. Material contained in tables or graphs must be clearly and adequately presented, and sources provided. The thesis must conform to the APA style for referencing, citations and bibliography. It must follow the guidelines laid down by the UGC for PhD Thesis writing. The quality of expression is also very important. The thesis must structure and organize the topic well. The thesis must have: *coherence*: successive sentences should relate to each other, as should successive sections of the essay, and the grammar should make sense, and *unity*: everything should be clearly related to thesis topic and to the propositions discussed. The thesis must be structured in an appropriate academic style, containing those sub-sections required to organize the material with suitable sub-headings to signify the progression and structure of its arguments. The contents page must correspondingly give a clear indication of the structure of the thesis.

The thesis must be more than a collection of manuscripts. All components must be integrated into a cohesive unit with a logical progression from one section/chapter to the next. In order to ensure that the thesis has continuity, connecting texts that provide logical "bridges" between different sections/chapters are recommended.

Assessment: The qualification of 'excellent' should only be given for a dissertation in the top two per cent of the research in the field of expertise. A rating of excellent may also be a reason for awarding 'with distinction'. A rating of very good should only be given for a dissertation in the top 10 per cent of the research in the field of expertise.

Annexure 3

In the case of students opting for an internship the following form shall be used for evaluation of the performance.

EVALUATION OF THE INTERN AT THE ORGANISATION

(To be completed by the supervisor)

Name of the Intern:

Name of the Organisation where internship is being done:

Name of the Supervisor:

Designation of the Supervisor:

This internship started on (date) _____ and was completed on (date) _____
at (location)

Please give a brief summary of the internship:

Personal Qualities

Evaluation of personal qualities of the intern observed during the internship. Total Marks out of 100. Each parameter has the maximum marks assigned.

Parameters	Marks
Ability to adapt to a variety of tasks (5)	
Decision-making, judgments, setting priorities (5)	
Persistence to complete tasks (5)	
Reliability and dependability (5)	
Enthusiasm for the experience (5)	
Attention to accuracy and detail (5)	
Willingness to ask for and use guidance (5)	
Ability to cope in stressful situations (5)	

Professional abilities (Related to work given at the organisation)	
Ability to synthesize information and communicate it effectively (5)	
Analysis skills; ability to determine information needs for self and patrons (5)	
Ability to select the best potential resources to meet information needs (10)	
Ability to organize, classify, and deliver information effectively (10)	
Ability to plan with and work cooperatively with others (10)	
Ability to create and communicate possible solutions to problems (10)	
Professionalism; demonstrated interest in the issues, policies, and organizations related to the field (10)	
Total Out of 100 marks	

Additional comments:

Signature of Supervisor and date of evaluation:
