EMBEDDED SKILL ENCHANCEMENT COURSE(SEC) MASS COMMUNICATION & MEDIA PRODUCTION

Course Information:

The syllabus is designed as per the syllabus prescribed by UGC

S.No	Semester	Course	Credits
1.	Semester III	Essentials of Journalism	6 (2hrsTheory+4hrs practicum)
2.	Semester IV	Communication Skills	6 (2hrsTheory+4hrs practicum)
3.	Semester V	Communication Technology	6 (2hrs Theory+4hrs practicum)
4.	Semester VI	Photo Journalism	6 (2 hrs Theory+4 hrs practicum)
Total Credits			24

This course can be taken up by the college students pursuing B.A/B.Sc/B.CoM as Skill Enhancement Course (SEC) to be taken up for the completion of degree in semester III,IV ,V and VI as per Choice Based Credit Based Scheme(CBCS).

Total Number of seats: 30

Eligibility: Students with 40% or above in First Semester

Selection: Selection of 30 students from all the applications received will be as per merit. Highest merit applicants will be selected for the course

Note: It is mandatory for the students to choose SEC on Mass Communication and Media Production in each semester. The selected 30 students will continue to study the offered Skill Enhancement Course in each semester.

PASSING CRITERION: The minimum Grade /Grade Point required to pass each paper in a semester examination under CBCS shall be Grade D / Grade Point 4 in each theory paper/ Practical/Project (wherever applicable) in External Examination and Internal Assessment separately.

Internal Assessment: 50 marks (5marks for Attendance + 45 marks for activity based internal assessment based on the course)

External Assessment: 50 marks (MCQ Based paper covering on all five units equally)

SEC Course1: Essentials of Journalism

Course Objectives

1. To introduce the basics of Computer.
2. To understand the difference between hardware and software
3. To familiarize certain important terminology of Information & Communication Technology.
4. To learn about Office Automation Package.
5. To learn about various types of Operating Systems available in market
6. To familiarize with the constitution of India
7. To introduce various laws of journalism

Detailed Course
Unit - I
Introduction to Computer, Main Parts of a Computer: Input, Output, CPU and Memory, Difference between Hardware and Software. Introduction to various Operating Systems: Windows, Linux, Macintosh, Android. Working with Windows, My Computer & Recycle bin, Desktop Icons and Windows Explorer, Working with Files & Folders, Accessories and Windows Settings using Control Panel, Start button & Program lists

Unit- II
Introduction to ICT, website, web browser, search engine, satellite communication, Broadcasting, MSWord, MS Power Point

Unit-III
Introduction to Constitution: Preamble, Salient Features, Fundamental Rights, Fundamental duties, Directive Principles, Emergency Powers, Media Response to contemporary challenges(Ref.Point:Newspaper,Magazines, Journals and TV Coverage)

Unit-IV
Media Laws: Introduction, Significations , Application & Media Ethics, Freedom of expression in context of Media, Media Ethics, Contempt of Court

Unit-V
Working Journalist Act,Copyright Act, IT Act, Right to Information Act, Main Provisions of IPC and CRPC, Official Secret Act, Press Council Act, Press and Registration of Book Act, Prasar Bharti Act.

Practical/Assignments

- Preparation of Files and folders in different O/S.

- Preparation of a Report, Resume etc

- Preparation of Chart, Table and Graph for various medium.

- Preparation Slide for Presentation on given topic.

- Case studies of any five recent cases related to various media laws.

- Any other assignments given by the concerned Faculty.

Course Outcomes:

1. Students will learn about computer
2. Students will be able to understand Software and Operating System
3. Students will have the knowledge of IT Communication
4. Students will learn about Office Automation Package
5. Students will be have knowledge of Indian Constitution.
6. Students will be have knowledge of Media Ethics & laws.

Suggested Readings

1. Computers Today, S.K. Basandra, Galgotia Publications.
2. Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009
3. Computer Ek Parichay, V. K. Jain, and S Publishers, ISBN-10: 9381448426, 2009
4. Fundamentals of computer Peter Norton, McGraw-Hill Inc, ISBN-10: 0028043375, 1997
5. Fundamentals of computers , 4th Edition (Paperback) By V. Rajaraman, PHI, ISBN-10: 8120340116, 2010
6. Office XP: The Complete Reference, Julia Kelly, McGraw Hill Education, ISBN-10: 0070447233, 2001
7. Exploring Microsoft Office XP, I. Breeden, Bpb Publicatons, ISBN-10: 8176564486, 2005
8. Peter Norton's Complete Guide To MS Office 2000 Publisher: BPB, ISBN-10: 8176353124, 1999
9 .Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980.
10. Mass media Law and Regulation in India AMIC publication.

11. Mass media law and regulation in India, VenkatAiyer, AMIC publication.
12. K.S. Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.

SEC COURSE 2: COMMUNICATION SKILLS

Course Objectives

1. To impart knowledge about the elements of effective communication skills.
2. To create understanding of impactful writing.
3. To understand the significance of speech communication.
4. To develop the knowledge of employment communication about resume.
5. To inculcate the knowledge of employment communication about job interview.

Detailed Course

Unit-I

Need for Effective communication, Language & communication, Verbal communication, Non-verbal communication, Improving Writing skills, Essentials of good Writing styles expressions & words to be avoided

Unit-II

Listening, Types of listening, Listening skills, Barriers of effective listening, Reading Skills : Purpose & Types, Techniques for Effective reading

Unit-III

Oral presentation, public Speaking skills,Reading skills : purpose, audience, locale, Steps in making presentation,Research and planning- structure & style,Technology based communication, Writing Emails, Power Point Presentation

Unit-IV

Content of good resume, Guidelines for writing resume, Types of resume, Cover letters – Formats, Different types of Cover letter

Unit-V

Importance job Interview, Characteristics of job Interview, Interview process, Techniques – Manners and Etiquettes, Common questions during interview

Practicals / Assignments

• Submit any five case study assignment that illustrates effective communication.

• Classroom presentations on contemporary issues.

Course Outcomes

1. Students will have the knowledge about the elements of effective communication skills.
2. Students will be able to have the understanding of impactful writing.

3. Students would be able to understand the significance of speech communication.

4. Students will be having the knowledge of employment communication .

5. Students will be able to communicate effectively.

Suggested Readings

1. Rayudu C.S., Communication, Himalaya Publishing House.

2. Effective communication skills by John Neilson.

3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.

4. Improve your communication skills by Alan Barker, Kogan Page Publisher.

5. Aggarwal Virbala, Gupta V.S., Handbook of Mass communication & Journalism , Concept publishing company

SEC COURSE 3: COMMUNICATION TECHNOLOGY

Course Objectives

1. Impart knowledge of communication technology.
2. To provide knowledge of latest multimedia technologies.
3. To provide extensive hands on training in the latest digital audio, video and multimedia   technologies.
4. To familiarize and equip them with a range of technical skills.
5. Introduce students about significance and usage of social media.

Detailed Course

Unit -I
Concept of technology, Growth and development, Usage of communication technology, Adoption of technology, Diffusions, communication technology and society

Unit-II
Old media and new media, Convergence of media, Implications of convergence, Media industry and multimedia, Media, communication and technology

Unit-III
Image editing software: Introduction , Photoshop: Introduction, File Formats, Color Modes , Tools, Layers and filters

Unit-IV
Audio-Video editing software : Introduction, Basics of Sound editing softwares (like Sound Forge), Basics of Video editing software(Adobe Premiere), Sound Forge: Interface, tools and Menus, Adobe Premiere: Interface, tools and Menus

Unit-V
Social media and business, social media marketing, Developing content for Website, blog contents, Developing content for social networking pages, Social media content management tools, Viral content platform and medium

Practicals / Assignments

• Working on different communication technology
• Using multimedia, creating content for various digital devices
• Using editing softwares and create interactive videos
• Designing websites and creating content
• Usage of Teleconferencing, Whatsapp, Facebook, Twitter
• Creating Blogs and writing
• Using Twitter for social messages

Course Outcomes

1. Learner will gain basic understanding of communication technology.

2. Learner will have the basic knowledge of various audio editing tools.

3. Learner will have hands on experience on video editing techniques.

4. Learner will be able to create content on various platforms.

5. Learner will be able to communicate on social media effectively.

Suggested readings

1. Andrew Faulkner and Conrad Chavez , Adobe photoshop cc , Pearson, 2018.

2. Maxim jago, Adobe Premiere pro CC ,Pearson Education,2018.

3. Adobe Creative Team, Adobe Premiere Pro CS6, Adobe Press; 1 edition 2012.

4. Kogent Learning Solutions Inc,Sound Forge Pro, DreamtechPress 2010.

5. Rogers M. Everett, Communication Technology : The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.

6. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.

7. Webster Frank, Theories of the information Society Routledge, New York, 1995.

SEC COURSE4: PHOTO JOURNALISM

Course Objectives

1. Impart basic concepts and importance of Photography
2. Prepare photo journalist.
3. Encourage self employment.
4. Encourage creative skills
 5. Develop interest in photo journalism

Detailed Course

Unit -I

 Introduction and Development of Photography, Photo Journalism, Development, Role and importance in media, Tools of Photography, types of camera, Traditional and digital camera, Part of Camera, Camera control

Unit-II

 Digital Photography, Emergence of Digital technology, Selecting Images, Size, and quality, Indoor and Outdoor Photography

Unit-III

 Lighting principles, Role of lighting, Different types of lighting and its uses, Role of subject, quality of photograph, Developing of different size of photograph

Unit-IV

Photograph Editing Techniques, Cropping, Enlarging & reducing, Clubbing/Grouping, Colour composition, Filter, length, focus, Shots

Unit-V

Branches of Photography needs and importance, Advertising photography, Modeling & portfolio, Wildlife Photography, Photography and Ethics.

Practicals / Assignments

Digital portfolio with print • Nature photography • Candid photography • Product photography • Architecture photography.

Course Outcomes

1. Learner would learn the concepts and importance of photography.
 2. Learner would be able to understand photo coverage and photo Journalism .
3. Learner would be to ready to join any media organization as photo Journalist.
 4. Learner would know the importance of photo features.
 5. Learner would know different branches of photography and may be self-employed.

Suggested Readings

1. Digital Photography (Hindi) Books – Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
2. Digital Photography (Hindi) Harcover- 2018 by RiyajHasan (Author)- Book Enclave, Jaipur.
3. Photography Technics and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School : The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London)