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Paper I
JMCUG301
Video Production and Editing

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 301	Major	Video Production and Editing	60	20	20	30	20	2	0	2	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** –Practical; **C** - Credit;
*****Teacher Assessment** shall be based on the components like
quiz/Assignments/ Project/Participation in Class (Given that no component
shall exceed 10 marks)

Course Educational Objectives (CEOs):

The students will be able to -
COE 1 - Have an insight into Pre-Production, Production and Post Production of video
        production.
COE 2 – Carry out basic techniques of video production and video editing
COE 3 - Learn about the lighting, set design and various equipment's involved in
        video production.
COE 4 - To acquire fundamental of Video Camera

Course Outcomes (COs):
After completion of this course the students are expected to be able to demonstrate following
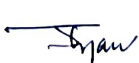knowledge, skills and attitudes.
CO 1- The student should be able to shoot a proper technical video.
CO 2- Student will have knowledge about the basic camera shots, lighting techniques, set designing and
        editing.
CO 3 - The students will have knowledge about research of video production
CO 4 – The students will be able to perform the different production activity

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Paper I
JMCUG301
Video Production and Editing

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JMCUG 301	Major	Video Production and Editing	60	20	20	30	20	2	0	2	3

Course Content:

Unit-1
- Basics of Video Production- Introduction of Video production
- Importance of idea of generation
- Steps of Pre-production, Production and Post-production
- Concept and research for video production

Unit-2
- Introduction to Video camera and its types
- Video Camera: parts and their functions
- Basic shots, Camera Angles and Camera Movements
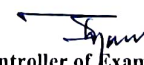- Importance of tripod in Video Shooting

Unit-3
- Overview of Video Editing Software
- Grammar of visual media
- Liner Video Editing and Non-Linier Editing
- Use of Chroma and Special Effects

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JMCUG 301	Major	Video Production and Editing	60	20	20	30	20	2	0	2	3

Unit-4
- Video Lighting- Purpose of Lighting
- Lighting Equipment
- Types of Lighting
- Cookies, Gels and Filters

Unit-5
- Set Designing- Scenery and set Design
- Importance of set Design in video production
- Role of Art Direction team in set design
- Outdoor and Indoor set design
- Importance of Research in set Design

Suggested Readings:
1. Hakemulder, J. R.(2020). *Broadcast Journalism* New Delhi: Anmol Publications,

2. Trewin, J.(2019).*Presenting on TV and Radio*. New Delhi: Focal Press

3. Hyde, S.(2018). *TV & Radio Announcing* .New Delhi: Kanishka Publishers

4. Boyd, A.(2020).*Techniques of Radio and Television*. New Delhi: Focal Press, India.

5. Rich, U.(2022). Shooting *TV News: Views from Behind the Lens*. New Delhi: Oxford: Focal Press

6. Bryce, B.(2022).*Nonlinear Editing: Storytelling, Aesthetics and Craft*. New Delhi: CMP Books

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Paper II
JMCUG302
Basics of Script Writing

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 302	Minor	Basics of Script Writing	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;
*****Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

The students will be able to -
COE 1 - Have an insight into script writing techniques.
COE 2 – Carry out basic types of scripting.
COE 3 - Learn about the importance of script writing in production
COE 4 - To acquire fundamentals of scripting.

Course Outcomes (COs):
After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.
CO 1- Student will be able to understand the concept of script writing
CO 2- Student will be able to make script for any video or audio program.
CO 3 - The student will be able to understand the art of writing script for different kinds of media.
CO 4 – The students will be able to differentiate between various types of script.

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Paper II
JMCUG302
Basics of Script Writing

Course Code	Category	Course Name	L	T	P	CREDITS	THEORY End University Exam	THEORY Two Term Exam	THEORY Teacher's Assessment	PRACTICAL End University Exam	PRACTICAL Teacher's Assessment
JMCUG 302	Minor	Basics of Script Writing	3	0	0	3	60	20	20	0	0

TEACHING & EVALUATION SCHEME

Course Content:

Unit-1
- Introduction to script
- Research in script writing
- Role of script writer
- Visual Writing and Visual Grammar

Unit-2
- Story - Elements of story
- Character and types
- Plots
- 3 Act structure

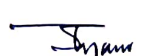**Unit-3**
- Scripting for television
- Full page script
- Spilt page script
- Writing for different Television Programs

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Course Code	Category	Course Name	L	T	P	CREDITS	TEACHING & EVALUATION SCHEME				
							THEORY			PRACTICAL	
							End University Exam	Two Term Exam	Teacher's Assessment	End University Exam	Teacher's Assessment
JMCUG 302	Minor	Basics of Script writing	3	0	0	3	60	20	20	0	0

Unit-4
- Scripting for Radio
- Writing for Ear
- Writing for different radio programs
- Writing strategies for Radio

Unit-5
- Scripting for web
- Use of sound, photograph, video and graphics to complement words
- Writing for different web formats
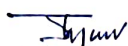- Writing strategies for web content

Suggested Readings:
1. Filak, V. F. (2019). *Dynamics of Writing*. Los Angeles: CQ Press.
2. Heuth, A. C. (2019). *Scripting for Film, Television and New Media*. New York: Routledge Publication.
3. Patti, L. (2019). *Writing About Screen Media*. New York : Routledge Press.

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Paper III

JMCUG303
Media Writing Techniques

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	TwoTerm Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical;
C -Credit;

*****Teacher Assessment** shall be based following components: Quiz/Assignment/
Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):
The student will be able:
CEO 1 - To demonstrate, write, edit and report content for print and online media platforms.
CEO 2 - To learn how to respond creatively to challenges and apply principles of writing.
CEO 3 – To develop the knowledge of scripting for radio and television.
CEO 4 – To understand the impactful writing content for web.
CEO 5 – To write for various media organizations.

Course Outcomes (COs):
After completion of this course the students are expected to be able to demonstrate
following knowledge, skills, and attitudes, the students will be able to –
CO 1 – Identify news values and comprehend the news process
CO 2 – Demonstrate interviewee and news gathering skills
CO 3 – Comprehend articles, features, news stories and reviews.
CO 4 – Write different leads, caption writing, reports and press release.
CO 5 - Translate various articles.

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Paper III

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Media Writing Techniques

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			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

Course Content:

UNIT I

- Communication language: meaning and importance
- Style of writing (5w's and 1h, inverted pyramid & pyramid, hour glass)
- Essentials of mass media writing
- Use of creative writing in the field of media.

UNIT II

- Language of news: Robert Gunning principles of clear writing, Rudolf Flesch formula- skills to write news
- Headline and its types
- Article, editorial writing and column writing
- Writing for public relations: press release, minutes of meeting, detailed report writing of any event.

UNIT III

- Writing for Radio: scripting, news, drama, advertisement, jingles
- Writing for Television: scripting, news, advertisement, tv program (developing concept developing character)
- Feature writing: news feature, personality feature, human interest stories, photo feature and caption writing

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JMCUG 303	Major	Media Writing Techniques	60	20	20	0	0	3	0	0	3

UNIT IV

- Writing Content for web: news portals, articles, blogs
- Social media writing,
- Review writing

UNIT V

- Writing Practices- Feature writing: types and practices
- Writing projects for various mediums, translation

Suggested Readings:

1. Carroll, B. (2010). *Writing for Digital Media.* New York : Routledge .
2. Filak, V. F. (2018). *Dynamics of Media Writing: Adapt and Connect .* Washington: SAGE Publications
3. Scott A Kuehn, A. L. (2017). *Thev Basics of Media Writing: A Strategic Approach.* Sage Publishing .

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Paper IV
JMCUG304
Film Appreciation and Analysis

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** –Practical; **C** - Credit;
*Teacher Assessment shall be based on the following components like Quiz/Assignments/ Project/Participation in Class. (Given that no component shall exceed 10 marks)

Course Educational Objectives (CEOs):
The students should be able:
COE 1 - To acquire fundamental knowledge of film aesthetics
COE 2 - To understand the various theories related to cinema.
COE 3 – To learn about the film movements.
COE 4 – To recognize the gems of Hindi cinema.
COE 5 - To understand language and style of cinema

Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, the students will be able to –
CO 1 – The students will learn about the theoretical approach of Hindi cinema.
CO 2 - The students will learn about the practical approach of Hindi cinema.
CO 3 - The students will have knowledge about forms and styles of international and national films.
CO 4 – The students will be able to analyze the various elements of films

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Paper IV
JMCUG304
Film Appreciation and Analysis

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			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3

Course contents:

Unit I

- Language of Cinema I- Focus on visual Language: Shot, Scene, Mise-en-scene, Deep focus, Montage.
- Language of Cinema II – Focus on Sound - Diegetic and Non-Diegetic Sound; Off Screen Sound; Sync Sound
- Story, plot, and character

Unit II

- German Expressionism and Film Noir
- Italian Neorealism
- French New-Wave
- Parallel Cinema

Unit III

- Fiction and Non-Fiction Cinema
- Feminist Film Theory
- Auteur Theory

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JMCUG 304	Minor	Film Appreciation and Analysis	60	20	20	0	0	3	0	0	3

Unit IV

- Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob)
- Gender representation in Cinema
- Cinema and Globalization
- The multiplex Era

Unit V

- Review of film based on – Visuals, Music, Story and Representation.

Recommended Screenings or clips

- Cult movies from all eras

Suggested Readings:

1. Bazin, A. (1967). *What is Cinema Vol. 1* . Los Angeles and London : University of Claifornia Press.
2. Dyer, R. (2000). *Film and Theory: An Anthology.* Blackwell Publication.
3. Esienstein, S. (1977). *Film Form:Essay in Film Theory* . New York: A Harvest/ Harcourt Brace Jovanoich Publication.
4. Kavoori, A. P. (2008). *Global Bollywood* . New York: New York University Press.
5. Prasad, M. (1998). *Ideology of Hindi Film.* New Delhi: Oxford University.
6. Stam, R. (2000). *Film Theory: An Introduction.* Massachusetts & Oxford: Blackwell Publication

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