



PREM CHAND MARKANDA COLLEGE FOR WOMEN, JALANDHAR CITY

Re-accredited 'A+' grade (2nd Cycle) by NAAC Bangalore

A unique prestigious Post Graduate Institution of Northern India

COURSE PLAN

Department – Mass communication & Video Production

Session – 2024-25 Odd Semester

Semester – B.A-1st Sem

Faculty Name – Ms. Priyanka

Course/Paper Name-INTRODUCTION TO COMMUNICATION

Duration	Topics to be covered	Teaching Tools
July		
	Models of Communication: Aristotle, Shannon and Weaver, Wilbur Schramm, Lasswell and Berlo, Osgood, Dance, Gatekeeping Model Practical-Training in communication skills, discussions & seminars.	Lecture-based teaching, group teaching, and learning through problem-solving,
August		
	Theories of Communication: Hypodermic Needle Theory, Two-step and Multi step theory, Uses and Gratification Theory Practical-Power Point Presentations in accordance with Syllabus.	Lecture-based teaching, group teaching, and learning through problem-solving.
September		Lecture-based teaching, group teaching, and learning through problem-solving.
	- Communication- Definition, Meaning, Nature, Need, Process and Functions - Traditional and Folk Media - 7C's of Communication, Barriers of Communication - Verbal and Non-verbal communication - Latest trend (Internet) - Invasion of satellite channels	

October	- Types of Communication (Intrapersonal, Interpersonal, Group and Mass Communication) Practical-Training in Communication Skills Making a Power point presentation and presenting it (Time limit 5 Minutes) Classroom Discussions and Seminars	Lecture-based teaching, group teaching, and learning through problem-solving.
November	Revision and Tests	Game Based Learning, Inquiry Based Learning and Individual Learning
December	University Examination	

Outcomes Of The Course

CO.1	To create awareness among students with respect to various ramifications of communication
CO.2	To encourage the students to develop and inculcate optimism and to gain self-confidence
CO.3	They will be able to involve in conversations without fear, shy and apprehension and become more self-confident and develop strong determination.
CO.4	To make the students aware of various kinds of barriers of communication
CO.5	. Deal with practical situations and communicate accordingly,



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COURSE PLAN

Department – Masscommunication & Video Production

Session – 2023-24 Even Semester

Semester – B.A 2nd Semester

Faculty Name – Ms. Priyanka

Course/Paper name- AUDIO VISUAL MEDIA

Duration	Topics to be covered	Teaching Tools
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January		
	History and Development of Radio, TV, Cinema and Cable in India over the years	Lecture-based teaching and Group teaching
February		
	Print Media: characteristics, concept of news - Elements of news - Types of news; steps in writing news - Sources of news - Basics of news reporting Practicals- Visit to AIR, DD and other media organizations, News Writing, Introduction to basic mechanics of production techniques, script writing for Radio & TV programmes. Computer Practical	Lecture-based teaching, Group teaching and Learning through problem-solving.
March		
	Organs of I & B Ministry: FTII, NFAI, DAVP, Field Publicity, Song and Drama Division, Directorate of film festivals, NFDC, RNI, Film Division - Basics of different formats for Radio and TV: Talk, Interview, News, Discussion, Voxpox, Live shows, Feature, Documentary, Drama, Serial, Phone in programs, Commercials	Lecture-based teaching, Inquirybased Learning and Group teaching
April	-Audio-visual media and its characteristics -Online Journalism Revision and Tests	Technplogy Based Learning
May	University Examination	

Outcomes Of The Course

CO.1	To learn the basic skill for radio production and to study the practical issues of radio program production.
CO.2	To equip students with basic understanding of the field of television production
CO.3	To helps the students understand television from audio-visual.
CO.4	Ability to know the Marxian analysis of visuals
CO.5	Helps the students to understand about Sound recording and editing



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Department –Masscommunication & Video Production

Session – 2023-24 Odd Semester

Semester – B.A-3st Sem

Faculty Name – Ms.Priyanka

Course/Paper Name- SOUND & SCRIPT WRITING FOR MEDIA

Duration	Topics to be covered	Teaching Tools
July		
	Sound: Meaning, Characteristics, Propagation, Acoustic Reverberation	Lecture-based teaching, group teaching, and learning through problem-solving,
August		
	Script Writing: Basics, Elements of Good Script Writing, Role of Writer, Structure of Script Subject Research (Idea, Visualisation & Script Sources of Information), Formats of Script Writing, Story Board Practicals-Writing script for various radio formats.	Lecture-based teaching, group teaching, and learning through problem-solving.
September	- Microphones: Selection of Microphones, Types of Microphones	Lecture-based teaching, group teaching, and learning through problem-solving.
October	MAGNETIC RECORDING PRINCIPLES Audio Cables & Connectors (Types & Uses), Noise & Distortion, Dope Sheet/Exposure Sheet Sound Recordist's role in production crew, Audio console Practical acquaintance with sound equipments.	Lecture-based teaching, group teaching, and learning through problem-solving, Practical learning
November	Revision and Tests	Game Based Learning, Inquiry Based Learning and Individual Learning
December	University Examination	

CO.1	Students will develop and apply foundational knowledge and skills in music theory, music technologies.
CO.2	Understand the workflow and roles in film sound production
CO.3	Understand about the different types of microphones
CO.4	The purpose of the course is to learn about film and television screenplay structure, analyze dramatic strategies in film and television, learn and apply correct script form, and creatively engage in the various stages of original scriptwriting. The assignments will include the writing

	of scenes, a treatment and a half-hour script, with special emphasis on the steps leading toward creating a final screenplay.
CO.5	. What are the benefits of script writing for students? Scriptwriting helps students focus on register, adjacency pairs, vocabulary in context, and fluency



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COURSE PLAN

Department – Masscommunication & Video Production

Session – 2023-24 Even Semester

Semester – B.A 4th Semester

Faculty Name – Ms. Priyanka

Course/Paper name- INTRODUCTION TO MEDIA

Duration	Topics to be covered	Teaching Tools
January		
	Role & Impact of Media in Different Socio-Economic & Political Systems/Freedom of Press Press Laws in India: Defamation, Official Secrets Act, 1923, Concept of Court Act, 1971 Press & Registration of Books Act, 1867, Public Libraries Act	Lecture-based teaching and Group teaching
February		
	Advertising: Meaning & Concept, Role & Importance, Types of Ads, Advertising Agency Advertising Budget, Advertising Designing & Layout	Lecture-based teaching, Group teaching and Learning through problem-solving.
March		
	Difference between PR & Advertising Propaganda, Publicity & Public Opinion Cinematograph Act, censorship in India	Lecture-based teaching, Inquirybased Learning and Group teaching
April	-Public Relations: Meaning & Concept, Role & Importance, Qualities to Good PRO Tools/Technique	Technology Based Learning

	of PR, PR in Government, Public & Private Sector Practical-Making of an ad (Print & Audio-Visual) Making of Press note/ Press releases Revision and Tests	
May	University Examination	

CO.1	To introduce to evolution and growth of Indian cinema, regional and parallel cinema
CO.2	To introduce students about press and media laws
CO.3	To introduce students to basics of advertising and its role in society
CO.4	To make the students understand the scope, functioning of Public relations
CO.5	To provide students an understanding of various forms advertising



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Department – Mass communication & Video Production

Session – 2023-24 Odd Semester

Semester – B.A-5th Sem

Faculty Name – Ms. Priyanka

Course/Paper Name- VIDEO FOR COMMUNICATION-I

Duration	Topics to be covered	Teaching Tools
July		
	Video camera • Basic Design (Lens, Zoom, Aperture, Focal Length, Shutter) • Camera Angles, Movements, Shots & Mountings. • Types of Cameras (VHS), Umatic, Betacam, High Eight, Video Eight)	Lecture-based teaching, group teaching, and learning through problem-solving,
August		
	Camera Crew (Director, Producer, Production Manager, Floor Manager, Art Director, Makeup Man, Dress Designer, Choreographer Lighting (Types, Luminants, accessories, lamps, & lighting problems)	Lecture-based teaching, group teaching, and learning through problem-solving.

September	Programme Proposal Budgeting Location Survey Shooting Script	Lecture-based teaching, group teaching, and learning through problem-solving.
October	Pre & Post Production Meeting Single Camera & Multicamera Shooting Indoor & Outdoor Shooting	Lecture-based teaching, group teaching, and learning through problem-solving, Practical learning
November	Camera Handling • Script Writing • Making program proposal for any channel Revision and Tests	Practicals learning.
December	University Examination	

CO.1	To provide students knowledge about video camera.
CO.2	To learn about parts of video camera and how to use it.
CO.3	To learn about lighting
CO.4	To know about how to shoot a film
CO.5	Single Camera & Multicamera Shooting Indoor & Outdoor Shooting



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COURSE PLAN

Department – Masscommunication & Video Production

Session – 2023-24 Even Semester

Semester – B.A 6th Semester

Faculty Name – Ms. Priyanka

Course/Paper name- VIDEO FOR COMMUNICATION-II

Duration	Topics to be covered	Teaching Tools
January		
	Special Effects • Audio Special Effects • Video Special Effects • Recording Special Effects	Lecture-based teaching and Group teaching
February		
	Video editing • Meaning • Need • Types (Online, Offline, Linear & Non-linear) • Transitional Devices (Cut, Fade, Dissolve, Mix, Superimposition, Wipe &	Lecture-based teaching, Group teaching and Learning through problem-solving.

	Montage)	
March		
	Narration • Meaning and Role • Writing & Recording Narration Practical-Making a minimum of five minute programme (any format) Reading a programme/films.	Lecture-based teaching, Inquirybased Learning and Group teaching,Practical learning.
April	Sound Mixing & Editing • Basics • Dubbing • Studio Mixing • Laying Tracks • Pre & Post Production Mixing Revision and Tests	Technology Based Learning
May	University Examination	

CO.1	To learn about video editing
CO.2	To learn about Audio Special Effects • Video Special Effects • Recording Special Effects
CO.3	To learn about Narration Meaning and Role Writing & Recording Narration
CO.4	To know about sound mixing and editing
CO.5	To learn about pre and post production in process of film making