PROFESSIONAL PROGRAMME
PROGRAMME CODE---709
Masters of Arts in Mass Communication Advertising and Journalism (MAMCAJ)

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Detailed Syllabus

SEMESTER I

MAMCAJ11 --- Print Media

UNIT I: What is News

UNIT II: Why is News Important
Difference between News & Information Journalism & Communication - Stories of High Interest - Celebrity Journalism, Trends in Modern journalism - Influence of TV channels on serious news reporting in print media-Sensationalism & Entertainment

UNIT III: News Media Operations
How news media functions? Three Modes of Daily Journalism, National media - How it nationalizes The news? Agenda setting function of the National media, new categories of News, Approaches of Journalism, Press Organizations

UNIT IV: The World of Print Media.

UNIT V: Types and Characteristics of Print Media.

UNIT VI: Role of Press in Social & Political Movements.


UNIT VIII: Representation of Different Groups- Stereotyping and Labeling in Media.

UNIT IX: Content of Newspaper
News Stories, Features, Articles, Editorial, Advertorial, Advertisements & Public Relations.

UNIT X: Alternatives to Mainstream Journalism.

UNIT XI: Photographic equipment
Cameras - types - formats - lens - their types and functions - film - types and functions – accessories

UNIT XII: Camera and Photo
Shots - focus - shutter - speed - selection of subject - different types of photographs - action - photo editing - procedure - pictures for newspapers and magazines – developing photographers' manual and computerized photography.

UNIT XIII: Editing

UNIT XIV: Photography
Elements and principles - visual language - meaning - photographer's jargon; composition of photography - subject and light.

UNIT XV: News values for pictures
Photo - essays - photo features; qualities essential for photo journalism; picture magazines - colour photography - impact of technology, practical, field assignments and their evaluation.

UNIT XVI: Journey of Newspaper from Hickey’s Gazette to Online Newspapers.

Reference Books:-
1. Approaches to media literacy: a handbook by Art Silverblatt, Jane Ferry, Barbara Finan.
2. The ambivalent welcome: print media, public opinion, and immigration by Rita James Simon, Susan H. Alexander
3. Media selling: broadcast, cable, print and interactive by Charles Warner, Joseph Buchman

MAMCAJ12 --- Mass Communication

UNIT I: Mass communication in India
Reach, access and nature of audience.

UNIT II: Mass Communication
Nature of media and content.

UNIT III: Types of Communication

UNIT IV: Communication
Basic terms, Concept and definition, types and process.

UNIT V: Mass Communication
Meaning, and Uses.

UNIT VI: Effects and Representation.

UNIT VII: Meaning of Effects.

UNIT VIII: Theories of Media Effects.

UNIT IX: Effects of Media on Education.

UNIT X: Mass Media and Indian Family.

UNIT XI: Mass Media and Children.

UNIT XII: Mass Media and Women.

UNIT XIII: Need for Audience Studies.

UNIT XIV: Media and Communication.

UNIT XV: Violence in Media and its effect on society.

UNIT XVI: Violence in News.

Reference Books:
1. Introduction to Mass Communication by Stanley J. Baran, Stanley Baran
2. Introduction to Mass Communication by Jay Black, Jennings Bryant

MAMCAJ13 --- Communication Theory and Research

UNIT I: Research
Meaning, Definition.
UNIT II: Types of Research
UNIT III: Methods of Research
UNIT IV: Research Problems
Designing a Research Problem.
UNIT V: Objective of a Good Research
Significance of Research.
UNIT VI: Research Design
UNIT VII: Sampling
Sampling Procedure, Types of Sampling.
UNIT VIII: Data Collection
Techniques of Data Collection, Processing & Analysis, Interpretation and Report Writing.
UNIT IX: Mass Media growth and emergence of new media
New media audiences.
UNIT X: Media Diversification.
UNIT XI: media impact on Society.
UNIT XII: Corporate media objectives.
UNIT XIII: Dysfunctions of media.
UNIT XIV: Social, economic and Cultural issues.
UNIT XV: Media Privatization.
UNIT XVI: Role of Computer in Research.
Reference Books
1. Media and communication by Paddy Scannell

MAMCAJ14 --- Media Technology

UNIT I: Introduction to Media
UNIT II: Media Ethics
UNIT III: Advertising and Public Relations
Concept and definition of public relations - Public relations: tools and technique – Public relations organizations - Concept and definition of advertising - Classifications of advertising .
UNIT IV: Engineering Graphics
UNIT V: Two Dimensional graphics
UNIT VI: Curves and surfaces
UNIT VII: Three dimensional graphics:
functuions-usage of buffering techniques — manipulation of color lookup table-tweening.

UNIT VIII: Computer Graphics realism:

UNIT IX: Introduction to TV technology
Picture formation-T.V Scanning: Horizontal & Vertical- Frame & field rate-Resolution video bandwidth, sync. blanking signals, colour burst, sensitivity, linearity etc.-Television.

UNIT X: Principle of Video Camera
Primary & secondary colours—Photo conduction, photo voltaic, photo emissive effect- Working principle of video camera— CCD cameras: Three CCD, single CCD colour camera— Various sizes of pickup devices.

UNIT XI: Components and Controls of Video Camera
Parts of a video camera-Different controls on video camera-Power switch, preheat, genlock, white balance, gain, iris, pedestal etc.—Zoom control: servo, manual, remote, zoom extenders-Focus control: auto, manual, remote, back focus, macro focus.—Camera view finders (B/W and colour). Its indicators and control.

UNIT XII: Balancing of Colours of a video camera.
Colour temperature-White balance: Process and need—Camera filters—Camera control UNIT (CCU)-Waveform monitor for output level of video-Vectorscope.

UNIT XIII: Video camera lenses.
Perspective-Types and use-normal lens, telephoto lens, wide-angle lens; Zoom lens-Tripod, types of tripod heads, dolly, trolley & other accessories-Different types of camera angles and use—Camera movements—types & use—Different Types of Television; Cameras-NG camera— EFP camera— Studio cameras— Special cameras: underwater camera, Endoscopic camera, Aerial photography camera, remote control camera, high-speed video cameras— Types of microphones used on video camera— Types of audio & video connectors.

UNIT XIV: Cable Industry
Evolution, growth and development of cable industry— Indian scenario of cable industry— Major players: Siti Cable, In Cable, RPG, Sun etc— Process of distribution of signals— Pay channels vs. free channel— Channel war and cable industry— New technologies and cable industry.

UNIT XV: Video Formation, Perception, Representation
Color Perception and Specification, Analog Video, Raster, Analog color Television Systems, Digital Video

UNIT XVI: Fourier analysis of Video Signal
Frequency, Domain Characterization of Video signals, Multidimensional Continuous and Discrete — space signals and systems, sampling of video signals

Reference Book:
1. Media technology and society by Brian Winston.

MAMCAJ15P --- Practical

UNIT I: Camera and Photo.
UNIT II: Graphics.
UNIT III: Camera and Photo.
UNIT IV: Editing.
UNIT V: Photography.
UNIT VI: Effects and Representation.
UNIT VII: Photographic equipment.
UNIT VIII: Developing photographers' manual and computerized photography.

SEMESTER II

MAMCAJ21 --- Human Communication

UNIT I: Communication Model.
UNIT II: Communication Principles.
UNIT III: Communication Competence.
UNIT IV: Self Concept
Characteristics of Self Concept.
UNIT V: Managing Impressions.
UNIT VI: Perception
The Process of Perception, Accuracy and Inaccuracy of Perception.
UNIT VII: Role of Culture & Society in Perception.
UNIT VIII: Emotion
Role of Emotion in Communication.
UNIT IX: Managing Difficult Emotions.
UNIT X: Language
The Nature and Impact of Language.
UNIT XI: The Uses and Abuses of Language.
UNIT XII: Language Principles.
UNIT XIII: Nonverbal
Characteristics of Nonverbal Communication.
UNIT XIV: Types of Nonverbal Communication
UNIT XV: Listening
Elements of the Listening Process
UNIT XVI: Types of Non Listening
Information Listening/Listening to Help
Reference Book:
1. Human communication theory and research by Robert Lawrence Heath.

MAMCAJ22 --- Broadcast Journalism

UNIT I: News
What is news? Proximity, relevance, immediacy, interest, Dramatic events, entertainment.
UNIT II: Different types of news
Emergencies, politics, Crime, Local and national government, Planning and developments, Conflict and controversy, pressure groups, industry, health, human interest, personalities, sport, seasonal news, special local interest, weather, traffic and animals.
UNIT III: News Sources
Reporters, contacts, Newsroom diary, Files, Check calls, Emergency services radio, Politicians, Pressure groups Staged events: The protest, the announcement, the set place, News releases,
UNIT IV: Getting the Story
Newsroom conference, copy-tasting, Balance of news, visuals and actuality, the brief, the angle, chasing the contact, staged news conferences, beating the clock, Work to sequence, don’t panic.

UNIT V: News anchors and presenters
The talent, anchor versus newscasters, Qualities of a newscaster, Women newscasters, more than just a news reader, professionalism, voice.

UNIT VI: Electronic News Gathering (ENG)
ENG Production Features – Satellite uplink – Electronic Field Production (EFP): Preproduction – Production: Equipment Check – Production: Setup –Production: Rehearsals – Production:
Videotaping – Production: Strike and Equipment Check – Post production – Preproduction.

UNIT VII: Media Literacy
History of Broadcast Journalism, Media Habits, 1st Amendment Issues, Elements of Broadcast News, Current Events.

UNIT VIII: Writing in Broadcast Style
Writing for the ear, Broadcast News Vocabulary (the ethics), What You See is What You Say (Writing to Video), Writing to Time.

UNIT IX: News Stories
Types (breaking news through kickers), forms (VO, VO/SOT, RDR, Package), elements of the news package, shooting the news package, assembling the news package, editing the news package.

UNIT X: Field-Reporting
Shooting usable video footage, conducting the on-camera interview, shooting telling B-roll, composing interesting shots, telling stories in unconventional ways.

UNIT XI: Capturing Sound
Microphones, Capturing Natural Sound, Capturing Primary Audio Track Sound, Analog vs. Digital Mixing and Editing to tell a story.

UNIT XII: Producing/Editing
Judgment, fairness, balance, Nonlinear editing of stories, telling a cohesive story (connecting SOTs) Using desktop publishing aspects to tell a visual story, developing ear for effective news stories.

UNIT XIII: Journalists and the Law
Legal restrictions and how journalists can avoid costly legal action.

UNIT XIV: Broadcast Scripts
Identify scripts by format, List steps leading to the development of various type (i.e., news and/or sitcom), broadcast scripts, Define terminology used in broadcast scriptwriting, Plan and produce a storyboard, Write broadcast scripts as assigned.

UNIT XV: Professional Ethics
Demonstrate ability to give and follow directions, Demonstrate ability to function as a team member, demonstrate strong work ethics, describe basic ethics including broadcast law (i.e., copyright, plagiarism, etc.).

UNIT XVI: Broadcast News – Critical Issues & Debates

Reference Book:
1. The broadcast journalism by Robert Thompson, Cindy Malone.
MAMCAJ23 --- Introduction to Journalism

UNIT I: Journalism
Meaning and Definition
UNIT II: Glossary and History of Journalism
UNIT III: Purpose
Purpose and role of Journalism.
UNIT IV: News
Definition, Types, Elements of News.
UNIT V: Structure of News.
UNIT VI: Source of News.
UNIT VII: Quality of News.
UNIT VIII: How to write News.
UNIT IX: Types of news writing.
UNIT X: News Room
Structure and Role.
UNIT XI: Leads
Types of Leads.
UNIT XII: Headline
Type of Headline.
UNIT XIII: Difference between Mass communication and Journalism.
UNIT XIV: Introduction to Specialization in Journalism
UNIT XV: TV Journalism: Industrial & Theoretical Foundations (4hrs)
Theory and History of Earlier TV Journalism in China, Theory and History of up-to-date TV Journalism in China.
UNIT XVI: Journalist – Professionals in a Market Culture .

Reference Books
1. An introduction to journalism by Carole Fleming
2. An introduction to journalism by Richard Rudin

MAMCAJ24 --- Mass Communication and Society

UNIT I: Eras of Mass Communication.
UNIT II: Introduction to mass communication
Meaning, needs, Types.
UNIT III: The changing communications media environment.
UNIT IV: Theories of communication media.
UNIT V: The Evolution of the information society.
UNIT VI: Economic issues in communication media.
UNIT VII: Communication media policy and ethics .
UNIT VIII: Globalization of communications media.
UNIT IX: Media
Print media, Audio media, Visual media, Multichannel media, the telephone industry.
UNIT X: The information services industry.
UNIT XI: The computer industry.
UNIT XII: Communication media in the work place.
UNIT XIII: The advertising industry.
UNIT XIV: The public relations industry.
UNIT XV: Effects of mass media.
UNIT XVI: The social impacts of information technologies.

MAMCAJ25 --- Communication Skills

UNIT I: Communication
Meaning, Tools of Communication.
UNIT II: Theories of Communication
Hypodermic Needle, Two Step and Multi Step, Commercial Theory, Play Theory, Uses and Gratification Theory.
UNIT III: Models of Communication
SMR Model, SMRc Model, Shannon and Weaver Model, Laswell Model, Osgood Model, Dance Model, Schramm Model, Gerbner’s Model, New Comb Model, Convergent Model, Gate Keeping Model.
UNIT IV: Types of Communication.
UNIT V: Techniques of effective communication.
UNIT VI: Written Communication
Meaning of Business report, types and essentials of ideal reports.
UNIT VII: Drafting
Preparation of first draft of the report, collection, classification and selection of information, logical ordering, presentation and reports, writing application, personal resumes, business resumes, business letters, memos.
UNIT VIII: Telephone handling manners
Receiving the call, problems, in telephonic communication, sample telephonic conversation dialogue form.

Reference Books :-
1. Communication Skills by Richard Ellis
2. The handbook of communication skills by Owen Hargie

SEMESTER III

MAMCAJ31 --- Reporting and Editing

UNIT I: Journalistic Writing
Meaning, Forms (news, editorial, features).
UNIT II: Reporting
Meaning, Types, Tips, Objectivity, Report writing for all media.
UNIT III: Principles of Reporting
UNIT IV: Functions & Responsibilities of Reporting.
UNIT V: Writing News
Leads, Types of leads.
UNIT VI: Reporting
Reporting Techniques.
UNIT VII: Qualities of a reporter.
UNIT VIII: Sources and Types of reporting.
UNIT IX: Problems in Reporting.
UNIT X: Editing
Meaning, Symbols, Usage, Proof Reading.
UNIT XI: Need and Principles
UNIT XII: Functions and qualifications
Sub-editor and chief sub editor.
UNIT XIII: Newspaper meaning
Newspaper meaning and its production steps.
UNIT XIV: Structure and functions of newsroom
UNIT XV: Difference b/w newspapers and magazines, pages of newspaper
Newspaper, magazines, pages.
UNIT XVI: Headlining
Principles, types, and techniques

Reference Books:
1. Inside reporting by Tim Harrower
2. Fundamentals of journalism by R.Thomas

MAMCAJ32 --- Introduction to Advertising

UNIT I: Advertising
Meaning, Attributes.
UNIT II: Origin of Advertising.
UNIT III: Developments of Advertising.
UNIT IV: Goals of Advertising.
UNIT V: History of Advertising.
UNIT VI: Publicity versus Propagandas versus Sale Promotion.
UNIT VII: Role of Advertising.
UNIT VIII: Advertising Types.
UNIT IX: Principles of Advertising.
UNIT X: Advertising Planning
Steps in Advertising Planning.
UNIT XI: Advertising Agency
Function & Role.
UNIT XII: Types of Media Agencies.
UNIT XIII: Selection of Advertising and Agency.
UNIT XIV: Advertising Ethics.
UNIT XV: Story Board.
UNIT XVI: Advertising and promotion.

Reference Books
1. Introduction to Advertising by Arthur Judson Brewster
2. Introduction To Advertising by S Ganesh

MAMCAJ33 --- Introduction to Public Relation

UNIT I: History of Public Relations.
UNIT II: Public Relations
Meaning and Definition.
UNIT III: Need for P.R.
UNIT IV: Tools of P.R.
UNIT V: Importance of P.R.
UNIT VI: Ethics of P.R.
UNIT VII: Image Advisory.
UNIT VIII: Role and Function of P.R.
UNIT IX: Qualities of P.R.
UNIT X: Objectives of P.R.O.
UNIT XI: How to conduct P.R Campaign.
UNIT XII: P.R. Programme.
UNIT XIII: Exhibitions as P.R.
UNIT XIV: Leading P.R and News agencies.
UNIT XVI: P.R writing and web.

Reference Books
1. Public relations: an introduction by Shirley Harrison
2. An Introduction to Public Relations by Joy Chia

MAMCAJ34 --- Advertising Design and Principle

UNIT I: Advertising Design: meaning
UNIT II: Making of Advertisement.
UNIT III: Background.
UNIT IV: Layout Steps.
UNIT V: Function of Layout.
UNIT VI: Design and Layout.
UNIT VII: Types of Design.
UNIT VIII: Layout
Principles of Layout.
UNIT IX: Appeal of an Advertisement.
UNIT X: Principles of Good Advertisement.
UNIT XI: Regulations of an Advertisement.
UNIT XII: Story Board.
UNIT XIII: How does advertising work.
UNIT XV: Advertising-A critical appraisal -Economic, cultural, Psychological and Social aspects of advertising.
UNIT XVI: Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising- AAAI, ASCI and others their codes.

Reference Book
1. Advertising design and typography by Alex W. White.
2. Principles Of Advertising by Duncan.

MAMCAJ35P --- Project Report
SEMESTER IV

MAMCAJ41 --- Introduction to Production Technology

UNIT I: Production
T.V and Radio Production, Post Production and Editing.
UNIT II: Stages
Post and Pre Production stages.
UNIT III: Story Treatment.
UNIT IV: Scripts.
UNIT V: Storyboards.
UNIT VI: Budget.
UNIT VII: Floor Plan, Sets.
UNIT VIII: Costume
Makeup costume.
UNIT IX: Introduction to Sound FX and SFX CD.
UNIT X: Lights.
UNIT XI: Shots
Shots and Shooting Schedule
UNIT XII: Crew for Production
UNIT XIII: Working with SFX and SFX Libraries
Transferring SFX to Computer and Managing Data with Workspace, Spotting SFX, Importing and Creating a Palette of SFX for a Project Backgrounds and Room Tones, Spotting/Identifying Backgrounds for a QuickTime Movie Spotting, Editing, and Assembling SFX and Backgrounds for a QuickTime Movie.
UNIT XIV: Production Dialogue and ADR/Dialogue Replacement
UNIT XV: Identifying and Creating Foley SFX
Introduction to Foley, Preparing a Pro Tools Session for Multiple Passes of Foley FX, Spotting Foley and Creating Cue Sheets, Spotting and Preparing to Record Foley for a Simple Scene, Preparing a Physical Studio Space for Foley Recording, Directing and Recording a Foley Session, Recording Spotted Foley for a QuickTime Movie.
UNIT XVI: Temp and Source Music Editing for Film and TV
Introduction to Music Editing, Assessing the Music Elements of a QuickTime Movie Presentation of Temp and Source Music, Placing Temp and Source Music in a QuickTime Movie Techniques for Editing Temp Music, Choosing from the Music Provided and Placing/Editing Temp and Source Music for a QuickTime Movie.

Reference Books
1. Introduction to Media Production by Robert B. Musburger, Gorham Kindem
2. Introduction to media production by Gorham Anders Kindem, Robert B. Musburger.

MAMCAJ42 --- Media Appreciation
UNIT I: The Hypodermic Needle Theory.
UNIT II: Marxist approach.
UNIT III: The role of mass media.
UNIT IV: cultivation theory.
UNIT V: Functionalist approach.
UNIT VI: User and Gratification theory.
UNIT VII: Audience Studies.
UNIT VIII: Paradigm Shifts.
UNIT IX: Thinking Methods
UNIT X: Concepts (Meaning of research, Process of research, Research problem, Research design, Sampling, Hypothesis).
UNIT XI: Methods (Process research, Anthropological research, Historical research, Experimental research, Other types).
UNIT XII: Formative Research.
UNIT XIII: Development of audience profile.
UNIT XIV: Availability of audience segment.
UNIT XV: Access of the media.
UNIT XVI: Resource mapping.

MAMCAJ43 --- Introduction to Photography

UNIT I: Photography
Meaning and Definition.
UNIT II: History of Photography
UNIT III: Tools of Photography
UNIT IV: Camera
Parts of a camera, Shutter, Apertures, Lens, Films.
UNIT V: Types of Camera.
UNIT VI: Quality of Photograph.
UNIT VII: Visualizations
Role of Visualizations.
UNIT VIII: Roles of Lighting.
UNIT IX: Picture
How to take a good picture.
UNIT X: Editing and Development of Photograph
UNIT XI: Photo Journalism, its Roles and Importance
UNIT XII: Composition of Photograph
UNIT XIII: Lenses
UNIT XIV: Photographic Pathways
UNIT XV: Photography Effects
Zoom & Prime Lenses, Focusing Modes, DOF, Perspective Compression, Motion Panning Zoom Panning, Slow Shutter Effects, Wide Angles.
UNIT XVI: Types of camera movements and shots.

Reference Books
1. Introduction to photography by Marvin J. Rosen, Dave De Vries.
2. An introduction to photography by George L. Wakefield.
MAMCAJ44 --- Mass Communication Ethics and Law

UNIT I: History of Mass Media.
UNIT II: Writing of Communication.
UNIT III: Freedom of Press or Media.
UNIT IV: Code of Journalistic Ethics
UNIT V: Censorship and control in the press and other Media.
UNIT VI: Press ownership and monopoly.
UNIT VII: Media Laws.
UNIT VIII: Media Organization.
UNIT IX: Press Commission.
UNIT X: Media and Legislative Privileges.
UNIT XI: RNI and Defamation
UNIT XII: PCI.
UNIT XIII: Theoretical Foundations of Communication Regulations
UNIT XIV: Press and Broadcasting Regulations
Laws and Regulations Governing Press Freedom in India.
UNIT XV: New Media and Content Regulations
UNIT XVI: Regulations in Functional Communication.

Reference Books
1. Mass communication law and ethics by Roy L. Moore.

MAMCAJ45P --- Project Report

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