

outline of the subject domain of ‘Communication & Journalism’ for the proposed exam PET.  
The Core subjects are as follows :

### 1) Communication Theory

Sr. No.	Components	References
1	What is communication, communication theory, communication models	Introduction to Communication, John Fiske, Routledge, 1990.
2	Communication, meaning and signs, codes, signification	
3	Semiotic methods and applications, Structuralist theory and applications	
4	Empirical methods, ideology and meanings	
5	Theory of Media and Society, New Media – New Theory?	McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010.  De-Westernizing Media Studies, edited by James Curran, Myung-Jin Park, Routledge, 2005.  Empire and Information: Intelligence Gathering and Social Communication in India 1780-1879, Christopher Alan Bayly, C. A. Bayly, Cambridge University Press, 1999.  Indian Literary Criticism: Theory and Interpretation, G. N. Devy, Orient Longman, 2004.
6	Media structure and performance: principles and accountability, media economics and governance, global mass communication	
7	The media organization: pressures and demands, the production of media culture	
8	Media content issues, concepts and methods of analysis, media genres and texts	
9	Audience theory and research traditions, audience formation and experience	
10	Processes and models of media effects, socio-cultural effects	
11	News, public opinion and political communication.	
12	De-westernising media and communication theory	
13	The Indian communication and media universe – ancient India, colonized India, pre-Independence, post-independence, the 21 <sup>st</sup> century.	
14	Indian communication and its design	
15	The future of mass communication	

### 2) Reporting and Editing

Sr. No.	Components	References
1	The reporter on the job, what makes news, how to read a newspaper, how to follow news	Melvin Mencher's News Reporting and Writing, McGraw-Hill Education, 2010.  Modern News Editing, Mark Ludwig, Gene Gilmore, Wiley, 2005  News Reporting and Editing, K M
2	Components of a news story, the lead, the story structure, what are features, long stories, series.	
3	Multimodal and multivalent narrative structures, newspaper as a pedagogical	

	and an andragogical tool.	Shrivastava, Sterling Publishers, 2008	
4	Translating for the mass news media	Translation in Global News, Esperanca Bielsa, Susan Bassnett, Routledge, 2009  Political Discourse, Media and Translation, edited by Christina Schaeffner and Susan Bassnett, Cambridge Scholars Publishing, 2010  The Associated Press Stylebook 2016 By The Associated Press.	
5	Writing news releases, Broadcast news writing		
6	Reporting principles, getting information, making sound observations, building and using background, finding, cultivating and using sources		
7	Interviewing principles and practices, speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes		
8	Reporting accidents and disasters, writing obituaries		
9	Writing a crime story, reporting on the courts		
10	Writing sports and business stories		
11	What is investigative journalism, principles and practices?		
12	Reporting in Indian newspapers and magazines, reporting for television in India, writing for digital media		
13	Modern news editing, layout and design		
14	Style books, grammar, syntax of news		
15	News agency writing		

### 3) Media Criticism

Sr. No.	Components	References
1	Concepts and keywords in Journalism, media and communication	Electronic Media Criticism: Applied Perspectives, Peter B. Orlik, Routledge, 2009
2	What is criticism, the essence of criticism, why critique the mass media	
3	Critical functions, aesthetics and ethics of mass media	Digital Media Criticism, Anandam P. Kavoori, Peter Lang 2010
4	Criticism and the Communication Process	A Rasa Reader: Classical Indian Aesthetics, Translated and Edited by Sheldon Pollock, Columbia University Press, 2016
5	Criticism and the Communication Process	
6	Knowledge Processing function of mass media	
7	Tonal and Talent Ingredients, Stage-Molding Ingredients	Indian Literary Criticism: Theory and Interpretation, G. N. Devy, Orient Longman, 2004
8	Tonal and Talent Ingredients, Stage-Molding Ingredients	

9	Business Gratifications, Audience Gratifications	Indian Narratology, Ayyappa P Panikkar, Indra Gandhi National Centre for the Arts and Sterling Publishers, 2003
10	Reality Programming	
11	Depiction Analysis	
12	Structural Analysis	
13	Probing Ethics and Values	
14	Aesthetics and Art	
15	Composite Criticism	

#### 4) Introduction to Television Studies

Sr. No.	Components	References
1	What is Television Studies, why study television?	Television: Technology and Cultural Form, Raymond Williams, Ederyn Williams, Routledge, 1990
2	Bringing Television Home: Domestic Space and “New” Technologies. Social learning theories	
3	Rethinking the Cultural Industries	An Introduction to Television Studies, Jonathan Bignell, Routledge, 2013
4	Cultural Production in the Network Era, The ‘flow’ theory	
5	What makes news on TV, The Power of Television, , Difference between TV News and Print News Gathering	The Television Studies Reader, Robert Clyde Allen, Annette Hill, Routledge, 2004.
6	How television news teams work together – Team, Responsibilities, planning your story for your audience, how do you get the best possible shots & audio for your news story	
7	Television and society with special reference to India	
8	The language of television, connotations and codes, narrative structures, narrative functions with special reference to India	
9	Segmentation, fragmentation and prioritization with special reference to India	
10	Television genre	
11	Who is the author of television content?	
12	Realism, ideology and television	
13	The television audience	
14	The television audience in India	
15	Beyond television	

#### 5) Introduction to Film Studies

<b>Sr. No.</b>	<b>Components</b>	<b>References</b>
1	What is cinema, why theorise cinema, the subject and the method of theorizing cinema	The Major Film Theories: An Introduction, J. Dudley Andrew, OUP, 1975.  Film Studies: An Introduction, Ed Sikov, Columbia University Press, 2010.
2	Theorising the medium of film, realism, structuralism, deconstruction, semiotics.	
3	The formative tradition – Hugo Munsterberg	
4	Rudolf Arnheim, Sergei Eisenstein	
5	Bela Balazs and the tradition of form	
6	Realist film theory – Siegfried Kracauer	
7	Andre Bazin	
8	Jean Mitry, Christian Metz and the semiology of the cinema	
9	Representation and reality	
10	Mise-en-scene – within the image, camera movement, cinematography	
11	Editing and sound	
12	Narrative from scene to scene, from screenplay to film	
13	Who is the author of cinema? Auteur theory, role of the producer	
14	What is genre?	
15	Contributions of Laura Mulvey	

#### 6) Introduction to Media Research

<b>Sr. No.</b>	<b>Components</b>	<b>References</b>
1	Scientific approach to the study of media effects, ways of knowing, the nature of science, what is theory	Media Effects Research: A Basic Overview, Glenn G. Sparks, Cengage Learning, 2014.
2	Brief history of media effects research, types of media effects, analysing media content, search for causal relationships	Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Cengage Learning, 2010.
3	Propaganda and publicity with reference to the World Wars, effects	The Handbook of Global Media Research, edited by Ingrid Volkmer, Wiley-Blackwell,

	of media violence, sexual content in the media, media that stir emotions	2012.
4	Effects of media stereotypes, influence of Marshall McLuhan, persuasive effects of media	
5	Effects of news and political content, impact of new media technologies	
6	Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics.	
7	Mean, median, mode, variance, standard deviation, covariance, correlation and regression,	
8	Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables.	
9	Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA	
10	Techniques of public relations, special interests groups, political communication. Ethics of research, research skills and techniques for journalists	
11	Graphs and diagrams- How to read data.	
12	Communication and Media research in India	
13	Critiquing any one theory of communication/media	
14	Critiquing any one theory of communication/media	
15	Case Studies	

### 7) Ethics, Constitution and Media Laws

Sr. No.	Components	References
1	What are ethics, types of ethics, Euro-American ethics, ethics in other parts of the world, historical influences	What is History, Edward Carr, Penguin, 2008. History of Western Philosophy, Bertrand Russell, Simon and Schuster, 1972.
2	Ethics in India – principles and	

	practice	
3	What the religions of the world say about ethics, what is the nature of truth	History of Indian Philosophy, Surendranath Dasgupta, Motilal Benarsidass, 1997.
4	Democracy, liberty, freedom, secularism, socialism, federalism, sovereignty, equality	Working a Democratic Constitution: A history of the Indian experience, Granville Austin, OUP, 2003.
5	Ethics in the Constitution of India	
6	Fundamental Rights, Duties and Obligations	Introduction to the Constitution of India, Durga Das Basu.
7	India's criminal justice system	
8	Crime, punishment, reform and the IPC	Media Ethics, Paranjy Guha Thakurta, OUP, 2011.
9	Global journalism ethics	
10	Journalism ethics in India	
11	Laws regulating the mass media and mass communication in India	Ethics and the Media: An Introduction, Stephen J. A. Ward, Cambridge University Press, 2011.
12	Social responsibility of the media, intellectual property rights and copyright in India	Media at Work in China and India: Media at Work in China and India: Discovering and Dissecting, edited by Robin Jeffrey, Ronojy Sen.
13	Human Rights, animal rights	
14	Ethics of Public Relations	Ethics in Public Relations: A Guide to Best Practice, Patricia J Parsons, Patricia Parson, 2008.
15	Ethics of Advertising	Ethics in Public Relations: Responsible Advocacy, edited by Kathy Fitzpatrick, Carolyn Bronstein, Sage, 2006
		The Human Rights Reader: Major Political Essays, Speeches, and Documents from ancient times to the present, Micheline Ishay, Routledge, 2007.

### 8) Public Relations in the Private and Public Sector

Sr. No.	Components	References
1	History and evolution of the public and private sector in India	Public Relations in India: New Tasks and Responsibilities, J. V. Vilanilam, Sage, 2011
2	Public Relations of the Government of India, PRB, Introduction to the Information and Broadcasting Ministry	
3	Corporate communication- defining	

	corporate communication	<p>Theorizing Crisis Communication, Timothy L. Sellnow, Matthew W. Seeger, Wiley-Blackwell, 2013</p> <p>Evaluating Public Relations: A Best Practice Guide to Public Relations, Tom Watson, Paul Noble, Kogan Page, 2007</p> <p>Gower Handbook of Internal Communication, edited by Marc Wright, Gower Publishing, 2009</p> <p>The Oxford Handbook of Corporate Social Responsibility, Andrew Crane, OUP, 2008.</p> <p>Indian Culture and Work Organisations in Transition, edited by Ashish Malik, Vijay Pereira, Routledge, 2016.</p>
4	Defining internal communication, understanding the process and evaluation of internal communication	
5	Defining external communication, understanding the process and evaluation of external communication	
6	Creating value with Public Relations, Corporate social responsibility	
7	Crisis communication	
8	Agency public relations- account management, client servicing	
9	Setting up a PR agency, role of finance in PR	
10	Interpersonal communication	
11	Introduction to Indian organizations and their cultures	
12	Getting on TV, getting into print media	
13	Use of Digital media for PR	
14	Conducting a Press Conference	
15	Evaluating a PR exercise	

### 9) Media Management

Sr. No.	Components	References
1	Mass society, mass culture and mass media and the 'fifth estate'	<p>The Indian Media Business, Vanita Kohli-Khandekar, Response, 2010.</p> <p>India's Newspaper Revolution: Capitalism, Politics and the Indian-language Press, Robin Jeffrey, Hurst and Company, 2000.</p> <p>Indian Media in a Globalised World, Maya Ranganathan, Usha M Rodrigues,</p>
2	The Media Business and Commerce with specific reference to the media in India	
3	Mechanics of Media buying and selling: Role and structures, Media Basics	
4	Prioritisation, Segmentation and Fragmentation of content and audience	
5	Preparing a Media Strategy, Defining the target audience, market prioritisation	
6	Media Weights, Media Mix decisions,	

	Scheduling	Sage, 2010.
7	Building a Plan, Evaluating Media Buys	<p>Handbook of Media Management and Economics, Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Lawrence Erlbaum Associates, 2006.</p> <p>The New Media Monopoly, Ben H. Bagdikian, Beacon Press, 2004.</p> <p>Media Management in the Age of Giants: Business Dynamics of Journalism, Dennis F. Herrick, University of New Mexico Press, 2012.</p>
8	The buying process, Plan Implementation	
9	Budget Setting, Solutions Approach	
10	An introduction to media economics	
11	The print media in India	
12	The electronic media in India	
13	The business of cinema in India	
14	The business of theatre in India	
15	The digital media	

#### 10) Audio-Visual Production and Post-Production

Sr. No.	Topics	References
1	Introduction Introduction to the Course What is Audio-visual production	The major film theories J. D. Andrews. OUP USA, 19 August 1976. Film history: Theory and practice; Allen and Gomery, McGraw-Hill Higher Education; 1 edition, 1 January 1985 Encyclopaedia of Indian Cinema, by <a href="#">Ashish Rajadhyaksha Paul Willemen</a> , Routledge; 2 editions 18 June 1999. Introduction to Documentary by Bill Nichols, Indiana University Press, 25 Nov 2010.
2	<p><b>Docu-drama :</b> (Transitional areas of fiction and non-fiction.)</p> <p><b>Target viewer:</b> ( For whom a film is made)</p> <p>Script writing: (Techniques of script writing: genres and auteur.)</p> <p><b>Script reading :</b> (Comparative study of different</p> <p><b>Introduction to script :</b> (To develop a story –board from an idea/concept)</p>	<p>Screenplay: The Foundations of screenwriting by Syd Field, RHUS, 2005</p> <p>The Screenwriters Workbook by Syd Field, Rhus, 2006</p> <p>Writing Screenplays that sell by Michael</p>

	<p><b>Writing a script:</b> (To read and analyze different genres of screen plays)</p> <p><b>Scenes and shots:</b> (Breakdown of a screen play into scenes and shots)</p> <p><b>Concept /story:</b> (Transformation of a concept into a story)</p> <p><b>Fiction:</b> (Story and its transformation into a film)</p> <p><b>Non-fiction :</b> Different types and styles of making non-fiction, genres of film scripts)</p>	<p>Hauge , Collins Reference 2011</p> <p>The Screenwriter’s Roadmap, 21 Questions to Building a Successful Screenplay; By Landau; Focal Press, 29 January 2016.</p> <p>Film directing shot By Shot : Visualizing from concept to screen by Steve Katz , Focal Press, 1991</p>
3	<p><b>Crew meeting:</b> (Importance of meeting with crew members before shooting.)</p> <p><b>Cost of production :</b> (To estimate budget and production management.)</p> <p><b>Planning of production:</b> (To design schedule and production – planning for shooting.)</p>	<p>Indie Film Producing, The Craft of Low Budget Filmmaking By <a href="#">Suzanne Lyons</a>; Focal Pres,27 February 2012.</p>
4	<p><b>To take a shot</b> (Analyze the purpose of taking a shot)</p> <p><b>Continuity record clapperboard/slate.</b> (To keep details records of continuity)</p> <p><b>Documentary film.</b> (Techniques of different styles of documentary film making.)</p> <p><b>Introduction to motion picture photography-</b> Movement of frame, movement within a frame; anatomy of human eye, binocular vision, persistence of vision ,acuity (circle of confusion) flicker perception of human eye and</p>	<p>Independent Film Producing: How to Produce a Low-Budget Feature Film, by <a href="#">Paul Battista</a>, Allworth Press, U.S. 8 October 2013</p> <p>History and Practice of the Art of Photography by Henry Hunt Snelling, 2012</p>

	<p>how motion is created from a series of static frames perception of colour, adaptative properties.</p>	<p>Video Production Handbook - Gerald Millerson, Jim Owens, Focal Press; 5 editions 12 November 2012.</p>
5	<p><b>Cinematographic properties –</b>  Basic shot terminology : Close up, Mid shot, Long shot, Big close up, Mid-long shot, Extreme long shot, Point of view (POV) shot, Over-the-Shoulder (OTS) shot, high angle and low angle shot, top angle shot.  Introduction to the concept of Imaginary line (1800); matching of action, Direction of the movement and look. Reverse angle.</p> <p><b>Operations and movements-</b></p> <p>Pan, lilt, trolley, dolly, crane, steady cam.</p> <p>Different film Formats (16 min, 35 mm, 70 mm) and aspect ratios</p>	<p>Digital film making by <u>Doug Harman</u>, Quercus 2013.</p> <p>on manual for cinematographer, Samuelson Hands, Focal Press; 2 edition 18 May 1998</p> <p>The five Cs of cinematography: motion Picture Filming Technique by Joseph V. Mascelli , 1998.</p> <p>In the Blink of an Eye : a Perspective on Film Editing by Walter Murch, Silman – James Press, U. S., 2001.</p> <p>Master Shots 2<sup>nd</sup> Edition by Christopher Kenworthy , Michael Wiese Productions, 2012</p> <p>Cinematography by Kris Malkiewicz, Simon and Schuster, 2005</p>
6	<p><b>Exposure determination for motion picture camera.</b></p> <p>i. Introduction to zone system as a scientific tool for exposure.  ii. Exposure value (Ev), Exposure Latitude.  iii. Exposure meter; Incident and reflected (one degree spot meter).  iv. Exposure control; F-stops and T-stops.</p> <p>i. Introduction to various picture negatives available in the market.  ii. Color temperature, MIREd value, MIREd shift.  iii. Colour temperature meter.  iv. Use of filters for colour cinematography : colour-conversion,  v. colour compensating (CC), light balancing (LB),</p>	<p>On Camera: How to Report, Anchor and Interview by Nancy Reardon and Tom Flynn, Focal Press 2006</p> <p>Optics and focus for camera assistants, F. L. Hirshey, Focal Press, 6 August 1996.</p> <p>Picture composition, Peter Word, Focal Press; 2 editions 12 November 2002.</p> <p>Motion picture camera techniques Samuelson, Focal Press; 2 edition, 6 November 1984.</p> <p>Image control, Hirschfield, Focal Press, 15 October 1992.</p>

	<p>vi. Neutral density (ND) and other special effect filters, filter factor.  vii. Use of filters for B/W cinematography.  viii. Day-for-night cinematography.</p> <p><b>Anatomy of motion picture camera-</b>  Shutter and shutter angle (camera and projector).  (i) Viewfinder: Reflex and off-set (parallax) view finder, beam Splitter.  (ii) Intermittent motion, pull down and registration mechanism, Camera motors.  (iii) Threading.  (iv) Magazine (dual, co-axial, displacement) feeding and takeup Spool, loading and unloading.  (v) Gates and ground glasses.  (vi) Matte Box, camera supports and other accessories.  (vii) Lenses, (prime and zoom), turret, lens mounts.  (viii) Angle of view, wide and telephoto lenses and their Relationship with movements. Normal lens.</p>	<p>Photographic theory of motion picture, cameraman , RusselCambell</p> <p>Cinematography - Theory and Practice: Image Making for Cinematographers and Directors by <a href="#">Blain Brown</a> Focal Press; Second edition 27 July 2011.</p> <p>The essential TV handbook, Peter Jarvis, Focal Press; Revised edition. 16 August 1996.</p> <p>Newnes Guide to Digital TV Hardcover – Import, 17 Oct 2002 by <a href="#">Richard Brice</a>, Newnes; 2 edition 17 October 2002</p> <p>Guide to High Definition Video Production, The: Preparing for a Widescreen by <a href="#">Claire Gordon</a>, Focal Press, 28 April 1996.</p>
7	<p><b>Reproduction of image :</b>  Cathode Ray Tube (monochrome and color)  Liquid Crystal Display (LCD), professional studio monitor and its controls,  High Definition Television (HDTV)  Charged Coupled Device (CCD):  Interline Transfer (IT),  Frame Transfer (FT)  Frame Interline Transfer (FIT) Hole Accumulation Diode (HAD) Sensor,  Application of electronic shutter to CCD image sensor</p> <p><b>Camera Lens Controls:</b>  Focus, auto/manual, zoom  servo/manual, iris  Auto/ manual, built in filters (day light,</p>	<p>Film Into Video: A Guide to Merging the Technologies, by <a href="#">George Cvjetnic</a>, <a href="#">Richard Kallenberger</a>, <a href="#">Stuart Blake Jones</a>, Focal Press; 2 edition 11 June 2000.</p> <p>DSLR Cinema, Crafting the Film Look with Large Sensor Video By Lancaster Focal Press; 2 edition 21 November 2012</p>

	<p>artificial light, neutral density),MTF curve. Electronic viewfinder controls: Monochrome, color, LCD, brightness, contrast, peaking or details, etc., zebra, spot L, Back L</p> <p><b>In-camera control:</b> Gain(expressed in dB) high, standard, low, hyper gain, Dynamic Contrast Control(DCC) Dyna latitude (DL). master pedestal or master black stretch, detail, , black balance and white balance, back Focus, macro focus.</p> <p><b>Time code:</b> Longitudinal (LTC) and Vertical Interval Time Code(VITC), Capstan Tracking Logic (CTL), U-Bits, Cassette Memory (CM), Clip-link, Serial Digital Interface (SDI) Memory stick. Horizontal phase and sub-carrier phase. Wave form monitor and vectro scope, Camera Control Units (CCU)</p>	<p>Basics of Video Lighting Hardcover by <a href="#">Des Lyver</a>, <a href="#">Graham Swainson</a>; Focal Press; 2 edition, 11 May 2016.</p> <p>Motion Picture and Video by <a href="#">Blain Brown</a>; Focal Press; 2 edition, 13 September 2007</p> <p>Lighting for action by John Hart. Amphoto Books, 1 July 1992.</p> <p>Lighting for TV and Film Paperback by <a href="#">Gerald Millerson</a>; Focal Press; 3 edition 16 June 1999</p> <p>Lighting for Film and Digital Cinematology Wadsworth Series in Broadcast and Production; by <a href="#">Maria Viera</a> , <a href="#">Dave Viera</a>;Wadsworth Publishing Co Inc; 2nd Revised edition edition 1 August 2004</p>
8	<p><b>Basic principle of light :</b> (i) Electromagnetic spectrum, visible spectrum. (ii) Behavior of light falling on an object – absorption, reflection refraction, transmission, diffraction, dispersion, scattering Of light, refractive index. (iii) Inverse square law. (iv) Basic principles of color , CIE diagram , dichromatic theory of Vision.</p> <p>2. (i)Quality of light: Secular, diffused and bounced. (ii) Types of light : Natural day light,</p>	

	<p>Incandescent, (tungsten- halogen, [Tanner (10K), Senior (5K), Junior (2K), Baby (1K), Inkier Multi 10, Multi 20 etc], photoflood), fluorescent, (Kino Flo), Metal Halide enclosed AC arc (HMI) etc.</p> <p>3. Basic understanding of ratio lighting (key + fill : fill alone) use of Back light, kicker and back ground light. How to lit up an indoor Situation. Use of light source filters.</p> <p>4. Use of reflectors, mirrors, skimmers in an outdoor situation</p> <p>5. Use of different diffusers (Butter paper, Tissue paper, Gateway, Acrylic sheets etc.) : Fore ground, mid-ground, back ground Separation to create depth. Golden rule.</p> <p>6. Introduction to ‘source’ lighting as the key-concept of ‘Realist ‘School of cinematography.</p> <p>7. Composition : Fore ground, mid-ground, back ground Separation to create depth. Golden rule.</p> <p>8. Properties of convex lens as the originating factor of Perspective. Control of perspective using different prime Lenses.</p> <p>9. High-key and low-key lighting, manipulation of tone and Contrast indoor-outdoor matching.</p> <p>10. Light as a tool of expression and dramatization.</p>	<p>Art of digital audio, John Watkinson, Focal Press; 3 edition, 14 December 2000.</p> <p>The sound studio by Alec Nisbett; Focal Press; 7 edition, 7 July 2003.</p> <p>The use of microphones, Alec Nisbett; Focal Press; 2nd Revised edition edition; 1 May 1983</p> <p>Basics of sound, Des Lyver; Focal Press 2 edition, 17 May 1999</p> <p>Sound Studio: Audio techniques for Radio, Television, Film and Recording by Alec Nisbett; Focal Press; 7 edition, 7 July 2003.</p> <p>Art of digital audio, John Watkinson Focal Press; 3 edition, 14 December 2000</p> <p>Sound techniques for video and TV, Glyn Alkin; Focal Press; 2 edition 17 March 1989.</p> <p>Video editing: a post-production, S.E. Browne</p> <p>The technique of film editing, Reisz and Miller</p>
9	<p><b>Video and audio recording :</b> A.V.T.R. (Beta cam and other digital recorders)</p>	<p>Grammar of editing, Roy. Thompson</p> <p>Video editing: a post-production, S.E. Browne</p>

	<p>B .Camcorder. (Beta cam and other digital camcorders) C. Video tape and recording formats.</p> <p><b>Television studio operations :</b> A. On line recording with multiple cameras set up. B. Control units for camera and audio. C. Panels. D.Light controls.</p>	<p>The technique of film editing, Reisz and Miller Grammar of editing, Roy Thompson Technique of film and video editing. Theory &amp; Practice, Ken Dancyger.</p> <p>Filmcraft: Production Design - By Hannigan Portable Video, News and Field Production - By Medoff&amp; 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 Digital Video Production Cookbook By: Chris Kenworthy.</p>
10	<p><b>Acoustics :</b> (Sound : reception , reproduction and its listening condition) <b>Sound reproduction techniques:</b> (Basics of sound reproduction) <b>Synchronization:</b> (Matching and mixing of audio with visual.)</p>	
11	<p><b>Commentary:</b> (Techniques of recording commentary and its requirements.) <b>Dialogue:</b> (Techniques of recording dialogue.) <b>Music and effects:</b> (Techniques of recording music/effects and their creative use) <b>Re-recording:</b> (Techniques of mixing diff. sound tracks by sound mixer) <b>Digital sound:</b> (Introduction to digital sound and the future)</p>	
12	<p><b>Necessity of editing :</b> (To analyze the reasons of editing) <b>Principles of editing :</b> (To analyze different editing principles)</p>	
13	<p><b>Video editing :</b> A. Linear (insert and assemble modes) B. Editing equipment : Edit VTR, Edit Control Unit, Vision Mixer, C. Computer Graphics (C.G.) etc. D. Non-linear E. Recording of audio (commentary,</p>	

	dubbing, music). F. Effects (visual and audio)
14	<p><b>Shot to shot transition:</b> ( Analyze the different juxtaposition of shots)</p> <p><b>Basic techniques of building a scene.</b> ( Continuity, matching, overlapping)</p> <p><b>Pace &amp; Time.</b> ( Analyze the techniques of pace&amp; time manipulation during editing)</p> <p><b>Rough cut.</b> ( To make the primary edit following the script sequentially)</p> <p><b>Final Cut</b> (To make the final cut after re-viewing the rough cut.</p> <p><b>Dub matching and track lying.</b> (To prepare for re- recording And optical effects.)</p>
15	<p><b>Married Print.</b> (Negative cutting- the last stage production</p>

### 11) Religion, Culture and Communication

Sr. No.	Components	Reference
1	Defining religion – approaches by Karl Marx, Max Weber, Emile Durkheim and Georg Simmel	Rethinking Media, Religion, and Culture edited by Stewart M. Hoover, Knut Lundby, Sage, 1997  Mediating Religion: Studies in Media, Religion, and Culture edited by Jolyon P. Mitchell, Sophia Marriage, T&T Clark, 2003  Media, Religion and Culture: An Introduction
2	Defining religion – approaches by Karl Marx, Max Weber, Emile Durkheim and Georg Simmel	
3	Culture studies - ideology and class structures	
4	Culture studies – national formations, ethnicity	
5	Culture studies – sexual orientation	
6	Cultural studies – hegemony, agency	
7	Cultural studies – the concept of ‘text’	
8	Community studies	
9	Community studies	
10	Religion as part of culture in communication studies	

11	Religion as part of culture in communication studies	By Jeffrey H. Mahan, Routledge, 2014  Roots of Acceptance: The Intercultural Communication of Religious Meanings  By William E. Biernatzki, Roma, 1991
12	Religious communication – Hindu practices	
13	Religious communication – Islamic practices	
14	Religious communication – Sikh practices	
15	Religious communication – Christian practices	

## 12) Social science research design

Sr. No.	Components	References
1	Research Approaches and Research paradigms in social science research	Mass Media Research: An Introduction, Roger D. Wimmer, Joseph R. Dominick, Wadsworth, 2010.
2	Some media hypotheses and theories	
3	Hypothesizing and theorizing	
4	Writing a Literature Review	Media Research Techniques, Arthur Asa Berger, Sage, 1998.
5	Writing a research proposal	
6	Research methods and tools	
7	Research methods and tools	
8	Content Analysis	
9	Ethnography and observation studies	Media Research Methods: Measuring Audiences, Reactions and Impact, Barrie Gunter, Sage, 2000.
10	How to prepare a questionnaire	
11	Interview techniques	
12	Annotation, citing, referencing	
13	Survey techniques, using SPSS and Excel software for data analysis	
14	Research writing styles	
15	Writing the dissertation	

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