St. Xavier's College, Kolkata - Department of Mass Communication and Videography

SYLLABUS

SEMESTER I

PAPER 1: Unit I - Introduction to Mass Communication
Theory: 50 (External - 40; Internal – 10)

1. Concepts and Theories:
   1. Communication concepts
      i) Process and Function
      ii) Interpersonal
      iii) Group
      iv) Mass Communication
   2. Relevance of Communication Theories to Practice
   3. Model of Communication
   4. Impact and Effect of Communication
   5. Old and new media

2. Communication Techniques:
   1. Feedback and Evaluation of Communication Effect
   2. Interview and Questionnaires
   3. Method of Data Analysis
   4. Information Technology

3. Seminars, workshops, tutorials etc. will be held as per norms on the subject.

Books
PAPER 2: Unit I - Introduction to Video Production

Theory: 25 (External 20, Internal 5); Practical: 25 (External – 20, Internal – 5)

THEORY
1. Script Basics
   i) Structural Basics
   ii) Dynamization
   iii) Visual Scripting
   iv) Script (Time, Space, Character)
   v) Project Development

2. Camera Basics
   i) Still Photography
      Lenses
      Exposure
      Composition
      Colour
   ii) Videography
      Shot
      Angle
      Camera Movement
      Light

3. Sound Basics
   Film Sound appreciation
   Sound Track analysis

4. Editing Basics
   Fragmentation
   Juxtaposition: Frame, Shot, Sequence, Scene
   Time, Pace, Rhythm
   Mise-en-scène
   Montage

Practical
Voice Over Exercise – Learning basic editing software and primary editing on available/given materials (silent rushes)

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1. Bordwell and Thompson, Film art: An introduction
2. Bill Nichols, Movies & Methods:
3. J. J. Langford, Basic Photography
4. Joseph V. Mascelli, Five Cs of Cinematography
SEMESTER 2

PAPER 1: Unit II - Introduction to Media Studies
Theory: 50 (External – 40; Internal – 10)

1. Media: Historical Overview and Context
   An historical overview of media and its role in different socio-economic and political systems in the context of the World Wars and thereafter.

2. Language and Communication
   a) Concepts and Practice
   b) Language and Mass Communication
   c) Language uses in different Mass Media
   d) Language and Society

3. Practices
   Converting all the above three areas of this paper
   a) News Reporting and Editing
   b) Newspaper Layout, News Analysis
   c) Language for Mass Communication-exercise in
      i) Sports
      ii) Advertising
      iii) Political spheres, etc.

4. Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1. Third World Literature in the Age of Multinational Capitalism
   (F Jameson / H. Bhaba)
2. Myth today (Roland Barthes)
3. What is Patriarchy? (Kamla Bhasin)
4. The Blinded Eye (Claude Alvarez)
THEORY
1. Characteristics of sound wave and its propagation
2. Acoustics, Echo, R.T., Decibels etc
3. Quality of sound, frequency reference, S/N ratio, distortions
4. Mechanism of human speech and hearing psychology, thresholds of hearing and feeling etc.
5. Microphones-different types, directional response and polar diagram
6. Mikes-special types and accessories, wireless, lapel, reflected type, shotgun
7. Factors governing the selection of mikes
8. Types of cables and connectors and their uses
9. Sound safety, erasing, dope sheet, storage
10. Introduction to digital sound – Theory, process (software, equipment etc.), and application.
11. Introduction to location recording in Camcorder – Selection of mikes, boom operation etc.
12. Post production – Editing, dubbing, track laying, mixing

PRACTICAL
Sound track design with images: the images to be shot in a camcorder; sound can be recorded simultaneously or separately – may be pre-laid or laid during post-production.

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1. Holman, Tomlinson, Sound for film and television, Focal Press
3. Talbot-Smith, Michael, Sound engineering explained, Focal Press
4. Talbot-Smith, Michael, Sound assistance, Focal Press
5. Altman, Rick, ed., Sound theory sound practice, Routledge
7. Truebitt, Rudy and David, Trubitt, Live sound for musicians, Hal Leonard
8. Nathan, Julian, Back to basic audio, Newnes
9. Yewdall, Lewis, David, Practical art of motion picture sound, Focal Press
10. Leider, N., Colby, Digital audio workstation, McGraw-Hill
SEMESTER 3

PAPER 3: Unit I - Script Writing for Media
Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY
1. Introduction to the role of writer- elaborative efforts
2. Elements of structure- beginning, middle and end
3. Writing Narration
4. Narrative Styles- fiction
5. Non-narrative styles – Current Affairs
6. News reporting for TV
7. Page lay-out and design – using software like Page Maker, Quark Express etc.
8. Identifying significant concepts

PRACTICAL:
1. Writing an AV script : Fiction or Non-fiction – maintaining proper/desired format
2. Page making on Quark Express

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1. Swaine & Swaine, Film Scriptwriting: A practical manual
2. Bob Berman, Fade-in: A screenwriting process
3. Bordwell & Thompson, Film art: An introduction
4. James Monaco, How to read a film
5. Sharda Kaushik, Script to screen
6. Nizhnisky, Lessons with Eisenstein
PAPER 4: Unit I - Camera: Theory, Practice, Aesthetics
Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY & PRACTICAL
1. Video Camera: Basic Design
   - Persistance of vision
   - Video camera: Pick up tube, Scanning
   - Interlace scanning.
   - Charged Coupled Device (CCD),
   - Cathode ray tube of a colour television.
   - Single chip colour video camera.
   - Three chip colour video camera.
   - Sync. Generator, Composite signal, Cathode Ray Tube.
   - Encoder – Different encoding systems (PAL, NTSC, SECAM).
   - Digital Camera and its advantages over conventional analog cameras.
   - Types of TV cameras: Studio camera, Portable camera (ENG EFP), camcorder.

2. Video Tape recorder Track
   - How video tape recorder works.
   - Tape formats.
   - ¾- Inch Umatic Format: Low band & High band.
   - ½- Inch format: VHS & Betacam, Digital.
   - CCU, Waveform monitor, Vectroscope.

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1. J J Langford: Basic Photography
3. Five Cs of Cinematography: Joseph V. Mascelli
4. Television Production: Allen Wartzel
5. American Cinematographer’s Manual
SEMESTER 4

Paper 3: Unit II - Media Production: Script to Screen
Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY
1. Sources of information and material
2. Organizing and Presenting Material
3. Points of View, Credibility, Accuracy
4. Writer - Law and Budget
5. Introduction to Digital Editing (Basic rules, Software, equipment etc.)
6. Subject Research
7. Defining parameters of production, audience, budget
8. Production Process – requirements and stages
9.

PRACTICAL
1. Dialogue Exercise:
   a) Length – maximum 5 mins
   b) Script (fiction only) – with proposal, synopsis, treatment and final draft with proper formatting
   c) Using basic editing pattern with no post-production sound
2. Viva
   On the basis of films they have made

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1. Swaine & Swaine, Film Scriptwriting: A practical manual
2. Bob Berman, Fade-in: A screenwriting process
3. Bordwell & Thompson, Film art: An introduction
4. James Monaco, How to read a film
5. Sharda Kaushik, Script to screen
Paper 4: Unit II - Videography
Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY & PRACTICAL

1. Lighting Equipment, Filters, Camera Operation

2. Digital Videography (Theory & Practice)

3. Lighting & Exposure
  · Objective of television lighting.
  · Three point lighting technique. Contrast ratio.
  · Basic concept of Exposure, concept of optimum exposure.

4. Lighting Equipment
  · Artificial lighting equipments
  · Types of lamps in use & their efficiency.(Incandescent, halogen, HMI)
  · Halogen cycle.

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1. J. J. Langford, Basic photography
3. Joseph V. Mascelli, Five Cs of cinematography
4. Allen Wartzel, Television production
5. American Cinematographer’s Manual
6. Steven Ascher & Edward Pincus, The filmmaker’s handbook
SEMESTER 5

PAPER V: MEDIA SCENE IN INDIA & MEDIA THEORY

Theory: 100 (Ext. - 80, Int. – 20)

MEDIA SCENE IN INDIA

1. History of evolution of Indian Press
   Colonial/Post-colonial economic structure and political context
   → Hickey’s Gazette

2. Media Laws in India
   Indian print Media in the context of Globalization
   Copyright Act – Recent Indian Laws
   → Contempt of Court
   → Defamation

3. Introduction to Radio as a Medium of Mass Communication
   Development of Radio Programme Production in India
   Radio in Post-liberalization Period – FM
   Radio and State
   Radio and Popular Culture

4. Public TV in India - Recent Changes in the Market

5. New Media in India - Technologies, Form and Culture

MEDIA THEORY

1. General Introduction: Film and TV
   Theory of Production & Consumption of Media Content
   Criteria – Subjective and Objective

2. Theories of Spectatorship

3. Feminism and Film Theory

4. Reception Theory

5. TV Genres with focus on any one genre

6. Advertisements

7. Practical Film Criticism
8. Film Theory
9. Media and Cultural Theory
10. Video – Everyday uses of Video, Video Art and Digital Video
    Transformation of Consumer to User

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1. Movies & Methods: Vol. 1 & 2 (Bill Nichols)
2. Critical Theory (Lodge)
3. Film Theory (Dudley Andrew)
PAPER VI: EDITING

Theory: 50 (Ext. – 40, Int. - 10), Practical: 50 (Ext. – 40, Int. – 10)

Theory
1) Aesthetics / Principles of editing
2) Spatial & Temporal possibilities
3) Manipulation of time
4) Rhythm & Pace
5) Dramatic Continuity
6) Soviet school of editing - Dziga Vertov, Eisenstein, Pudovkin
7) French new wave – Godard, Chabrol
8) Classical Hollywood narrative in sound era: Hitchcock
9) Individual departures from classical hollywood narrative:
   - Bunuel : Discontinuity
   - Dreyer : Close up
   - Bresson : Minimalism
   - Renoir : Deep Focus, Long takes
   - Ozu : Breaking 180degree rule, Pillow shots

10) Liner & Nonlinear Editing
11) Analog & Digital Recording
12) Introduction to digital editing
13) Television Aspect ratio, Different television standardisation

14) Editing - Action Sequence / Cross Cutting / Parallel Cutting
15) MTV style of Editing
16) Editing - Advertising & Promotional video

17) Editing - Complex Dramatic Scene
18) Analysis of film sequences from editing point of view

19) Animation:
   Cell animation, Computer animation, Incorporating animation & live action

PRACTICAL
1) Introduction to Final Cut Pro
2) Arranging the Interface
3) Learning a Custome Layout
4) Customozing the keybord Layout
5) Setting Scratch Disk
6) Bin amanagement, Loging, Digitizing, Capturing
7) Saving Projects and Accessing the Auto Save Vault
8) Organizing Video Footage
9) Media Management
10) Insert and Overwriting Editing
11) Three point Editing
12) Split Edit
13) Working with Multi Layers
14) Keyframing Image
15) Time Remapping
16) Effects, Applying Transitions, Compositing
17) Motion Tab
18) Render Setting
19) Titling
20) Sound Editing
21) Track laying (Effects, Music, Narration)
22) Dubbing and Synching
23) Adjusting Audio Levels
24) Mixdown Audio
25) Print to Video

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books
1) Grammar of edit – Roy Thompson
2) The technique of film editing – Karel Reisz & Gavin Millar
3) In the blink of an eye: A Perspective on film editing – Walter Murch, Foreword by Francis Ford Coppola
4) The technique of film and video editing: Ken Dancyger
5) Film Editing - Richard D Pepperman
6) Final Cut Pro- Apple
SEMESTER 6

PAPER VII: VIDEO PRODUCTION – STUDIO & LOCATION

Practical: 100

a) Ext. – 80 > Project Documentation - 20
    Project - 50
    Interactive Session/viva-voce - 10

b) Int. – 20

THEORY (These two fundamental theoretical inputs will be required for the students to do the practical)
1. Theories of TV Production
2. Basic Aspects of Independent Filmmaking in Video Fiction and Non-Fiction

PRACTICAL
STUDIO:
1. Staffing Responsibilities
   Camera, Audio, Lights and Artists
2. Studio Production and Control
   Multiple camera Set-up
LOCATION:
1. Proposal
2. Budgeting
3. Location Survey
4. Shooting Script
5. Production Meeting
6. Shooting
7. Editing
8. Special Effects
9. Collection/Recording of Sound Effects and Music
10. Recording Narration
11. Laying Commentary Track
12. Laying Music and Effect Tracks
13. Mixing
14. Promotion/ Dissemination

Seminars, workshops, tutorials etc. will be held as per norms on the subject.
PAPER VIII: Entrepreneurship Development
Theory: 100 (Ext. - 80, Int. – 20)

1. a) Definition of entrepreneurship & different characteristics of an entrepreneur.
b) Functions of entrepreneur
c) Difference between entrepreneur & intrapreneur
d) Reasons of premature failure of entrepreneur
e) Importance of entrepreneurship for social and economic development

2. a) Elements of project formulation
b) Project selection
c) Project appraisal
d) Project management – PERT/CPM and network analysis
e) Project reports

3. a) Plant location
b) Plant layout – Product and process layout with respective merits and demerits

3. Production planning & control techniques - scheduling – routing – forecasting tools


5. a) Elements of working capital
b) Importance of working capital management

6. a) Difference between marketing & selling
b) Market survey & research
c) Market segmentation
d) Significance of 4Ps in marketing
e) Role of distribution

7. a) Difference between price & cost
b) Pricing policies
c) Standards & marginal costing

8. a) Budgets – budgetary controls
b) Break-even analysis & formulae

9. a) Financial statements – balance sheet & P/L A/C
b) Accounting ratio analysis
c) Cash flow & fund flow
d) Discounted cash flow
10. a) Leadership – motivation & effective communication  
   b) Barriers to effective communication

11. a) Total Quality management  
   b) Role of ISO 9000 series  
   c) Statistical quality control

12 a) Environment protection acts  
   b) Sources of pollution & control acts  
   c) Factory management act  
   d) Industrial relations

13. a) Various financial institutions & their roles in developing entrepreneurship  
   b) Sources of project finance

14. a) MIS  
   b) SWOT Analysis  
   c) Stock exchange  
   d) VAT  
   e) Export/Import regulations  
   f) Social/ cost benefit analysis  
   g) SEZ  
   h) SBUS

15. a) Causes of industrial sickness and their remedies  
   b) Case study

Seminars, workshops, tutorials etc. will be held as per norms on the subject.

**N.B.** The degree will be conferred only upon the successful completion of one or two internship programme/s of total 45 days distributed over the duration of the course. The internship must be done during vacation.