

Government Degree College, Baramulla

Semester: 5th

Major Course

Subject: Mass Communication and Multimedia Production

Title: New Media

Course Code:

Credits: (4 +2)

Objectives:

- *The course will introduce students to the current transformations in the field of journalism.*
- *The course is aimed at developing advanced skills of converged multimedia news platforms.*
- *The course will familiarize students with specialized skills needed to create content for New Media.*

Outcome:

- *The students shall learn about the changing media landscape due to the advancement in the technology.*
- *The students shall learn how to develop, edit and tailor content for online platforms.*
- *The students shall learn how to use data for storytelling and the usage of social media.*

Part 1: Theory (4 credits)

Unit I Introduction to New Media

- Meaning, Definition and Scope of New Media
- Changing Newsrooms and Media Audience
- Innovations in Journalism; Learning Multimedia Skills; Adapting to the Needs of the Industry
- The Future of Media and Career Opportunities

Unit II Writing for New Media

- Writing for New Media: Linear and Non-Linear Writing, SEO Writing
- Covering and Crafting a Story for Multimedia
- Writing for Pictures and Visuals
- Feature Writing for Online

Unit III New Media Storytelling

- Creating a Digital Story
- Photography for New Media
- Creating a Podcast
- Editing a New Media Story

Unit IV Data Journalism and Social Media

- Collection and Usage of Big Data in Storytelling
- Data Visualization: Using Infographics, Illustrations to Tell Stories
- Using Social Media for Storytelling: Gathering Information Using Social Media, Contacting Sources on Social Media and Utilizing Social Media Platforms for Distribution of News
- Blogging

Part 2: Practical: (2 credits)

1. Writing a Story for New Media
2. Making a Digital Story
3. Creating a Podcast
4. Using Social Media for Social Media

Suggested Readings:

- *Convergent Journalism: An Introduction (Writing and Producing Across Media)* By Stephen Quinn and Vincent Falk.
- *Producing for the Web (Media Skills)* by Jason Whittaker.
- *Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media* by Timothy Garrand.

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Semester: 5th

Major Course

Subject: Mass Communication and Multimedia Production

Title: History and Growth of Media

Course Code:

Credits: (4)

Objectives:

- *To develop a understanding of Press History in India*
- *To introduce students to History and growth of Radio Broadcasting*
- *To educate students about Historical aspect of Media in Kashmir*
- *To develop a understanding of Cinema History in India*

Outcomes:

- *Students shall understand the importance of Press History*
- *Students shall learn about the growth and development of Radio in India*
- *Students shall learn about Television development in India*
- *Students shall learn about different historical aspects of Cinema in India*

Unit I: Print Media

- History of Press in India: Pre Independence and Post-Independence
- Role of Press in Indian Freedom Movement
- Contribution of Anglo-Indian and Nationalist Press to the field of Journalism in India
- Press Censorship :British Era and Emergency Period

Unit II: Radio

- History and growth of Radio Broadcasting in India
- AIR during emergency
- Commercial Broadcasting, AIR and Private Channels
- Community Radio in India

Unit III: Television

- History and growth of Television in India
- Cable TV and Privatization of Television
- Doordarshan as a Public Broadcasting Service
- Future of Television and New Trends

Unit IV: History and Growth of Media in Kashmir

- Press in Kashmir: Origin and Development of Print Media
- Radio in Kashmir: origin and Development of Radio Kashmir
- DD Kashmir: History and growth
- Folk Media

Suggested Readings:

1) K. Krishna Murthi, Indian Journalism – Origin, Growth and Development of Indian Journalism – From Asoka to Nehru, University of Mysore Press, Mysore 1966.

2) M. Chalpathi Rao, The Press, National Book Trust, Delhi 1974.

3) Wolseley, Holand, E., Journalism in Modern India, Bombay : Asia Publishing House, 1954.

4) Ahuja, B.N. the History of press in India, New Delhi : Surjeet Publications, 1990.

5) Aggarwal, S.K., The Press at cross Roads, New Delhi, 1971.

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Semester: 5th

Major Course

Subject: Mass Communication and Multimedia Production

Title: Filmmaking

Course Code:

Credits: (4 +2)

Objectives:

- *To teach students the role of film crew in film production,*
- *To train students in the production of films.*

Outcomes:

- *The students will understand role and responsibilities of film crew.*
- *The students will be able to produce films.*

Part 1: Theory (4 credits)

UNIT I: Pre-production

Researching, Scriptwriting, Screenwriting, Story editing, Script reading, Story coordination, Casting direction

UNIT II – Production

Cinematography, Camera operations, Location management, Gripping, Sound recording, Boom operations, Gaffer, Lighting techniques, Production designing, Art direction, Set designing, Set decoration, Props, Make-up and Costume designing.

UNIT III – Post Production

Editing (online and offline), Colour, Visual Effects , Composition, Sound designing, Dialogue Editing, Sound Editing

UNIT IV – I: Filmmaking

- Short Films- Concept, Types and Elements
- Documentary- Meaning, Modes and Production techniques
- Telefilms- Concept, difference with box-office films, and Cliff hangers
- Ad Films- Meaning and concept; Need and Importance and Production process

Part 2: PRACTICAL (2 CREDITS)

Each student is required to produce a short film/documentary/television/ad film of about 5-20 minutes duration during the semester under the supervision of a faculty of the department. The students have to present a proposal on film production for the approval of concerned teacher. The approved proposal must be executed in the prescribed time by the teacher.

Suggested Readings:

- *The filmmakers handbook by Steve Ascher*
- *Shot by shot by Steven Katz*
- *Making Movies by Sudney Lumet*
- *On directing film by David Mamet*
- *Introduction to documentary by Bill Nichols*
- *Writing, directing and producing documentary films and videos by Alan Rosenthal*

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Semester: 5th

Minor Course

Subject: Mass Communication and Video Production

Title: Video Editing

Course Code:

Credits: (4 +2)

Objectives:

- *To educate the student about the fundamentals of video editing*
- *Train students to apply editing principles to different types of video content, including news, documentaries, and promotional videos.*

Outcomes:

- *Students will show a comprehensive understanding of the fundamental principles and terminology of video editing.*
- *Student shall be able to develop proficiency in editing techniques such as cutting, trimming, transitions, and effects.*

Part 1: Theory (4 credits)

Unit- I Introduction to Video Editing

- Editing Basics: Importing, organizing, and managing media files
- Timeline editing: Match cutting, Jump cuts, Crosscutting, Point-of-view sequences, Cutaways, Cut-ins, log
- Overview of popular editing software (Adobe Premiere Pro and Final Cut Pro)

Unit-II Transitions and Effects

- Transitions: Cuts, Fades, and Dissolves
- Applying visual and sound effects
- Creating titles and text overlays

Unit-III Specialized Editing

- Types of editing : online editing and offline editing
- Chroma Key effects : setting up and filming with Chroma key
- Promotional video editing: commercials, trailers, and social media content

Unit-IV Live Event Editing

- Multi-camera editing: Management and Switching
- Real-time graphics and overlay integration
- live stream execution and Management

Part 2: Field work/ Practical (2 credits)

- Create a short video montage using various transitions and effects to convey a specific theme or emotion.
- Edit the video footage for different platforms, such as television, web, and social media.
- Edit footage from a mock live event under time constraints.

Suggested Readings:

- **"In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch**
- **"Digital Video Editing Fundamentals" by Wallace Jackson**
- **"Film Editing: Theory and Practice" by Veena Babu**
- **"Bollywood Unedited: The Cinema of India's Lively Urban Streets" by Arvind Sinha**