## St. Xavier’s College, Calcutta
[The First Autonomous College in West Bengal under University of Calcutta]

### Department of Mass Communication and Videography
**NEW SYLLABUS FOR THREE-YEAR HONS COURSE OF STUDIES IN MCV**

<table>
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<th>SEM 1</th>
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| **PAPER I** | MV31012 | Introduction to Visual Communication  
100 Marks (75+25) |
| **PAPER II** | MV31022 | Audiology & Editing  
100 Marks (50+50) |
| 1A1 (FS) | FS21012 | Theories of Narration  
100 Marks (70+30) |
| 2A1 (JO) | JO21012 | Print Journalism  
100 Marks (70+30) |

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<th>SEM II</th>
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| **PAPER III** | MV32032 | Videography & Audiography  
100 Marks (50+50) |
| **PAPER IV** | MV32041 | Introduction to Media & Cultural Studies  
100 Marks |
| 1A2 (FS) | FS22022 | Modernism in Cinema  
100 Marks (70+30) |
| 2A2 (JO) | JO22022 | Television & Radio Journalism  
100 Marks (70+30) |

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| **PAPER V** | MV33052 | Introduction to Scriptwriting  
100 Marks (75+25) |
| **PAPER VI** | MV33062 | Videography & Editing  
100 Marks (50+50) |
| 1A3 (FS) | FS23032 | Post Modernism in Cinema  
100 Marks (70+30) |
| 2A3 (JO) | JO23032 | Mass Communication & New Media  
100 Marks (70+30) |
SEM IV

PAPER VII MV34072 : Advertising, Marketing & PR
100 Marks (75+25)

PAPER VIII MV34082 : Scriptwriting
100 Marks (75+25)

PAPER IX MV34092 : Videography & Editing
100 Marks (50+50)

PAPER X MV34101 : Reading the Images
100 Marks

SEM V

PAPER XI MV35112 : Non-fiction
100 Marks (75+25)

PAPER XII MV35122 : Research Methods
100 Marks (50+50)

PAPER XIII MV35132 : Theories of Performing Arts (Dance & Theatre)
100 Marks (75+25)

PAPER XIV MV35511 : Workshop & Presentation
100 Marks

SEM VI

PAPER XV MV36142 : Entrepreneurship & the Market
100 Marks (75+25)

PAPER XVI MV36152 : Production Management & Media Ethics
100 Marks

PAPER XVII MV36161 : Dissertation/Screenplay writing
100 Marks

PAPER XVIII MV36523 : Degree Film
100 Marks
SEMESTER 1

PAPER 1 - MV31012

Introduction to visual communication 100 marks (75 + 25)

1. History of visuals; the need for visuals; the use of visuals from the cave culture to the digital culture – how visuals communicate.
2. The development of visuals – rudimentary sketches to the evolution of perspective. Three dimensionality in two dimensional media.
3. Sculptures as a means to three dimensional representation.
4. Tools of picture-making – from brush to digital still cameras; lenses, iris, shutter speed etc.
5. Rules of picture making: perspective and composition; Golden mean and the renaissance artists.

Practical
- Still photography

Suggested Readings

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PAPER 2 - MV31022

Audiography & Editing (50 + 50 Marks)

Audiography:
Sound Aesthetics in Audio Visual Media and Basic Principles of Sound

1) Sound and Image Relationships; Narrative and the Sound Track

2) Music and Sound in Silent Film

3) The Transition to Sound, Early Sound Film Practice; the construction of Non-Diegetic Sound Space.
4) Hearing the movies: Close Reading of Film Sound
   - Indicate presence/absence of sound components on the soundtrack.
   - Use the “comments on mix” field to make more nuanced observations, such as the predominance of dialogue, music sneaking in and out, use of ambient sound, etc.
   - Make general comments to note items of particular interest, e.g., whether sound is on-screen/off-screen; musical topics used; strict or loose synchronization; POV sound or music, etc.
   - Narrative associations of music or sound effects; the use of music and sound to articulate narrative structure.

5) Basic Principles of Sound

   Mechanism of Human Hearing, Nature of Sound, propagation, frequency, audio frequency range, amplitude, wavelength, pitch, infrasonic, ultrasonic, subsonic, supersonic, velocity of sound, Phase, acoustic, reverberation, echo, reflection, absorption, transmission, loudness decibels. Quality of Sound, Frequency response, SN Ratio, Distortion, Vow and Flutter

Practical

   - Sound Story (app. 5 min)
   - Location Sound Exercise: Recording a running commentary of a particular locale
   - Recording a live interview

Suggested Readings


Editing

Theory (25 Marks)

Understanding basic units

   Scene
   Shot
   Frame
   Cut
   Transition

History and evolution of editing
Lumiere, Melies, Porter, Griffith

**4 areas of control and choice in editing**
Spatial
Temporal
Rhythmic
Graphic

**Different broadcasting systems**
PAL, SECAM, NTSC

**Practical** (25 marks)
- Introduction to Final Cut Pro
- Arranging the Interface
- Learning a Custom Layout
- Setting Scratch Disk
- Bin management, Logging, Digitizing, Capturing, log and transfer
- Saving Projects and Accessing the Auto Save Vault
- Edit exercises

**Suggested Readings**

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**ANCILLIARY FS 1 - FS21012**

**Theories of Narration**
(Theory: 70 Practical: 30)

Theories of Narrative in Cinema

Concept of the Narrative: The Inheritance

1. Fundamentals of Film language
2. The ‘Narrative Turn’ in Cinema

‘Cinema of Attraction’ to ‘Cinema of Narrative Integration’
The Early Developments
Standardization of Basic Techniques for Narrative Cinema
Early Cinema to Hollywood Cinema
Construction of Space-Time Continuity
Features of Characters and Events
Genres
Auteur Criticism

3. Evolution of the Narrative Form in Indian Cinema

Early Indian Cinema to studio Era Construction of Space and Time in Indian Cinema
Popular Indian Cinema
Discussion of an Indian ‘Author’ in the Popular Form
Contemporary Indian Cinema

4. Departures from the Standard Narrative (Any Two)

Japanese Cinema, Iranian Cinema, Latin American Cinema, Chinese Cinema

Practical

- **Sound Slide Project**: Constructing a Narrative with Still Images

Suggested Readings:


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**ANCILLIARY JO 1 - JO21012**

**Print Journalism** 100 marks (70+30)
Theory (70 Marks)

History of newspapers in India.--
Definition of News – Elements/Determinants – Sources Intro – Lead – Different types of Lead - Inverted Pyramid Pattern vis-à-vis other structures – Narrative Journalism
Difference between news writing & fiction writing--Differences in style of reporting between vernacular and English dailies.

Newspaper as a business enterprise and its public service role – Indian experience
Ownership of Newspapers – Different types in India – Main features
Various sources of revenue of a newspaper - Advertising and Circulation

Media Laws:


Practical (Print) (30 Marks)

- Reporting, Writing & Editing Practical
- Page Make-up & Layout using Quark Express system.
- Media Monitoring
- Viva based on Current Affairs

Suggested Readings

SEMESTER 2

PAPER 3 - MV32032

Audiography and Videography 100 (50+50) marks

Audiography

1) Microphones and factors governing selection of microphones

Basic designs, kinds, limitation and advantage of different kinds, mike accessories, directional response and polar patterns, Mikes-special types and accessories, wireless, lapel, reflected type, shotgun

2) Types of Cable and connectors

3) Analogue Vs. Digital sound

4) Introduction to digital sound

Theory, process (software, equipment etc.), and application.

5) Introduction to location recording in Camcorder –

Selection of mikes, boom operation etc

6) Post production – Editing, dubbing, track laying, mixing

7) Role of Sound recordist in production crew

Practical

- Build the music and sound effects components of a soundtrack for a short scene
- Recording a 1min sound jingle
• Recording a sound feature/Drama (In groups)

**Suggested Readings**


**Videography**

**Introduction to VIDEO camera**

1) Digital camera Programming and Menu setting

   a) White balance logic.
   b) Exposure logic
   c) Gain control logic

2) Depth of field calculation

3) Lens: Block lens, Telephoto lens, Zoom lens, Wide angle lens, Normal lens,

4) Camera Composition: a) line composition. b) Linear motif c) Theme Composition
   d) Framing and Proximity point. e) Frame with in frame.
   f) How to read a Frame. Rule of thirds, off center framing, lead line composition, S curve, symmetry, repetition, gestalt composition, and g) Surface division. h) Figure and ground, Circle of confusion.

Different shot composition in cinema: Close ups, Tight Close up, Mid close shot, Mid shot, Long shot, Mid long shot, Three shot, over the shoulder shot, reaction shot, Cut away, Insert shot, Motif, Transition shots, concept of foreground, mid ground and Back ground, Head and Nose room, frame with in frame, S composition, Diagonal composition, Open Frame and closed frame.

5) Aspect ratio: 4:3, 16:9, 1.85:1, 2.35:1 etc

6) Focus control: Focusing techniques, Variable Focusing, Follow Focusing.

7) Camera operation: Panning (slow, fast, zip) Tilting, Zoom in, Zoom out, re-Framing, complicated Camera operation.

8) Definition: IRE, CCD, Pixel, etc.

9) Exposure control and Daylight and indoor light, Overcast day, Indoor outdoor
   Exposure balance Exposure balance, Exposure and Depth of field, optimum Exposure, Over exposure, Under exposure.

10) Different Format: DV, DVCAM, HDV, HD.


12) Color Temperature And color Balance: Day Light color temperature, Artificial light color Temperature.

13) Conversion Filter & 85, 80, & ND filter.

   ND filter:
15) Digital Tape : Mini DV, DVCAM, HDV.

**Suggested Readings:**

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**PAPER 4 - MV32041**

**Introduction to media and cultural studies** (100 marks)

1. **The notion of culture**

**Suggested Readings**

2. **Introduction to media and Communication**
   What is media? Notions of mass media. Media and communication.

**Suggested Readings**
3. Discourse and Representation in Media
Discourse as a concept. What is representation? Media as a vehicle of discourses. Media effects. Media and Violence.

Suggested Readings

4. Theories of Mass Culture

Suggested Readings

5. Postmodernity and New Media

Suggested Readings

6. Media and Globalization

**Suggested Readings**


7. The Indian Context

**Suggested Readings**


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**ANCILLIARY FS 2 - FS22022**

**Modernism in cinema**

Theory: 70  Practical: 30

Concept of Modernism in Cinema

1. **Modernism and Visual Culture**

   Enlightenment Thoughts as the Basis of ‘Progress’
   Questioning Enlightenment in Modern Times
   Reevaluating the notion of ‘Progress’
   Importance of the Following in the Modern Notion of ‘Progress’
   Modernism in Indian Thought: The Subject-Object Dichotomy: The Notion of
the ‘Self’

2. Moments of Modernist Interventions in Cinema

i) Italian Neo-realist Cinema
   Representing Reality As It Is
   Vittorio De Sica’s Bicycle Thief, etc.

ii) Soviet Montage Cinema
   Concept of ‘Montage’: Constructing a Third Space-Time in Cinema

iii) French New Wave
   Concept of ‘Jump Cut’: Rupturing Space-Time Continuity

iv) German Expressionist Cinema
   Expressionist mise-en-scène
   Robert Wiene’s The Cabinet of Dr. Caligari/ F. W. Murnau’s Sunrise/Fritz Lang’s Metropolis, etc.

3. Standardization of the Realism Paradigm and its Departures

   Satyajit Ray, Ritwik Ghatak

4. Introducing the Indian ‘New Wave’

   A Representative Film from any of the following Directors:
   Mrinal Sen, Basu Chatterjee Mani Kaul, Adoor Gopalakrishna, Shyam Benegal
   Ketan Mehta, M. S. Sathyu, Kumar Shahani, Syed Akhtar Mirza.

Practical

- **Short Film**: continuity film
  5 minutes duration, dialogues avoidable, narrative in 10 shots

Suggested Readings:

ANCILLIARY JO 2 - JO22022

Television & Radio Journalism 100 marks (70+30)

Television

History of television in the world and in India. Its evolution. TV as a medium of mass communication-its Characteristics, Advantages and Disadvantages; -Impact of TV on print media- Recent trend in television: in India and across the world–


Television Reporting & Editing
Basic Shots – Basic Camera movements – Framing – Head Room – Nose Room – Aspect Ratio Principles of Visual Editing – Jump Cut – Cut Away Shot – Imaginary Line – Voiced Over News Capsule. Scripting for TV – writing for TV News; Differences in news reporting & presentation between newspapers, radio and TV

Television Reporting & Editing-Practical &Workshop 30 Marks
News Reading, Editing, Anchoring, Piece to Camera.
Media Monitoring
Workshops.

Suggested Readings:


Radio:
• Understand Radio as a medium, its emergence in India, its strength and weaknesses as a medium of Mass Communication and its tremendous public service potentials.

Radio in today’s mass media scenario
Strength and Weaknesses of Radio as a mass medium
Development of Radio in India: Pre and Post Independence period.
All India Radio and Public service Broadcasting
Community radio
FM – Changing Face of Radio Programmes –Interactive Radio
Radio and State
Radio and Popular Culture

• Nature and types of Radio Programmes
• Writing effectively for the ear.
  Writing for Radio – News – Feature – Interview-commercial
• Programme presentation
• Devising programme schedule for radio stations- public service, local community and commercial.

Practical

• Individual social message of 30 sec each
• Cover Events; do spot commentaries and Interview celebrities, experts and ordinary people
• Final radio production in groups (Documentary/ feature/Play/spoken word programme etc.)

Suggested Readings:

SEMESTER 3

PAPER 5 - MV33052

Introduction to Scriptwriting 100 (75+25) marks
Scriptwriting for fiction and non-fiction
Character, space, time
Structures
Social identities and representation
Writing for various genres

Practical

Suggested Readings

- Ken Dancyger & Patricia Cooper, 2004, *Writing the Short Film*, Focal Press
- Blake Snyder, 2005, *Save the Cat*, Michael Wieze

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PAPER 6 - MV33062

Videography and Editing (50 +50 Marks)

Videography theory

Colour sub sampling, analogue and digital signal, Digital encoding system, Subtractive and additive principle I.R.E and CCD. Colour Bar and Plug Bar, Interlace and Progressive Scanning, Setting colour Monitor. Gamma and Black Strach, Exposure and Depth of field.


Practical:

1) Basic lighting Techniques:
2) Tools of lighting
3) Contrast Ratio
4) Mid Tone:
5) Color temperature:
6) Lighting Practice:
7) Light Meter:
8) Grey Card:
9) Latitude Test:
10) Some lighting terminology
11) Cinematic continuity.

**Suggested Reading:**

**Editing**

**Theory** (25 marks)

Theories of Editing
Continuity editing
(Classical Hollywood style)
Spatial
Temporal
Eisenstein’s theory of montage
Discontinuity in editing
(Ozu, Godard, Bunuel)

Linear Vs Nonlinear
Various Video Formats

Understanding Video signals

**Practical** (25 marks)
- Learning the non linear editing software
- More Editing Exercises

**Suggested Readings**
ANCILLIARY FS 3 - FS23032

Post modernism in cinema (100 Marks)
Theory: 70    Practical: 30

Contemporary Formations in Cinema

1. Postmodernism and Cultural Practices

2. Postmodernist Trend in Cinema
   Changes in the Narrative Techniques
   Cinema as Memory / Nostalgia
   Cinema of Urban Dystopia

3. Identity, Sexuality and Politics in Cinema

4. New Media, Digital practices and the New Aesthetics

Practical

Short Film: Dialogue Project
5 minutes duration, post production sound to be avoided.

Suggested Readings:

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ANCILLIARY JO 3 - JO23032

Mass Communication and New Media (70 +30 Marks)

Mass Communication
Mass Communication – Definition – Scope – Functions
Mass Media - Recent Trends


Communication models: Aristotle’s classical model; Laswell’s model; Shannon-Weaver’s Mathematical model; Wilbur Schramm’s model; SMCR model; Newcomb’s model; Westley McLean’s model; George Gerbner’s model; Media Dependency model; McCombs and Shaw’s Agenda Setting model; Propaganda model; Dominant Paradigm; Uses & Gratification; Globalization and Mass Media.

New Media:
Introduction to New Media – Comparative Analysis – Web Media and its audience. Overview of different Websites – Internet as Resources; Cyber Law, Internet Censorship and Freedom of Speech, Convergence Journalism. Digital Culture, Mobile Phones

Practical
• Web hosting

Suggested Readings

• McQuail, Denis. 2010. Mass Communication Theory. SAGE.
SEMESTER 4

PAPER 7 - MV34072

Advertising, Marketing and PR 100 Marks (75+25)

Principles of Marketing

Unit I - Basics of Marketing

Introduction, definition and concept of Marketing - Evolution of marketing - Marketing management process - Marketing concepts, processes and marketing analysis. - Coordination and conflict between marketing and other functional areas. - Concept and role of Marketing objectives, Role of MO vis-à-vis overall objectives; - requirements and constraints of MO. Marketing Services - Global marketing – Rural Marketing

Unit II – Marketing Mix

Elements of Marketing Mix – Product – Pricing – Distribution – Advertising – Promotion

Advertising and Promotion

Unit I - Advertising: Principles, Concepts and Management


Unit II – Ethics and Legal Aspects of Advertising

Desired virtues, self regulation in advertising, deception in advertising - Law in Advertising, ASCI, Mission and Purpose, Code of Conduct - Case Study of a few disputed campaigns.

Unit III - Promotion

Promotion mix, -- Types of Promotion - Promotional Tactics – Direct Marketing as a promotional tactic: Advantages, disadvantages, and other facets. - SMS & MMS marketing as a promotional tactic.
Unit IV – Copywriting
Print – Web – Radio – Television
Marketing Research: Meaning, Objectives, and Procedures. - Importance & scope of marketing research, research design, analysis & application of MR information. - Basic theories of research, techniques of advertising research - Qualitative research; Quantitative research, Media research. - Research in Advertising

Brand & Branding (Product and Corporate Branding)
Introduction to brands needs & benefits of branding, Brand building & components. - Creating competitor analysis, strengths-weaknesses, and reactions etc. - Brand positioning concept - Competitive differentiation - Brand extension & co-branding - Multi brands.

Industry Input - Launching new brands; Re-energizing existing brands

Media

Unit I- Introduction to Media
What is media in advertising? - Types and profiles of media - Alternative media, - Basic data on media in India, - Current media trends, - Elasticity of media - Media tactics - Convergence and integration of media.

Unit II – Media Planning, Operation and Budgeting
What is a media plan - Need for a Media Plan - Process of media plan – Media Mix – Media Buying Process – Media Budgeting and Modeling

Industry Input – Drawing a media Plan


Practical:
- Making an ad film

Suggested Readings:
• Kaul J.M., Noya Prakash, *Public Relation in India*, Calcutta

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**PAPER 8 - MV34082**

**Scriptwriting**  100 Marks (75+25)
Adaptations: Theories
Adapting from the written text (novels, poetry, theater)
Adapting for screen and television

**Practical**
- Writing a Screenplay in Groups

**Suggested Reading:**
- Ken Dancyger & Patricia Cooper, 2004, *Writing the Short Film*, Focal Press
- Blake Snyder, 2005, *Save the Cat*, Michael Wieze

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**PAPER 9 - MV34092**

**Videography and Editing** 50+50 marks
**Camera**

**Theory**


**Practical**

1) Zone lighting
2) Color Perception
3) Affinity & Contrast
   Tonal Control
4) Chroma lighting:
5) Color Conception:
6) Filters and Film Look
7) Day for Night shooting;
8) Light source intensity
10) Affinity & Contrast
   Color scheme:
11) Lensing:
12) Lighting Practice:
13) Imaging:
14) Introduction to cinematography:
   - What is Cinematography b) Image and Visual. c) Laws of association.
   - Visual transcreation : Metaphor, Metonymy, synecdoche, Irony.
   - Montage.
   - Foreground, Midground and Back ground lighting. High and Low angle lighting.
   - Deep focus, Compression of space. Close space and Open frame lighting.
   - Lighting for Visual Metaphore.

**Editing**

**Theory** (25 marks)

**Different Edit types**
Ad, Docu, TV fiction

**Various Editing styles**
Studying edit sequences from films of different genres and directors with different styles
Digital Editing
Codecs
Compression
Digital connectors
DSLR

Practical (25 marks)
• FCP and Adobe Premiere
• Working with sound
• Edit exercises

Suggested Readings:
• Reisz, Karel, Gavin Millar, and British Film Academy. 1968. The Technique of Film Editing. New York: Hastings House.
• Brown, Blain. 2012. Motion Picture and Video Lighting. CRC Press.
• Brown, Blain. 2012. Motion Picture and Video Lighting. CRC Press.
• Block, Bruce. 2013. The Visual Story: Creating the Visual Structure of Film, TV and Digital Media. CRC Press.
**Reading the images**  100 marks

Psychoanalytic film theory
The Language of Film: signs and syntax (Saussure & Metz)
Realist film theory (Bazin)
Melodrama
Reading text films

**Suggested Readings:**

**SEMESTER 5**

**PAPER 11 - MV35112**

**Non-fiction**  100 Marks (75+25)

The history and evolution of the documentary
Merging lines: fiction vs non-fiction
Indian Documentary traditions
The new Indian documentary

**Practical**
- Making a documentary film

**Suggested Readings**

**PAPER 12 - MV35122**

**Research Methods**  (50+50 marks)
1) Field work  
2) Collecting Data  
3) Conducting interviews  
4) Sampling and Survey  
5) Data Analysis  
6) Quantitative and Qualitative Approaches  
7) Questionnaire Preparation  
8) Dissertation writing: Defining the research question, citation rules, preparing bibliography.

The course will require the students to participate in practical research, attend workshops and make presentations.

**Suggested Readings:**


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**PAPER 13 – MV35132**

**Theories of Performing arts (Dance and Theatre)**

100 Marks (Theory 75 + Practical 25)

**Component – THEATRE**

- Basic Introduction to theatre  
- Introduction to theories of theatre  
- Introduction to theories of improvisation  
- Selection of theories for the final performance  
- Final production

**Component – Dance and Music**

- Definition, types, theories and brief history of Dance and Music  
- Folk cultures of India with emphasis on Bengal  
- Overview of Indian classical Dance and Music forms  
- The Rasa and the Bhava theories and the Mudras with reference to Natyashastra and Abhinaya Darpan
The Taal and Raga system with introduction to notations
Modern stage and choreography
Final Production

Suggested Readings:

Theatre –
- Jatra by Jaibair Roychowdhury from lesser known forms of Performing arts
- Tamasha by Dyaneshwar Nadkarni

Dance

PAPER 14 - MV35511

**Workshop and Presentation** (100 Marks)
Experts will conduct special workshops. Students will receive hands on training and experience coupled with theoretical understanding on the topic. Students will be evaluated on the basis of their presentations.

SEMESTER 6

PAPER 15 - MV36142
Entrepreneurship and the Market  (100 Marks)

Basic elements of entrepreneurship.
Key functions of entrepreneurs.
Concepts and theories of motivation and leadership.
Deciding organization structure – proprietorship, partnership, Joint-stock company
Concept of Quality control & Total Quality Management. ISO 9000 Certification/ Market Research & marketing strategy formulation.

Suggested Readings:


PAPER 16 - MV36152

Production Management and Media Ethics  (100 Marks)

A. Managing the production
   1. Staffing the production
   2. Production Process: single camera / multicamera production
   3. Independent production
   4. Financing the production / selling the product

B. Media Ethics for practitioners
   1. Power of the television medium
   2. Social Responsibility
   3. Censorship
   4. TRP and sales criteria

Suggested Readings


PAPER 17 - MV36161

Dissertation (4,000 to 6,000 words) or a Screenplay (100 Marks)

PAPER 18 - MV36523

Degree film (100 Marks)