



**SHARDA**  
UNIVERSITY  
*Beyond Boundaries*



**Bachelor of Arts (Hon./Hon. with Research)**  
**Film, Television & OTT Production**  
**Batch 2024-2028**

**NAAC Programme Code: SMF0115**

**DEPARTMENT OF MASS COMMUNICATION**  
**Sharda School of Media, Film and Entertainment**

**Program Structure Template**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hon./Hon. with Research) Film, Television & OTT Production**  
**Batch: 2024 - 2028**  
**TERM: I**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY SUBJECTS</b>								
1	BCJ119	Understanding Media	3	0	0	3	Core	CC
2	BCJ120	Communication: Concepts & Principles	5	0	0	5	Core	CC
<b>JURY SUBJECTS</b>								
3	BCJ112	Basic of Computer & IT Skills	0	0	2	1	Core Elective	DSE
	BCJ113	Understanding Media Tools						
4	OPE110	Audio-Visual Production Process	0	2	2	3	Elective	AECC
5	VOF101	Script Writing	0	2	2	3	Co-Requisite	SEC
6	ARP101	Communicative English I	1	0	2	2	Co-Requisite	AECC
7	BCJ111	Indian Culture & Art Forms	0	2	2	3	Co-Requisite	AECC
<b>TOTAL CREDITS</b>						<b>20</b>		

**Program Structure**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hon./Hon. with Research) Film, Television & OTT Production**  
**Batch: 2024 - 2028**  
**TERM: II**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY SUBJECTS</b>								
1	BCJ107	Basics of Research Methodology	4	0	0	4	Core	CC
2	BCJ114	Understanding Media Laws & Ethics	3	0	0	3	Core	CC
3	VAC103	Environmental Management	3	0	0	3	Co-Requisite	AECC
<b>JURY SUBJECTS</b>								
4	BCJ115	Basics of Sound & Image	0	0	2	1	Core	CC
5	BCJ116	Art of Writing for Media	0	0	2	1	Core	DSE
	BCJ117	Media Trial - Case Studies						
6	OPE	Material Animation Technique	0	2	2	3	Elective	AECC
7	VOF104	Writing and Anchoring for Radio, TV & Digital Media	0	2	2	3	Co-Requisite	SEC
8	ARP102	Communicative English II	1	0	2	2	Co-Requisite	AECC
9	VAF006	Stress and Time Management	0	0	0	0	Co-Requisite	AECC
<b>TOTAL</b>						<b>20</b>		

**Program Structure**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hon./Hon. with Research) Film, Television & OTT Production**  
**Batch: 2024 - 2028**  
**TERM: III**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY PAPER</b>								
1	BTP201	Introduction to Film & Television	4	0	0	4	Core	CC
2	BTP218	History of Cinema and Films	3	0	0	3	Core	CC
3	BTP250	Writing for Audio-Visual Media	2	1	0	3	Core	CC
<b>JURY PAPER</b>								
4	BTP220	Digital Photography & Basic Lighting Techniques	0	0	4	2	Core	CC
5	BTP221	Basics of Digital Video Editing	0	0	2	1	Core-Elective	DSE
	BTP222	Basics of Digital Audio Editing						
6	RBL001	Research-Based Learning- I	0	0	4	0	Co-Requisite	AECC
7	OPE	Basics of Still Photography	0	2	2	3	Elective	AECC
8	VOF202	Smartphone Film Making	0	2	2	3	Co-Requisite	SEC
9	ARP207	Communicative English III - Logical Skills Building and Soft Skills	1	0	2	2	Co-Requisite	AECC
<b>TOTAL</b>						<b>21</b>		

**Program Structure**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hon./Hon. with Research) Film, Television & OTT Production**  
**Batch: 2024 - 2028**  
**TERM: IV**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY PAPER</b>								
1	BTP223	Direction & Production Methodology	3	0	0	3	Core	CC
2	BTP212	Continuity   Actuality   Dialogue Exercise (Any One)*	1	0	4	3	Core-Elective	CC
3	BTP224	Motion Picture Photography & Lighting Technique*	2	2	2	5	Core	CC
<b>JURY PAPER</b>								
4	BTP225	Advance Digital Video Editing	0	1	2	2	Core-Elective	DSE
5	BTP226	Advance Digital Audio Editing						
6	BTP227	Audiography & Sound Design	0	0	2	1	Core	CC
7	OPE	Radio Jockeying & Podcast Program Production	0	2	2	3	Elective	AECC
8	RBL002	Research Based Learning – II	0	0	0	0	Audit	AECC
9	ARP306	Communicative English IV – Campus to Corporate	1	0	2	2	Co-Requisite	AECC
10	VAF008	Innovation & Entrepreneurship	0	0	0	0	Co-Requisite	AECC
<b>TOTAL</b>						<b>19</b>		

\* Evaluation is to be done as Jury Subject.

**Program Structure**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hon./Hon. with Research) Film, Television & OTT Production**  
**Batch: 2024 - 2028**  
**TERM: V**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY PAPER</b>								
1	BTP321	Networking, Promotion & Digital Marketing of films	3	0	0	3	Core Elective	CC
	BTP326	Idea to Screenplay for Fiction Films						
2	BTP322	Studio Sound Recording & Mixing*	1	2	2	4	Core	CC
3	BTP323	Graphics, Animation, Visual Design & Compositing*	1	0	4	3	Core	CC
4	BTP324	Multi Camera Set-up and Live Streaming *	1	1	2	3	Core	CC
<b>JURY PAPER</b>								
5	BTP327	Cinematography and Advanced Studio & Location Lighting	0	1	2	2	Core	CC
6	BTP325	Project: Mise-en-scene	0	1	2	2	Core	CC
7	RBL003	Research-Based Learning – III	0	0	2	1	Co-Requisite	AECC
8	INC001	Industry Connect	0	2	0	2	Pre-Requisite	AECC
<b>TOTAL</b>						<b>20</b>		

\* Evaluation is to be done as Jury Subject.

**Program Structure**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hon./Hon. with Research) Film, Television & OTT Production**  
**Batch: 2024 - 2028**  
**TERM: VI**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>JURY PAPER</b>								
1	BTP328	Collaborative Fiction Project	0	0	28	14	Core Elective	CC
	BTP329	Collaborative Non-Fiction Project						
	BTP330	On Job Training						
2	RBL004	Research-Based Learning IV	0	0	2	1	Co-Requisite	AECC
3	OPE	Smartphone Film Making	0	2	2	3	Elective	AECC
4	CCU	Community Connect	0	2	0	2	Co-Requisite	AECC
<b>TOTAL</b>						<b>20</b>		

\* Evaluation is to be done as Jury Subject.

**Program Structure**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hon./Hon. with Research) Film, Television & OTT Production**  
**Batch: 2024 - 2028**  
**TERM: VII**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY PAPER</b>								
1	BCJ 412	Qualitative Research Methods	3	0	0	3	Core	CC
2	BCJ 413	Quantitative Research Methods	3	0	0	3	Core	CC
3	BCJ 414	Communication Research Methods & Tools	3	0	0	3	Co-Requisite	CC
4	BCJ 415	Statistics for Research	2	1	0	3	Co-Requisite	CC
<b>JURY PAPER</b>								
5	BCJ 416	Qualitative Research Lab	0	1	2	2	Core	CC
6	BCJ 417	Quantitative Research Lab	0	1	2	2	Co-Requisite	CC
7	BCJ 418	Project on constructing tools for Media & Communication Research	0	2	2	3	Core	CC
8	OPE	Anchoring for Different Media	0	3	2	4	Elective	AECC
<b>Total</b>						<b>23</b>		



**Program Structure**  
**Name of School: Sharda School of Media, Film & Entertainment**  
**Bachelor of Arts (Hon./Hon. with Research) Film, Television & OTT Production**  
**Batch: 2024 - 2028**  
**TERM: VIII**

S. No.	Course Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co-Requisite	Type of Course: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY PAPER</b>								
1	<b>BCJ 419</b>	Ethical Perspective of Media & Communication Research	3	0	0	3	Co-Requisite	CC
<b>JURY PAPER</b>								
2	<b>BCJ 420</b>	Research Writing Techniques	0	0	2	1	Co-Requisite	CC
3	<b>OPE</b>	Digital Media Marketing	0	3	2	4	Elective	AECC
4	<b>BCJ 421</b>	Media & Communication Dissertation - Project	0	3	12	9	Core	CC
<b>Total</b>						<b>17</b>		

# TERM 1

School: SSMFE		<b>Batch: 2024-2028</b>		
Program: BA(FT&OTTP)			Current Academic Year: 2024-2025	
Branch: NA		Semester: I		
1	Course Code	BCJ119		
2	Course Title	<b>Understanding Media</b>		
3	Credits	3		
4	Contact Hours (L-T-P)	3-0-0		
	Course Type	Compulsory		
5	Course Objective	The objective of this course is to: 1. To impart basic concepts meaning of media 2. To make students aware about historic development and evolution of different types of media.		
7	Course Description	The course focuses on the evolution and historical development of media. The course orients and enhances the theoretical knowledge of the students on the basics of media.		
8	Outline syllabus			CO Mapping
	Unit 1	Introduction to Media		
	1	Definition and Concept of Media		CO1
	2	Functions and Characteristics of Media		CO1
	3	Nature, Scope and types of Media		CO2
	Unit 2	Evolution of Media – Folk/Tradition & Print		
	1	Traditional/Folk Media		CO3
	2	Print Media – Pre-Independence Era		CO3
	3	Print Media – Post-Independence Era		CO3
	Unit 3	Evolution of Media – Electronic (Radio & TV)		
	1	Radio		CO4
	2	Television		CO4
	3	Contemporary scenario of Radio & TV		CO4
	Unit 4	Evolution of Media – Cinema		
	1	Silent Era in Cinema		CO5
	2	Middle Era in Cinema		CO5
	3	Contemporary Cinema		CO5
	Unit 5	Evolution of Media – New/Online/Digital		
	1	History & Evolution		CO6
	2	ICT		CO6
	3	Contemporary Digital Media		CO6
	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
		15%	10%	75%

	Distribution				
	Text book/s*	Mass Communication in India by Keval J Kumar			

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>BCJ120</b>	
2	Course Title	Communications: Concepts & Principles	
3	Credits	5	
4	Contact Hours (L-T-P)	<b>5-0-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of this course is to: 1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication 3. To know the various channels of distributions of Mass Communication 4. Explain important theories of communication 5. Explain various models of communication	
7	Course Description	The course is designed to inculcate the knowledge of theoretical aspects of Communication, by teaching several models and theories of communication. The course also aims to impart the understanding of applying the theoretical aspect into action.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Defining Communication</b>	
	1	Definition, Concept and Meaning of Communication	CO1
	2	Elements of Communication, 7Cs of Communication, Barriers to Communication.	CO1
	3	Stages and Types of Communication	CO2
	<b>Unit 2</b>	<b>Introduction to Communication Models</b>	
	1	Aristotle's model, Harold D Lasswell's model (1948), Claude Shannon and Warren Weaver's Model (1949).	CO3
	2	Theodore Newcomb's model (1953)	CO3
	3	Osgood's model (1954)	CO3
	<b>Unit 3</b>	<b>Theories of Communication</b>	
	1	Communication theory: Need and importance - Hypodermic or bullet theory	CO4
	2	Individual differences theory, Cognitive Dissonance Theory	CO4
	3	Personal Influence Theory	CO6
	<b>Unit 4</b>	<b>Sociological theories of Mass Communication</b>	
	1	Cultivation Theory, Agenda Setting Theory	CO5
	2	Social Learning Theory, Spiral of Silence	CO5
	3	Uses and Gratification Theory, Dependency Theory	CO6
	<b>Unit 5</b>	<b>Normative Theory of Communication</b>	
	1	Authoritarian Theory, Libertarian Theory	CO5

	2	Social Responsibility Theory, Soviet Media Theory	CO5
	3	Development Theory, Democratic-Participant Media Theory	CO6
	Mode of examination		Theory
Weightage Distribution	CA	MTE	ETE
	15%	10%	75%
	Text book/s*	Mass Communication In India by Keval J Kumar	
	Other References	<ol style="list-style-type: none"> <li>1. Handbook of Communication by Uma Narula</li> <li>2. Handbook of Journalism and Mass Communication by VirBalaAggarwal and VS Gupta</li> <li>3. Theories of Mass Communication: De Fleur and B. Rokeach</li> <li>4. Mass Communication Theory: Denis McQuail</li> <li>5. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.</li> </ol>	

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
Program: BA(FTP)		Current Academic Year: 2024-2025	
Branch: NA		Semester: I	
1	Course Code	<b>BCJ112</b>	
2	Course Title	<b>Basics of Computer &amp; IT Skills</b>	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
Course Type		<b>Discipline Elective</b>	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> <li>To impart knowledge with the basic fundamentals of computer application.</li> <li>To ensure that the students undergo a survey of various basic computer applications that are available and frequently used in every professional's life</li> </ol>	
7	Course Description	The course is designed to impart the basic fundamentals of computer application and IT among students. The course aims to enhance the technical competency among the students, foundation for the coming semesters.	
8	Outline syllabus	CO Mapping	
	Unit 1	WINDOWS and APPLICATION OF MS OFFICE USING MS WORD	
	1	Knowing the MS Word Window Working on Business letters, knowledge of different fonts, styles and formats of professional documents	CO1, CO2
		Saving the files in different formats and working with print & print preview	CO1, CO2
	2	FORMATTING THE TEXT Editing and Alignment of text, tabs, characters spacing Paragraph Indenting & spacing, Bullet and numbering, Changing cases	CO1, CO2
	3	TABLE MANIPULATIONS and DRAWING TOOLS Drawing tables, changing cell height and width Deleting and Inserting rows and columns, merging cells Using different drawing tools, borders and shading	CO3, CO6
	Unit 2	MS EXCEL	
	1	INTRODUCING EXCEL WORKSHEET Entering data and completing cell entries Adjusting column width and row heights, Formatting cells, Borders and fills Perform Worksheet Calculation and Print Preview	CO1, CO2
	2	EDITING WORKSHEETS Inserting and deleting rows, columns and cells, Change the worksheet tab colour moving , renaming and creating copy of worksheets Using functions in formulas- Autosum, Sum, Average ,	CO1, CO2

		Count	
	3	<b>WORKING WITH CHARTS</b> Create Chart to compare data Working with chart tools Edit chart data, Adding image to worksheet.	CO2, CO3, CO4
	Unit 3	<b>MS POWER POINT</b>	
	1	<b>CREATING and DELIVERING OF PRESENTATION</b> Navigating a power point window Choosing a theme and creating presentation Adding slides, Choosing Layout and aligning text	CO1, CO2
	2	<b>DESIGNING THE PRESENTATION</b> Working on the aesthetics of slides Making your own slide format Printing handouts, handout masters, slide footers, slideshow	CO2
	3	<b>ADDING GRAPHICS, ANIMATION and SOUND</b> Inserting Pictures, cliparts, graphics and other file formats Adding effects/animations to text and images Adding sounds and Videos in the presentation	CO2, CO3, CO4, CO5
	Unit 4	<b>USING MS PUBLISHER</b>	
	1	<b>INTRODUCING MS PUBLISHER</b> Introducing MS Publisher Interface Navigation and selection techniques	CO1, CO2, CO3
		Multipage layouts and selection techniques.	
	2	<b>CREATING A NEWSLETTER USING MS PUBLISHER</b> Working on layout design and themes Inserting tables, graphs and images Conversion of file format and finalising publication	CO1, CO2, CO3
	3	<b>PUBLISHING A TRIFOLD BROCHURE</b> Choosing a layout theme and design Placement of information and the Images Finalising publication and taking the print out.	CO3, CO4, CO5, CO6
	Unit 5	<b>INTERNET and WEB BROWSERS</b>	
	1	Basic HTML & Web designing (through programming languages & designing tools)	CO2, CO4
	2	Search Engine Optimization	CO4
	3	<b>UNDERSTADING URL and SURFING THE WEB</b>	CO4, CO5
Mode of examination		Jury/Practical/Viva	
Weightage Distribution		CA	Internal Viva Voce ETE

	25%	25%	50%	
Text book/s*	Beginning Microsoft Office by Gay Hart Davis Websites and Internet material			



<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>		
<b>Program: BA(FT&amp;OTTP)</b>			<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: I</b>		
1	Course Code	<b>BCJ113</b>		
2	Course Title	<b>Understanding Media Tools</b>		
3	Credits	1		
4	Contact Hours (L-T-P)	<b>0-0-2</b>		
	Course Type	<b>Discipline Elective</b>		
5	Course Objective	The objective of this course is to: 1. Familiarize the students with the various tools of different media starting from folk/traditional to the digital media. 2. Inculcate the understanding of media tools among students.		
7	Course Description	The course is specifically designed for the students of communication to make them familiarize with the different media and its tools. The students will be able to analyse the current scenario of media tools.		
8	Outline syllabus			CO Mapping
	<b>Unit 1</b>	<b>Traditional / Folk Media Tools</b>		
	1	Identify different forms of folk/traditional media		CO1
	2	Discussion on the status of folk/traditional media in contemporary society		CO1
	3	Presentation on a specific (unique) form of folk media (national/international)		CO6
	<b>Unit 2</b>	<b>Print Media Tools</b>		
	1	Identifying different print media tools		CO2
	2	Discussion on print media versus convergent media future and scope		CO2
	3	Presentation/Project on a print media tool		CO2
	<b>Unit 3</b>	<b>Electronic Media Tools</b>		
	1	Identifying electronic media tools		CO3
	2	Discussion on scope of radio as communication tool		CO3
	3	Discussion on Television as communication tool		CO3
	<b>Unit 4</b>	<b>Cinema as Media/Communication Tool</b>		
	1	Identifying how Cinema act as a communication tool		CO4
	2	Discussion on Cinema as communication tool		CO4
	3	Case study (a film) acting as agent of social change		CO4
	<b>Unit 5</b>	<b>Digital Media Tools</b>		
	1	Identifying different digital/social media tools		CO5
	2	Discussion on the future and scope of digital media tools		CO5
	3	Discussion/Debate on the pros and cons of digital media tools		CO6
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	Internal Viva Voce	ETE

		25%	25%	50%		
	Text book/s and reference books*	<ol style="list-style-type: none"> <li>1. Mass Communication in India By Keval J Kumar</li> <li>2. Handbook of Communication by Uma Narula</li> <li>3. Handbook of Journalism and Mass Communication by VirBalaAggarwal and VS Gupta</li> <li>4. Mass Communication Journalism in India D S Mehta Hyderabad, ICFAI University Press.</li> </ol>				

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>OPE 110</b>	
2	Course Title	<b>Audio-Visual Production Process</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	<b>Minor Elective</b>	
5	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> <li>● To explore basic principles relations to the (re) production of sound and image</li> <li>● To understand the basic methods of audio recording and (re)generation</li> <li>● To understand basic methods of image (re)generation and photographic capture</li> <li>● To understand interactivity between sound, image and context</li> </ul>	
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of story-telling using audio visuals.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Principles of Sound</b>	
	1	What is photography? The role & importance of photography.	CO1
	2	Brief History of photography	CO1
	3	Working principle of a still Camera, Principles of Camera Obscure Types of Cameras	CO1
	<b>Unit 2</b>	<b>Principles of Photographic composition</b>	
	1	Concepts of composition	CO2
	2	Digital Capture, Types of Graphics (Vector and Raster), Various types of Digital Capture and Image, Basic Software for Production of Vector & Raster Graphics	CO2
	3	Practical Applications of Image Editing, Mobile Applications for image editing, Online Tools for Image Processing and Editing	CO2
	<b>Unit 3</b>	<b>Basic Lighting Concept</b>	
	1	Sources of light : Natural & Artificial Correct exposure	CO3
	2	Nature and physical properties of light Direction & angle of light : Front, side, top & back	CO3
	3	Lighting contrast and its control by fill in lights One, two & three point lighting : Key, fill and back light	CO3
	<b>Unit 4</b>	<b>Sound Recording and Mixing</b>	
	1	Sound Recording & Mixing, Nature of Sound, its Properties and Dimensions, Microphones, Audio Accessories for Sound Production	CO4

	2	Digital Audio Formats			CO4
	3	Sound Recording & Reproduction			CO4
	<b>Unit 5</b>	<b>Audio Visual Production</b>			
	1	Basics of Audio-Visual Mixing			CO5
	2	AV Creation using different Software			CO5
	3	Final AV production			CO6
	Mode of examination	Jury Examination			
	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%	50%	
	Text book/s*	Mastering Audio: The Art and the Science by Bob Katz			
	Other References	<ul style="list-style-type: none"> <li>• Master Handbook of Acoustics by F. Alton Everest &amp; Ken Pohlmann</li> <li>• The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox</li> </ul>			

School: SSMFE		Batch: 2024-2028		
Program: BA(FT&OTTP)			Current Academic Year: 2024-2025	
Branch: NA		Semester: I		
1	Course Code	VOF 101		
2	Course Title	<b>Script Writing</b>		
3	Credits	3		
4	Contact Hours (L-T-P)	0-2-2		
	Course Type	Co-Requisite		
5	Course Objective	To Describe the dramatic structure of a story, explain formats in script, the act structure, characterization and the scene creation.		
7	Course Description	The course is designed to inculcate the basic understanding of script writing. Students will learn the workflow for Story Development, Elements of script writing, and 3-Acts Structure & Development of the Characters.		
8	Outline syllabus			CO Mapping
	Unit 1	The Principles of Dramatic Wring		CO1
	1	Introduction to Screenwriting		
	2	The Basics: Character, Story, Structure		
	3	The Premise: Story Spine		
	Unit 2	Finding the Story		CO2
	1	How to Format a Script		
	2	How to Write a Short Outline		
	Unit 3	Three Act Structure: Putting It All Together		CO3
	1	“The Godfather”: Beginnings, Middles, and Ends		
	2	Treatment: 5 Key Moments		
	Unit 4	Exploring Character		CO4
	1	Dramatizing Character		
	2	Proper Script Formatting		
	Unit 5	Scene		
	1	Scene defined.		CO5
	2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression		CO5
	3	Sequences, Making a step outline		CO5
	4	Visual Storytelling		CO6
	Evaluations	CA	Internal Viva Voce	ETE
		25%	25%	50%
	Text book/s*	• The Art and Science of Digital Compositing, Second Edition:		
	Other References	• Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) - Ron Brinkmann (Author)		

School: SSMFE		<b>Batch: 2024-2028</b>	
Program: BA(FT&OTTP)			Current Academic Year: 2024-2025
Branch: NA		Semester: I	
1	Course Code	ARP101	
2	Course Title	<b>Communicative English-I</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	Course Type	Co-Requisite	
5	Course Objective	To minimize the linguistic barriers that emerge in varied socio-linguistic environments through the use of English. Help students to understand different accents and standardize their existing English. Guide the students to hone the basic communication skills - listening, speaking, reading and writing while also uplifting their perception of themselves, giving them self-confidence and building positive attitude.	
7	Course Description	The course is designed to equip students, who are at a very basic level of language comprehension, to communicate and work with ease in varied workplace environment. The course begins with basic grammar structure and pronunciation patterns, leading up to apprehension of oneself through written and verbal expression as a first step towards greater employability.	
8	Outline syllabus		CO Mapping
	Unit 1	Sentence Structure	CO1
	1	Subject Verb Agreement	CO1
	2	Parts of speech	CO1
	3	Writing well-formed sentences	CO1
	Unit 2	Vocabulary Building & Punctuation	
	1	Homonyms/ homophones, Synonyms/Antonyms	CO2
	2	Punctuation/ Spellings (Prefixes-suffixes/Unjumbled Words)	CO2
	3	Conjunctions/Compound Sentences	CO2
	Unit 3	Writing Skills	
	1	Picture Description – Student Group Activity	CO3
	2	Positive Thinking - Dead Poets Society-Full-length feature film - Paragraph Writing inculcating the positive attitude of a learner through the movie   SWOT Analysis – Know yourself	CO3
	3	Story Completion Exercise –Building positive attitude - The Man from Earth (Watching a Full length Feature Film)	CO3
	4	Digital Literacy   Effective Use of Social Media	CO3
	Unit 4	Speaking Skill	
	1	Self-introduction/Greeting/Meeting people – Self branding	CO4
	2	Describing people and situations - To Sir With Love ( Watching a Full-length Feature Film)	CO4

	3	Dialogues/conversations (Situation based Role Plays)	CO4
	Unit 5	Professional Skills   Career Skills	
	1	Exploring Career Opportunities	CO5
	2	Brainstroming Techniques & Models	CO5
	3	Social and Cultural Etiquettes	CO5
	4	Internal Communication	CO5
	Unit 6	Leadership and Management Skills	
	1	Managerial Skills	CO6
	2	Entrepreneurial Skills	CO6
	Evaluations	<i>Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations ( 60% CA and 40% ETE)</i>	N/A
	Text book/s*	Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication	
	Other References	Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press	

School: SSMFE		<b>Batch: 2024-2028</b>	
Program: BA(FT&OTTP)		Current Academic Year: 2024-2025	
Branch: NA		Semester: I	
1	Course Code	<b>BCJ111</b>	
2	Course Title	<b>Indian Culture and Art Forms</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> <li>● The objective of pursuing this course is:</li> <li>● debate on various aspects of Indian history, art and culture</li> <li>● critically engage on various socio-economic and political issues in India</li> <li>● utilize knowledge gained to influence the social fabric of the country</li> </ul>	
7	Course Description	The course is aimed to impart knowledge of Indian history, art and culture among students. The course will also help the student to critically examine the socio-economic and political aspects and issues of the country.	
8	Outline syllabus		CO Mapping
	Unit 1	Indian History: An Introduction	
	1	Society in India through Ages- Ancient period- Varna and Jati, Family and Marriage in India,	CO1
	2	Religion and Philosophy in India: Ancient Period, Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian Philosophy – Vedanta and Mimansa School of Philosophy	CO1
	3	Indian Freedom Movement (1857-1947) Landmarks	CO1
	Unit 2	Indian Culture: An Introduction	
	1	Socio-cultural Configuration of Contemporary India: Unity, Diversity, Multi-Culturalism	CO2
	2	Art and Culture: Contemporary Issues and Debates	CO2
	Unit 3	Indian Polity	
	3	Scientific Temper: Concept, Relevance and Practice	CO3
	1	Indian Constitution: Preamble; Fundamental Rights and Duties; Directive Principles	CO3
	2	Presidential System and Parliamentary Democracy	CO3
	3	General Elections and Electoral Reforms	CO3
	Unit 4	Indian Art & Architecture:	
	1	Gandharva School and Mathura School of Art; Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture	CO4



	2	Indian Painting Tradition: Ancient, Medieval, Modern Indian Painting and Regional Painting Tradition	CO4
	3	Performing Arts: Divisions of Indian Classical Music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional, Rise of Modern Theatre and Indian Cinema, Contemporary Indian Art and Artists	CO4
	Unit 5	Social Movements & Activism	
	1	Marginalisation, Socio-Economic Equality and Reservation	CO5
	2	Judicial Activism & Women Safety, Gender Equality and Activism	CO6
	3	Public Health, Hygiene & Sanitation: Swachh Bharat Abhiyaan	CO6
	Mode of examination	Theory	
	Weightage Distribution	CA 25%	MTE 25%
			ETE 50%
	Text book/s*	<ol style="list-style-type: none"> <li>1. Basham, A. L. (2007). The Illustrated Cultural history of India. New Delhi: Oxford University Press.</li> <li>2. Ghosal, H. R. (1962). An Outline History of the Indian people. Delhi: Publications Division, Ministry of Information &amp; Broadcasting, Govt. of India.</li> </ol>	
	Other References	<ol style="list-style-type: none"> <li>1. Nehru, J. (1946). The Discovery of India. New York: The John Day Company.</li> <li>2. Thapar, R. (2003). The History of Early India: From the Origins to AD 1300. London: Penguin.</li> <li>3. Dhingra, I. C. (1986). Indian Economics and Development. New Delhi: Sultan Chand &amp; Sons.</li> </ol>	
		<ol style="list-style-type: none"> <li>4. Singhal, A., &amp; Rogers, E. M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications.</li> <li>5. Verma, N., &amp; Bhalla, A. (2000). India and Europe: Selected Essays. Shimla: Centre for the Study of Indian Civilization and Indian Institute of Advanced Study.</li> </ol>	

# TERM 2

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>BCJ107</b>	
2	Course Title	<b>Basics of Research Methodology</b>	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of the course is to: <ol style="list-style-type: none"> <li>1. Introduce the basics of communication research</li> <li>2. Impart knowledge on conducting various types of communication research</li> <li>3. Familiarize with the types of methodology in communication research</li> <li>4. Study the applications of academic research in mass communication</li> <li>5. Understand the steps involve in communication research</li> </ol>	
7	Course Description	This course is designed to impart knowledge among students of research work. It is observed that in a media industry there is a tremendous scope of research before any information which is going to be shared in public domain. Without fact finding stages no any text is trustworthy and useful.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Media &amp; Communication Research</b>	
	1	Introduction to Research - Concept and Meaning of Research.	CO1
	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1
	<b>Unit 2</b>	<b>Types of Research</b>	
	1	Applied and Basic Research & Conceptual and Empirical Research.	CO2
	2	Descriptive and Analytic Research.	CO2
	3	Qualitative and Quantitative Research.	CO2
	<b>Unit 3</b>	<b>Research Process</b>	
	1	Identifying Research Problem and Review of Literature	CO3
	2	Research questions, Hypothesis and Research Design	CO3
	3	Sampling, Types of Sampling.	CO3
	<b>Unit 4</b>	<b>Data in Research</b>	
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.	CO4
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.	CO4
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.	CO4
	<b>Unit 5</b>	<b>Research Writing &amp; Ethics</b>	
	1	Analysis, Interpretation and Conclusion of the data.	CO5

	2	Preparation and writing a research report.			CO5
	3	Ethical perspectives of media & communication research, plagiarism.			CO6
	Mode of examination	Theory			
	Weightage Distribution	CA 15%	MTE 10%	ETE 75%	
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
	Other References	1. Media and communication research methods by Arthur Berger 2. Mass Communication Research Methods by Anders Hansen			

School: SSMFE		<b>Batch: 2024-2028</b>	
Program: BA(FT&OTTP)		Current Academic Year: 2024-2025	
Branch: NA		Semester: II	
1	Course Code	BCJ114	
2	Course Title	<b>Understanding Media Laws &amp; Ethics</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	<b>Compulsory</b>	
5	Course Objective	Objective of this course is to: 1. A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards 2. This class will deal with press laws and ethical issues and professional practices in media. 3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class. 4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.	
7	Course Description	The course introduces students to a broad range of specific ethical and legal issues pertinent to various aspects of the media. The course will investigate and analyse techniques for dealing with moral problems and moral dilemmas that students may encounter in their professional lives. The course will also examine and analyse the general nature of ethical, legal and moral discourse pertaining to professional communication	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Overview of Indian media landscape</b>	
	1	Historical development of media regulation in India	CO1
	2	Constitutional provisions: Freedom of speech and expression, press freedom, and reasonable restrictions	C01
	3	Role of Press Council of India and other regulatory bodies(Film Censor Board: Role and functions, Advertising Council of India	C01
	<b>Unit 2</b>	<b>Legal Framework for Media Practice in India</b>	
	1	Cinematography Act, Copyright Act 1957, Intellectual Property Right	C02
	2	Cyber Laws and Ethics: IT Act 2000, Types of Cybercrimes, Issue of privacy on net, Hacking and ethical hacking	C02
	3	Official Secrets Act 1923 and Right to Information Act 2005 (Case studies)	C02
	<b>Unit 3</b>	<b>Morals vs Ethics : Social responsibility of the media</b>	
	1	Privacy and Publicity, Obscenity or Decency, Censorship & Plagiarism	C03
	2	Ethical issues of visual manipulation and doctoring videos.	C03
	3	Code of Ethics: Press Council of India, AIR & Doordarshan Code,	C03
	<b>Unit 4</b>	<b>Media Bias and Objectivity</b>	

	1	Understanding bias in media coverage Strategies for promoting balanced and responsible journalism	C04
	2	Objectivity vs. fairness in reporting	C04
	3	Strategies for promoting balanced and responsible journalism	CO4
	<b>Unit 5</b>	<b>Media Bias and Objectivity</b>	
	1	Understanding bias in media coverage Strategies for promoting balanced and responsible journalism	C04
	2	Objectivity vs. fairness in reporting	C04
	3	Strategies for promoting balanced and responsible journalism	CO4
	Mode of examination		Theory
	Weightage Distribution	CA	MTE
		15%	10%
		ETE	75%
	Text book/s*	Introduction to Media Laws and Ethics - Dr. Juhi P. Pathak, Shipra Publications, New Delhi.	
	Other References	1. Laws of the Press, D.D.Basu, 1996, Princeton Hall Publishers, New Delhi. 2. Media Law and Ethics by M Neelamalar 3. Mass Media: Laws and Regulations by Rayudu, C.S. 4. History of Press, Press Laws and Communication by Ahuja, B.N.	

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>VAC103</b>	
2	Course Title	<b>Environmental Management</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>3-0-0</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	<ol style="list-style-type: none"> <li>1. Enable students to learn the concepts, principles and importance of environmental science</li> <li>2. Provide students an insight of various causes of natural resource depletion and its conservation</li> <li>3. Provide detailed knowledge of causes, effects and control of different types of environmental pollution and its effect on climate change, global warming and ozone layer depletion.</li> <li>4. Provide knowledge of different methods of water conservation</li> <li>5. Provide and enrich the students about sustainable practices and environmental management</li> </ol>	
7	Course Description	Environmental Science emphasises on various factors as <ol style="list-style-type: none"> <li>1. Importance and scope of environmental science</li> <li>2. Natural resource conservation</li> <li>3. Pollution causes, effects and control methods</li> <li>4. Sustainable and Environmental environment</li> </ol>	
8	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Natural resource management</b>	
	1	Introduction to Natural Resources	CO1
	2	Management of Land and Forest Resources	CO1
	3	Water and Energy resource Management	CO1
	<b>Unit 2</b>	<b>Environmental Pollution Management</b>	
	1	Air pollution Control and Water Pollution treatment Methods	CO2
	2	Soil and Noise Pollution Management	CO2
	3	Solid waste management	CO2
	<b>Unit 3</b>	<b>Climate Change Mitigation</b>	
	1	Concept of Global Warming and greenhouse effect	CO3/CO6
	2	Ozone layer Depletion and its consequences	CO3/CO6
	3	Climate change, its effect on ecosystem and its mitigation. Kyoto protocol and IPCC concerns on changing climate.	CO3/CO6
	<b>Unit 4</b>	<b>Biodiversity Management</b>	
	1	Hot spots, Endangered and endemic species of	CO4/CO6

	India			
2	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions			CO4/CO6
3	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.			CO4/CO6
<b>Unit 5</b>	<b>Sustainable practices and environmental management</b>			
1	Sustainable development and sustainable consumption			CO5/CO6
2	Environmental Issues and Management in India			CO5/CO6
3	Environmental Management System (EMS)			CO5/CO6
Mode of examination	Theory			
Weightage Distribution	CA	CE (Viva)	ETE	
	15%	10%	75%	
Text book/s*	Mastering Audio: 5% The Art and the Science by Bob Katz			
Other References	<ul style="list-style-type: none"> <li>● Master Handbook of Acoustics by F. Alton Everest &amp; Ken Pohlmann</li> <li>● The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox</li> </ul>			

School: SSMFE		Batch: 2024-28	
Program: BA(FT&OTTP)		Current Academic Year: 2024-2025	
Branch: NA		Semester: II	
1	Course Code	<b>BCJ115</b>	
2	Course Title	<b>Basics of Sound and Image</b>	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
	Course Type	<b>Compulsory</b>	
5	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> <li>● To explore basic principles relations to the (re) production of sound and image</li> <li>● To understand the basic methods of audio recording and (re)generation</li> <li>● To understand basic methods of image (re)generation and photographic capture</li> <li>● To understand interactivity between sound, image and context</li> </ul>	
7	Course Description	This course is designed to offer the students, a primary level understanding of sound and image production and how both can be juxtaposed for the purpose of story-telling using audio visuals.	
8	Outline syllabus		CO Mapping
	Unit 1	Principles of Sound	
	1	Nature of Sound, its Properties and Dimensions	CO1
	2	Microphones	CO1, CO2
	3	Audio Accessories for Sound Production	CO1, CO2
	Unit 2	Sound Recording & Mixing	
	1	Digital Audio Formats	CO1, CO2
	2	Sound Recording & Reproduction	CO1, CO3, CO4
	3	Audio Mixing and Editing	CO3, CO4
	Unit 3	Digital Imaging	
	1	Types of Graphics (Vector and Raster)	CO3
	2	Digital Imaging Formats	CO3
	3	Basic Software for Production of Vector & Raster Graphics	CO3
	Unit 4	Basic Image Editing	
	1	Practical Applications of Image Editing	CO3, CO4
	2	Mobile Applications for image editing	CO3, CO4
	3	Online Tools for Image Processing and Editing	CO3
	Unit 5	Audio Visual Production	
	1	Basics of Audio-Visual Mixing	CO5
	2	AV Creation using different Software	CO5, CO6
	3	Final AV production	CO6
	Mode of examination	Jury Examination	



	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%	50%	
	Text book/s*	Mastering Audio: The Art and the Science by Bob Katz			
	Other References	<ul style="list-style-type: none"> <li>● Master Handbook of Acoustics by F. Alton Everest &amp; Ken Pohlmann</li> <li>● The Sound Book: The Science of the Sonic Wonders of the World by Trevor Cox</li> </ul>			

School: SSMFE		Batch: 2024-2028		
Program: BA(FT&OTTP)		Current Academic Year: 2024-2025		
Branch: NA		Semester: II		
1	Course Code	<b>BCJ116</b>		
2	Course Title	<b>Art of Writing for Media</b>		
3	Credits	1		
4	Contact Hours (L-T-P)	0-0-2		
	Course Type	<b>Discipline Elective</b>		
5	Course Objective	1. Familiarize with term NEWS 2 Create an understanding with different beat reporting 3To familiarize with different writing style and techniques of journalistic writing.		
7	Course Description	The course is aimed to make students learn the skills and knowledge about basic of news writing.		
8	Outline syllabus			CO Mapping
	Unit 1	Understanding Print Media		
	A	Meaning, definition and its role, Inverted Pyramid		CO1
	B	What Makes News, News Structure		CO1
	C	Principles of News Writing and Reporting:		CO1
	Unit 2	Understanding Radio		
	A	Radio News Writing Structure and Fundamentals of Writing		CO2
	B	Radio talks/commentaries/comments		CO2
	C	Radio features and documentaries		CO2
	Unit 3	Understanding TV		
	A	Define the concept of writing for Eye		CO3
	B	Formulated Television Bulletin Scripts		CO3
	C	TV News Writing Terminology (Slug, Sound Bite, Time Code, Sign-in, Sign-Off, PTC, VOV, POP)		CO3
	Unit 4	Understanding online Media		
	A	Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz		CO4
	B	Newsroom for online journalism, Backpack journalism		CO4
	C	visual language, Narrative Journalism		CO4
	Unit 5	Special Project		
	A	Develop a Newspaper		CO5
	B	Make a Radio Programme/ TV Programme		CO6
	C	Develop a Blog/ e-paper		CO6
10	Mode of examination	JURY		
11	Weightage	CA	Internal Viva Voce	ETE
	Distribution	25%	25%	50%
12	Text book/s*	1. Adam, G. Stuart and Roy Peter Clark. (2006). Journalism: The Democratic Craft. New York: Oxford University Press.		
13	Other	INDIA 2019: To know the year long event.		

References	<p>2. Baggini, Julian. <i>Making Sense: Philosophy behind the headlines</i>. Oxford University Press, Oxford, 2002.</p> <p>3. <i>Feature writing for Journalists</i> Sharon Wheeler London, Routledge; 2009.</p> <p>4. <i>Feature Writing for the newspapers and magazines</i> Edward Jay Friedlander and John Lee New York Harper and Row; 1996.</p>
------------	---

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>BCJ117</b>	
2	Course Title	<b>Media Trial - Case Study</b>	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	<b>Elective</b>	
6	Course Objective	<p>The objective of the course is to</p> <ol style="list-style-type: none"> <li>1. Impart a thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards</li> <li>2. Inculcate the understanding of how deal with press laws and ethical issues and professional practices in media.</li> <li>3. Describe the rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class.</li> <li>4. Introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.</li> </ol>	
	Course Description	<p>The course is designed with the aim to impart the knowledge, skill and competency of writing and editing among the students. The course will help the students to understand and apply the concepts, tools of effective written communication.</p>	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>News</b>	CO1
	A	Definition and Types of News Activity – Group Discussion	CO1
	B	Elements of News Activity – Identify various elements in news stories of your choice	CO1
	C	News Values Activity – Identify various news values in news stories of your choice	CO1
	<b>Unit 2</b>	<b>Ethics</b>	CO2
	A	Definition of Ethics Activity – Group Discussion	CO2
	B	Concept of Media Ethics Activity – Class Debates	CO2
	C	Current Ethical Issues in Media Activity – Focus Group Discussions	CO2
	<b>Unit 3</b>	<b>Laws</b>	CO3

	A	Fundamental Rights Activity – Cite five case studies of violation of fundamental rights	CO3
	B	Freedom of Speech and Expression Activity – Does freedom of speech extend to Media? Discuss.	CO3
	C	Reasonable Restrictions Activity – Identify cases of violation of reasonable restrictions by Press	CO3
	<b>Unit 4</b>	<b>Media Trial</b>	CO4, CO5
	A	Definition Activity – Group Discussion	CO4
	B	Effect of Media Trial on Accused Activity – Identify case studies on the topic	CO4, CO5
	C	Effect of Media Trial on Judiciary Activity – Identify case studies on the topic	CO4, CO5
	<b>Unit 5</b>	<b>Regulatory Authorities</b>	CO6
	A	For Print – PCI Guidelines, Editor’s Guild Activity – Identify case studies of PCI intervention in Media Ethical violations	CO6
	B	For Broadcast – NBDSA, TRAI, BCCC, AIR and DD Code Activity – Identify case studies of TRAI / NBDSA intervention in Media Ethical violations	CO6
	C	For Digital – IT Act 2000 Activity – Identify case studies of IT Act violations in Media	CO6
10	Mode of examination	<b>Jury/Practical</b>	
11	Weightage Distribution	CA	Internal Viva Voce
		25%	25%
			ETE
			50%
12	Text book/s*	Introduction to Media Laws and Ethics by Dr. Juhi P. Pathak	
13	Other References	Press Laws by DD Basu	

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>		
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2024-2025</b>		
<b>Branch: NA</b>		<b>Semester: II</b>		
1	Course Code	<b>OPE</b>		
2	Course Title	<b>Material Animation Technique</b>		
3	Credits	3		
4	Contact Hours (L-T-P)	<b>0-2-2</b>		
	Course Type	Minor Elective		
5	Course Objective	<ul style="list-style-type: none"> <li>To introduce various techniques and styles of Animation.</li> <li>To provide the students hands on experience of simple ideas for Animation using the materials available in the immediate surroundings.</li> </ul>		
7	Course Description	Students Will Learn The workflow for Story Development, Elements of script writing, and 3Acts Structure & Development of the Characters.		
8	Outline syllabus			CO Mapping
	<b>Unit 1</b>	<b>Introduction to Material Animation</b>		
		A:-Introduction to Material Animation. B:-Different Styles in material animation. C:-Popular material animation and other techniques.		CO1
	<b>Unit 2</b>	<b>Different Techniques</b>		
		A-Different Techniques B-Exploring Different Material C-Rig & Installation.		CO2
	<b>Unit 3</b>	<b>Process and methods of Material Animation</b>		
		A-Visualization of Material Animation. B-Production process for Method. C-Rough Test		CO3
	<b>Unit 4</b>	<b>Material Animation in Action</b>		
		A-Story and Preproduction for Material Animation Film B-Identification and Execution of Material Animation Film C-Post Production of Material Animation Film		CO4
	<b>Unit 5</b>	<b>Material Animation in Action</b>		
		Exercise		CO5
		Exercise		CO6
		Exercise		CO6
	Mode of examination	<b>Jury/Practical</b>		
	Weightage	CA	CE(VIVA)	ETE
	Distribution	25%	25%	50%
	<b>Text book/s*</b>	The Animator's Survival Kit: A Manual of Methods, Principles		

		and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators (FARRAR, STRAUS) by Richard Williams	
	<b>Other References</b>	<ul style="list-style-type: none"> <li>● The Advanced Art of Stop-Motion Animation by Ken A. Priebe</li> <li>● Stop Motion: Craft Skills for Model Animation, Second Edition (Focal Press Visual Effects and Animation) by Susannah Shaw</li> </ul>	

<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>VOF104</b>	
2	Course Title	<b>Writing and Anchoring for Radio, TV &amp; Digital Media</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Familiarize the students with different aspects of anchoring &amp; news presentation</li> <li>2. To develop an understanding how to handle different situation during Live News Presentation</li> <li>3. To make the students understand the roles and responsibility and do's and don't of news reader/presenter</li> </ol>	
6	Course Outcomes	After completing the course, students will be able to – CO1. Understand the essentials of writing and speaking skills of a newsreader /presenter CO2. Apply diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc. CO3. Analyse different kind of desk & live reporting style CO4. Evaluate on-air essentials CO5: Write for various news / anchoring platform CO6: Create own programmes based on any issue	
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand the responsibility, do's and don't for the newsreader/presenter.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Anchoring &amp; News Presentation</b>	
		Practical Anchoring and writing techniques for electronic media and events.	CO1
	<b>Unit 2</b>	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO2
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO2
	<b>Unit 3</b>	<b>Voice Analysis and Improvement</b>	
		Importance of voice improvement-	CO3
	<b>Unit 4</b>	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO4
		Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice	CO4



		sessions.							
	<b>Unit 5</b>	<b>Facing Camera and Writing Anchor Links</b>							
		Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-	CO5						
		Writing for Anchor Links & Headlines	CO6						
9	Mode of examination	Jury/Viva/Practical							
10	<b>Evaluations</b>	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>CA</td> <td>Internal Viva Voce</td> <td>ETE</td> </tr> <tr> <td>25%</td> <td>25%</td> <td>50%</td> </tr> </table>	CA	Internal Viva Voce	ETE	25%	25%	50%	
CA	Internal Viva Voce	ETE							
25%	25%	50%							
11	<b>Text book/s*</b>	<input type="checkbox"/> Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah <input type="checkbox"/> The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra							

School: SSMFE		Batch: 2024-2028	
Program: BA(FT&OTTP)		Current Academic Year: 2024-2025	
Branch: NA		Semester: II	
1	Course Code	<b>ARP102</b>	
2	Course Title	<b>Communicative English-II</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	Course Type	Co-Requisite	
5	Course Objective	To Develop LSRW skills through audio-visual language acquirement, creative writing, advanced speech et al and MTI Reduction with the aid of certain tools like texts, movies, long and short essays.	
7	Course Description	The course takes the learnings from the previous semester to an advanced level of language learning and self-comprehension through the introduction of audio-visual aids as language enablers. It also leads learners to an advanced level of writing, reading, listening and speaking abilities, while also reducing the usage of L1 to minimal in order to increase the employability chances.	
8	Outline syllabus		CO Mapping
	Unit 1	Acquiring Vision, Goals and Strategies through Audio-visual Language Texts	CO1
	1	Pursuit of Happiness / Goal Setting & Value Proposition in life	CO1
	2	12 Angry Men / Ethics & Principles	CO1
	3	The King's Speech / Mission statement in life   strategies & Action Plans in Life	CO1
	Unit 2	Creative Writing	CO2
	1	Story Reconstruction - Positive Thinking	
	2	Theme based Story Writing - Positive attitude	
	3	Learning Diary Learning Log – Self-introspection	
	Unit 3	Writing Skills 1	CO3
	1	Precis	
	2	Paraphrasing	
	3	Essays (Simple essays)	
	Unit 4	MTI Reduction/Neutral Accent through Classroom Sessions & Practice	CO4
	1	Vowel, Consonant, sound correction, speech sounds, Monothongs, Diphthongs and Triphthongs	
	2	Vowel Sound drills, Consonant Sound drills, Affricates and Fricative Sounds	
	3	Speech Sounds   Speech Music  Tone   Volume  Diction  Syntax	

		Intonation   Syllable Stress	
	Unit 5	Gauging MTI Reduction Effectiveness through Free Speech	CO5
	1	Jam sessions	
	2	Extempore	
	3	Situation-based Role Play	
	Unit 6	Leadership and Management Skills	
	1	Innovative Leadership and Design Thinking	CO5
	2	Ethics and Integrity	CO5
	Unit 7	Universal Human Values	
		Love & Compassion, Non-Violence & Truth	CO6
		Righteousness, Peace	CO6
		Service, Renunciation (Sacrifice)	CO6
	Unit 8	Introduction to Quantitative aptitude & Logical Reasoning	
		Analytical Reasoning & Puzzle Solving	CO6
		Number Systems and its Application in Solving Problems	CO6
	Evaluations	Class Assignments/Free Speech Exercises / JAM Group Presentations/Problem Solving Scenarios/GD/Simulations ( 60% CA and 40% ETE	
	Text book/s*	<ul style="list-style-type: none"> <li>• Wren, P.C.&amp;Martin H. High English Grammar and Composition, S.Chand&amp; Company Ltd, New Delhi.</li> <li>• Blum, M. Rosen. How to Build Better Vocabulary. London: Bloomsbury Publication</li> <li>• Comfort, Jeremy(et.al). Speaking Effectively. Cambridge University Press</li> <li>• The Luncheon by W.Somerset Maugham - <a href="http://mistera.co.nf/files/sm_luncheon.pdf">http://mistera.co.nf/files/sm_luncheon.pdf</a></li> </ul>	

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>VAF006</b>	
2	Course Title	<b>Stress and Time Management</b>	
3	Credits	Audit	
4	Contact Hours (L-T-P)	<b>30Hrs (0-0-0)</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	<ul style="list-style-type: none"> <li>● To understand the nature of stress</li> <li>● Comprehend the psychological and physiological effects of stress</li> <li>● To access the risk factors related to stress.</li> <li>● To understand intricacies of time management</li> </ul>	
7	Course Description	The course is designed to inculcate the basic understanding of the relationship between the stress management and time management skills with the academic achievement of the students.	
8	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Understanding the Nature of Stress</b>	
	A	Meaning of Stress	CO1
	B	Reactions to Stress, Sources of Stress	CO1
	C	Individual and Cultural Differences	CO1
	<b>Unit 2</b>	<b>Strategies of Stress Management</b>	
	A	Stressful thinking	CO2
	B	Psychological and Spiritual Relaxation Methods	CO2
	C	Physical Methods of Stress Reduction	CO2
	<b>Unit 3</b>	<b>Strategies of Stress Management Prevention</b>	
	A	Self Care: Nutrition and Lifestyle	CO3
	B	Stress & Conflict in relationships, Resilience and Stress	CO3
	C	Apply stress management prevention technique	CO6
	<b>Unit 4</b>	<b>Fundamental Aspects of Time Management</b>	
	A	Planning & Goal Setting	CO4
	B	Focus on time and resources	CO4
	C	Pre-Analysis of performance	CO6
	<b>Unit 5</b>	<b>Productive Time Management System</b>	
	A	Busy vs Productive	CO5
	B	Indecision and Delay, Urgency vs Importance	CO5
	C	Apply time management technique	CO6
	Mode of examination	AUDIT	
	Weightage Distribution	CA 75%	ESE 25%
	Text book/s*	1. Stress and Time Management by Brian Lomas	
	Other	Time and Stress Management for Rookies by Kay Frances	

	References	
--	------------	--

# TERM 3

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026	
<b>Branch:</b> NA		<b>Semester:</b> III	
1	Course Code	<b>BTP201</b>	
2	Course Title	<b>Introduction to Film &amp; Television</b>	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0 (L-T-P)	
5	Course Type	<b>Core Course</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Familiarize the students with the origin and growth of television and films</li> <li>2. Apprise students of the structure and composition of the Television Broadcasting Industry</li> <li>3. Discuss the emergence &amp; need of the film</li> </ol>	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1: Identify the trajectory of the TV Industry</p> <p>CO2: Summarise the structure of the TV industry and describe the responsibilities of the editorial, marketing &amp; production staffers</p> <p>CO3: Articulate the impact of TV &amp; films on society and culture</p> <p>CO4: Analyze films in India, and different film movements across the world</p> <p>CO5: Appraise the history of TV</p> <p>CO6: Evaluate different stages of production.</p>	
8	Course Description	<p>This course is designed to have an understanding of the world of Film and Television. The class deals with various aspects and elements required for television &amp; film production. The stages of production from conceptualization to the editing and final product will be discussed during the sessions.</p>	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Television: History and its growth</b>	
	A	Origin and growth of Television in India	CO1
	B	Television from parallel experiments to way of life	CO1
	C	The age of Satellite channels and the news TV boom	CO1
	<b>Unit 2</b>	<b>TV Structure &amp; Current Scenario</b>	
	A	Advantages and disadvantages of television as Mass Media platform	CO2
	B	Structure and composition of TV channels	CO2
	C	Roles, responsibilities and hierarchy	CO2
	<b>Unit 3</b>	<b>Films, culture and communication</b>	
	A	150 years of films in India	CO3

	B	Films as a tool of mass communication	CO3	
	C	Cinema as a cultural platform in India	CO3	
	<b>Unit 4</b>	<b>Evolution of Films</b>		
	A	A brief: Early experiments in Indian and World Cinema	CO4	
	B	Introduction to film movements in the world	CO4	
	C	Contemporary Indian filmmakers	CO4	
	<b>Unit 5</b>	<b>Stages of Production</b>		
	A	Pre-production process	CO5	
	B	Production process	CO6	
	C	Post-production Process	CO6	
10	Mode of examination	Theory	Theory	
11	Weightage	CA	MTE	ETE
	Distribution	15%	10%	75%
12	Text book/s*	The Television history book(Television, media & Cultural studies: Michele Hilmes, Publisher: Palgrave Macmillan; 2003rd edition		
13	Other References	The Television production: Jim Owens.GeraldMillerson, Publisher: Palgrave Macmillan; 2003rd edition		
		The Visual Story: Creating the Visual Structure of Film, TV & Digital Media by Bruce Block		

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	BTP218	
2	Course Title	<b>History of Cinema and Films</b>	
3	Credits	3	
4	Contact Hours	3-0-0 (L-T-P)	
5	Course Type	<b>Core Course</b>	
6	Course Objective	1. Familiarize the student with the language and aesthetics of films 2. Help the learner develop an understanding of basic techniques used in storytelling in cinema. 3. Offer a varied perspective of Mainstream, Parallel and regional cinema in India 4. Enable the student to discuss International Cinema & their film making styles. 4. Help the student critically analyse films with the intent of writing film reviews	
8	Course Description	This course is designed to enhance the students' understanding and knowledge of Regional, National and International Cinema of different genres, so that the students can analyse and critically review the texts and subtexts, along with aesthetics, techniques and storytelling approaches of world cinema.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Intro to Language of Cinema</b>	
	A	Evolution of Cinema )	CO1
	B	Film Genres	CO1
	C	Types of Film	CO1
	<b>Unit 2</b>	<b>Basics of Film Appreciation</b>	
	A	Common Cinematic Terms	CO2
	B	Cinematography	CO2
	C	Sound and Editing	CO2
	<b>Unit 3</b>	<b>Hindi and Parallel Indian Cinema</b>	
	A	Evolution of Hindi cinema	CO3
	B	Parallel Indian Cinema	CO3
	C	Contemporary Trends and challenges	CO3
	<b>Unit 4</b>	<b>Regional Cinema</b>	
	A	Introduction to Indian Regional Cinema	CO4
	B	Important filmmakers of regional cinema	CO4
	C	Challenges and opportunities for regional Filmmakers	CO4
	<b>Unit 5</b>	<b>Overview of International Cinema</b>	



	A	Early pioneers and silent cinema			CO5
	B	Golden age Movements			CO5 CO6
	C	Contemporary global Cinema			CO6
10	Mode of examination	Theory			Theory
11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
12	Text book/s*	1. Film Art, Film History by David Bordwell& Kristin Thomson, Publisher: McGraw-Hill How to Read a Film: Movies, Media, and Beyond-James Monaco			
13	Other References	<ul style="list-style-type: none"> <li>● Anatomy of Film by Bernard F.Dick</li> <li>● Art of Watching Films by Joseph M. Boggs,Dennis W. Petrie,</li> <li>● Understanding the Film: An Introduction to Film</li> <li>● Appreciation, Mcgraw- Hill Education</li> </ul> Our Films: their films by Satyajit Ray, Publisher: Orient BlackSwan, Education; 10th edition (1 August 2012),, Publisher: Oxford University Press; 30th edition (15 July 2009)			

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028			
<b>Program:</b> BA(FT&OTTP)			<b>Current Academic Year:</b> 2025-2026		
<b>Branch:</b> NA		<b>Semester:</b> III			
1	Course Code	<b>BTP250</b>			
2	Course Title	<b>Writing for Audio-Visual Media</b>			
3	Credits	3			
4	Contact Hours (L-T-P)	2-1-0 (L-T-P)			
5	Course Type	<b>Core Course</b>			
6	Course Objective	1. To make the learner understand the basic structure of screenplay. 2. To impart the learner with basic skills for screenwriting			
8	Course Description	This course is designed to enhance the creative writing skills for Film and Television. This class will develop an understanding of writing for the audiovisuals media			
9	<b>Outline syllabus</b>				<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Visual Language</b>			
	A	Images for communication, Power of Image			CO1
	B	Research and reconnaissance.			CO1
	C	Storyboarding			CO1
	<b>Unit 2</b>	<b>Structure of a Story</b>			
	A	Beginning –introducing characters and subject			CO2
	B	Middle- growth of the plot			CO2
	C	Climax and ending			CO2
	<b>Unit 3</b>	<b>Non-Fiction Script Writing</b>			
	A	Writing for TV News			CO3
	B	Writing a short story			CO3
	C	Writing long-format feature stories			CO3
	<b>Unit 4</b>	<b>Scriptwriting software</b>			
	A	learning to use scriptwriting software			CO4
	B	Making shooting schedules using software			CO4
	C	Managing logistics and manpower using software			CO4
	<b>Unit 5</b>	<b>Fiction Script Writing</b>			
	A	Planning the first draft			CO5
	B	Revising/Polishing			CO6
	C	Final Draft			CO6
10	Mode of examination	Theory			
11	Weightage Distribution	CA	MTE	ETE	
		15%	10%	75%	
12	Text book/s*	How not to write a screenplay: 101 common mistakes most screenwriters make by Denny Martin Flinn			
		<ul style="list-style-type: none"> <li>Screen Adaptation: A Scriptwriting Handbook by Kenneth Portnoy</li> </ul>			

		Screenplay: The Foundations Of Screenwriting By SydField
13	Other References	<ul style="list-style-type: none"> <li>● The Screenwriter's Bible By David Trottier</li> <li>● The Bare Bones Book of Screenwriting: The Definitive Beginner's Guide to ... By J. T.Clark</li> <li>● Screenwriting for a Global Market: Selling Your Scripts from Hollywood to ... By Andrew Horton</li> <li>● Screenwriting For Dummies By LauraSchellhardt</li> <li>● Screenwriting: The Sequence Approach By Paul Joseph Gulino</li> <li>● The Tools of Screenwriting By David Howard, Edward Mabley</li> <li>● The Art of Screenwriting: An A to Z Guide to Writing a Successful Screenplay By William Packard</li> <li>● Writing the Character-Centered Screenplay By Andrew Horton</li> </ul>

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026	
<b>Branch:</b> NA		<b>Semester:</b> III	
1	Course Code	<b>BTP220</b>	
2	Course Title	<b>Digital Photography and Basic Lighting Techniques</b>	
3	Credits	2	
4	Contact Hours	0-0-4 (L-T-P)	
5	Course Type	<b>Core (CC)</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Make the learner understand aesthetics and techniques of Visual Communication</li> <li>2. Provide the students with a thorough understanding and application of achieving the right exposure with DSLRs and Digital Cameras</li> <li>3. Introduce the learner to different types of photography accessories and their uses.</li> <li>4. Introduce the student to different commercial and non-commercial beats in photography</li> </ol>	
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students will also learn to use different types of DSLR cameras and editing tools used in photography.	
9	<b>Outline syllabus</b>		CO Mapping
	<b>Unit 1</b>	<b>Intro to Visual Communication and Photography</b>	
	A	Types and Genres of Photography	CO1
	B	Essence and Aesthetics of Photography	CO1
	C	Evolution and development of Photography as an art form	CO1
	<b>Unit 2</b>	<b>Cameras, Lenses and Accessories</b>	
	A	Cameras, Their Types and their working	CO2
	B	Lenses, Types and their uses in Photography	CO2
	C	Accessories used in Photography	CO2
	<b>Unit 3</b>	<b>Exposure Control &amp; Composition</b>	
	A	Exposure control with Aperture, Shutter and ISO, Metering and White Balance	CO3
	B	Exposure Triangle, Correct Exposure and EV	CO3
	C	Composition essentials, Rule of 1/3	CO3
	<b>Unit 4</b>	<b>Sensors of Digital Cameras and Lighting</b>	
	A	Sensor size, Pixels, Crop factors and Aspect ratios	CO4
	B	Latitude and Dynamic range	CO4
	C	3-point Lighting and handling background	CO4
	<b>Unit 5</b>	<b>Applied Basics</b>	

	A	Colour Wheel and Colour temperatures			CO5
	B	Lighting contrast and lighting ratio			CO5
	C	Project- Demonstrating digital photography and basic lighting techniques			CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	Viva Voce	ETE	
		25%	25%	50%	
12	Text book/s*	<ol style="list-style-type: none"> <li>1. Michael Langford Basic Photography, Focal Press</li> <li>2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsanlearning</li> <li>3. Lee Frost Photography, HodderHeadline</li> <li>4. On Photography by Susan Sontag</li> </ol>			
13	Other References	<ol style="list-style-type: none"> <li>1. Mallard, D. (2012). Converging Media Trends. Retrieved in 2018, from <a href="http://iml.jou.ufl.edu/projects/Spring03/Mallard/">http://iml.jou.ufl.edu/projects/Spring03/Mallard/</a></li> <li>2. Lords Select Committee. (2016). Report: Media Convergence. Retrieved in 2018, from <a href="https://www.parliament.uk/media-convergence-report">https://www.parliament.uk/media-convergence-report</a></li> <li>3. Ishii, A. (2014, March 31). Fernando Guerra on Photography In The Internet Age. Retrieved 2018, from <a href="https://www.archdaily.com/488918/fernando-guerra-onphotography-in-the-internet-age">https://www.archdaily.com/488918/fernando-guerra-onphotography-in-the-internet-age</a></li> <li>4. Castella, T. D. (2012, February 28). Five ways the digital camera changed us. Retrieved 2018, from <a href="https://www.bbc.com/news/magazine-16483509">https://www.bbc.com/news/magazine-16483509</a></li> </ol>			

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>		
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2025-2026</b>		
<b>Branch: NA</b>		<b>Semester: III</b>		
1	Course Code	<b>BTP221</b>		
2	Course Title	<b>Basics of Digital Video Editing</b>		
3	Credits	1		
4	Contact Hours	0-0-2 (L-T-P)		
5	Course Type	<b>Core Elective</b>		
6	Course Objective	<ol style="list-style-type: none"> <li>1. To understand aesthetics and techniques of editing</li> <li>2. Introduction to different types of editing techniques</li> <li>3. To understand non-linear video editing</li> <li>4. To understand the various types of editing and various possibilities like rhythm &amp; pace, dramatic continuity etc.</li> </ol>		
8	Course Description	The course is designed to learn different types of editing techniques used in the video. The students will also learn to use different types of editing tools.		
9	<b>Outline syllabus</b>			<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Editing</b>		
	A	The necessity of Editing and Manipulation of time		CO1
	B	Rhythm & Pace and Dramatic Continuity		CO1
	C	Difference between Linear and Non-Linear editing		CO1
	<b>Unit 2</b>	<b>Principle of editing</b>		
	A	World of Visual: frame, Shot, Scene, Sequence. Types of Shot		CO2
	B	Principles & Grammar of Editing		CO2
	C	Different stages of editing		CO2
	<b>Unit 3</b>	<b>Editing Aesthetics</b>		
	A	Language of Editing, Editing aesthetics		CO3
	B	Use of Sound & Sound Editing, synchronization		CO3
	C	Final Cut Pro: An Introduction, FCP, Transfer of Footage, assembling shots		CO3
	<b>Unit 4</b>	<b>Editing Effects</b>		
	A	Various effects & editing techniques, Color Correction, titling		CO4
	B	Concept of Online editing		CO4
	C	Editing of Non-Fiction and Fiction programmes		CO4
	<b>Unit 5</b>	<b>Editing different types of programmes</b>		
	A	Editing of programmes of different genres		CO5
	B	Editing of short documentary		CO6
	C	Editing of Montage		CO6
10	Mode of examination	Jury		
	Weightage	CA	Viva Voce	ETE

11	Distribution	25%	25%.	50%	
12	Text book/s*	The technique of film editing by KarelReisz and Gavin Millar, Publisher: Routledge; 2nd edition (29 September 2009)			
13	Other References	The Technique of Film and Video Editing: History, Theory and Practice by Ken Dancyger, Publisher: Routledge; 6th edition (21 November 2018)  In the blink of an eye: Walter Murch, Publisher: Silman-James Press, U.S.; Revised edition			

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028		
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026		
<b>Branch:</b> NA		<b>Semester:</b> III		
1	Course Code	BTP222		
2	Course Title	<b>Basics of Digital Audio Editing</b>		
3	Credits	1		
4	Contact Hours (L-T-P)	0-0-2 (L-T-P)		
5	Course Type	<b>Core Elective</b>		
6	Course Objective	<ol style="list-style-type: none"> <li>1. To understand aesthetics and techniques of editing</li> <li>2. Introduction to different types of editing techniques</li> <li>3. To understand audio editing</li> <li>4. To understand the various types of editing and various possibilities like rhythm &amp; pace, dramatic continuity etc.</li> </ol>		
8	Course Description	The course is designed to learn different types of editing techniques used in audio. The students will also learn to use different types of editing tools.		
9	<b>Outline syllabus</b>			CO Mapping
	<b>Unit 1</b>	<b>Introduction to Editing</b>		
	A	Importance of sound Editing		CO1
	B	Rhythm		CO1
	C	Pace		CO1
	<b>Unit 2</b>	<b>Principle of Editing</b>		
	A	Principles of audio Editing		CO2
	B	Grammar of audio Editing		CO2
	C	Different stages of editing		CO2
	<b>Unit 3</b>	<b>Audio Editing Aesthetics</b>		
	A	Editing aesthetics		CO3
	B	Audio synchronization		CO3
	C	Audacity: An Introduction to audio software		CO3
	<b>Unit 4</b>	<b>Editing Effects</b>		
	A	Various audio effects		CO4
	B	Audio Editing in Fiction		CO4
	C	Audio Editing in Non-Fiction		CO4
	<b>Unit 5</b>	<b>Different Types of Editing Technique</b>		
	A	Audio editing of dialogue scene		CO5
	B	Audio Editing in short documentary		CO6
	C	Audio Editing of Montage		CO6
10	Mode of examination	Jury		Jury
11	Weightage Distribution	CA	Viva Voce	ETE
		25%	25%.	50%



12	Text book/s*	Alten S. Audio in Media, Belmont: Wadsworth, 1994	
13	Other References	<ul style="list-style-type: none"> <li>● Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One</li> </ul>	

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026	
<b>Branch:</b> NA		<b>Semester:</b> III	
1	Course Code	<b>RBL001</b>	
2	Course Title	<b>Research Based Learning (RBL-1)</b>	
3	Credits	<b>0</b>	
4	Contact Hours (L-T-P)	<b>0-0-4</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Strengthen the academic research ability of the students.</li> <li>2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.</li> <li>3. Enhance the problem solving skills of the students.</li> </ol>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	● Start of Project/ Dissertation	<b>CO1</b>
	<b>Unit 2</b>	● List of Project/ Dissertation proposal area shall be floated to the students	<b>CO2</b>
	<b>Unit 3</b>	● Mutual Agreement signed between Supervisor & Student	<b>CO3</b>
	<b>Unit 4</b>	● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor	<b>CO4</b>
	<b>Unit 5</b>	<ul style="list-style-type: none"> <li>● First Review of Topic</li> <li>● Second Review of Topic</li> <li>● Approval of Topic</li> <li>● Mapping of Dissertation/ Projects to PO-PSO</li> </ul>	<b>CO5</b>
	Mode of examination	Only An Audit course	

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	OPE	
2	Course Title	<b>Basics of Still Photography</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
	Course Type	Open Elective	
5	Course Objective	1. Describe photography, types of photography, and their purpose 2. Different composition technique 3. Elaborate on basics of visual literacy and composition 4. Lens and its functions	
7	Course Description	This course provides an introduction to basic visual composition and Photography techniques	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	Introduction to Photography	
	A	What is photography? The role & importance of photography.	CO1
	B	Brief History of photography. How Camera works?	CO1
	C	Principles of Camera Obscura Types of Cameras	CO1
	<b>Unit 2</b>	Principles of Photographic composition	
	A	Concepts of composition	CO2
	B	Digital Capture	CO2
	C	Various types of Digital Capture and Image	CO2
	<b>Unit 3</b>	Lighting	
	A	Sources of light: Natural & Artificial Correct exposure.	CO3
	B	Nature and physical properties of light Direction & angle of light: Front, side, top & back	CO3
	C	Lighting contrast and its control by fill in lights One-, two- & three-point lighting: Key, fill and back light	CO3
	<b>Unit 4</b>	Photography Composition	
	A	Rule of 3 <sup>rd</sup> , How to shoot buildings and monuments Portrait	CO4
	B	Importance of lens in photography	CO4
	C	Different types of camera lenses	CO4
CO6	<b>Unit 5</b>	Introduction to image editing software Photoshop and	
	A	Basic image editing technique	CO5
	B	Understanding common terms like Resolution, Depth, Cropping, Scaling, Hue, Saturation, Vibrance, Sharpness, etc.	CO5
	C	Final Project	CO6

Mode of examination	JURY			
Weightage Distribution	CA(Internal)	CA(Viva)	ETE/External viva	
	25	25	50	
Text book/s*	Michael Langford Basic Photography, Focal Press James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning Lee Frost Photography, Hodder Headline Audio – Vision – Sound on Screen by Michael Chion			
Other References				

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>VOF202</b>	
2	Course Title	<b>Smartphone Film Making</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	Co-Requisite	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
7	Course Description	This course provides an introduction to smartphone film making and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Smartphone Film Making</b>	
	A	Introduction to the basic concepts of smartphone filmmaking	CO1
	B	Why smartphone filmmaking is an important and versatile option?	CO1
	C	Appreciation of films made on smartphones	CO1
	<b>Unit 2</b>	<b>Introduction to Smartphone Audio</b>	
	A	The Equipment	CO2
	B	Important Apps and Platform	CO2
	C	The Audio: <ul style="list-style-type: none"> <li>• Sound Perception and its use for different situation</li> <li>• Importance of sound in films and introduction to sound recording.</li> <li>• Microphones and their polar patterns</li> <li>• Microphone placement and usage</li> <li>• Sound perspective and practical application</li> </ul>	CO3, CO4
	<b>Unit 3</b>	<b>Smartphone Imaging Techniques</b>	
	A	Photos: ➤ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3, CO4
	B	Video: <ul style="list-style-type: none"> <li>• Significance of different camera angles</li> <li>• Characteristics and impact of various dimensions of Shots</li> <li>• White balance</li> <li>• Colour wheel and colour temperatures</li> </ul>	CO3, CO4
	C	Selection of a viewpoint to heighten the drama	CO3, CO4, CO5
	<b>Unit 4</b>	<b>Idea to Screen</b>	

	A	Story Idea and basics of screenwriting		CO2, CO6
	B	Characterization and shooting on location		CO2
	C	Lighting: • Continuity of lighting, How to use ambient light?		CO3, CO4
	<b>Unit 5</b>	<b>Editing Essentials</b>		
	A	Imaginary line: 30 & 180-degree rule and placement of the camera		CO4
	B	Introduction to Video Editing using mobile apps like Kine Master		CO4, CO6
	C	Visualisation: Capture a scene in 5 shot		CO5, CO6
	Mode of examination		Jury	
	Weightage	IA	CE Viva Voce	ETE
	Distribution	25%	25%	50%
	Text book/s*	The Digital <b>Filmmaking</b> Handbook. Mark Brindle		
	Other	Smartphone Movie Maker by Stoller Bryan		
	References	The Smartphone Filmmaking Handbook by Neil Philip Sheppard		

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>ARP207</b>	
2	Course Title	<b>Communicative English III - Logical Skills Building and Soft Skills</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Active	
5	Course Objective	To enhance holistic development of students and improve their employability skills. To provide a 360 degree exposure to learning elements of Business English readiness program, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To step up skill and upgrade students' across varied industry needs to enhance employability skills. By the end of this semester, a student will have entered the threshold of his/her 1 <sup>st</sup> phase of employability enhancement and skill building activity exercise.	
7	Course Description	This Level 1 blended training approach equips the students for Industry employment readiness and combines elements of soft skills and numerical abilities to achieve this purpose.	
8	<b>Outline syllabus</b>		
	<b>Unit 1</b>	<b>BELLS ( Building Essential Language and Life Skills)</b>	<b>CO Mapping</b>
	A	<i>Know Yourself:</i> Core Competence. A very unique and interactive approach through an engaging questionnaire to ascertain a student's current skill level to design, architect and expose a student to the right syllabus as also to identify the correct TNI/TNA levels of the student.	CO1
	B	Techniques of Self Awareness   Self Esteem & Effectiveness  Building Positive Attitude   Building Emotional Competence	CO1
	C	Positive Thinking & Attitude Building   Goal Setting and SMART Goals – Milestone Mapping   Enhancing L S R W G and P (Listening Speaking Reading Writing Grammar and Pronunciation)	CO1
	<b>Unit 2</b>	<b>Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical</b>	
	A	Syllogism   Letter Series   Coding, Decoding , Ranking & Their Comparison Level-1	CO2
	B	Number Puzzles	CO2
	C	Selection Based On Given Conditions	CO2
	<b>Unit 3</b>	<b>Quantitative Aptitude</b>	
	A	Number Systems Level 1   Vedic Maths Level-1	CO3
	B	Percentage ,Ratio & Proportion   Mensuration - Area & Volume  Algebra	CO3
	<b>Unit 4</b>	<b>Verbal Abilities – 1</b>	
	A	Reading Comprehension	CO4
	B	Spotting the Errors	CO4
	<b>Unit 5</b>	<b>Time &amp; Priority Management</b>	

	A	Steven Covey Time Management Matrix	CO5
	B	Creating Self Time Management Tracker	CO5
	Weightage Distribution	<i>Class Assignment/Free Speech Exercises / JAM – 60%   Group Presentations/Mock Interviews/GD/ Reasoning, Quant &amp; Aptitude – 40%</i>	
	Text book/s*	<i>Wiley's Quantitative Aptitude-P Anand   Quantum CAT – Arihant Publications   Quicker Maths- M. Tyra   Power of Positive Action (English, Paperback, Napoleon Hill)   Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon   Goal Setting (English, Paperback, Wilson Dobson</i>	



# TERM 4

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028		
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026		
<b>Branch:</b> NA		<b>Semester:</b> IV		
1	Course Code	BTP223		
2	Course Title	<b>Direction and Production Methodology</b>		
3	Credits	3		
4	Contact Hours	3-0-0 (L-T-P)		
5	Course Type	<b>Core Course</b>		
6	Course Objective	<ol style="list-style-type: none"> <li>1. To understand the basics of film direction</li> <li>2. To learn different pre-production technique involved in filmmaking</li> <li>3. To understand the process of film production</li> <li>4. To learn post-production skills of film production</li> </ol>		
8	Course Description	The course intends to train students in film making both fiction and non-fiction.		
9	Outline syllabus	CO Mapping		
	<b>Unit 1</b>	<b>How to read a film</b>		
	A	Film plot and visual treatment	CO1	
	B	Narrative structure – Alternatives to narrative	CO1	
	C	Sense of background music	CO1	
	<b>Unit 2</b>	<b>Different Stages of Pre Production</b>		
	A	Film Idea generation	CO2	
	B	How to make act-1, act-2 and act-3	CO2	
	C	Screenplay writing and breakdowns	CO2	
	<b>Unit 3</b>	<b>Production</b>		
	A	Idea to screen	CO3	
	B	Light, sound, camera and action	CO3	
	C	Handling of actors and non-actors	CO3	
	<b>Unit 4</b>	<b>Post Production</b>		
	A	Aesthetics of Editing	CO4	
	B	Dubbing and Mixing	CO4	
	C	Digital Intermediate/ Basics of Visual effects	CO4	
	<b>Unit 5</b>	<b>Making Crew and Budgeting</b>		
	A	Assembling crew for production with their defined roles	CO5	
	B	Budgeting for film and television production	CO6	
	C	Tools to evaluate the reach, efficacy, TRP etc.	CO6	
10	Mode of examination	Theory		Theory
11	Weightage	CA	MTE	ETE
	Distribution	15%	10%	75%

12	Text book/s*	<ul style="list-style-type: none"> <li>● Film Direction by J.Thomson,</li> <li>● Film Directing Shot by Shot (Visualising from concept to Screen) by Steve D Katz</li> <li>● Screenplay: The Foundation of screenwriting by Syd Field</li> <li>● Directing: Film Techniques and Aesthetics by Michael Rabiger and Mick Hurbis - Cherrier</li> <li>● The Language of the lens by Gustavo Mercado</li> <li>● Documentary Storytelling by Sheila Curran Bernard</li> </ul>
13	Other References	<ol style="list-style-type: none"> <li>1. Speaking of Films by Satyajit Ray</li> </ol> <p>Film: A World History by Daniel Borden and Florian Duysens</p>

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>BTP212</b>	
2	Course Title	<b>Continuity   Actuality   Dialogue Exercise - (Any One)</b>	
3	Credits	3	
4	Contact Hours	1-0-4 (L-T-P)	
5	Course Type	<b>Core Elective</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Provide students with the opportunity to experience hands-on with different genres of filmmaking</li> <li>2. To provide students with an opportunity to implement their classroom knowledge in the field.</li> <li>3. Development of Media and Communication skills in students, in the context of real shooting situations.</li> <li>4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcomes.</li> </ol>	
8	Course Description	This course will help students apply their theoretical knowledge in real-life filming situations.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Continuity and Actuality</b>	
	A	Concept and importance of Continuity in Film	CO1
	B	Different types of continuity and why is maintaining continuity important?	CO1
	C	Different between Actuality and Documentary	CO1
	<b>Unit 2</b>	<b>Dialogue Exercise</b>	
	A	Concept of dialogue editing in fiction film making	CO2
	B	How to edit Dialogue Sequences, different types of cuts	CO2
	C	How to Enhance the Scene by dialogue editing	CO2
	<b>Unit 3</b>	<b>Project</b>	
	A	Submission of Idea of final exercise	CO3
	B	Production meet and finalizing workability of exercise film	CO3
	C	Shooting recce and testing of equipment	CO3
	<b>Unit 4</b>	<b>Project</b>	
	A	Finalizing logistics of exercise and crew development	CO4
	B	Production of exercise Film	CO4
	C	Production of exercise Film	CO4
	<b>Unit 5</b>	<b>Project</b>	
	A	Post-production of shot film	CO5
	B	Post-production of shot film	CO5
	C	Post-production and submission of the final film	CO6

Mode of examination		Jury		
Weightage Distribution	CA	Internal Viva Voce	ETE	
	25%	25%	50%	
Text book/s*	<ul style="list-style-type: none"> <li>● Editing Digital Video By Robert M. Goodman, Patrick J. McGrath</li> <li>● Video Editing and Post-Production: A Professional Guide By Gary H. Anderson</li> <li>● Digital Video For Dummies By Keith Underdahl</li> </ul>			
Refer Ences	<ul style="list-style-type: none"> <li>● The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger</li> <li>● Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne</li> </ul>			

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026	
<b>Branch:</b> NA		<b>Semester:</b> IV	
1	Course Code	<b>BTP224</b>	
2	Course Title	<b>Motion Picture Photography and Lighting Technique</b>	
3	Credits	5	
4	Contact Hours	2-2-2 (L-T-P)	
5	Course Type	<b>Core ( CC)</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Make the learner understand aesthetics and techniques of motion picture shooting</li> <li>2. Provide the students with a thorough understanding and application of different parts of the motion picture camera</li> <li>3. Introduce the learner to different types of shots and their uses</li> <li>4. Introduce the students to basic lighting technique used in motion picture photography</li> </ol>	
8	Course Description	The course is designed to make students aware of the magic of moving images, visual language and lighting. The students also learn to use different types of motion picture cameras.	
9	<b>Outline syllabus</b>		CO Mapping
	<b>Unit 1</b>	<b>Basics of Motion Picture Photography</b>	
	A	Overview of Cinematic Processes	CO1
	B	Depth of Field and the factors influencing DoF	CO1
	C	How to manipulate the background, Focus, Depth of field	CO2
	<b>Unit 2</b>	<b>Different video cameras and their uses</b>	
	A	White balance and Manual focus, Camera Filters and types.	CO3
	B	Aperture, Shutter and its uses in motion picture camera	CO3
	C	• ISO • Focus Pulling • AEshift	CO2, CO3
	<b>Unit 3</b>	<b>Lighting Technique for Cinematography</b>	
	A	Basic lighting technique used in Cinematography	CO4
	B	Different types of lights used in cinematography	CO4
	C	Lighting up different situations, locations and subjects in motion	CO1, CO2, CO4
	<b>Unit 4</b>	<b>Principles of Cinematography</b>	
	A	180 degree Axis/ imaginary line and importance of continuity in shooting	CO1, CO2, CO5
	B	Calibration of monitors and colour bars	CO3, CO4
	C	Role of DoP and Hierarchy in Camera Dept.	CO3
	<b>Unit 5</b>	<b>Takes</b>	
	A	Eye Level, High Angle, Low Angle, Bird's Eye and Worm's Eye View – Image Dynamisation.	CO1, CO2, CO5
	B	Selection of a viewpoint to heighten the drama	CO2
	C	Project- Display aesthetics of camera operation and shoot a	CO1, CO2, CO5, CO6

		scene with shot breakdown from a Director's POV			
10	Mode of examination	Jury			
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*	The Five C's of Cinematography: Motion Picture Filming Techniques by Joseph V. Mascelli			
13	Other References	<ul style="list-style-type: none"> <li>● Fundamentals of Digital Cinematography- A.S.Kanal</li> <li>● Cinematography: Theory and Practice By Blain Brown (Publisher: Routledge; 3rd edition)</li> <li>● Cinematography Handbook for Professional Filmmakers: Step by Step guide to become a Master of Director of Photography (Publisher: King Life Publishing ).</li> <li>● Digital Cinematography: Fundamentals, Tools, Techniques &amp; Workflows by David Stump, ASC, Publisher M.M. Mukhi &amp; Sons</li> <li>● Advanced Photography bMJ Langford</li> <li>● Ways of Seeing by John Berger</li> <li>● Camera Lucida by Roland Barthes</li> </ul>			

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026	
<b>Branch:</b>		<b>Semester:</b> IV	
1	Course Code	<b>BTP225</b>	
2	Course Title	<b>Advance Digital Video Editing</b>	
3	Credits	2	
4	Contact Hours	0-1-2 (L-T-P)	
5	Course Type	<b>Core Elective</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. To understand the aesthetics and techniques of advanced editing</li> <li>2. To introduction student to different types of advanced editing techniques</li> <li>3. To learn advanced features of editing software</li> <li>4. To learn different genres of programmes</li> </ol>	
8	Course Description	The course is designed to learn different types of editing techniques used in the video. The students will also learn to use different types of editing tools.	
9	<b>Outline syllabus</b>	<b>CO Mapping</b>	
	<b>Unit 1</b>	<b>Introduction to Editing Software</b>	
	A	Arranging the Interface. Learning Custom Layout. Customizing the keyboard Layout	CO1
	B	Bin management, Saving Projects and Accessing the Autosave Vault	CO1
	C	Organizing Video Footage and Management	CO1
	<b>Unit 2</b>	<b>Principle of editing techniques</b>	
	A	Insert and Overwriting Editing	CO2
	B	Three-point Editing, Split Edit	CO2
	C	Working with Multi Layers. Keyframing Image,	CO2
	<b>Unit 3</b>	<b>Editing Audio</b>	
	A	Syncing. Adjusting Audio Levels	CO3
	B	Track laying (Effects, Music and Narration) and Mixing of Audio tracks	CO3
	C	FCP and Adobe Compatible and Supporting Softwares.	CO3

	<b>Unit 4</b>	<b>Editing Effects</b>			
	A	Applying Transitions, Motion Tab. Render Setting, Various effects techniques			CO4
	B	Difference between offline & online editing,			CO4
	C	Editing of Fiction programmes			CO4
	<b>Unit 5</b>	<b>Editing different types of programmes</b>			
	A	Editing fiction scene			CO5
	B	Editing a short documentary			CO6
	C	Editing of Promos			CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%	50%	
12	Text book/s*	<ul style="list-style-type: none"> <li>● Editing Digital Video By Robert M.Goodman, Patrick J.McGrath</li> <li>● Video Editing and Post-Production: A Professional Guide By Gary H.Anderson</li> <li>● Digital Video For Dummies By KeithUnderdahl</li> </ul>			
13	References	<ul style="list-style-type: none"> <li>● The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger</li> <li>● Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne</li> </ul>			



<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028			
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026			
<b>Branch:</b> NA		<b>Semester:</b> IV			
1	Course Code	BTP226			
2	Course Title	<b>Advance Digital Audio Editing</b>			
3	Credits	2			
4	Contact Hours (L-T-P)	0-1-2 (L-T-P)			
5	Course Type	<b>Core Elective</b>			
6	Course Objective	5. To understand aesthetics and techniques of editing 6. Introduction to different types of editing techniques 7. To understand audio editing 8. To understand the various types of editing and various possibilities like rhythm & pace, dramatic continuity etc.			
8	Course Description	The course is designed to learn different types of editing techniques used in audio. The students will also learn to use different types of editing tools.			
9	<b>Outline syllabus</b>				CO Mapping
	<b>Unit 1</b>	<b>Introduction to Editing</b>			
	A	Importance of sound Editing			CO1
	B	Rhythm			CO1
	C	Pace			CO1
	<b>Unit 2</b>	<b>Principle of Editing</b>			
	A	Principles of audio Editing			CO2
	B	Grammar of audio Editing			CO2
	C	Different stages of editing			CO2
	<b>Unit 3</b>	<b>Audio Editing Aesthetics</b>			
	A	Editing aesthetics			CO3
	B	Audio synchronization			CO3
	C	Audacity: An Introduction to audio software			CO3
	<b>Unit 4</b>	<b>Editing Effects</b>			
	A	Various audio effects			CO4
	B	Audio Editing in Fiction			CO4
	C	Audio Editing in Non-Fiction			CO4
	<b>Unit 5</b>	<b>Different Types of Editing Technique</b>			
	A	Audio editing of dialogue scene			CO5
	B	Audio Editing in short documentary			CO5
	C	Audio Editing of Montage			CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	Viva Voce	ETE	
		25%	25%.	50%	

12	Text book/s*	Alten S. Audio in Media, Belmont: Wadsworth, 1994	
13	Other References	<ul style="list-style-type: none"> <li>● Digital Audio Editing: Correcting and Enhancing Audio in Pro Tools, Logic Pro, Cubase, and Studio One</li> </ul>	

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026	
<b>Branch:</b> NA		<b>Semester:</b> IV	
1	Course Code	<b>BTP227</b>	
2	Course Title	<b>Audiography &amp; Sound Design</b>	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	<b>Core</b>	
6	Course Objective	1. To learn about the basic features of sound design 2. To understand the nature of sound and recording devices 3. To make students understand the basic elements of sound recording 4. To learn Sound perception and reproduction	
8	Course Description	The course is designed to train the students in using different types of sounds and music in television and film production	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Sound Design</b>	
	A	Aesthetics of sound	CO1
	B	Nature of acoustical waves; concepts of amplitude and frequency - wavelength and harmonics. Psycho-acoustics: echo and reverb.	CO1
	C	Concepts of pitch, loudness and timbre; the precedence effect.	CO1
	<b>Unit 2</b>	<b>Recording Sound</b>	
	A	Recording synch sound in noisy locations	CO2
	B	Sound perspective and practical applications	CO2
	C	Signal quality (SN ratio) and sound continuity	CO2
	<b>Unit 3</b>	<b>Scripting for Audio</b>	
	A	Scripting for Audio	CO4
	B	Indoor sound recording	CO3
	C	Outdoor sound recording	CO3
	<b>Unit 4</b>	<b>Sound Editing Software</b>	
	A	Understanding of sound editing software and how it works to enhance sound	CO4
	B	Voice quality & Modulation	CO4
	C	Analysing speech: Pitch, Volume, Tempo, Vitality	CO4
	<b>Unit 5</b>	<b>Audio Programming</b>	
	A	Audio Productions-Jingles Spots, Commentaries, Announcements etc.	CO5
	B	News, Drama, Talks/ Interviews	CO5
	C	Project: Radio Features/ PSAs etc.	CO6
10	Mode of examination	Jury	Jury

	Weightage Distribution	CA	Viva Voce	ETE	
11		25%	25%	50%	
12	Text book/s*	<ul style="list-style-type: none"> <li>● Sound for Film and Television By Tomlinson Holman</li> </ul>			
13	Other References	<ul style="list-style-type: none"> <li>● Sound For Digital Video By Tomlinson Holman</li> <li>● Producing for TV And Video: A Real-world Approach By Cathrine Kellison</li> <li>● Sound for picture: an inside look at audio production for film and television By Jeff Forlenza, Terri Stone</li> <li>● Audio in Media By Stanley R. Alten</li> <li>● Alten; S. Audio in Media, (pp. 266-286). Belmont: Wadsworth, 1994.</li> </ul>			

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	OPE	
2	Course Title	<b>Radio Jockeying, Podcast and Programme Production</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	Compulsory (Minor Elective)	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Familiarize the students with different aspects of Radio Programming &amp; Radio Production</li> <li>2. Understand how to conceptualize and deliver radio programmes.</li> <li>3. To understand the importance of Voice, punctuation &amp; vocabulary in Radio Programming</li> <li>4. Understand the difference between outdoor and studio-based Radio production.</li> </ol>	
7	Course Description	This course is specially designed to deal with various elements of radio production process. Beginning with conceptualization of the radio programme, various stages of the production process keeping in view the nature of audience and the zone of broadcast will also be dealt with.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Radio: An Introduction</b>	
	A	Introduction to radio, its development as a medium of mass communication.	CO1
	B	Functions, Characteristics & limitations of Radio. Different types of Radio: Commercial Radio, Community Radio, Satellite Radio & Internet Radio	CO1
	C	Introduction to Sound, Importance of Sound in Producing Radio Programmes, Doppler Effect	CO1
	<b>Unit 2</b>	<b>Radio Format &amp; different stages</b>	
	A	Stages of Radio Production <ol style="list-style-type: none"> <li>a. Pre-Production – (Idea, research, script)</li> <li>b. Production–Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges), Podcast</li> <li>c. Post Production</li> </ol>	CO 2
	B	Different formats of radio programmes	CO2
	C	Programme format V/s Station format: Music and Non music formats, different formats- talk, discussion, interviews, magazine show, fillers documentary, features etc.	CO2
	<b>Unit 3</b>	<b>Radio Jockeying</b>	
	A	Voice Modulation Pitch, Tempo, Phoenetics, the art of proper articulation and pronunciation, voice projecting.	CO3
	B	Use of microphones & Console handling	CO3
	C	OB recordings & Live shows.	CO3
	<b>Unit 4</b>	<b>Radio: Writing &amp; Editing</b>	
	A	Writing for Radio- Styles & Structure	CO4

	B	Art of taking Interview for Radio		CO4
	C	Radio Editing: Tools & Techniques		CO4
	<b>Unit 5</b>	<b>Radio Programmes Production</b>		
	A	Producing Radio Interviews, Talks, Magazine Show, Phonos		CO5
	B	Producing Public Service Announcement, Promo and Jingles		CO5
	C	Final Project Submission and Presentation		CO5
	Mode of examination		Jury	
	Weightage Distribution	CA	Internal Viva Voce	ETE
		25%	25%	50%
	Text book/s*	Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station”.		
	Other References	<ul style="list-style-type: none"> <li>● Aspinall, R. (1971) Radio Production, Paris: UNESCO.</li> <li>● Flemming, C. (2002) The Radio Handbook, London: Routledge. Keith, M. (1990)</li> <li>● Radio Production, Art &amp; Science, London: Focal Press McLeish, R. (1988)</li> <li>● Techniques of Radio Production, London: Focal Press</li> <li>● Chatterji, P.C. (1993) — “Indian Broadcasting”.</li> </ul>		

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>RBL002</b>	
2	Course Title	<b>Research Based Learning II</b>	
3	Credits	<b>0</b>	
4	Contact Hours (L-T-P)	<b>0-0-0</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Strengthen the academic research ability of the students.</li> <li>2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.</li> <li>3. Enhance the problem solving skills of the students.</li> </ol>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	● Dissertation/ Project Monitoring Stage	<b>CO1, CO2</b>
	<b>Unit 2</b>	● Progress of Project/ Dissertation after topic approval	<b>CO3, CO4</b>
	<b>Unit 3</b>	● Evaluation of progress of Project/ Dissertation after topic approval	<b>CO4, CO5, CO6</b>
	<b>Unit 4</b>	● First Review of the project by internal committee (R1)	<b>CO4, CO5, CO6</b>
	<b>Unit 5</b>	● Second Review of the project by internal committee (R2)	<b>CO4, CO5, CO6</b>
	Mode of examination	Audit course	
	Weightage Distribution	CA 100 %	

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2025-2026	
<b>Branch:</b> NA		<b>Semester:</b> IV	
1	Course Code	<b>ARP306</b>	
2	Course Title	<b>Communicative English IV – Campus to Corporate</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	1-0-2	
	Course Status	Active	
5	Course Objective	To enhance holistic development of students and improve their employability skills. Provide a 360 degree exposure to learning elements of Business English readiness program, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To up skill and upgrade students' across varied industry needs to enhance employability skills. By the end of this semester, a will have entered the threshold of his/her 3 <sup>rd</sup> phase of employability enhancement and skill building activity exercise.	
7	Course Description	This penultimate stage introduces the student to the basics of Human Resources. Allows the student to understand and interpret KRA   KPI and understand Job descriptions. A student also understands how to manage conflicts, brand himself/herself, understand relations and empathize others with level-4 of quant, aptitude and logical reasoning	
8	Outline syllabus		
	<b>Unit 1</b>	<b>Ace the Interview</b>	<b>CO Mapping</b>
	A	HR Sensitization ( Role Clarity   KRA   KPI   Understanding JD )   Conflict Management	CO1
	B	Negotiation Skills   Personal Branding	CO3, CO4
	C	Uploading & Curating Resumes in Job Portals, getting Your Resumes Noticed   Writing Cover Letters   Relationship Management	CO1, CO3
	<b>Unit 2</b>	<b>Introduction to APTITUDE TRAINING- Reasoning- Logical/ Analytical</b>	
	A	Sitting Arrangement & Venn Diagrams   Puzzles   Distribution   Selection	CO4
	B	Direction Sense   Statement & Conclusion   Strong & Weak Arguments	CO4
	C	Analogies, Odd One out   Cause & Effect	CO5
	<b>Unit 3</b>	<b>Quantitative Aptitude</b>	
	A	Average , Ratio & Proportions, Mixtures & Allegation	CO6
	B	Geometry-Lines, Angles & Triangles	CO6
	C	Problem of Ages   Data Sufficiency - L2	CO6
	<b>Unit 4</b>	<b>Verbal Abilities-4</b>	
	A	Antonyms and Synonyms	CO1
	B	Idioms and Phrases	CO2
	<b>Unit 5</b>	<b>Problem Solving and Case Studies</b>	



A	Real time Case Study Solving Exercises	CO4
B	Intra student Mock Situation Handling Exercises	CO4
Weightage Distribution	( CA )Class Assignment/Free Speech Exercises / JAM – 60% / (ETE) Group Presentations/Mock Interviews/GD/ Reasoning, Quant & Aptitude – 40%	
Text book/s*	Wiley's Quantitative Aptitude-P Anand / Quantum CAT – Arihant Publications / Quicker Maths- M. Tyra / Power of Positive Action (English, Paperback, Napoleon Hill) / Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson) The 6 Pillars of self-esteem and awareness – Nathaniel Brandon / Goal Setting (English, Paperback, Wilson Dobson	

<b>School: SSMFE</b>		<b>Batch : 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>VAF008</b>	
2	Course Title	<b>Innovation &amp; Entrepreneurship</b>	
3	Credits	<b>Audit</b>	
4	Contact Hours (L-T-P)	<b>30Hrs (0-0-0)</b>	
	Course Type	<b>Compulsory</b>	
5	Course Objective	<ul style="list-style-type: none"> <li>To understand the concepts of Innovation and Entrepreneurship</li> <li>To explore opportunities to interpret organizational output and efficiency. <ul style="list-style-type: none"> <li>To work effectively and professionally in teams.</li> </ul> </li> </ul>	
7	Course Description	The course is designed to provide the tools necessary for starting independent businesses. This course will facilitate the students with competencies and knowledge in key business functional areas, understand the changing business environment and apply the new business management solutions in terms of start-up ideas.	
8	<b>Outline syllabus</b>	<b>CO Mapping</b>	
	<b>Unit 1</b>	<b>Understanding Innovation</b>	
	A	Introduction to innovation	CO1
	B	Fundamentals of Innovation	CO1
	C	Theories of Innovation	CO1
	<b>Unit 2</b>	<b>Innovation Foundation</b>	
	A	Business in Society, Diffusion of Innovation	CO2
	B	Creative thinking	CO2
	C	Innovation Management	CO2
	<b>Unit 3</b>	<b>Understanding Entrepreneurship</b>	
	A	Introduction to Entrepreneurship	CO3
	B	Design thinking for Entrepreneurship	CO3
	C	Startup Methods	CO6
	<b>Unit 4</b>	<b>Entrepreneurship Foundation</b>	
	A	Opportunity Analysis	CO4
	B	Assembling and motivating a team	CO4
	C	Pitching and presenting	CO6
	<b>Unit 5</b>	<b>Advance Innovation &amp; Entrepreneurship</b>	
	A	Advance Strategy for Innovators and Entrepreneurs	CO5
	B	Finance for Innovators and Entrepreneurs	CO5
	C	Marketing for Innovators and Entrepreneurs	CO6
	Mode of examination	AUDIT	

	Weightage Distribution	CA		ESE	
		75%		25%	
	Text book/s*	Technology Ventures: From Idea to Enterprise. Byers, Dorf, and Nelson. 4th Edition. McGraw Hill Education. Copyright 2015. ISBN 978-1259252754 (International Student Edition).			
	Other References	Poornima Charantimath, (2007)“Entrepreneurship Development-Small Business Enterprise”, Pearson Education.			

# TERM 5

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2026-2027	
<b>Branch:</b> NA		<b>Semester:</b> V	
1	Course Code	<b>BTP321</b>	
2	Course Title	<b>Networking, Promotion &amp; Digital Marketing of Films*</b>	
3	Credits	3	
4	Contact Hours	3-0-0 (L-T-P)	
5	Course Type	<b>Core Elective</b>	
6	Course Objective	The objective of this course is to: 1. To educate students about the basics involved in media project management. 2. To introduce the basics of film and television marketing. 3. To help understand the various tool available for digital marketing	
8	Course Description	The course aims to equip students with the skills and capacity to meet the challenges and demands of the film industry. This course has been made specifically to cater to the requirement of funding, networking and marketing of films.	
9	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Film Funding</b>	CO1
	A	Meaning & concept of film funding	CO1
	B	Revenue sharing model, Minimum guarantee model, Share in profits model	CO1
	C	Negotiations and Bargaining: Role Play Exercise, Research Methodology for Business Planning	CO1
	<b>Unit 2</b>	<b>Scouting for Business Opportunities</b>	
	A	Pitching & Crowd funding	CO1
	B	Business Plan Formulation	CO1
	C	Financial Projections for Business Promotion	CO1
	<b>Unit 3</b>	<b>Introduction to Marketing of Films</b>	
	A	Importance, definition, functions and scope of marketing for films. Key marketing terms	CO2
	B	Marketing Mix, 4Ps, 7Ps and 4Cs.	CO2, CO3
	C	Overview of Digital Marketing for Films and Television	CO2, CO3, CO5
	<b>Unit 4</b>	<b>Film Festivals, Marketing and PR</b>	
	A	Importance of film festivals to the industry	CO4, CO6
	B	Marketing and public relations strategy at a festival.	CO4, CO5, CO6
	C	Designing a dummy plan	CO6
	<b>Unit 5</b>	<b>Packaging for Film &amp; Television</b>	
	A	Art of Writing Copy, Designing for various mediums	CO2
	B	Managing the internet and social media marketing	CO2, CO5
	C	Role of distributor in marketing films	CO3

10	Mode of examination	Jury			Theory
11	Weightage Distribution	CA	MTE	ETE	
		15	10	75	
12	Text book/s*	<ul style="list-style-type: none"> <li>Film Production Management 101 Management and Coordination by Deborah S Patz</li> </ul>			
13	Other References	<ul style="list-style-type: none"> <li>Film Production Management by Bastian Cleve</li> <li>Production Management for Film and Video By Richard Gates</li> <li>The Independent Film Producer's Survival Guide: A Business and Legal Sourcebook By Gunnar Erickson, Harris Tulchin, Mark Halloran</li> <li>Film production: the complete uncensored guide to independent filmmaking By Greg Merritt</li> </ul>			

<b>School: SSMFE</b>		<b>Batch: 2024- 2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>	
<b>Branch: NA</b>		<b>Semester: VI</b>	
1	Course Code	<b>BTP326</b>	
2	Course Title	<b>Idea to Screenplay – Fiction</b>	
3	Credits	3	
4	Contact Hours	3-0-0 (L-T-P)	
5	Course Type	<b>Core Elective</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>● To understand various Forms of storytelling, narratives and styles</li> <li>● To understand the importance of culture and societal change brought about by cinema</li> <li>● To master the art of screenplay writing for fiction films</li> </ul>	
8	Course Description	The course is designed to make students skilled and expert in film and TV production	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Structure of a screenplay</b>	
	A	Narrative structures - participant or close observation, oral history, field and archival research and literary interpretation of fiction subjects	CO1
	B	Exposition	CO1
	C	Narrator and narration writing techniques	CO1
	<b>Unit 2</b>	<b>Idea to Treatment</b>	
	A	Theme and Arc	CO3
	B	Plot and character, Dramatic or fiction storytelling	CO2, CO3
	C	Active versus Passive, Difficulty and Tangibility, Emotional impact and audience participation, Satisfactory ending	CO3
	<b>Unit 3</b>	<b>Synopsis &amp; Story</b>	
	A	Writing a synopsis of the story	CO1, CO2
	B	Art of storytelling.	CO2
	C	Different forms and genre of storytelling	CO2
	<b>Unit 4</b>	<b>Script and Screenplay</b>	
	A	Developing a script to a full-fledged screenplay	CO2, CO4, CO5
	B	Dialogue writing	CO4, CO5
	C	Containing screenplay within budget	CO4
	<b>Unit 5</b>	<b>Preparation for the final project</b>	
	A	Brainstorming with others handling different disciplines of the project	CO4, CO1
	B	Balance in the screenplay	CO4
	C	Screenplay review techniques	CO2, CO4, CO6
10	Mode of examination	Jury	Jury

	Weightage	CA	MTE	ETE	
11	Distribution	15	10	75	
1 2	Text book/s*				
1 3	Other References	Mackendrick, A. On film-making: an introduction to the craft of a director, London: Faber and Faber, 2004			

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>	
<b>Branch: NA</b>		<b>Semester: V</b>	
1	Course Code	<b>BTP322</b>	
2	Course Title	<b>Studio Sound Recording and Mixing</b>	
3	Credits	4	
4	Contact Hours	1-2-2 (L-T-P)	
5	Course Type	<b>Core( CC)</b>	
6	Course Objective	1. Familiarise students with the origin and use of sound in cinema 2. Playback sound and lip-synch. 3. Apprise students with recording techniques and track laying. 4. Introduce Mixing console and Production process.	
8	Course Description	The course is designed to make students learn skills of studio sound recording, editing and mixing	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Sound in Cinema- a historical perspective</b>	
	A	History of sound in Indian Cinema	CO1
	B	Evolution of synch songs to play back	CO1
	C	Music in Indian cinema	CO1
	<b>Unit 2</b>	<b>Studio Microphones &amp; Recording Techniques</b>	
	A	Studio Microphones and placement techniques for mono and stereo recording.	CO2
	B	Online and offline recording, Monitoring System	CO3
	C	Domestic and professional listening environment, Stereo and surround sound monitoring	CO2
	<b>Unit 3</b>	<b>Track Laying</b>	
	A	Voice, Effects and Music track	CO5
	B	Foley Artist	CO3
	C	Choice of music and transition of music	CO4
	<b>Unit 4</b>	<b>Mixing Console</b>	
	A	Signal flow and various auxiliary systems.	CO4
	B	Standard digital recording	CO4
	C	Audio file formats, storage mediums – optical, magnetic,etc.	CO4
	<b>Unit 5</b>	<b>Production Process</b>	
	A	Playback and Digital Audio Taperecorder for synch	CO3, CO5
	B	Sound Editing: Balancing of sound while Pre-mixing and Mixing,	CO5, CO6
	C	Mastering:..Create a Playback or a Studio sound program	CO5, CO6



1 0	Mode of examination	Jury			Jury
1 1	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
1 2	Text book/s*	<ul style="list-style-type: none"> <li>● The Sound Studio By Alec Nisbett (Pub: Focal Press)</li> <li>● Modern Recording By Robert E.Runstein,7th Edition By Focal Press.</li> </ul>			
1 3	Other References	<ul style="list-style-type: none"> <li>● Alten; S. Audio in Media, (pp. 266-286). Belmont:</li> <li>● Wadsworth, 1994.</li> </ul>			

<b>School:</b> SSMFE		<b>Batch:</b> 2024 – 2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2026-2027	
<b>Branch:</b> NA		<b>Semester:</b> V	
1	Course Code	<b>BTP323</b>	
2	Course Title	<b>Graphics, Animation, Visual Design &amp; Compositing*</b>	
3	Credits	<b>3</b>	
4	Contact Hours	1-0-4 (L-T-P)	
5	Course Type	<b>Core Courses</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Introduce the fundamental elements of Animation.</li> <li>2. Introduce Software for AV Editing.</li> <li>3. Introduce the Fundamental Elements of Multimedia.</li> <li>4. Emphasis on learning the representations, perceptions and applications of animation and multimedia.</li> </ol>	
8	Course Description	<p>With more and more use of digital audio-video content and graphics in almost all forms of media understanding the basics of graphics and animation is vital. Further, if anyone wishes to start a digital venture or wants to make a career in graphics and/or animation he/she should be tough with using the tools of animation and their application. This course is aimed to make students learn these skills and knowledge About animation and graphics.</p>	
9	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Audio Visual fundamentals and representations</b>	
	A	Concept of Graphic Art. Subtractive Color Concept. Color Science, Color, Color Models, Color palettes, Dithering, 2D Graphics.	CO1 CO1 CO1
	B	Image Compression and File Formats: GIF, JPEG, JPEG 2000, PNG, TIFF, EXIF, PS, PDF, Introduction to Image editing software & Tools	CO1, CO2
	C	Adding sound to your multimedia project, Audio software and hardware.	CO1, CO2 CO 6
	<b>Unit 2</b>	<b>Multimedia Skills</b>	
	A	Introduction to Multimedia: What is multimedia, Components of multimedia, Web and Internet multimedia applications, The transition from conventional media to digital media?	CO2 CO2 CO2
	B	Computer Fonts and Hypertext: Usage of text in Multimedia, Families and faces of fonts, outline fonts, bitmap fonts. International character sets and hypertext,	CO2 CO2

		Digital font's techniques.			
	C	Multimedia Authoring Basics, Some Authoring Tools,			CO2
	<b>Unit 3</b>	<b>Basics of Animation and Graphics</b>			
	A	<ul style="list-style-type: none"> <li>● <b>Drawing Foundation</b> (Shapes, Forms &amp; Volume, Ratio-Proportion &amp; Measurement, Values, Tones &amp; Contrast)</li> <li>● <b>Design Basics</b> (Gestalt Theory, Visual Composition)</li> <li>● <b>Computer Graphics</b> (Raster v/s Vector, Image Manipulation, Web graphics)</li> </ul>			CO3, CO4  CO3, CO4  CO2
	B	<ul style="list-style-type: none"> <li>● Animation: origin and growth.</li> <li>● The basic principle of animation.</li> <li>● Storyboard.</li> </ul>			CO4 CO4 CO4
	C	<ul style="list-style-type: none"> <li>● Layout and Designing.</li> <li>● Role of computers in animation.</li> </ul>			CO4 CO4
	<b>Unit 4</b>	<b>Basics of 2D Animation</b>			
	A	<ul style="list-style-type: none"> <li>● Understanding the concept of 2 D Animation,</li> <li>● Tweening&amp; Motion Graph.</li> <li>● 2d animation using symbols &amp; Rigging</li> <li>● Edit and working with Animation Timeline.</li> <li>● Incorporating sound into 2D animation,</li> </ul>			CO4 CO4 CO4 CO4 CO6
	B	Introduction of 2D FX creation Tweening& Key Framing.			CO5 CO4
	C	Material Behavior.			CO4, CO5
	<b>Unit 5</b>	<b>Basics of 3D Animation</b>			
	A	Understanding tools of 3 D Animation			CO4
	B	<ul style="list-style-type: none"> <li>● Modeling &amp; Texturing</li> <li>● Rigging &amp; Animation</li> </ul>			CO4 CO4
	C	<ul style="list-style-type: none"> <li>● Lighting &amp; Rendering</li> <li>● Dynamics.</li> <li>● Adding Sound.</li> <li>● Final Output</li> </ul>			CO4 CO5 CO6 CO6
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Textbook/s*	<ul style="list-style-type: none"> <li>● The Complete Animation course by Chris Patmore, By – Barons Educational Series NewYork</li> <li>● Parekh Ranjan, “Principles of Multimedia”, Tata</li> </ul>			

		<p>McGraw-Hill, 2007</p> <ul style="list-style-type: none"> <li>● Cartoon Animation by Preston Blair.</li> <li>● Getting Started in 3D with Maya: Create a Project from Start to Finish-Model, Texture, Rig, Animate, and Render in Maya by Adam Watkins (Author)</li> </ul>	
13	Other References	<ul style="list-style-type: none"> <li>● Autodesk 3Ds Max 2014 by Randi L. Derakhshani and DariushDerakhshaniSybex</li> <li>● Flash CS4 Professional Bible Published by Wiley Publishing (Robert R and SnowD.)</li> <li>● Li and Drew, “Fundamentals of Multimedia”, Pearson Education, 2009.</li> </ul>	

<b>School: SSMFE</b>		<b>Batch: 2024- 2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>	
<b>Branch: NA</b>		<b>Semester: V</b>	
1	Course Code	<b>BTP324</b>	
2	Course Title	<b>Multi-Camera Set-up &amp; Live Streaming</b>	
3	Credits	3	
4	Contact Hours	1-1-2 (L-T-P)	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Make the learner understand the aesthetics and techniques of multi-camera shooting</li> <li>2. Provide the students with a thorough understanding and application of different types of professional industry-standard video cameras used in multi-camera set-ups</li> <li>3. Introduce the learner to the coordination between floor management and Production Control Room (PCR)</li> <li>4. Introduce the students to lighting technique used in Multi-Camera Setup, switching and streaming live</li> </ol>	
8	Course Description	The course is designed to make students conversant with industry standard professional practices of the multi-cam shoot, online switching and live streaming	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Multi-cam Set up</b>	
	A	Assessing the sensitivity of different cameras and calibration	CO2, CO3
	B	Cables, Connectors, Patch Bays and Gen Lock	CO2
	C	Introduction to Industry-standard Lighting and Grip gear and safety procedures while handling those.	CO2
	<b>Unit 2</b>	<b>Multi-cam Essentials</b>	
	A	Industry-standard video cameras and CCUs	CO2
	B	Waveform monitor and vector scope	CO3
	C	Floor plans and Lighting for Multi-cam setup	CO1, CO2
	<b>Unit 3</b>	<b>Floor co-ordination and PCR</b>	
	A	Job responsibilities of those on the studio floor	CO4
	B	Job responsibilities of those in PCR	CO4
	C	Coordination between Studio Floor and PCR, cues & commands	CO4
	<b>Unit 4</b>	<b>Multi-cam setup - outdoors</b>	
	A	Logistics of Multi-Cam set up on location	CO1, CO2
	B	Operation and coordination for Swirching	CO5
	C	Broadcast technology and live transmission	CO5
	<b>Unit 5</b>	<b>Final Production</b>	
	A	Assist in events coverage in the University	CO6
	B	Final group exercises: 1. Simulating Chat shows or	CO6
	C	2 Panel discussion with multi-camera shoot	CO6

10	Mode of examination	Jury			
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%.	50%	
12	Text book/s*				
13	Other References	Video Production, Oxford Press, VasukiBelavadi			

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>	
<b>Branch: NA</b>		<b>Semester: V</b>	
1	Course Code	<b>BTP327</b>	
2	Course Title	<b>Cinematography and Advanced Studio &amp; Location Lighting</b>	
3	Credits	2	
4	Contact Hours	0-1-2 (L-T-P)	
5	Course Type	<b>Core( CC)</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. The students will be able to learn about the aesthetics of studio and location lighting</li> <li>2. The students will be able to differentiate between different types of lights and their usage</li> <li>3. The students will learn the use of light in different types of shooting situations and locations.</li> <li>4. The students will be able to use different types of lighting and backgrounds for special effects.</li> </ol>	
8	Course Description	The course introduces students to techniques of lighting used in film and television production. Apart from this, the students also get to learn how to use different lighting equipment in shooting film and television programs.	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Understanding Motion Picture Camera</b>	
	A	Digital Camera (I) Lowlight, auto/manual Iris, auto/manual Focus	CO1
	B	Zebra, ISO setting	CO1
	C	Digital Camera (II) Gain, Shutter, Pedestal, Details, Gamma, Backstretch, DCC, etc	CO1
	<b>Unit 2</b>	<b>Lighting Essentials</b>	
	A	Lighting exercises for different situations with professional lighting equipment eg. Babies, Multies (open face), Soft Boxes, Porta Lights, ARRIs, LEDs, Dedos, KINO FLOs, etc	CO2
	B	Source Lighting- Motivational Lights, Continuity of Lighting	CO2
	C	High-key and Low key Lighting	CO2, CO3
	<b>Unit 3</b>	<b>Lighting Different Situations in Studio</b>	
	A	Lighting in a Controlled Environment, Glamour and mood Lighting for dramatic situations	CO3
	B	Lighting Characters in complex movements	CO3
	C	Chroma key Lighting	CO3
	<b>Unit 4</b>	<b>Location Lighting</b>	
	A	Supplementary Lighting in a lit location with Ambient Light.	
	B	Mixing of different kinds of Lights and Colour Temperatures	CO2, CO5
	C	To balance Indoor & Outdoor Light	CO2, CO5
	<b>Unit 5</b>	<b>Outdoor lighting</b>	

	A	Outdoor lighting with Reflectors, Jokers, HMIs & Scrimmer			CO4
	B	Maintain Lighting Continuity outdoors			CO4, CO5
	C	Project to demonstrate advance studio and location lighting skills			CO6
10	Mode of examination	Jury			Jury
	Weightage	CA	Internal Viva Voce	ETE	
11	Distribution	25%	25%	50%	
12	Text book/s*	<ul style="list-style-type: none"> <li>● Fundamentals of Digital Cinematography- A.S.Kanal</li> <li>● Light: Science &amp; Magic, Focal Press</li> <li>● Lighting for Television &amp; Film By Gerald Milerson, Focal Press</li> </ul>			
13	Other References	<ul style="list-style-type: none"> <li>● Bresson, R. Notes on the cinematographer, London: Quarter, 1986</li> <li>● Light for the Artist by Ted Seth Jacobs</li> <li>● Painting with Light by John Alton</li> <li>● Pictorial Composition: An introduction by Henry Rankin Poore</li> <li>● NOTAN: The Dark-Light Principle of Design by Dorr Bothwell&amp;Marlys Mayfield</li> </ul>			



<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>	
<b>Branch: NA</b>		<b>Semester: V</b>	
1	Course Code	<b>BTP325</b>	
2	Course Title	<b>Project: Mise-en-scene</b>	
3	Credits	2	
4	Contact Hours	0-1-2 (L-T-P)	
5	Course Type	<b>Core (DSE)</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Provide students with the opportunity to experience hands-on on different genres.</li> <li>2. To provide students with an opportunity to implement their classroom knowledge in the field.</li> <li>3. Development of Media and Communication skills in students, in the context of real shooting situations.</li> <li>4. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcomes.</li> </ol>	
8	Course Description	This course will help students apply their theoretical knowledge in real-life filming situations.	
9	<b>Outline syllabus</b>		CO Mapping
	<b>Unit 1</b>	<b>Mise-en-scene Essentials</b>	
	A	Concept and importance of Mise-en-scene in cinema	CO1, CO5
	B	Difference between Mise-en-scene in theatre and films	CO1, CO5
	C	Relationship between audio-visual tools and Mise-en-scene	CO2, CO5
	<b>Unit 2</b>	<b>Mise-en-scene</b>	
	A	Study of classic mise-en-scenes executed by the masters of cinema	CO1, CO5
	B	How to conceive a Mise-en-scene	CO2, CO5
	C	How to Enhance the narrative by a Mise-en-scene	CO1, CO2, CO5
	<b>Unit 3</b>	<b>The Project</b>	
	A	Submission of Idea of final project	CO3
	B	Production meet and finalizing workability of the project	CO3
	C	Shooting recce and testing of equipment	CO4
	<b>Unit 4</b>	<b>The Project</b>	
	A	Finalizing logistics of the project and crew development	CO4
	B	Production of a Mise-en-scene	CO3, CO5
	C	Production of a Mise-en-scene	CO4, CO5
	<b>Unit 5</b>	<b>The Project</b>	
	A	Post-production of the shot Mise-en-scene	CO4, CO5

	B	Post-production of the shot Mise-en-scene			CO4, CO5
	C	Post-production and submission of final Mise-en-scene			CO4, CO5
10	Mode of examination	Jury			Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE	
		25%	25%	50%	
12	Text book/s*	<ul style="list-style-type: none"> <li>● Editing Digital Video By Robert M.Goodman, Patrick J.McGrath</li> <li>● Video Editing and Post-Production: A Professional Guide By Gary H. Anderson</li> <li>● Digital Video For Dummies By KeithUnderdahl</li> </ul>			
13	References	<ul style="list-style-type: none"> <li>● The Technique of Film and Video Editing: History, Theory, and Practice By KenDancyger</li> <li>● Nonlinear Editing Basics: Electronic Film and Video Editing By Steven E.Browne</li> <li>● Film Art By David and Thompson Bordwell (Publisher: McGraw-Hill Education; 10th edition)</li> </ul>			

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028		
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2026-2027		
<b>Branch:</b> NA		<b>Semester:</b> V		
1	Course Code	<b>RBL003</b>		
2	Course Title	<b>Research-Based Learning III</b>		
3	Credits	<b>1</b>		
4	Contact Hours (L-T-P)	<b>0-0-2</b>		
	Course Type	<b>Co-Requisite</b>		
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Strengthen the academic research ability of the students.</li> <li>2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.</li> <li>3. Enhance the problem solving skills of the students.</li> </ol>		
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research work CO5. Evaluating the research project CO6. Write and present their research work with proper ethics of research.		
7	Course Description	The course is designed to inculcate the research value and skills among the students.		
<b>8</b>	<b>Outline syllabus</b>		<b>CO Mapping</b>	
	<b>Unit 1</b>	● Dissertation/ Project Implementation Stage		<b>CO1, CO2</b>
	<b>Unit 2</b>	● First Review (R1)		<b>CO3, CO4, CO5, CO6</b>
	<b>Unit 3</b>	● Second Review (R2)		<b>CO3, CO4, CO5, CO6</b>
	<b>Unit 4</b>	● Review (R3) by internal committee		<b>CO3, CO4, CO5, CO6</b>
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	CA (RBL1+ RBL 2)	ETE
	Distribution	70%	30%	00

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2026-2027	
<b>Branch:</b> NA		<b>Semester:</b> V	
1	Course Code	<b>INC001</b>	
2	Course Title	<b>Industry Connect</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	0-2-0	
5	Course Type	Compulsory	
6	Course Objective	The objective of this course is: <ul style="list-style-type: none"> <li>● To give real-time exposure of the industry environment to students</li> <li>● To familiarize the faculty and students with the media and communication industry</li> <li>● To acquaint Student and Faculties with the latest demands of Industry</li> <li>● To create a platform to enhance the industry-academia interaction</li> <li>● To give industry exposure to our faculty and students</li> </ul>	
7	Course Outcomes	The student and faculty will be able to: <b>CO1:</b> Relate with industry and its demand <b>CO2:</b> Develop case studies, articles, projects, and various knowledge related contents <b>CO3:</b> Determine and bridge the gap between industry and academia <b>CO4:</b> Explain the enhanced role of the industry with the university in the form of mentoring, live projects, placements, internships <b>CO5:</b> Develop Leadership, Business Etiquettes, Analytical Skills, Critical Thinking Skills, Creativity and Innovation skills. <b>CO6:</b> Create and present reports based on the industry visit	
8	Course Description	The course is aimed to provide the students and faculty a platform to get connected with the industry and get real-time exposure on the daily working environment of the media and communication industry	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Understanding Target Industry</b>	
	A	Print Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Production	CO1
	B	Electronic Media, Origin, Organisational Structure, Basic/Advance level Technology used for Broadcast	CO1
	C	Digital Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Publish content online	CO2
	<b>Unit 2</b>	<b>Recent Trends in Industry</b>	CO4
	A	Invited lecture from domain experts	

	B	Group / Panel discussion		
	C	Collaborative learning		
	<b>Unit 3</b>	<b>Hands on Training for Skill Development</b>		CO5
	A	Print Media: Quark Express, InDesign		
	B	Video Production any one software i.e Premier		
	C	Digital Media, PR tools training		
	<b>Unit 4</b>	<b>Industry Connect</b>		CO3
	A	Identify the input and output for different processes of target Industry		
	B	Understanding background of field visit industry		
	C	Industry etiquettes skills		
	<b>Unit 5</b>	<b>Industry Visit Reports</b>		CO6
	A	Pre Field Visit and Post Field Visit preparation		
	B	Field Visit Report preparation process		
	C	Field visit report presentation		
10	Mode of examination	Practical / Audit / Qualifying Course		
11	Weightage Distribution	CA 80%	Industry Visit Report 10%	ETE 10%

# TERM 6

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028		
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2026-2027		
<b>Branch:</b> NA		<b>Semester:</b> VI		
1	Course Code	<b>BTP328</b>		
2	Course Title	<b>Collaborative Fiction Project</b>		
3	Credits	14		
4	Contact Hours	0-0-28 (L-T-P)		
5	Course Type	<b>Core Elective</b>		
6	Course Objective	1. To work on a fiction group project as per the area of interest of individual team members. 2. Hands-on working experience on an in-house project		
8	Course Description	Students will undertake a production of a final degree film in a minimum group of four. The students will submit a detailed final report along with the Powerpoint Presentation containing the experience of learning while working on the project.		
9	Outline syllabus			CO Mapping
	<b>Unit 1</b>	Script and crew formation		
		Submission of ideas		CO1
		Crew roles and formation of the shooting unit		CO2, CO3
		Finalizations of script		CO2
	<b>Unit 2</b>	Locations scouting and Pre-Production		
		Work in progress report		CO1, CO3
	<b>Unit 3</b>	Production		
		Work in progress report		CO3
	<b>Unit 4</b>	Post-Production		
		Work in progress report		CO4
	<b>Unit 5</b>	Final Report and Submission of the project		
		Final delivery of the project with PPT presentation		CO5, CO6
10	Mode of examination	Jury		Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE
		25%	25%	50%
12	Text book/s*	NA		

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028		
<b>Program:</b> BA(FTP)		<b>Current Academic Year:</b> 2026-2027		
<b>Branch:</b> NA		<b>Semester:</b> VI		
1	Course Code	<b>BTP 329</b>		
2	Course Title	<b>Collaborative Non- Fiction Project</b>		
3	Credits	14		
4	Contact Hours	0-0-28 (L-T-P)		

5	Course Type	<b>Core Elective</b>		
6	Course Objective	1. To work on a non-fiction group project as per the area of interest of individual team members. 2. Hands-on working experience on an in-house project		
7	Course Outcomes	The student will be able to: CO1: Recapitulate inputs received in the preceding five semesters. CO2: Understand crew roles and formation of a shooting unit. CO3: Solve and overcome the issues and problems encountered during a planned shoot including handling actors. CO4: Devise understanding of teamwork when working in a team. CO5: Deduce the problems encountered during the shoot. CO6: Collaborate to complete the project to be used in the showreel		
8	Course Description	Students will undertake a production of a final degree film in a minimum group of four. The students will submit a detailed final report along with the Powerpoint Presentation containing the experience of learning while working on the project.		
9	Outline syllabus	CO Mapping		
	<b>Unit 1</b>	Script and crew formation		
		Submission of ideas		CO1
		Crew roles and formation of the shooting unit		CO2, CO3
		Finalizations of script		CO2
	<b>Unit 2</b>	Locations scouting and Pre-Production		
		Work in progress report		CO1, CO3
	<b>Unit 3</b>	Production		
		Work in progress report		CO3
	<b>Unit 4</b>	Post-Production		
		Work in progress report		CO4
	<b>Unit 5</b>	Final Report and Submission of the project		
		Final delivery of the project with PPT presentation		CO5, CO6
10	Mode of examination	Jury		Jury
11	Weightage Distribution	CA	Internal Viva Voce	ETE
		25%	25%.	50%
12	Text book/s*	NA		
13	Other References	NA		
<b>School: SSMFE</b>		<b>Batch: 2024– 2028</b>		
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>		
<b>Branch: NA</b>		<b>Semester: VI</b>		
1	Course Code	BTP 330		
2	Course Title	<b>On Job training</b>		
3	Credits	14		

4	Contact Hours	0-0-28 (L-T-P)		
5	Course Type	<b>Core Elective</b>		
6	Course Objective	1. On Job training in the preferred wing of media industry as per the area of interest. 2. Hands on working experience in the professional media industry to get proper experience to lay ground for a better career with a certificate of on job training in hand.		
8	Course Description	A student will undergo On Job Training (OJT) in lieu of in-house Production. The students will submit a detailed report on their OJT and final report for a period 90 hrs. in Television/ Motion Picture Industry / Film Production House along with the Power point Presentation containing the actual learning experience.		
9	Outline syllabus			CO Mapping
	<b>Unit 1</b>	<b>Bi-Weekly Report</b>		
	A	Work in progress report		CO1
	B			
	C			
	<b>Unit 2</b>	<b>Bi-Weekly Report</b>		
	A	Work in progress report		CO2
	B			
	C			
	<b>Unit 3</b>	<b>Bi-Weekly Report</b>		
	A	Work in progress report		CO3
	B			
	C			
	<b>Unit 4</b>	<b>Bi-Weekly Report</b>		
	A	Work in progress report		CO4
	B			
	C			
	<b>Unit 5</b>	<b>Bi-Weekly Report</b>		
	A	Final report		CO5
	B			
	C			
10	Mode of examination	Jury		Jury
11	Weightage Distribution	IA	CE Viva Voce	ETE
		25%	25%	50%
12	Text book/s*	NA		
13	Other References	NA		



<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>		
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>		
<b>Branch: NA</b>		<b>Semester: VI</b>		
1	Course Code	<b>RBL004</b>		
2	Course Title	<b>Research Based Learning IV</b>		
3	Credits	<b>2</b>		
4	Contact Hours (L-T-P)	<b>0-0-2</b>		
	Course Type	<b>Co-Requisite</b>		
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Strengthen the academic research ability of the students.</li> <li>2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.</li> <li>3. Enhance the problem solving skills of the students.</li> </ol>		
7	Course Description	The course is designed to inculcate the research value and skills among the students.		
8	Outline syllabus			CO Mapping
	<b>Unit 1</b>	Project/ Dissertation Verification and Validation Stage		<b>CO1, CO2, CO3, CO4, CO5</b>
		<ul style="list-style-type: none"> <li>● First Review (R1)</li> </ul>		
	<b>Unit 2</b>	<ul style="list-style-type: none"> <li>● Second Review (R1)</li> </ul>		<b>CO2, CO3, CO4, CO5,</b>
	<b>Unit 3</b>	<ul style="list-style-type: none"> <li>● Third Review (R3)</li> </ul>		<b>CO2, CO3, CO4, CO5,</b>
	<b>Unit 4</b>	<ul style="list-style-type: none"> <li>● Review (R4) by External expert</li> </ul>		<b>CO2, CO3, CO4, CO5, CO6</b>
	<b>Unit 5</b>	<ul style="list-style-type: none"> <li>● Submission</li> </ul>		<b>CO6</b>
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

<b>School: SMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>	
<b>Branch: NA</b>		<b>Semester: VI</b>	
1	Course Code	<b>OPE</b>	
2	Course Title	<b>Smartphone Film making</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	Minor Elective	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of film making using a mobile for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
7	Course Description	This course provides an introduction to mobile film making and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Mobile Film Making</b>	
	A	Introduction to the basic concepts of mobile film making	CO1
	B	Why mobile film making is an important and versatile option?	CO1
	C	Film analysis and appreciation	CO1
	<b>Unit 2</b>	<b>Introduction to Smartphone as a tool for Mobile Film Making</b>	
	A	The Equipment- Android and iPhone	CO2
	B	Important Apps and Platforms	CO2
	C	The Audio: <ul style="list-style-type: none"> <li>● Importance of sound, introduction to sound recording.</li> <li>● Microphones and polar patterns</li> <li>● Microphone placement and usage (selection)</li> <li>● Sound perspective and practical application</li> </ul>	CO3, CO4
	<b>Unit 3</b>	<b>Film Techniques</b>	
	A	Photos: ➤Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3, CO4
	B	Video: <ul style="list-style-type: none"> <li>● Significance of different camera angles</li> <li>● Characteristics and impact of various dimensions of Shots</li> <li>● White balance</li> <li>● Colour wheel and colour temperatures</li> <li>● Gimbals and aesthetics of camera operation</li> </ul>	CO3, CO4
	C	Editing using apps on mobile	CO3, CO4, CO5
	<b>Unit 4</b>	<b>Idea to Screen</b>	
	A	Story idea and basics of screenwriting	CO2, CO6
	B	Characterization and shooting on location	CO2

	C	Continuity of Lighting/ Sound/ Action/ Props/ Emotions, etc		CO3, CO4
	<b>Unit 5</b>	<b>Editing Essentials</b>		
	A	Imaginary line: 30 & 180-degree rule and placement of the camera		CO4
	B	Introduction to Video Editing using Apps on mobile		CO4, CO6
	C	Visualisation: Capture a scene in 7-10 shots		CO5, CO6
	Mode of examination		Jury	
	Weightage Distribution	CA	Internal Viva Voce	ETE
		25 %	25 %	50%
	Text book/s*	The Digital <b>Filmmaking</b> Handbook. Mark Brindle		
	Other References	mobile Movie Maker by Stoller Bryan		
		The mobile Filmmaking Handbook by Neil Philip Sheppard		

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2026-2027</b>
<b>Branch: NA</b>		<b>Semester: VI</b>
1	Course Code	<b>CCU</b>
2	Course Title	<b>Community Connect</b>
3	Credits	<b>2</b>
4	Contact Hours (L-T-P)	<b>0-2-0</b>
	Course Type	<b>Co-Requisite</b>
5	Course Objective	To let the student engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7.1	Theme	<b>Major Sub-themes for research:</b> <ul style="list-style-type: none"> <li>● Major developmental issue (Socio-Economic, gender, environmental etc.)</li> <li>● Media habits/ Media usage/Audience profiling</li> <li>● Media perceptions</li> </ul>
8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> <li>● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time).</li> <li>● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions).</li> <li>● The topic of the research should be related to social, economical or environmental issues concerning the common man. The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs.</li> <li>● The student should submit the report to CCC-Coordinator signed by the faculty guide in the assigned time frame. The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.</li> </ul>
8.2	Role of CCC-Coordinator	The CCC Coordinator will supervise the whole process and assign students to faculty members.

8.3	Layout of the Report	<p>Abstract(250 words)</p> <p>Front Page (sample design will be provided by Community Connect Coordinator/Mentor)</p> <p>Certificate of originality duly signed by the faculty supervisor</p> <p>Acknowledgement</p> <p>Content Page</p> <p>Abstract</p> <p>Introduction</p> <p>Objective of the report</p> <p>Methodology</p> <p>Results, finding, conclusion</p> <p>Recommendation/plan of action</p> <p>References</p> <p>Appendices</p> <p>Note: Research report should base on primary data.</p>
8.4	Guideline for Report Writing	<p><b>Title Page: The following elements must be included:</b></p> <p>Title of the article;</p> <p>Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p> <p><b>Text: Manuscripts should be submitted in Word.</b></p> <ul style="list-style-type: none"> <li>● Use a normal, plain font (e.g., 12-point Times Roman) for text.</li> <li>● Use italics for emphasis.</li> <li>● Use the automatic page numbering function to number the pages.</li> </ul> <p>Save your file in docx format (Word 2007 or higher) or doc format (older Word versions)</p> <p><b>Reference list:</b></p> <ul style="list-style-type: none"> <li>● The list of references should only include works that are cited in the text and that have been published or accepted for publication.</li> <li>● The entries in the list should be in alphabetical order.</li> </ul> <p>Journal article</p> <ul style="list-style-type: none"> <li>● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995)</li> <li>● Article by DOI</li> <li>● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z</li> <li>● Book</li> <li>● Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992)</li> </ul>

		<ul style="list-style-type: none"> <li>• Book chapter</li> <li>• Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002)</li> <li>• Online document</li> <li>• Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. <a href="http://physicsweb.org/articles/news/11/6/16/1">http://physicsweb.org/articles/news/11/6/16/1</a> (2007). Accessed 26 June 2007</li> <li>• Always use the standard abbreviation of a journal’s name according to the ISSN List of Title Word Abbreviations, see</li> <li>• <a href="http://www.issn.org/2-22661-LTWA-online.php">www.issn.org/2-22661-LTWA-online.php</a></li> <li>• For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list.</li> <li>• End Note style (zip, 2 kB)</li> </ul>
8.5	Format:	<p><b>The report should be Spiral/ hardbound</b></p> <ul style="list-style-type: none"> <li>• The Design of the Cover page to report will be given by the Coordinator- CCC</li> <li>• Cover page</li> <li>• Acknowledgement</li> <li>• Content</li> <li>• Project report</li> <li>• Appendices</li> </ul> <p>Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.</p>
8.6	Important Dates:	<ol style="list-style-type: none"> <li>1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2020.</li> <li>2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.</li> </ol>
8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s) AUDIT COURSE

## ***TERM 7***

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2027-2028
<b>Branch:</b> NA		<b>Semester:</b> VII
1	Course Code	<b>BCJ 412</b>
2	Course Title	<b>Qualitative Research Methods</b>

3	Credits	3		
4	Contact Hours (L-T-P)	3-0-0		
5	Course Type	<b>Compulsory</b>		
6	Course Objective	<ul style="list-style-type: none"> <li>• To impart in-depth knowledge of qualitative research.</li> <li>• To provide good understanding of methods for qualitative research.</li> <li>• To develop critical and analytical thinking on ethical issues in qualitative research.</li> </ul>		
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of various methods of qualitative research.		
9	<b>Outline syllabus</b>			<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Qualitative Research Methods</b>		
	A	Understanding qualitative research		CO1
	B	Historical development of qualitative research		CO1, CO3
	C	Issues in Qualitative Research—Subjectivity, Reflexivity, Power, Validity and Triangulation		CO1, CO3
	<b>Unit 2</b>	<b>Applications of Qualitative Methods to Social Research</b>		
	A	Theoretical and applied research		CO2, CO3
	B	Ethnographic and Phenomenological Approaches		CO2
	C	Combining qualitative and quantitative methods		CO2
	<b>Unit 3</b>	<b>Qualitative Research Methods - I</b>		
	A	Introduction, Techniques and Applications of Focus Group Discussions		CO4, CO3
	B	Report writing on Conduction, Execution and Conclusions obtained by Focus Group Discussions		CO4
	C	Implementation and Evaluation Challenges of Focus Group Discussions		CO4, CO3
	<b>Unit 4</b>	<b>Qualitative Research Methods - II</b>		
	A	Introduction, Techniques and Applications of Interview method		CO5, CO6
	B	Report writing on Conduction, Execution and Conclusions obtained by interview		CO5, CO6
	C	Implementation and Evaluation Challenges of interview		CO5, CO6
	<b>Unit 5</b>	<b>Qualitative Research Methods - III</b>		CO5, CO6
	A	Introduction, Techniques and Applications of observation		CO5, CO6
	B	Report writing on Conduction, Execution and Conclusions obtained by observation		CO5, CO6
	C	Implementation and Evaluation Challenges of observation		CO5, CO6
10	Mode of examination	Theory		Theory
11	Weightage Distribution	CA	MTE	ETE
		15%	10%	75%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer Creswell, J. W., Qualitative inquiry and research design, 2nd edition.		

		Sage Publications. 2013.	
13	Other References	<p>Media and communication research methods by Arthur Berger</p> <p>Mass Communication Research Methods by Anders Hansen</p> <p>Berg, B. L. &amp; Lune, H. Qualitative Research Methods for the Social Sciences, 8th edition, Boston: Pearson, Allyn &amp; Bacon. 2012</p> <p>Seidman, I. E. Interviewing as Qualitative Research, Teachers College Press, 4rd edition.</p> <p>Miles, M.B., Huberman, A.M. &amp; Saldana, J. 2014. Qualitative data analysis: A methods sourcebook – Third edition. Thousand Oaks, CA: Sage.</p>	

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2027-2028	
<b>Branch:</b> NA		<b>Semester:</b> VII	
1	Course Code	<b>BCJ 413</b>	
2	Course Title	Quantitative Research Methods	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>● To impart in-depth knowledge of quantitative research.</li> <li>● To provide good understanding of methods for quantitative research.</li> <li>● To develop critical and analytical thinking on ethical issues in quantitative research.</li> </ul>	
8	Course Description	The course is designed primarily for the students to anticipate future applications of quantitative methods in media and communication research.	



9	<b>Outline syllabus</b>			<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction to Quantitative Research Methods - I</b>		
	A	Understanding nature of quantitative research		CO1
	B	Historical development of quantitative research		CO1
	C	Quantitative research in Media & Communication		CO1
	<b>Unit 2</b>	<b>Introduction to Qualitative Research Methods - II</b>		
	A	Research Question and Scientific Approach to Social Science		CO1
	B	Research Design; Causality vs. Correlation		CO1
	C	Reliability and Validity.		CO1
	<b>Unit 3</b>	<b>Quantitative Research Methods</b>		
	A	Introduction to various quantitative research methods		CO2
	B	Survey method		CO2
	C	Developing questionnaire and schedule for survey		CO2
	<b>Unit 4</b>	<b>Basic data analysis - I</b>		
	A	Statistical significance		CO4
	B	Measurement, validity, reliability		CO4
	C	Cross-tabulation and Correlation.		CO4
	<b>Unit 5</b>	<b>Basic data analysis - I</b>		
	A	Simple regression, Multiple regression.		CO5
	B	Hypothesis testing, ANOVA, The One-Way ANOVA's Null and Alternative Hypotheses		CO5, CO6
	C	Factor Analysis		CO5
10	Mode of examination	Theory		Theory
	Weightage	CA	MTE	ETE
11	Distribution	15%	10%.	75%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References	1. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen		

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028		
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2027-2028		
<b>Branch:</b> NA		<b>Semester:</b> VII		
1	Course Code	<b>BCJ 414</b>		
2	Course Title	Communication Research Methods & Tools		
3	Credits	3		
4	Contact Hours (L-T-P)	3-0-0		
5	Course Type	<b>Compulsory</b>		
6	Course Objective	<ul style="list-style-type: none"> <li>To impart in-depth knowledge of nature of research methods used in communication research.</li> <li>To provide theoretical knowledge of Communication Research Methods and Tools.</li> <li>To develop critical and analytical thinking on of Communication Research Methods and Tools.</li> </ul>		
8	Course Description	The course is designed primarily for the students to get an in-depth knowledge of communication research methods and tools.		
9	<b>Outline syllabus</b>		<b>CO Mapping</b>	
	<b>Unit 1</b>	<b>Introduction to Research Methods</b>		
	A	Research Method: Nature and Concept		CO1
	B	Communication Research Approaches		CO1
	C	Research Tools: Nature and Concept		CO1
	<b>Unit 2</b>	<b>Descriptive Research Methods</b>		
	A	Longitudinal, Cross Sectional		CO2
	B	Census and Survey		CO2
	C	Panel Studies, Trend Studies, Time series Studies		CO2
	<b>Unit 3</b>	<b>Descriptive Research Tools</b>		
	A	Schedule, Questionnaire		CO3
	B	Interview and Observation		CO3
	C	Pre-testing of Questionnaire, Pilot Study		CO3
	<b>Unit 4</b>	<b>Measurement Scales and Distributions</b>		
	A	Levels of Measurement NOIR		CO4
	B	Likert Scale: Nature and Background		CO4
	C	Attitude Scales, Thurston Scales, Guttman Scale, Ranking Scales		CO4
	<b>Unit 5</b>	<b>Sampling Techniques</b>		
	A	Population, Sample, Sampling Frame		CO5
	B	Types of Sampling, Sampling Matrix		CO5
	C	Sampling Problems, Bias and Errors		CO6
10	Mode of examination	Theory		Theory
	Weightage	CA	MTE	ETE
		15%	10%.	75%

11	Distribution				
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
13	Other References	1. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen			

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2027-2028	
<b>Branch:</b> NA		<b>Semester:</b> VII	
1	Course Code	<b>BCJ 415</b>	
2	Course Title	<b>Statistics for Research</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	2-1-0	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>To impart basic knowledge of statistics for social science research.</li> <li>To develop critical and analytical thinking on statistics required for social sciences research.</li> </ul>	
8	Course Description	The course is designed primarily for the students to develop an understanding of the concept of statistics in media and communication research.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	<b>Introduction</b>	
	A	An Overview of Statistics: Meaning, Definition and Characteristics	CO1
	B	Types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR)	CO1
	C	Importance of Statistics in Media Research (With reference to Content analysis, Code Book Preparation and Coding)	CO1
	<b>Unit 2</b>	<b>Descriptive Statistics</b>	
	A	Statistical Series: Importance and Limitations	CO1
	B	Measures of Central Tendency: Arithmetic Mean, Median, Mode	CO1
	C	Measures of Variability	CO1
	<b>Unit 3</b>	<b>Introduction to SPSS</b>	
	A	An Overview and Major features of SPSS	CO2
	B	Basic Features of SPSS: Menu and Options	CO2
	C	Data Entry, Data Editing and Data Deletion in SPSS	CO2
	<b>Unit 4</b>	<b>Descriptive Statistics through SPSS</b>	
	A	Calculation of Frequency analysis	CO4
	B	Graphical Representation of Data	CO4
	C	Calculation of Mean, Median and Mode	CO4
	<b>Unit 5</b>	<b>Quantitative Analysis</b>	
	A	Reliability and Consistency Analysis: Uses and Interpretation	CO5
	B	Normality Analysis: Uses and Interpretation, T-Test: Uses and Interpretation	CO5
	C	Ethical consideration for using statistics in media and communication research	CO6
10	Mode of examination	Theory	
	Weightage	CA	MTE
			ETE

11	Distribution	15%	10%.	75%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer		
13	Other References	1. Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen		

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2027-2028</b>	
<b>Branch: NA</b>		<b>Semester: VII</b>	
1	Course Code	<b>BCJ 416</b>	
2	Course Title	<b>Qualitative Research Lab</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>● To impart in-depth knowledge of qualitative research.</li> <li>● To provide good understanding of methods for qualitative research.</li> <li>● To develop critical and analytical thinking on ethical issues in qualitative research.</li> </ul>	
8	Course Description	This course is an introduction to qualitative research methods. The course will give an understanding of analysis of various methods of qualitative research.	
9	<b>Outline syllabus</b>		CO Mapping
	<b>Unit 1</b>	<b>Understanding Qualitative Research Methods</b>	
	A	Understanding qualitative research	CO1
	B	Identifying Subjectivity, Reflexivity and Power	CO1
	C	Understanding Validity and Triangulation	CO1
	<b>Unit 2</b>	<b>Identifying Qualitative Methods</b>	
	A	Understanding theoretical and applied research	CO2
	B	Identifying Ethnographic and Phenomenological Approaches	CO2
	C	Exercise on Combining qualitative and quantitative methods	CO2
	<b>Unit 3</b>	<b>Application on Qualitative Research Methods</b>	
	A	Exercise on Focus Group Discussions	CO3
	B	Exercise on Interview method	CO3
	C	Exercise on observation	CO3
	<b>Unit 4</b>	<b>Data Analysis and Software's for Qualitative Research Methods</b>	
	A	Different techniques of qualitative data analysis	CO4
	B	Software's used for content analysis, transcription, discourse analysis, coding etc.	CO4
	C	Software's used for qualitative analysis – Nvivo, ATLAS etc.	CO4
	<b>Unit 5</b>	<b>Reporting and Writing Qualitative Research Methods</b>	
	A	Reporting and compiling data in qualitative research	CO5
	B	Writing qualitative research report	CO5
	C	Ethical consideration in qualitative research	CO6
10	Mode of examination	Theory	
11	Weightage Distribution	CA	CE (Viva)
		25 %	25%
			ETE 50%

12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2027-2028	
<b>Branch:</b> NA		<b>Semester:</b> VII	
1	Course Code	<b>BCJ 417</b>	
2	Course Title	Quantitative Research Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>● To understand the process of content analysis method.</li> <li>● To understand tools and techniques of content analysis method.</li> <li>● To learn the essence of analyzing textual, audio and video contents.</li> <li>● To provide theoretical knowledge and applied know how of Content Analysis method.</li> <li>● To orient students in depth towards the concepts Content Analysis method.</li> </ul>	
8	Course Description	The course is designed primarily for the students to anticipate future applications of content analysis in media and communication research.	
9	<b>Outline syllabus</b>	<b>CO Mapping</b>	
	<b>Unit 1</b>	<b>Quantitative Research Methods</b>	
	A	Longitudinal, Cross-Sectional & trend studies	CO1
	B	Experimental and Quasi-experimental studies	CO1
	C	Constructing tools for quantitative studies	CO1
	<b>Unit 2</b>	<b>Sampling in Quantitative Studies</b>	
	A	Types of sampling	CO2
	B	Techniques of sampling for quantitative studies	CO2
	C	Exercise on sampling	CO2
	<b>Unit 3</b>	<b>Content Analysis</b>	
	A	Qualitative and Quantitative Content Analysis	CO3
	B	Coding, Data Sheet Tabulation, Graphical presentation of data	CO3
	C	Interpretation and Report Writing	CO3
	<b>Unit 4</b>	<b>Survey</b>	
	A	Understanding survey methods	CO4
	B	Conducting survey	CO4
	C	Interpretation and Report Writing	CO4
	<b>Unit 5</b>	<b>Case Study and Ethical consideration in Quantitative studies</b>	
	A	Understanding case study	CO5
	B	Conducting case study, data analysis and writing	CO5
	C	Ethical consideration of Qualitative studies	CO6
10	Mode of examination	Theory	
11	Weightage Distribution	CA	CE (Viva)
		25%	25%. ETE
			50%



12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer	
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen	

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2027-2028</b>	
<b>Branch: NA</b>		<b>Semester: VII</b>	
1	Course Code	<b>BCJ 418</b>	
2	Course Title	Project on constructing tools for Media & Communication Research	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>● To develop research skills</li> <li>● To develop various tools for different research methods.</li> </ul>	
8	Course Description	The course is aimed to enhance the practical skills of the students and will help the students to understand how to construct tools for various types of research.	
9	<b>Outline syllabus</b>		
	<b>Unit 1-5</b>	<b>Portfolio on different research tools</b>	CO1, CO2, CO3, CO4, CO5, CO6
10	Mode of examination		Jury
	Weightage	CA	CE (Viva)
11	Distribution	25 %	25%
			ETE
			50%
12	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer	
13	Other References	Media and communication research methods by Arthur Berger Mass Communication Research Methods by Anders Hansen	

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>	
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2027-2028</b>	
<b>Branch: NA</b>		<b>Semester: VII</b>	
1	Course Code	<b>OPE</b>	
2	Course Title	<b>Anchoring for Different Media</b>	
3	Credits	4	
4	Contact Hours (L-T-P)	<b>0-3-2</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> <li>1. Familiarize the students with different aspects of anchoring &amp; news presentation</li> <li>2. To develop an understanding how to handle different situation during Live News Presentation</li> <li>3. To make the students understand the roles and responsibility and do's and don't of news reader/presenter</li> </ol>	
6	Course Outcomes	<p>After completing the course, students will be able to –</p> <p>CO1. Understand the essentials of writing and speaking skills of a newsreader /presenter</p> <p>CO2. Apply diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc.</p> <p>CO3. Analyse different kind of desk &amp; live reporting style</p> <p>CO4. Evaluate on-air essentials</p> <p>CO5: Write for various news / anchoring platform</p> <p>CO6: Create own programmes based on any issue</p>	
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand theresponsibility, do's and don't for the newsreader/presenter.	
8	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Introduction to Anchoring &amp; News Presentation</b>	
		Practical Anchoring and writing techniques for electronic media and events.	CO1
	<b>Unit 2</b>	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO1,CO2
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO1
	<b>Unit 3</b>	<b>Voice Analysis and Improvement</b>	
		Importance of voice improvement-	CO2
	<b>Unit 4</b>	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO1, CO3
		Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice	CO3

	sessions.				
<b>Unit 5</b>	<b>Facing Camera and Writing Anchor Links</b>				
	Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-				CO3, CO4
	Writing for Anchor Links & Headlines				CO4
Mode of examination	Jury/Viva/Practical				
Evaluations	Weightage Distribution	CA	CE(Viva)	ETE	
		25%	25%	50%	
<b>Text book/s*</b>	<input type="checkbox"/> Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah <input type="checkbox"/> The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra				

# TERM 8

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2027-2028	
<b>Branch:</b> NA		<b>Semester:</b> VIII	
1	Course Code	<b>BCJ 419</b>	
2	Course Title	<b>Ethical Perspective of Media &amp; Communication Research</b>	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>● Guide and mentor students in developing, completing, writing, and presenting a valid and ethical research report.</li> <li>● Provide students with the fundamental knowledge of basics of philosophy of science and ethics, research integrity, publication ethics.</li> <li>● Hands-on sessions are designed to identify research misconduct and predatory publications.</li> </ul>	
8	Course Description	The course is designed to inculcate the ethical perspective of media and communication research among students.	
9	<b>Outline syllabus</b>	<b>CO Mapping</b>	
	<b>Unit 1</b>	<b>Philosophy and Research</b>	
	A	Introduction to philosophy	CO1
	B	Ethics: definition, moral philosophy	CO1
	C	Nature of moral judgement and reaction	CO1
	<b>Unit 2</b>	<b>Scientific Conduct</b>	
	A	Ethics with respect to science and research	CO2
	B	Misconduct: Falsification, Fabrication & Plagiarism (FFP)	CO2
	C	Selective reporting and misrepresentation of data	CO2
	<b>Unit 3</b>	<b>Publication Ethics</b>	
	A	Introduction, definition and importance of publication ethics	CO3
	B	Conflicts of interest	CO3
	C	Predatory Journals	CO3
	<b>Unit 4</b>	<b>Open Access Publication</b>	
	A	Open access publication & initiatives	CO4, CO5
	B	Software tools to identify predatory journals	CO4, CO5
	C	Online resources to check publisher copyright & Self-archiving policies	CO4, CO5
	<b>Unit 5</b>	<b>Publication Misconducts</b>	
	A	Subject specific ethical issues	CO6
	B	Case studies	CO6
	C	Complaints and appeals	CO6
10	Mode of examination	Theory	

	Weightage	CA	MTE	ETE	
11	Distribution	15 %	10 %	75 %	
12	Text book/s*	Bird, A. (2006). Philosophy of Science. Routledge			
13	Other References	Indian National Science Academy (INSA), Ethics in Science Education, Research & Governance ( 2019)			

<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028	
<b>Program:</b> BA(FT&OTTP)		<b>Current Academic Year:</b> 2027-2028	
<b>Branch:</b> NA		<b>Semester:</b> VIII	
1	Course Code	<b>BCJ 420</b>	
2	Course Title	Research Writing Techniques	
3	Credits	1	
4	Contact Hours (L-T-P)	0-0-2	
5	Course Type	<b>Compulsory</b>	
6	Course Objective	Students to <ul style="list-style-type: none"> <li>● Become familiar with the process of organizing and drafting a report that poses a significant problem and offers a convincing solution;</li> <li>● learn how to identify, track down, and use a wide variety of sources in the service of responsible research and scholarship;</li> <li>● produce a paper using APA documentation and manuscript form</li> <li>● polished enough to be publishable</li> <li>● and to become familiar with other formal (APA, Chicago style) documentation and manuscript styles;</li> <li>● examine some of the best past and current writing by scholars;</li> <li>● review the mechanics of writing and hone editorial and proof-reading skills;</li> <li>● develop evaluative strategies and vocabulary to best serve other writers in a workshop setting</li> </ul>	
8	Course Description	This course is designed to familiarize students with the basic methods and techniques of research writing. The course will focus on such issues as developing a thesis statement, writing a prospectus, finding source material (books, articles, internet resources, etc.), generating an argument, writing and revising a rough draft, and APA documentation of sources.	
9	<b>Outline syllabus</b>		CO Mapping
	<b>Unit 1</b>	<b>Research Writing Skills - I</b>	
	A	Planning and Preparation	CO1
	B	Language of Research	CO1
	C	Drafting, Proof-reading, Editing and Evaluation of Research papers	CO1, CO2
	<b>Unit 2</b>	<b>Analyzing Research Papers</b>	
	A	The rhetorical patterning of a passage;	CO2
	B	The introductory and closing paragraphs of samples of research papers	CO2, CO3
	C	Linguistic aspects of sample research papers	CO2, CO3
	<b>Unit 3</b>	<b>Report Writing - I</b>	
	A	Meaning and Objective of Research Report, Report the findings, Chapterisation,	CO3
	B	Types of Research Report,	CO3
	C	Quotation, Footnotes, Endnotes, Referencing Style: APA, MLA Chicago, Harvard	CO3

	<b>Unit 4</b>	<b>Report Writing - II</b>			
	A	Research Database			CO4, CO5
	B	Writing abstract, Introduction, literature review			CO4, CO5, CO6
	C	Writing conclusion & Results			CO4, CO6
	<b>Unit 5</b>	<b>Report Writing - III</b>			
	A	Skills of writing the Results			CO5
	B	Discussion and skills are needed when writing the Conclusions			CO5, CO6
	C	Plagiarism, similarity checker, Turnitin			CO5
10	Mode of examination		Theory		Theory
11	Weightage	CA	MTE	ETE	
	Distribution	25 %	25 %	50 %	
12	Text book/s*	Abdul Rahim, F. Thesis Writing: A Manual for Researchers. New Delhi: New Age International, 2005			
13	Other References	<ul style="list-style-type: none"> <li>● Adam Sirjohn. Research Methodology: Methods &amp; Techniques. Delhi: New Age International Ltd, 2004.</li> <li>● Barker, Nancy and Nancy Hulig. A Research Guide for Under Graduate Students: English and American Literature. New York : MLA of America, 2000</li> </ul>			



<b>School:</b> SSMFE		<b>Batch:</b> 2024-2028		
<b>Program:</b> BA(FT&OTTP)			<b>Current Academic Year:</b> 2027-2028	
<b>Branch:</b> NA		<b>Semester:</b> VIII		
1	Course Code	<b>OPE</b>		
2	Course Title	<b>Digital Media Marketing</b>		
3	Credits	4		
4	Contact Hours (L-T-P)	0-3-2		
5	Course Type	<b>Compulsory</b>		
6	Course Objective	The main objective of the course is to impart skills of creating digital marketing content. This course will help the students to use digital media to amplify messages. The students will be able to make content discoverable in search, run ad campaigns and advertise it on various social media handles.		
	Course Description	The course is designed with the aim to impart the knowledge, skill and competency of digital media marketing among the students. The course will help the students to understand and apply the concepts, tools of digital media marketing.		
9	Outline syllabus			CO Mapping
	<b>Unit 1</b>	<b>Marketing Fundamentals</b>		
	A	Introduction to Digital Marketing and Digital Marketing Framework		CO1
	B	Identifying Customers (Who & where)		CO1
	C	Marketing Channels and Marketing Objectives		CO1
	<b>Unit 2</b>	<b>Content Strategy</b>		
	A	Plan and create marketing content		CO2
	B	Distribute and Promote content		CO2
	C	Optimize websites & Landing Pages		CO2
	<b>Unit 3</b>	<b>Social Media Presence</b>		
	A	Social Media Landscape		CO3
	B	Social Media Channels& content		CO3
	C	Implement and monitoring campaigns		CO3
	<b>Unit 4</b>	<b>Social Media Advertising</b>		
	A	Introduction to social media advertising		CO4
	B	Platforms for Social Ads		CO4
	C	Hand-on exercise		CO6
	<b>Unit 5</b>	<b>SEO &amp; SEM</b>		
	A	Search Engine Optimization (SEO)		CO5
	B	Search Engine Marketing with AdWords (SEM)		CO5
	C	Hand-on Exercise		CO6
10	Mode of examination	Jury/Practical		
	Weightage Distribution	CA	CE (Viva)	ETE
11		25%	25%	50%
12	Text book/s*	B2B Digital Marketing Strategy: How to Use New Frameworks and Models to Achieve Growth by Simon Hall		
13	Other	Digital + Marketing & Vice Versa: Featuring Digital Strategies		

	References	like the I-Journey, the I-Relevant content, the Spiral Strategy and much more by Juan A. Flores Sanchez	
--	------------	---	--

<b>School: SSMFE</b>		<b>Batch: 2024-2028</b>		
<b>Program: BA(FT&amp;OTTP)</b>		<b>Current Academic Year: 2027-2028</b>		
<b>Branch: NA</b>		<b>Semester: VIII</b>		
1	Course Code	<b>BCJ 421</b>		
2	Course Title	<b>Media &amp; Communication Dissertation: Project</b>		
3	Credits	9		
4	Contact Hours (L-T-P)	0-3-12		
5	Course Type	<b>Compulsory</b>		
6	Course Objective	The objective of this course is to: <ul style="list-style-type: none"> <li>Strengthen the academic research ability of the students.</li> <li>Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.</li> <li>Enhance the problem solving skills of the students.</li> </ul>		
8	Course Description	The course is designed to inculcate the research value and skills among the students.		
9	<b>Outline syllabus</b>			
	<b>Unit 1-5</b>	<b>Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time</b>		<b>CO1, CO2, CO3, CO4, CO5, CO6</b>
10	<b>Guidelines for the students</b>	<ul style="list-style-type: none"> <li>Each student is required to write a dissertation on any topic related to communication and will have to seek approval of the faculty supervisor for her/his dissertation.</li> <li>The final dissertation report duly signed by the supervisor and head of the centre has to be submitted to the centre before the summative examination of the last semester.</li> <li>Students will apply similarity checker before submitting final copy of dissertation and submit self-declaration that similarity in dissertation content, excluding review of literature, is not more than 15 percent.</li> </ul>		
11	Mode of examination	Jury		
12	Weightage Distribution	CA	CE (Viva)	ETE
		25 %	25%	50%