M.Sc ELECTRONIC MEDIA

SCOPE:

In India, there is an increase in the number of Television channels both in the government and also in the private sector for which required technical personnel are to be educated with the right skills and background. The rapidly growing electronic media industry demands a large number of media professionals with a thorough training in the various media methods and state-of-the-art media technology. This course is designed to impart the information and knowledge of electronic media to those who aspire to be employed in TV, Radio, Video and Films in the area of multimedia applications.

The course aims to prepare the students to acquire skills and capacity to meet the demands of modern media. The curriculum lays stress on both theoretical and practical components. Every student undergoing the course is expected to complete one project in each semester (First semester- Documentary film, Second semester- animation movie, Third semester- Hypermedia E-content and Fourth semester- a short film).

Structure:

This two-year masters degree course is designed to adopt semester system with choice based credit system with ample scope for showing their creativity and talent in developing media output.

Eligibility for admission: A minimum of 55 % marks in aggregate (Relaxation for SC/STs) as per university norms) in a three year Bachelor Degree in Science /Engineering / Agriculture/Medicine/ Visual Arts/ Performing Arts/ Journalism/ Business Management/ Statistics/ Visual Communication/Mass Communication/Electronic Media as one of the subjects or any Master degree with 55% marks in aggregate.

OR

Any graduate 55 % marks in aggregate with one year Diploma in Computer Applications.

Regulations: All the existing regulations governing the M.Sc degree courses in Science of the University are applicable to this course. Medium, Instruction & Examination are in English.

Infrastructure

UGC’s Curriculum Development Committee in Mass Communication recommends that a university should provide the following minimum infrastructure to the department for imparting a comprehensive teaching/training at the master’s level in Mass Communication. As per the recommendation, we are fully equipped with:

- Computer laboratory with internet connectivity;
- A well-equipped electronic media laboratory for imparting comprehensive production skills and techniques;
- Modern photo-laboratory;
- A well-equipped audio-studio; and
- Laboratory journal (print media) production facility.
Technical staff for the laboratories

In addition to access to information technologies and other technical equipment, the existing UGC prescribed staff norms for running a post-graduate Electronic media department should be followed. In addition to the above facilities, technical personnel must be recruited so that the infrastructure is well maintained and facilitated for learning. Our technical personnel with the minimum qualification of COPA (Computer operating programme assistant) assist in the process of training:

- Technical Officer – one
- Assistant Technical Officer – one
- Technical Assistant – one

Library

UGC’s Curriculum Development Committee in Electronic media recommends that a department should have a well-stocked library with latest books and journals on all areas of Mass Communication. The department shall subscribe to all local, English and language newspapers and periodicals, including important regional, national, international newspapers and magazines. The department has a library with a collection of essential reference books, newspapers and periodicals.

Placement Service

The Committee further recommends that a Electronic media Department should maintain close links with local and regional media institutions/organizations for providing effective training and placement facilities for the benefit of students. The department assists in identifying placements for the students.
COURSE STRUCTURE (SCHEME OF THE PROGRAMME)

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<tr>
<th>Paper Code</th>
<th>Paper</th>
<th>Subject</th>
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<td>I Semester</td>
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<tr>
<td>ELEM 411</td>
<td>Theory</td>
<td>Visual Media &amp; Communication</td>
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<td>ELEM 412</td>
<td>Theory</td>
<td>Digital Media &amp; Instrumentation</td>
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<td>ELEM 413</td>
<td>Theory</td>
<td>Script writing for Electronic Media</td>
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<td>ELEM 414</td>
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<td>Light &amp; Colour</td>
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<td>ELEM 415</td>
<td>Practical</td>
<td>Photography</td>
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<td>Graphics</td>
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<td>ELEM 417</td>
<td>Practical</td>
<td>Editing Digital Audio</td>
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<td>Project -1</td>
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<td>ELEM 422</td>
<td>Theory</td>
<td>Computer Animation (2D&amp;3D)</td>
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<td>ELEM 423</td>
<td>Theory</td>
<td>Media Research</td>
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<td>ELEM 424</td>
<td>Theory</td>
<td>Web Technologies</td>
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<td>ELEM 425</td>
<td>Theory</td>
<td>Advertising Media &amp; Case studies</td>
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<td>ELEM 426</td>
<td>Practical</td>
<td>Editing Digital Video</td>
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<td>ELEM 427</td>
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<td>Videography</td>
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<td>ELEM 428</td>
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<td>Computer Animation (2D&amp;3D)</td>
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<td>ELEM 429</td>
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<td>Project-2</td>
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<td>ELEM 511</td>
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<td>Production Planning &amp; Management</td>
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<td>ELEM 512</td>
<td>Theory</td>
<td>Television Production</td>
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<td>ELEM 513</td>
<td>Theory</td>
<td>Radio Production</td>
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<td>ELEM 514</td>
<td>Theory</td>
<td>Radio &amp; TV News casting</td>
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<td>ELEM 515</td>
<td>Theory</td>
<td>Television Studies</td>
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<td>ELEM 516</td>
<td>Practical</td>
<td>Television Production</td>
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<td>ELEM 517</td>
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<td>Anchoring &amp; Newscasting</td>
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<td>ELEM 518</td>
<td>Practical</td>
<td>E-content Development</td>
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<td>ELEM 519</td>
<td>Practical</td>
<td>Project-3</td>
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<td>ELEM 521</td>
<td>Theory</td>
<td>Media Law &amp; Social Responsibility</td>
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<td>ELEM 522</td>
<td>Theory</td>
<td>Media Convergence &amp; Management</td>
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<td>ELEM 524</td>
<td>Practical</td>
<td>Production/ Dissertation + VIVA</td>
<td>3 H</td>
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Hard core = 60
Soft core = 15

*Internship for 30 working days is compulsory for the students after 2nd semester, during Summer Vacation. The students are expected to work in the Television Channels/Advertising Agencies/Animation Studios/Production Houses and Film Industry, according to their choice.

** Industrial visit is compulsory for the students during the course to have an exposure on current trends and happenings in the field.
SEMESTER I

ELEM 411 VISUAL MEDIA & COMMUNICATION


Reference Books:
5. The Process of Communication, David Berlo
6. Theories of Mass Communication, Melvin D. Flour and Evelette Dennis.
7. The Process and effects of Mass communication, Wilbur Schramm
ELEM 412: DIGITAL MEDIA & INSTRUMENTATION


Unit-5: Computer components and other peripheral devices. Lighting and displaying equipment. CDROMs and DVDs and their characteristics. VCD players, DVD players. Compatibility and convertibility of various instruments and files. Monitors. LCD, Plasma screens, IPOD, PDAs, Multimedia projectors, IMAX theatre facilities, Computer networking and equipment. Types of cables and their uses.

Reference books:
1. Monochrome and Color TV, R.R. Gulati, New Age Int. (P) ltd., New Delhi, 2001
2. Color TV- Principles and Practice, R.R. Gulati, New Age Int. (P) ltd., New Delhi, 2001
ELEM 413: SCRIPT WRITING FOR ELECTRONIC MEDIA


Unit-2: Writing Television Script. Writing for visuals. Concept of spoken language. Relation between narration and visuals. Script layout: treatment, screen play one page and split page, shooting and editing script etc. Writing for fictional and non-fictional program.

Unit-3: Radio Scripting and Language. Writing to sound. Element of radio script. Stages of scripting and editing. Writing for different programmes like Talk, news, news reel, documentary, drama and tele serials. Standardisation of TV Quiz.

Unit-4: Analysing the scripts of Popular documentaries, films, teleserials and promotional videos. Script wiring for cartoon movies. Role of idioms and phrases, proverbs, statistical facts and adjectives in narration of a script. Use of common sense.


Reference Books:
5. Advertising, Liz Mcfall, Sage Publications, New Delhi, 2004
8. Video production handbook, Gerald Millerson, Focal Press, 1992
ELEM 414: LIGHT & COLOUR (Soft core)

Unit 1: Experience of color through experiments in various media. Transparent colours (Water colour, Waterproof ink etc.) Opaque colours (Poster colour etc.) Pastels wax crayons. Transparent papers (Cellophane) Experience of colour as:


Unit 3: Colour experience in: Primary (Pigment and light theory), Secondary, Tertiary, Quarternary, Achromatic, Monochromatic, Polychromatic, High, Average, and lower, High average and low contrast.


Unit 5: Optical illusion. Advancing and receding colours. Simultaneous and successive contract. Visual mixing. Experience in rendering methods… Wash, broken, impasto, super imposition etc.,

Students should be made aware of all these principles of colour harmony by exposing them to the actual works of art done in various periods and styles.

Reference Books:

1. The Art of Color and Design By Maitland E. Graves, Published by McGraw-Hill, 1951, Original from the University of Michigan, 439 pages.
**ELEM 415: PHOTOGRAPHY**

1. Photographing News Events.
2. Photographing Accidents.
3. Photographing Cultural Events.
4. Photographing Human Interests Stories.
5. Developing the Negatives.
6. Printing the Negatives.

**ELEM 416: GRAPHIC DESIGNS**

Logo, Visiting Cards, Brochures, Pamphlets, Hoardings, Creating Magazine Covers, Book Designs


**ELEM 417: EDITING DIGITAL AUDIO**

6. Methods of handling Media players and their applications. Audio editors.
7. Digital Audio mixing.

**ELEM 418: Project-1 (Photojournalism or Radio Production)**

**RADIO PRODUCTION (OPTION)**

1. Radio Programme fundamentals, Purpose, Type of radio programmes – characteristics – News, Drama, Music, Talk, Interview, Group discussion, Documentary.
2. Information and Script Writing for radio programmes – Standard Script forms
3. Writing for Radio – Style grammar – format writing tools, creative writing & editing
4. Sound recording Editing – Sound effects
5. Style of radio announcements – Compeering – Narration – Voice Modulation

**PHOTOJOURNALISM (OPTION)**

1. Photographing News Events.
2. Photographing Accidents.
3. Photographing Cultural Events.
4. Photographing Human Interests Stories.
5. Developing the Negatives.
6. Printing the Negatives.
SEMESTER II

**ELEM 421: VIDEOGRAPHY**


Unit-2: Lens and image formation – focal length, F-number, T-number, types of lens, image formation, magnification, wide and telephoto lens, filters, ND filter, normal lens, depth of focus. Video tapes & formats. Types of shots, camera angles, floor management, black body radiation, color temperature, white and black balance, gamma correction, beam splitters, demo camera movements, tripod setting, hand held shots, tracks and trolleys.


Reference Books:
1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
3. Video production handbook, Gerald Millerson, Focal Press, 1992
ELEM 422: COMPUTER ANIMATION (2D & 3D)


Unit-5: Introducing interactivity. Non-linear animation, Flash animation, 3D illusion, asymmetry, overall composition, logo, and creation shooting and editing videos. Animation using flash, Director, Morph and other packages.

Reference Books:
ELEM 423: MEDIA RESEARCH

Unit-1: Concept of research. meaning, definition and nature of research. Purpose of research. Communication research and Importance of media research. Area of Media Research. Problems of objectivity in research. Planning to carry out research.


Unit-4: Research and electronic media. Importance of research in media. Application of research in electronic media. Formative and summative research. Ethical issues in media research. Media research as a tool of reporting.


Reference Books:
1. Qualitative Communication research methods, Thomas Lindlof and Bryon Taylor, Sage Publications, 2002
ELEM 424: WEB TECHNOLOGIES


Reference Books:
4. Internet With Web Page, Web Site Design Bible, Underdahl Brain & Underdahl Keith, Idg Books India (P) Ltd, 2000, New Delhi
5. Webmasters Handbook, Galgotia, Prima Publishing, 0, New Delhi
ELEM 425: ADVERTISING MEDIA & CASE STUDIES (soft core)


Unit-5: Overview and analysis of advertisement promos in popular TV and Radio Channels. Studies on advertising and sales functions in electronic media organizations, emphasizing the sales process, rating systems, and rate cards. Studies on advertising agencies, media buyers, and research organizations.

Reference Books:
3. Practical Public Relations, Sam Black
5. The Business of Media, David Croteau, Sage Publications, New Delhi, 2001
ELEM 426: EDITING DIGITAL VIDEO

1. Editing software and consoles. Basic Editing technology. Criteria for editing - picture, narration and music. Editing equipment - recorder, player, Video Switcher, audio mixer, monitor, speaker, special effect generator, non linear workstation. Types of editing - assemble and insert editing, on line and off line editing, cut to cut and AB roll editing. Non linear editing (basic softwares)
2. Principles of non-linear editing, proper start up and shut down procedure, finding files, savings, copying & back up, introduction & principles; terms, concepts & digital editing.
3. Logging and organizing the footage. Digitizing from format.
5. Use of Editing control tract, time codes, basic editing process, insert editing, offline versus online editing, variety of editing, continuity, sequence building, dramatic structure, narration & how to add music & effects.

ELEM 427: VIDEOGRAPHY

2. Using a Tripod, Recording sound, adjusting color and contrast, Basic lighting.
3. Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera
ELEM 428: COMPUTER ANIMATION (2D & 3D)

1. Animation aspects. color and texture.
3. Animation for integration
4. Concept, Story and Scripting for 3D Feature
5. Character Designs using 3D Software
6. Design and Layouts of backgrounds using 3D Software
7. Key frame animation of characters using 3D Animation software
8. Texturing of backgrounds and characters using 3D package
   Application of 3D titling

ELEM 429: Project-2. (Indoor Video) Any one of the following

1. Topic/theme based programme (1+3 discussion exercise)
2. Current affairs type programme
3. Mime, Music, Entertainment, Quiz, Science, ETV type programme and Studio Live
   (a live studio exercise)
4. Magazine Programme (Themes can be targeted to children, youth, women, family,
   senior citizens, etc.,)
   (Multi-camera setup with full PCR setup)
Semester III

ELEM 511: PRODUCTION PLANNING & MANAGEMENT


Unit-2: Planning of Studio operations. Set designing and make up – visualization and composition-aesthetics-directing the actors-directing the crew planning in career. Costing and budgeting of programme. Commissioned and sponsored programme.

Unit-3: Planning in career. Planning and Production of indoor and outdoor shootings. Planning and management of live shows. Functions, roles, and skills of media managers in broadcast, cable and corporate facilities, with emphasis on financial management, personnel management, programming, physical systems, and regulations.


Unit-5: Project planning. Project Development Life cycle. Sample business plan for a fictional company.

Reference Books:
ELEM 512: TELEVISION PRODUCTION


Books for Reference:
1. Video Production Handbook – Miller (Focal Press)
3. Basic TV Staging – Millerson Gerald (Focal Press)
4. Video Camera Techniques – Millerson Gerald (Focal Press)
5. TV Sound Operations – Glyn Alkin
7. The Moving Image: Production Principles as Practices – Foresman Company
8. Understanding TV – Prager
9. Techniques of TV Production – Gerald Millerson
10. TV Production Handbook – H Zettel
11. Audio – Visual Journalism – B N Ahuja
12. Writing for TV & Radio – Robert Hellard
13. TV News – Fang L F
14. TV Production – Allan Wurtzel
15. Introduction to TV Journalism – S Kaushik
ELEM 513 RADIO PRODUCTION


3. Target audience for production of programmes for radio; formats for programmes, planning and scripting for radio programmes, collection of material for programmes; documentation; production of programmes for radio, evaluation, assessment and analysis.


Books for References:

3. Techniques to TV Production – Rudy Bretz (McGraw Hill)
4. Broadcasting and the People =- Mehra Massani (NBT)
ELEM 514: RADIO & TELEVISION NEWSCASTING


Reference Books:
4. Film Cultures, Janet Harbord, Sage Publications, 2003
ELEM 515: TELEVISION STUDIES (soft core)

Unit – I: Genre of static base and then target audience. TV production- Music shows, dance shows, reality shows, quiz, personality interview, Political discussion, current affairs, election campaign, Election Results and analysis, News Presentation, weather report.

Unit-II: Genre of Single camera Production- Documentary, telefilm, Experimental video, Outdoor, Soft stories, Teleserials, Crime subjects enacted.

Unit-III: Advantages and Disadvantages of various distribution systems- Terrestrial, cable with & without CAS (set top box), Direct to home, web streaming. IPTV

Unit IV: Public service TV, Commercial TV, religious TV, Sports TV, Discovery channel / NGC

Unit V: How audience are influenced by TV Programmes and commercials- Children, Youth, women, Political leaders and senior citizen.

1. The Television Studies Book- David Lusted and Christine Geraghty
3. The Television Studies Reader-Edited by Robert C. Allen, Annette Hill
4. TELE-VISIONS: An Introduction to Television Studies Glen Creeber British Film Inistitue,2006
ELEM 516: TV. PRODUCTION

1. Production planning, pre production and post production planning - duties and responsibilities of producer/director. Production techniques - video format; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials. Set designing and make up – visualization and composition - aesthetics - directing the actors - directing the crew.

2. Planning and Production of indoor and outdoor shootings, planning and management of live shows.

3. Film transfer and Video processing. Video display systems. Multicamera production. Lighting systems - Lighting methods and needs. Mike positioning and arrangements.


6. Applications of Production techniques - Script, Length and style of scripts, Story boards and components, Pre and post-production techniques, Effective shots, File shots, Footages, Special effects, graphics and animation, Chroma key usage and Economy shooting methods.
ELEM 517: ANCHORING & NEWSCASTING

1. Understanding the various roles of live & recorded television presenters, Do's and dont's for the presenter. Developing language skills. Correcting diction, Voice, speech and breath exercise, Body Language, Familiarization with the technical parameters of camera, multi camera setups, light and sound.

2. Creating a bond with the unseen audience, Performing with make shift tele prompters. Over coming glitches, Preparing and researching for your subjects, Interviews skills, Live reporting, Interaction with celebrity presenters, Grooming and make-up, Demo Film

3. Introduction and overview, basic control room, newsroom staff descriptions, write a story and discuss, review a newscast.

4. Discuss news standards, the business of broadcast news, the lineup meeting, structuring a newscast, writing for a newscast; deconstruct an actual “Evening News” and technical orientation

5. Story meeting, technical orientation, practice at positions including anchoring, interviewing and narrating, lineup meeting, writing and actually produce a simulated newscast

6. Produce a LIVE newscast: lineup meeting, gather material, writing, rehearsing functions, broadcast LIVE
ELEM 518: E-CONTENT DEVELOPMENT

1. The level of E-content: Four levels of The Revised Bloom’s Taxonomy: Knowing, Understanding, Applying and Analyzing Information.

2. Elements: Frame count - Frames per hour of content, including branch frames. Engagement: visual supported with audio extensively. - Content be presented in layers to engage the learner in animation and gaming based learning cycle. Interactions: Point and Click, Drag and Drop incorrect items to trash bin - Drag labels to a diagram, Match the following and sequencing, Text input. Frequency of interactions. Monitoring: Learner through remediation cycles (every 3-4 screens). Emulations, simulations, gaming threads and concept animations. Media: Animations, illustrations, slideshows, interactivities, Video, photographs and audio clips. Animation, Self-running, non-interactive 2D animations. Audio narrative of the onscreen-text. - Audio toggle on/off. Video Streaming.

3. Assessment: Self-assessment, self-assessment question for every 5 content frames- Types: Point and Click, Multiple Choice, True/False, Text Input (Objective and Subjective), Drag and Drop, Situational, “What If” queries and Adaptive. Quiz: Assessment items per learning objective Types: Point and Click, Multiple Choice, True/False, Text Input (Objective and Subjective), Drag and Drop, Situational, “What If” queries, Randomization of test items. Feedback: Assessment items - single level or multiple levels of feedback. The multiple levels of feedback with a maximum of cues. Types of feedback: include, Knowledge-of-response, Verifies whether the learner response is correct or incorrect.


5. Authoring Environment: Using HTML, DHTML, Flash 6, and JavaScript. Other authoring environments, such as Director, and Authorware


7. Outcome: Problem solving, Critical thinking, a. Understanding cause and effect, b. Applying information according to a rule or principle in a specific situation, c. Hands-on practice. Cues: Apply, demonstrate, practice, use, construct, complete, solve, modify, change, discover, operate, produce, prepare, choose, investigate, employ, schedule.

ELEM 519: Project-3 (TV & Cartoon)

1. Documentary Film – 5-7 Minutes (or)
2. 2D Animation for 2-3 minutes or 3D Animation- 1 - 2 minutes
3. E Content Development
4. Radio Production
ELEM 521: MEDIA ETHICS, LAW & SOCIAL RESPONSIBILITY


Reference :-

5. Ethics and Journalism, Karen Sanders, , Sage Publications, New Delhi, 2003
6. India’s Communicatio revolution, Arvind Sighal, , Sage Publications, New Delhi, 2001
9. Media law for producers by Miller , Philip H.
10. 11 Myths of media Violence by Potter, W James
11. Cyber Crime & law Enforcement by Dudeja, V.D.
12. Press Vidhi by Nand Kishore Trikha
13. Journalistic Ethics by PK Badhopadhyay and Kuldeep S. Arora
15. Mass Media Laws and Regulations in India, AMIC Publication.
ELEM 522: MEDIA CONVERGENCE & MANAGEMENT

Unit 1: An overview of media: global, national & local scene; Media economics- media industry analysis - Planning a media venture- scope, purpose, strategies and methodologies; venture creation and its practical, economic and legal aspects; Ownership patterns- sole proprietorship, partnership, private limited companies, public limited companies; Management functions-planning, organizing, directing , controlling; Organizational structure of different departments, its functions and synergy

Unit 2: Media convergence-its genesis, paradigm shift in social space and its impact, convergence regulation-Media convergence and marketing fundamentals; Advertising, retailing and media planning for cross platform media- Branding and media- property creation; Understanding media exposure – internet conversion rates, hits, Alexa, television ratings, (TRPs, Reach, Frequency), radio listenership, print readership-Media pricing- Rate cards, sponsored contents, developing spot rates-integrated branding approach across different media- Understanding the consumer-buying behavior models, market segmentation, targeting, profiling and positioning

Unit 3: Cross media interactivity in television-Using twitter, emails and SMS to interact with hosts in television - Planning and execution of programme production – production terms, control practices and Procedures; Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques; Budget control, costing, taxation, labour laws and PR for building and sustaining business and audience through multiple media forms

Unit 4: Diffusion of innovation: new media and its influence on Indian consumer; Internet conversion ratios and related evaluation; Delivering digital media entertainment over the Web and mobile; Digital Interactive marketing- Cross media promotion of films through games-Digital Audio broadcasting – Digital Multimedia broadcasting – WiMAX mobile environment- Social interaction and marketing through Context Aware (Location Aware) technologies – Mobile social networking- New media project management and account handling; Online production and broadcasting; Identifying unconventional media spaces and business opportunities.

Unit 5: Understanding worldwide customer bases- developing a niche sphere; Planning for international campaigns; Business process outsourcing and the challenges; International media houses and their business model; Issues in intellectual property rights; Ethical issues in entertainment and content regulation; Broadcasting regulations-licensing and content, foreign equity in Indian media- issues and challenges- piracy and legal disputes: an overview.

Reference books

ELEM 523: MOBILE MEDIA APPLICATIONS


UNIT 3: Mobile technologies :mobile phones, smartphones, PDAs, MP3/ MP4 players - handheld gaming devices - Ultramobile PCs (UMPCs), mini notebooks or netbooks - handheld GPS or voting devices, and specialist portable technologies used in science labs. Virtual learning environments (VLEs) and management information systems (MIS) - Bluetooth-enabled devices. Wireless access points, Digital cameras, still and motion. USB drives. Fusion devices, such as combination phone/PDA/MP3-players. RFID tags.

UNIT 4 : Impact of M-Learning - Altering the rhythms of social time - changed uses of social space. Texting within and between social situation- adding a secondary, socially oblique, communicative layer to everyday life. Multiple, distributed, radio-connected devices—from bridge-sensor arrays to Wal-Mart’s use of RFID tags— new orders of research, information tracking, dataveillance, personal surveillance, and communication. new frontiers in art, such as moblogging, school surveillance, and spousal tensions. Integrated virtual and face-to-face communities, such as flashmobs and Hiptop Nation, smartmobs - using mobile technologies to enhance their cohesion and efficacy. pedagogies for the m-learning world - decline of the lab and the rise of the multiconfigurable class. - m-learning bringing capability to the classroom - increase in blended or hybrid learning as Internet access and collaborative learning are enhanced by m-learning.

UNIT 5 : Emergent Cultural Trends : Cyberinfrastructure availability to any m-learner - any point in space and time augmented reality. The geolocation of Web documents The Dutch GIPSY Project - "Archaeological Walk in Nijmegen," - The physical vs. the digital, the sedentary vs. the nomadic—the wireless, mobile, student-owned learning impulse cuts across our institutional sectors, silos, and expertise-propagation structures.

TEXT BOOKS
REFERENCES

ELEM 524: PROJECT -4

1. DISSERTATION and VIVA
OR
2. Media Production (5 to 15 minutes) on Short-film / Documentary / Animation Movie / TV Advertisement / TV play / Telefilm / Music video / with single camera production and VIVA

Each production should be accompanied with the details of script, story board and the production plan. The plan should be presented to the expert committee / faculty / BOS which comprises of media experts from DD/ AIR/ EMMRCs, at the beginning of fourth semester.

Qualification for Faculty in teaching M.Sc. Electronic Media Programme

Essential: as per UGC Norms

Eligibility: A masters degree in Electronic Media/Mass Communication/Fine Arts and Visual Arts and Performing Arts, with 55 percentage and should have cleared UGC NET Lectureship. Or Ph.D in the related areas.