COURSE OUTLINES

Spring Semester -2020 January   - June)

School of Journalism Mass Communication & New Media

> Department of New Media

Central University of Himachal Pradesh
(Established under Central Universities Act 2009)
PO Box no. 21, Dharamshala, Distt. Kangra, Himachal Pradesh- 176215

Course offered for IV Semester

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

Course Objectives and Focus Area for the Course MCE 515 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 515

Course Name: Film Production

Faculty: Dr. R.P. Rai

Credits Equivalent: 4 Credits (One credit is equivalent to 40 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives:

- Demonstrate proficiency in pre film production planning and acquisition.
- Elucidate the basic film production components.
- Explore film production techniques and exercise with equipments.
- Explain the mechanics, treatment of story, aesthetics and presentation.
- Team building for film production and produce a short film by the team.

Attendance Requirements:

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

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%

- Class Participation: 5%
- Project and team spirit: 20%

COURSE CONTENTS:

Unit- 01: **Introduction to Cinema**   (5 hours)

     What is cinema?

     Evolution of World Cinema and Indian Cinema

     Varieties of Cinema

     Cinema Genres

     Eminent Film Makers

     Film Components

     Production Crew (Producer, Director, Cinematographer, Script Writer etc.)

Unit-02: **Pre Production**   (10 hours)

     Concept and Theme

     Selecting a Story for Film Making

     Script and Dialogue Writing

     Budgeting and Casting

Unit-03: **Production**   (10 hours)

     Direction

     Character and Acting

     Shooting-Script and Shots

     Set Designing, Makeup and Dress

     Light, Music, Camera Angle and Action

Unit-04: **Post Production**   (5 hours)

     Editing

     Sound

Special Effects

Graphics and Chroma key

Exporting

Marketing and Promotion

Unit-05: **Project**   (10 hours)

Poster and Promo Making

Production of a Short Film

Promotion

Preview

ESSENTIAL READINGS

1. Katz, S.D. (1991). Film Directing Shot by Shot: Visualizing from Concept to Screen. Michael Wiese Productions.

2. Lumet, Sidney. (1996). Making Movies. Vintage.

3. Ascher, S. Pincus, E., Burn, R., Keller, C., McCarthy, S. & Spagna, T. (1999). The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age. Plume.

SUGGESTED READINGS

1. Pepperman, R.D. (2005). Setting Up Your Scenes: The Inner Workings of Great Films. Michael Wiese Productions.

2. Cinematography: Theory and Practice: Image Making for Cinematographers, Directors, and Videographers. Oxford: Focal Press.

3. Rabiger, Michael. (2003). Directing: Film Techniques and Aesthetics. Oxford: Focal Press.

4. Underdahl, Douglas. (2010). The 16 mm Camera Book. Long Valley Equipment Inc.

(Dr. R.P. Rai)

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 516 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 516

Course Name: Internet and Mobile Production

Faculty: Kuldeep Singh

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

Course Objectives: The course is designed to

- To make the student aware about the basics of mobile and internet production technology, functions, industry trends, regulatory authorities and future prospectus.
- The focus of this course is to expose students to mobile and internet production techniques that will allow them to develop mobile applications, content development for websites, understand internet and mobile market.

Attendance Requirement:

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

Evaluation Criteria:

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%

- Class Participation: 5%
- Group Discussion: 5%
- Home Assignments: 5%
- Research and presentation   10%

Course Contents:

Unit -I: Introduction to the technology   (10 Hours)

- Production fundamentals

- Evolution of mobile and its technology

- Knowing the land marks- iphone, blackberry, Samsung, nokia etc.

- Internet evolution and concepts

- Media convergence- integration of mobile & internet technology

UNIT- II: Mobile applications and mobile news   (6 Hours)

- What is mobile applications

- Knowing the different kinds of mobile applications

- News on mobile and multicasting

- Mobile advertising- concept

UNIT - III: The IT regulations (in Indian context)   (4Hours)

- Policies and regulatory issues

1	Broadcasting, Cable, the Internet and Beyond: An Introduction to Modern	Joseph R Dominick	2010	McGraw Hill

- Understanding the IT Act

UNIT - IV: Website management and social media   **(10 Hours)**

- Website production and management- fundamentals
- Use of animation and graphics in websites
- What is social media
- Working on facebook, linkedin, etc.
- Working blogger.com, twitter

UNIT - V: Use, trends and future   **(8 Hours)**

- Concept of e-users
- Mobile and internet for e-learning & virtual learning
- E-governance in practice
- Trends in mobile communication industries
- Peeping into the future of mobile and internet world

Research and presentation will consist of:

- ❖ Study of news, shopping, educational, governmental and tour websites (any one)
- ❖ Study of android and windows applications
- ❖ Trend study of mobile industry
- ❖ Blue print of new mobile application
  (To be prepared on any two of the above and presentation should be on ppt)

Essential Readings:

	Electronic Media			
2	New Media Technology and the Information Superhighway	J.V. Pavlik&E.D. Everette	1996	Boston: Allyn& Bacon

Suggested Readings:

3	Multimedia Communications: applications, Networks, Protocols and standards	Halsall F. Addision	2008	Wesley
4	The Reconstruction of Space and Time: Mobile Communication Practices	Richard Seyler and Ling, Scott W. Campbell	2009	Transaction Publishers

Kuldeep Singh

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 520 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 520

Course Name: Health Communication

Faculty: Prof. Pradeep Nair

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

Course Objectives: The course is designed to

- To acquaint the students to learn to deliver and evaluate health promotion programs and campaigns.
- To train the students to design and disseminate health information to diverse audience over multiple media platforms.
- To familiarize students with health literacy and policy initiatives.

Attendance Requirement:

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

Evaluation Criteria:

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

Unit 1: Introduction to Health Communication   (6 Hrs)

   o Health Behaviour and Society

   o Communication and Health

   o Media Interventions

   o Behaviour Change Communication (BCC)

   o Practicing Communication for Socializing Health

Unit 2: Persuasive Communication: Theories and Practices   (8 Hrs)

   o Theories of Persuasion

   o Persuasive Health Behaviour change Interventions

   o Persuasive Communication Methods and their applicability

   o Planning and Executing Communication for health promotion

   o The Practitioners Approach

Unit 3: Media Advocacy   (8 Hrs)

   o Concurrent Public Health Problems

- o Policy Strategies

- o Legislative and Administrative Interventions

- o Media Advocacy Strategies for Policy makers, Practitioners and Public

- o Media Outreach Programmes

Unit 4: Health Literacy **(6 Hrs)**

- o Definitions and Measures of Health Literacy

- o Literacy Deficits on Health Outcomes

- o Health Education

- o Literacy demand challenges

- o Health Awareness through Social Media

Unit 5: Assignments/ Workshops **(12 Hrs)**

This unit will combine a workshop and lecture format so that students shall have hands-on training on various methods and techniques of health communication and promotion.

Students are required to:

1) Design small-scale communication campaigns to promote health practices.

2) Do regular assessment of the strengths and weaknesses of concurrent health communication/promotion programmes.

3) Engage in researching, designing and developing health promotion stories for print, electronic and social media.

ESSENTIAL READINGS:

1. Jansson, B. (2011). Improving Healthcare through Advocacy – A Guide for the Health and Helping Professionals. Wiley.

2. Northouse. P.G. (1984). Health Communications: A Handbook for Health Professionals. Prentice Hall.

3. Stiff, J.B. & Mongeau, P.A. (2016). Persuasive Communication (Third Edition). Guilford Press.

4. Health Literacy, eHealth and Communication: Putting the Consumer First. (2009). Workshop Summary. The National Academic Press.

SUGGESTED READINGS:

1. Ivatury, G., Moore, J. & Bloch, A. (2009). A Doctor in your Pocket: Health Hotlines in Developing Countries. Innovations: Technology, Governance, Globalization.
   4 (1): 119-153.

2. Tilly A. Gurman, Sara E. Rubin &Amira A. Roess. (2012). Effectiveness of mHealth Behavior Change Communication Interventions in Developing

Countries: A Systematic Review of the Literature. Journal of Health Communication: International Perspectives. 17 (1): 82-104.

3. Ukomunne, O.C., Gulliford, M.C., Chinn, S., Sterne, J.A. & Burney, P.G. (1999). Methods for Evaluating Area-Wide and Organization-Based Interventions in Health and Healthcare: A Systematic Review. Health Technol Assess. 3 (iii): 92.

4. Trakroo, P.L. & Lalitendu Jagatdeb (1992). Some issues of development communication in health and family welfare. In Mehta, S.R. (ed.) Communication and Development: Issues and Perspective (pp. 243–44). Jaipur: Rawat Publications.

(Prof. Pradeep Nair)

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 527 proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 527

Course Name: Media Product III (Documentary/Short Film Production)

Faculty: Dr. Yogesh Kr. Gupta

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

Course Objectives: The course is designed to

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

Attendance Requirement:

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

Evaluation Criteria:

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

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Department of Mass Communication and Electronic Media

Course Objectives and Focus Area for the Course MCE 529 (Media Product V) proposed for the Fourth Semester of M.A. Programme in New Media Communication

Course Code: MCE 529

Course Name: Media Product V (Mobile Content Production)

Faculty: Dr. Yogesh Kr. Gupta/Deepak Kr. Vaishnav

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

Course Objectives: The course is designed to

- To to create a niche in the area of mobile content production.
- To help the students to understand the technicalities and production phases involved in the production of content for mobile based broadcast systems.
- To help students to have firsthand experience of content production for mobile media.

Attendance Requirement:

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

Evaluation Criteria:

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