

ADMISSION PROCESS FOR MCMP

The institution is affiliated to the University of Kashmir. The admission process is transparent and centralized. University of Kashmir advertises for the admission in local as well as in national/regional newspapers and also on its website. The college supplements this by placing additional advertisements in the print media. The admission brochure along with the admission form is available through the University of Kashmir and lists institutions affiliated to it. The students are asked to give their preferences for the institutions they want to seek admission. Based on the merit in the qualifying examinations and the relevant cut off (minimum 45%) the university shortlists the students and as per preference & intake capacity, communicates the selection list to the college. An admission committee comprising of the faculty then verifies the documents of the students and admits them in the college. These students are provided with the college prospectus, describing rules, regulations, evaluation and related details for the information of the students. At this stage fee, as prescribed by the university, is collected and the university share along with the student registration is deposited with the regulatory body at the end of the admission process.

The college and indeed the university, does not make any distinction as to the background of the students. The only admission criterion is the merit in the qualifying examination. The college is a co-educational college and has a policy of not refusing admission to a physically challenged student. The college provides fee concession to economically poor students and scholarships to meritorious students.

At the beginning of the academic session the fresher's are assessed for their knowledge, skills & aptitude by giving them tests and assignments. Their teachers also counsel them and their strengths & inadequacies if any, are pointed out.

Eligibility Criteria for admission to MCMP

For Admission to MCMP course, the required eligibility is having passed higher secondary Part II (12th) in any discipline from a recognised board with a minimum of 45% marks for the general category and a minimum of 40% marks for a reserved category.

DOCUMENTS REQUIRED

The Registration form will be obtained from the college office and after duly filling the same candidates have to enclose the attested copies of the following certificates along with 3 copies of latest passport size photographs. This is applicable to both male & female students.

1. Matriculation or equivalent examination certificate with marks list.
2. Higher secondary certificate with marks list.
3. School Leaving Certificate
4. Character Certificate.

FEEES

Course Fee is Rs 45000/= per annum

Scheme of Examination for MCMP 1st Year

Students have to opt for six papers in first year of their study. All the six papers are compulsory. Five papers carry 100 marks and one paper carries 150 marks. The course of study for MCMP 01, MCMP 02, MCMP 03, MCMP 04 MCMP 05, are divided into theory and practical part. In all these papers the theory part is of 70 marks, 50 are for external examination and 20 for internal examination. The practical part is of 30 marks, out of which 15 marks are reserved for external examination and 15 for

internal examination. MCMP 06 is of 150 marks. Out of these 150 marks 100 are reserved for external examination and 50 for internal examination. There is no practical examination in this subject.

Internal Component in theory part

Theory paper carrying 100 marks

Attendance 05 marks
2 marks (75-79.99%)
3 marks (80-89.99%)
5 marks (90-100%)

Midterm test 15 marks

Total:-15+5=20

Theory paper carrying 150 marks

Attendance 10 marks
4 marks (75-79.99%)
6 marks (80-89.99%)
10 marks (90-100%)

Midterm test 40 marks

Total:-40+10=50

Scheme of Examination for MCMP 2nd Year

Students have to opt for six papers in second year of their study. All the six papers are compulsory. Five papers carry 100 marks and one paper carries 150 marks. The course of study for MCMP 07, MCMP 08, MCMP 09, and MCMP 10 are divided into theory and practical part. In all these papers the theory part is of 70 marks, 50 are for external examination and 20 for internal examination. The practical part is of 30 marks, out of which 15 marks are reserved for external examination and 15 for internal examination. MCMP 11 is again of 100 marks. This subject has no practical part. Out of these 100 marks in MCMP 11, 75 marks are reserved for external examination and 25 marks for internal examination. However, MCMP 12 carries 150 marks, 100 marks are reserved for external examination and 50 marks for internal examination

Internal Component in theory part

Theory paper carrying 100 marks

Attendance 05 marks
2 marks (75-79.99%)
3 marks (80-89.99%)
5 marks (90-100%)

Midterm test 15 marks

Total:-15+5=20

Theory paper carrying 150 marks

Attendance 10 marks
4 marks (75-79.99%)
6 marks (80-89.99%)
10 marks (90-100%)

Midterm test 40 marks

Total:-40+10=50

Scheme of Examination for MCMP 3rd Year

Students have to opt for six papers in 3rd year of their study. All the six papers are compulsory. Five papers carry 100 marks and one paper carries 150 marks. The course of study for MCMP 013, MCMP 14, MCMP 15, MCMP 16 and MCMP 17, are divided into theory and practical part. In all these papers the theory part is of 70 marks, 50 are for external examination and 20 for internal examination. The practical part is of 30 marks, out of which 15 marks are reserved for external examination and 15 for internal examination. MCMP 18 is of 150 marks. Out of these 150 marks 100 are reserved for external examination and 50 for internal examination. There is no practical examination in this subject.

Internal Component in theory part

Theory paper carrying 100 marks

Attendance 05 marks

Theory paper carrying 150 marks

Attendance 10 marks

	2 marks (75-79.99%)		4 marks (75-79.99%)
	3 marks (80-89.99%)		6 marks (80-89.99%)
	5 marks (90-100%)		10 marks (90-100%)
Midterm test	15 marks	Midterm test	40 marks
Total:-15+5=20		Total:-40+10=50	

Syllabus for MCMP 1st year

Effective from Academic Session-2013

MCMP-01: Introduction to Mass Communication

Objectives:

To acquaint the students with the principle and concept of communication and to understand the process of communication and mass communication in general
 To develop understanding of students on theoretical reflections in Mass Communication
 To enable students to analyze current mass communication scenario in the context of established theories and models

Unit 1

- Communication: concept, definition and need for Communication.
- Nature, process and functions of Communication.
- Elements in communication.

Unit 2

- Types of Communication: Intra, Inter, Group, mass and Online
- Verbal & Non Verbal communication
- Barriers in communication.

Unit 3

Meaning, definition and characteristics of Mass Communication
 Functions of Mass Communication.
 Feedback in mass communication.
 Audience in Mass Communications.

Unit 4

- Models of Communication: Lasswell, Shannon and Weaver, Osgoods, Berlo's, Newcombs, Westley McLean, Wilbur Schramm.

Unit 5

- Introduction to theories in Mass Communication (Four eras of mass communication theory) .

Press Theories - Authoritarian, Libertarian, Social Responsibility, Marxist, Development, Democratic participant theory

Suggested Readings:

- (i) The Process and Effects of Mass Communication, by Wilbur Schramm
- (ii) Mass Communication in India, Kewal J Kumar, Jaico
- (iii) Mass Communication Theory: An Introduction by Denis Mcquail
- (iv) Theories of Communication Short Introduction, By Armand Mattelart & Michele Mattelart, Sage

- (v) Communication: An Introduction, By Denis Mcquail
- (vi) Dictionary of Mass Communication and journalism
- (vii) Elements of Mass Communication – By Bill Kovach & Tom Rosensteel
- (viii) Handbook of Right to Information – R.P.Yadav, Alpha Publications

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals: 30

Internal Assessment

Syllabus for MCMP 1st year

Effective from Academic Session-2013

MCMP-02: Print Journalism

Objectives:

To expose students to the concept of news reporting, fundamental requirements of gathering information and writing news reports

The students will be introduced to various types of reporting and they will know about working on various news beats .They will learn basics of editing for newspapers ; copy reading and headline/caption writing.

Unit 1

Introduction to Print Journalism, Role and Responsibilities of a Journalist, concept and definition of News, News elements and values, Types of news, Construction of news

Unit 2

News writing:, 5w &1H, types of Intros, Language in new stories,News sources

Unit 3

Style of news writing, Inverted Pyramid format, Headline writing- types and functions, Caption Writing

Unit 4

News reporting: various types of news reporting (objective, Interpretative, investigative, in depth), reporting for news papers, and news agencies, magazine journalism, essentials of new editing

Unit 5

Introduction to organizational structure of a news paper, News Bureau, Reporting for different beats: Crime, sports, entertainment and business, Stylebook of AP

Suggested Readings:

1. M V Kamath – Modern Journalism, Vihav Publishing House New Delhi
2. M L Stein and Susan F. Petero -the News Writers Handbook
3. George A Hough - News writing, Kanishka Publication ND
4. MK Joseph -Basic source material for news writing
5. MV Kamath – Professional Journalism
6. Robin Geoffry- India's Newspaper Evolution

7. Melvin Mencher- News Reporting and Writing
8. Associated Press Guide to News Writing
9. Bill Kovach and Tom Rosenstiel- The elements of journalism by
10. Associated Press stylebook
11. George Hough- News Writing
12. M L Stein and Susan Peterno -News writers handbook
13. Diwakar Sharma -Modern Journalism Reporting and Writing

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Syllabus for MCMP 1st year

Effective from Academic Session-2013

MCMP-03: Electronic Media

Objective:

To introduce students to various genres of electronic media. The students to get hands on equipment training regarding the TV and radio programme making .

Unit 1:

Introduction to TV in India, Reporting for TV, Electronic Newsgathering (ENG), Presentation, Outside Broadcasting (OB), Live Transmission, TV Formats: News, Interview, feature, Quiz shows, Discussions.

Unit 2:

Evolution and growth of Radio in India

Reporting for Radio: News gathering and News writing, compiling the bulletin, presentation of Radio news,

Radio formats: Radio Talk, Interview, Discussion, Vox Populi, feature, commentary, Documentary

Unit 3:

Writing for Radio & TV: Script writing for Radio and TV, Writing News, Radio Talk, newsreel, Documentary, Radio feature and Interview, Script format- Dual Column

Unit 4:

Newscaster, Commentator, Announcing, Anchoring, Voice Over, Narration, VJ/RJ/DJ's, and Musical programme, Modulation and Pronunciation.

Unit 5:

TV & Radio as tools of Development, Community Radio: Concept & Importance, Need and Significance of Broadcasting, Media Terminology

Books:

Broadcast Journalism- Andrew Boyd

Broadcasting in India- Probhat Chandra Chatterji

Educational broadcasting: radio and television in education- Jagannath Mohanty

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Syllabus for MCMP 1st year

Effective from Academic Session-2013

MCMP-04: Photography

Objectives

This is a beginning course to familiarize students with the fundamentals of photography. Students will learn about camera controls and picture composition, handling a manual 35mm camera, basic lens, shutter speed and available light.

Unit 1

Basics of still photography- photography as medium of visual communication
Human eye and camera- persistence of vision
Camera types; structure of SLR & D SLR camera;

Unit 2

Films; film exposure, film speeds
Camera controls (Lens aperture-F-stops, exposures, shutter speeds)
Working of lens; types of lenses

Unit 3

Principles of Lighting; 3- point lighting; filters, white & black balance
Digital photography-film Vs digital imaging, Image compression, lossless, digital formats
JPEG, TIFF, RAW, PSD, HDR

Unit 4:

Theory of light and its colours: Primary and secondary colours; getting correct colour balance in a photograph and setting white balance in digital camera; colour balance, colour temperature

Unit 5:

Photography as a medium of creative art
Principles of composition- rule of thirds, figures and lines
Capturing landscapes, portraits, architecture

Practical Work:

- Operating and handling of camera SLR & Digital
- Photo features on environment, children, culture & sports

Suggested reading:

Schaefer, John P., Basic Techniques of Photography, An Ansel Adams Guide: Little Brown and Company, Boston, 1992

Craven, George M., Object and Image, An Introduction to Photography. Prentice Hall, Englewood Cliffs, New Jersey, 1990

Basic Photography- Upton & Upton
Basic Photography -Langford
Advanced Photography -Langford
Ways of seeing - John Berger

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Syllabus for MCMP 1st year

Effective from Academic Session-2013

MCMP-05: Computer Basics

The course aims at introducing students to the world of computers. The students will have hands on equipment training and will learn the basics of computers- its hard ware and soft ware besides the working of internet.

Unit 1:

- Introduction to computers
- Input devices -Key board, mouse, scanner, CCD, Webcam, CMOS
- Output devices –Printer(Inkjet, LaserJet), Monitors, Multimedia projector
- Memory organization, capacity, RAM, ROM, CDRom, RAID

Unit 2:

- History of Internet, HTML
- Types of Browsers: Internet Explorer, Firefox, Safari,Chrome

Unit 3:

- Introduction to Multimedia- Text, Graphics, Animation, Audio, Images, Video
- Multimedia application in education, entertainment, marketing
- Types of File Formats

Unit 4:

- Ms Office: Word, Excel and PPT, Transitions, Inserting image, video, text and hyperlink
- Understanding Fonts, Type, Character, Colour & Size, Text wrap, Inserting Clip arts, Images and Tables

Unit 5:

- Information Technology and contemporary society
- Application of computers in media
- E-governance, E-commerce

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Syllabus for MCMP 1st year**Effective from Academic Session-2013****MCMP-06: General English(TDC I)**

Course Objective: The objective of this course is to help students develop powerful speaking and professional writing skills by acquainting them with different genres and styles through a learner-centred approach and interactive sessions.

Course Structure**Unit 1: Poetry**

- Shakespeare: Sonnets 2, 13, 18
- Donne: "A Valediction of Weeping", "A Fever"
- Milton: "On His Blindness", "On his Twenty third Birthday"
- Pope: "Ode on Solitude", Excerpts from "An Essay on Criticism"
- Blake: "London", "The Garden of Love"

Unit 11: Essays

- A C Benson: "The Art of the Essayist"
- Francis Bacon: "Of Studies", "Of Wisdom for a Man's Self"
- Charles Lamb: "Dream Children: A Reverie"
- George Orwell: "Politics of the English Language"
- Stephen Hawking: "Our Picture of the Universe"

Unit 111: Short Stories

- Charles Dickens: *The Signal Man*
- O'Henry: *The Gift of the Magi*
- Leo Tolstoy: *How Much Land Does A Man Need?*

- Premchand: *The Holy Panchayat*
- Saadat Hasan Manto: *Toba Tek Singh*

Unit IV: a) Paragraph Writing: Descriptive and Reflective

b) Reading Comprehension

c) Dividing a Word into Syllables/Phonetic Symbols

Unit V: a) Tenses/Articles/Punctuation

b) Translation of an Urdu/Hindi passage/dialogue into English

c) Phonetic Transcription

Texts prescribed shall be made available in a book that will be edited by the Department of English, University of Kashmir

- Question paper to be set from prescribed Text Books.

Syllabus for MCMP 2nd year

Effective from Academic Session-2014

MCMP-07: Video & TV Production

Objectives

Build a solid foundation in the field of video production. Introduce basic concepts and techniques of video production including knowledge of the several production roles and the production lingo, working with a video camera, shot composition and editing techniques.

Unit 1:

Structure & Working of Video Camera, Camera Controls & Lenses, Camera Movements & various shots, sizes, types, angles, Video Formats- DV, DV Cam, DVC- Pro, Lighting in video, types & techniques of lights

Unit 2:

Basics of Editing, Non linear editing, Softwares, Adobe Premier, Pinnacle, video tapes, time code, tape logging, CTL Ubit, visuals, pace, style, assimilation, visual grammar, idea

Unit 3:

Sound in AV production, acoustics, Microphones: types (Condenser, dynamic, cord-less), Audio & Video Mixers,

Unit 4:

Stages of Production, Video formats, documentary, newsreel, Interviews, Talk Shows and TV Quiz, Features of a proposal: treatment, budgeting, synopsis.

Unit 5:

HD TV basics, Television graphics & Tilting and special effects, Audio dubbing, Background music, Voice Over (Narration), Live Programming and Presentation skills.

Suggested Reading:

1. Video Production Handbook- Gerald Millerson, Jim Owens.
2. Video Basics by Herbert Zettl
3. Television Production: A Classroom Approach Instructor Edition- Keith Kyker, Keith Kyker Christopher Curchy.
4. Basics of Video Production. (2nd ed.)by Lyver and Swainson

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Syllabus for MCMP 2nd year

Effective from Academic Session-2014

MCMP- 08: Online Journalism

Explore the unique opportunities of digital journalism. Examine ethical and legal issues of online journalism. Become proficient in basic multimedia reporting and production including how to tell a story using text, links, photos, audio, video and graphics

Unit-1

1. Introduction to Internet- History.
2. Internet Overview-.
3. Job Profile of an Online Journalist ,tools and technology

Unit-2

1. Online Journalism: Current trends and future.
2. Use of internet by Journalists and Media Organisations.
3. Globalisation, Convergence and Divergence.

Unit-3

1. Online News gathering-basics
2. Online News Writing -basics.
3. News, blogs, emails and Social Utility Networking sites (SNS).
4. Online News Editing-basics

Unit-4

1. Web page design: HTML,static and dynamic web page,basic online layout
2. Visual Design: Head, Subhead, Body, text, hyper linking and CSS.
3. Microsoft Front Page

Unit-5

1. Networking, www, http, URL, ICP- IP, access and connectivity
2. Webinars
3. Internet Control, dominance and impact.

Suggested reading:

1. Journalism Next: A Practical Guide to Digital Reporting and Publishing by Mark Briggs
2. Journalism Online by Mike Ward

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Syllabus for MCMP 2nd year

Effective from Academic Session-2014

MCMP-09: Advertising & Public Relations

Objectives:

The paper will introduce the students to the twin fields of advertising and public relations. The students will learn the basics of advertising; know its history with reference to India. The paper will help them enhance understanding of the advertising appeals and to know how to prepare an advertisement. They will prepare the advertisements based on various appeals.

The students will examine the field of public relations and know the guiding principles of the profession with emphasis on using the tools of PR for informational / promotional messages to specific target audiences learn .They will gain expertise to create and conduct public relations activities. They will plan a PR campaign, create a message, write a press release, prepare a newsletter and conduct media relations activities.

Unit 1:

- Advertising – concept, definition, evolution , growth and significance
- Classification of advertising
- Advertising agency - organisational structure & functions

Unit 2:

- Advertising goals, appeals, AIDA Model, Maslow’s Model
- Advertising copy-headlines, sub-head, body, slogan, logo, caption
- Visualization – idea generation
- Advertising as a tool of Marketing; ethical considerations

Unit 3:

- Public Relations: concept & definition
- Evolution & growth of Public Relations
- PR in India- Current Trends
- PRSA & IPRA

Unit 4

Basics of Corporate Communication
Communicating with internal/external audiences
Propaganda and publicity-basics
Event management-basics

Unit 5:

Tools of PR: Press release
 House Journals
 Exhibitions
 Brochures
 Audio Visual presentations

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Suggested Reading:

Effective Public Relations ;Scott M. Cutlip , Allen H. Center ,Glen M. Broom ,; Prentice Hall; 1999
This is PR: The Realities of Public Relations Doug Newsom , Judy Turk , Dean Kruckeberg ; Wadsworth Publishing; 2009
Public Relations Writing: Form & Style;Doug Newsom Jim Haynes ,; Wadsworth Publishing; 2010
Corporate Communication;Paul Argenti ; McGraw-Hill/Irwin; 2008
Public Relations Writing: The Essentials of Style and Format ;Thomas Bivins ; McGraw-Hill Humanities/Social Sciences/Languages; 2010
Principles Of Public Relations; C. Rayendu & K.R. Balan
Practical Public Relation; Sam Black
Handbook of Public Relations in India ;Mehta D.
Advertising Theory and Practice by Sandage C H, Fryburger Vernon:
Advertising Management: Concepts & Cases by Mohan Mahender Tata McGraw Hill Publishers
Advertising by Jaishri Jethwaney: Phoenix Publishing House Pvt. Ltd., New Delhi
Advertising: Mass Communication in Marketing; Little Field James E & Kirkpatrick C.A.: Vakils, Feffer & Simons Pvt. Ltd., Bombay
The Complete Guide to Advertising Douglas Torin: MacMilan,London

Syllabus for MCMP 2nd year

Effective from Academic Session-2014

MCMP-10: Multimedia Design

To introduce students to various aspects of multi design, the students to get hands on equipment training in multimedia design.

Unit-1

1. Introduction to Print Software and their types.
2. Image editing basics- monochrome, chromatic, colour wheel, photomontage, digital image manipulation and file formats.
3. Adobe Photoshop: Interface, tools, filters, layers, text, watermark and Output.

Unit-2

1. Page Design & Layout: Principles of Design.
2. Elements of design, basic natural shapes.
3. Page Layout and design, page set-up.
4. Introduction to Adobe In-Design: Interface, tools, layers, text & print.

Unit-3

1. Basics of Video Editing and Elements.
2. Introduction to Non-Linear editing, Digitization. Digital video formats.
3. Adobe Premier and FCP.

Unit-4

1. Introduction to Digital Audio: Properties, Characteristics & components.
2. Digital Audio Editing: Elements and SFX.
3. Editing of audio on Soundforge and Nuendo.

Unit-5

1. Making one Html Page(including/ inserting text, graphics, videos, photographs, audio, PDF).
2. Making two page news letter

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Syllabus for MCMP 2nd year
Effective from Academic Session-2014

MCMP-12: General English (TDC II)

Unit I: Poetry

Unit II: Drama

Unit III: Biographies

Unit IV: a) Report Writing

b) Letter Writing (Formal and Informal)

Unit V: a) Narration/ Agreement of Subject with Verb

b) Translation of an Urdu/Hindi passage/dialogue into English

Texts prescribed shall be made available in a book that will be edited by the Department of English, University of Kashmir

Syllabus MCMP 3rd year

Effective from Academic Session-2015

MCMP-13: Radio Programming

Objectives:

With the arrival of television and other technology, it seemed that the days of radio were numbered. Yet radio as a medium of mass communication has proven its resilience and flexibility. The course shall examine the strengths and limitations of radio as a means of communication. The course aims to identify the distinct characteristics of radio and explore the various genres of radio programmes.

Unit 1:

Introduction to AIR, Organizational Set up of AIR. Various services, FM, AM, General, Yuva vani, Community Radio

Unit 2:

Radio studio, layout & basic operations, Microphones for Radio-types & features,

Unit 3:

Radio Editing: Sound software like nuendo: Ethics of editing: Do's and Don'ts

Unit 4:

Components of sound, spoken word, music, sound effects, silence, ambience, Formats- Radio talk, interviews, discussion, features and documentaries, music shows, ads

Unit 5:

Presentation & Anchoring, writing, social messages, radio script, presentation of radio news, Phone in programmes

Suggested Readings:

- *Mass Communication in India* by Keval J. Kumar. Jaico Publishing.
- *Television and Radio Announcing* by Stuart Hyde. Houghton Mifflin Company.
- *Modern. Radio Production* by O'Donnell Lewis B., Philip Benoit, and Carl. Hausman 2nd ed. Belmont CA: Wordssworth, 1990.
- *Broadcast Journalism-Basic Principles* by S C Bhatt
- *Indian Broadcasting* by H R Luthra,
- *Broadcasting in India* by P.C. Chatterjee. Sage Publication

Practical:

Based on theory

Scheme of marks:

Total Marks:100
Theory:50
Practicals :30
Internal Assessment

Syllabus MCMP 3rd year

Effective from Academic Session-2015

MCMP-14 Multimedia & Animation

The purpose of this course is to provide basic and intermediate training in multimedia technology, especially for enabling students to create new storytelling tools for communication developed on digital platforms as animation and gaming is becoming a popular sphere.

Students will learn how to develop multimedia projects, working with different formats, such as text, hypertext, photos, video, animation, etc.

Unit-1

Introduction to Computer graphics: 2D and 3D, bitmap & Vector.

Multimedia project, organisation and execution. History of animation.

Unit-2

Animation Types: Traditional, Computer animation, Stop motion, Clay and Cut-out.

Animation Basics: Cognitive Illusion, Persistence of Vision.

Frame, Layer, Light, Stage, Key frame, frame speed, animation file formats (2D & 3D) and Timeline.

Unit-3

2D animation concepts.

Adobe Flash: Interface, layers, symbols, animation and Output.

Unit -4

Toon Boom: Understanding animation for TV, 3D vector, character modelling , interface, voice synchronization with character activity & movement

Make One minute 2D animation Clip.

Unit-5

3D animation Concepts.

3D Studio Max: Interface, controls, rigging, objects modelling, animation and rendering.

Make One minute 3D animation Clip.

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Robert, Steve, Character Animation: 2D skills for better 3D, Focal Press

Williams, Richard E., The Animator's Survival Kit, Faber and Faber

Kate, Karen Sullivan and Gray, Alexander, Ideas for the Animated Short: Finding and Building Stories, Focal Press

Online resources:

www.webreference.com

www.animationnation.com

www.animationwala.com

Syllabus MCMP 3rd year
Effective from Academic Session-2015

MCMP-15: Media Laws and Ethics

Objective:

The study of mass media ethics has gained immense significance in recent times. The aim of the course is to explore the practical issues involved in dealing with ethical challenges and issues. The course examines the rights and responsibilities of the media professional and why journalistic ethics are needed to help practicing journalists and the public they serve.

Unit 1:

Ethical issues facing media-Bias, sensationalism, plagiarism, privacy, objectivity, Press freedom in India -Article 19(1)(a) & Article 19(2) Press Council of India-Role, scope and functions

Unit 2:

Broadcasting code for news for AIR and DD
Cable TV regulation Act
Film censorship
Defamation, Libel, Slander

Unit 3:

Code of conduct for journalists: Society for Professional Journalists
Code of Athens for PR
ASCI code for advertising
Working Journalists Act

Unit 4:

Copyright, Official Secrets Act, Prasar Bharti Act, Right to Information Act, Contempt of court, Working Journalists Act 1955.

Unit 5:

Ethical considerations while covering conflict, HIV/AIDS, rape
Ethical issues and sting operations
Changing media environment and ethics

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Suggested Readings:

- *The Ethical Journalist by Gene Foreman, Wiley-Blackwell*
- *Ethics in Journalism by Ron F. Smith, Blackwell Publishing*
- *Press Laws by D.D. Basu Prentice Hall*
- *Press & Media Law Manual by Vidisha Barua, Universal Law*
- *Press Laws and Ethics of Journalism P.K. Ravindranath, Author Press, New Delhi*

- *Facets of Media Laws by Madhavi Goradia Divan*

- *Media Ethics: Cases and Moral Reasoning by Clifford G.Christians and Others. Published by Pearson Education*
- Freedom of Press and Right to Information in India by Dr. Ambrish Saxena Kanishka Publication, New Delhi

Syllabus MCMP 3rd year
Effective from Academic Session-2015

MCMP-016 Media: Society and Appreciation

Objectives: To sensitize the students about the social role of media

Unit-1

Media in Contemporary Society

Relationship between Media and Society

Media as a Social Institution

Media and Social Change the media industry-social, political and cultural influences

Nature of media content

Unit-2

Privatization of Media

Media and its Audiences

Media and Globalization

Media and Public Opinion

Sources of Media control

Media and representation of Reality

Unit-3

Media uses and effects

Perceptions of Media

Uses and gratifications theory Media and agenda setting Media gate keeping

Emergence of new social media:

Implications on content and audiences

News media and society

Unit -4

- Introduction to Media Appreciation
- Appreciation –Subjective & Objective, Principles of evaluation
- TV appreciation, Appreciation of national award winning TV programmes (two selected by teacher concerned)
- Reviewing documentaries, Appreciation of award winning documentaries (two selected by teacher concerned)

Unit-5

- Reviewing feature films
- Art of film appreciation – Different Approaches
- Appreciation of award winning feature films (two selected by teacher concerned)
- Reviewing books (fiction/non-fiction)
- Appreciation of award winning books(two selected by teacher concerned)

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Suggested Readings:

1. Culture, Society and Media by Michael Gurevitch et al, Ed(Rouledge)1998
2. The Man Media Edited by Arvind Kumar. Ammol Publication. New Delhi 1999
3. Mass Media and Society James Curran and Michael Gurevitch. Edward Arnold, London 1992
4. Mass Media and Society -Alison Alexandra and Jarice Hanson Megraw-Hill, Connecticut, USA 2001 Screen Education: From Film Appreciation to Media Studies by Terry Bolas
5. Principles of Art Appreciation by Stephen Coburn Peppe
6. Art of watching films by Joseph M. Boggs, Dennis W. Petrie
7. Pathways to Art Appreciation: A Source Book for Media & Methods by Al Hurwitz, Stanley S. Madeja, Eldon Katter
8. Interpreting Art: Reflecting, Wondering, and Responding by Terry Barrett

Syllabus MCMP 3rd year

Effective from Academic Session-2015

MCMP -17 Media Production

PRACTICAL COURSE

- Production of video documentary /News Bulletins[5-7 minutes]
- Production of a 4 Page Tabloid
- Production of a Radio advertisements [45seconds]

Practical:

Based on theory

Scheme of marks:

Total Marks:100

Theory:50

Practicals :30

Internal Assessment

Syllabus MCMP 3rd

Effective from Academic Session-2015

MCMP -18: General English (TDC III)

Unit I: Poetry

Unit II: Novel

Unit III: Non-Fictional Prose

Unit IV: a) Essay b) Precis/ Summarizing a Passage

Unit V: a) Advertisement/ e-Mail

b) Modals/ Transformation of Sentences

c) Translation of an Urdu/Hindi passage/dialogue into English

Texts prescribed shall be made available in a book that will be edited by the Department of English, University of Kashmir

