

**St. Xavier's College, Kolkata - Department of Mass
Communication and Videography**

SYLLABUS

SEMESTER I

PAPER 1: Unit I - Introduction to Mass Communication

Theory: 50 (External - 40; Internal – 10)

1. Concepts and Theories:

1. Communication concepts
 - i) Process and Function
 - ii) Interpersonal
 - iii) Group
 - iv) Mass Communication
2. Relevance of Communication Theories to Practice
3. Model of Communication
4. Impact and Effect of Communication
5. Old and new media

2. Communication Techniques:

1. Feedback and Evaluation of Communication Effect
2. Interview and Questionnaires
3. Method of Data Analysis
4. Information Technology

3. Seminars, workshops, tutorials etc. will be held as per norms on the subject.

Books

1. Richard Dimpleby and Graeme Burton, 1995, More than words: An introduction to communication, London: Routledge.
2. Melvin L. DeFleur and Everette E. Dennis, 1991, Understanding mass communication, New Delhi: Goyal Saab.
3. Marshall McLuhan, 1964, Understanding Media, New York: McGraw –Hill
4. Wilbur Schramm, 1964, Mass media and national development, the role of information in developing countries, Stanford: Stanford University Press.

PAPER 2: Unit I - Introduction to Video Production

Theory: 25 (External 20, Internal 5); Practical: 25 (External – 20, Internal – 5)

THEORY

1. Script Basics
 - i) Structural Basics
 - ii) Dynamization
 - iii) Visual Scripting
 - iv) Script (Time, Space, Character)
 - v) Project Development
1. Camera Basics
 - i) Still Photography
 - Lenses
 - Exposure
 - Composition
 - Colour
 - ii) Videography
 - Shot
 - Angle
 - Camera Movement
 - Light
2. Sound Basics
 - Film Sound appreciation
 - Sound Track analysis
3. Editing Basics
 - Fragmentation
 - Juxtaposition: Frame, Shot, Sequence, Scene
 - Time, Pace, Rhythm
 - Mise-en-scène
 - Montage

Practical

Voice Over Exercise – Learning basic editing software and primary editing on available/given materials (silent rushes)

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books

1. Bordwell and Thompson, Film art: An introduction
2. Bill Nichols, Movies & Methods:
3. J. J. Langford, Basic Photography
4. Joseph V. Mascelli, Five Cs of Cinematography

SEMESTER 2

PAPER 1: Unit II - Introduction to Media Studies

Theory: 50 (External – 40; Internal – 10)

1. Media: Historical Overview and Context

An historical overview of media and its role in different socio-economic and political systems in the context of the World Wars and thereafter.

2. Language and Communication

- a) Concepts and Practice
- b) Language and Mass Communication
- c) Language uses in different Mass Media
- d) Language and Society

3. Practices

Converting all the above three areas of this paper

- a) News Reporting and Editing
- b) Newspaper Layout, News Analysis
- c) Language for Mass Communication-exercise in
 - i) Sports
 - ii) Advertising
 - iii) Political spheres, etc.

4. Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books

- 1. Third World Literature in the Age of Multinational Capitalism
(F Jameson / H. Bhaba)
- 2. Myth today (Roland Barthes)
- 3. What is Patriarchy? (Kamla Bhasin)
- 4. The Blinded Eye (Claude Alvarez)

PAPER 2: Unit II - Audiography: Design & Production
Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY

1. Characteristics of sound wave and its propagation
2. Acoustics, Echo, R.T., Decibels etc
3. Quality of sound, frequency reference, S/N ratio, distortions
4. Mechanism of human speech and hearing psychology, thresholds of hearing and feeling etc.
5. Microphones-different types, directional response and polar diagram
6. Mikes-special types and accessories, wireless, lapel, reflected type, shotgun
7. Factors governing the selection of mikes
8. Types of cables and connectors and their uses
9. Sound safety, erasing, dope sheet, storage
10. Introduction to digital sound –
Theory, process (software, equipment etc.), and application.
11. Introduction to location recording in Camcorder –
Selection of mikes, boom operation etc.
12. Post production – Editing , dubbing ,track laying, mixing

PRACTICAL

Sound track design with images: the images to be shot in a camcorder; sound can be recorded simultaneously or separately – may be pre-laid or laid during post-production.

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books

1. Holman, Tomlinson, Sound for film and television, Focal Press
2. McCormick, Tim and Rumsey, Francis, Sound and recording: An introduction, Focal Press
3. Talbot-Smith, Michael, Sound engineering explained, Focal Press
4. Talbot-Smith, Michael, Sound assistance, Focal Press
5. Altman, Rick, ed., Sound theory sound practice, Routledge
6. Talbot-Smith, Michael, Sound engineer's pocket book, Focal Press
7. Truebitt, Rudy and David, Trubitt, Live sound for musicians, Hal Leonard
8. Nathan, Julian, Back to basic audio, Newnes
9. Yewdall, Lewis, David, Practical art of motion picture sound, Focal Press
10. Leider, N., Colby, Digital audio workstation, McGraw-Hill

SEMESTER 3

PAPER 3: Unit I - Script Writing for Media

Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY

1. Introduction to the role of writer- elaborative efforts
2. Elements of structure- beginning , middle and end
3. Writing Narration
4. Narrative Styles- fiction
5. Non-narrative styles – Current Affairs
6. News reporting for TV
7. Page lay-out and design – using software like Page Maker, Quark Express etc.
8. Identifying significant concepts

PRACTICAL:

1. Writing an AV script : Fiction or Non-fiction – maintaining proper/desired format
2. Page making on Quark Express

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books

1. Swaine & Swaine, Film Scriptwriting: A practical manual
2. Bob Berman, Fade-in: A screenwriting process
3. Bordwell & Thompson, Film art: An introduction
4. James Monaco, How to read a film
5. Sharda Kaushik, Script to screen
6. Nizhnisky, Lessons with Eisenstein

PAPER 4: Unit I - Camera: Theory, Practice, Aesthetics

Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY & PRACTICAL

1. Video Camera: Basic Design

- Persistence of vision
- Video camera : Pick up tube, Scanning
- Interlace scanning.

- Charged Coupled Device (CCD),
- Cathode ray tube of a colour television.

- Single chip colour video camera.
- Three chip colour video camera.

- Sync. Generator, Composite signal. Cathode Ray Tube.
- Encoder – Different encoding systems (PAL, NTSC, SECAM).

- Digital Camera and its advantages over conventional analog cameras.

- Types of TV cameras: Studio camera, Portable camera (ENG EFP), camcorder.

2. Video Tape recorder Track

- How video tape recorder works.
- Tape formats.
- $\frac{3}{4}$ - Inch Umatic Format : Low band & High band.
- $\frac{1}{2}$ - Inch format : VHS & Betacam, Digital.
- CCU, Waveform monitor, Vectroscope.

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books

1. J J Langford : Basic Photography
2. Manual of Photography : Focal Press
3. Five Cs of Cinematography : Joseph V. Mascelli
4. Television Production : Allen Wartzel
5. American Cinematographer's Manual

SEMESTER 4

Paper 3: Unit II - Media Production: Script to Screen

Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY

1. Sources of information and material
2. Organizing and Presenting Material
3. Points of View , Credibility, Accuracy
4. Writer - Law and Budget
5. Introduction to Digital Editing (Basic rules, Software, equipment etc.)
6. Subject Research
7. Defining parameters of production , audience , budget
8. Production Process – requirements and stages
- 9.

PRACTICAL

1. Dialogue Exercise:
 - a) Length – maximum 5 mins
 - b) Script (fiction only) – with proposal, synopsis, treatment and final draft with proper formatting
 - c) Using basic editing pattern with no post-production sound
2. Viva

On the basis of films they have made

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Books

1. Swaine & Swaine, Film Scriptwriting: A practical manual
2. Bob Berman, Fade-in: A screenwriting process
3. Bordwell & Thompson, Film art: An introduction
4. James Monaco, How to read a film
5. Sharda Kaushik, Script to screen

Paper 4: Unit II - Videography

Theory: 25 (External 20, Internal 5); Practical: 25 (External 20, Internal 5)

THEORY & PRACTICAL

1. Lighting Equipment, Filters, Camera Operation
2. Digital Videography (Theory & Practice)
3. Lighting & Exposure
 - Objective of television lighting.
 - Three point lighting technique. Contrast ratio.
 - Nature of natural light. Gadgets for controlling natural light.
 - Basic concept of Exposure, concept of optimum exposure.
4. Lighting Equipment
 - Artificial lighting equipments
 - Types of lamps in use & their efficiency.(Incandescent, halogen, HMI)
 - Halogen cycle.

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Books

1. J. J. Langford, Basic photography
2. Manual of Photography, Focal Press
3. Joseph V. Mascelli, Five Cs of cinematography
4. Allen Wartzel, Television production
5. American Cinematographer's Manual
6. Steven Ascher & Edward Pincus, The filmmaker's handbook

8. Film Theory
9. Media and Cultural Theory
10. Video – Everyday uses of Video, Video Art and Digital Video
Transformation of Consumer to User

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books

1. Movies & Methods: Vol. 1 & 2 (Bill Nichols)
2. Critical Theory (Lodge)
3. Film Theory (Dudley Andrew)

PAPER VI: EDITING

Theory: 50 (Ext. – 40, Int. - 10), Practical: 50 (Ext. – 40, Int. – 10)

Theory

- 1) Aesthetics / Principles of editing
- 2) Spatial & Temporal possibilities
- 3) Manipulation of time
- 4) Rhythm & Pace
- 5) Dramatic Continuity
- 6) Soviet school of editing - Dziga Vertov, Eisenstein, Pudovkin
- 7) French new wave – Godard, Chabrol
- 8) Classical Hollywood narrative in sound era: Hitchcock
- 9) Individual departures from classical hollywood narrative:
 - Bunuel : Discontinuity
 - Dreyer : Close up
 - Bresson : Minimalism
 - Renoir : Deep Focus, Long takes
 - Ozu : Breaking 180degree rule, Pillow shots
- 10) Liner & Nonlinear Editing
- 11) Analog & Digital Recording
- 12) Introduction to digital editing
- 13) Television Aspect ratio, Different television standardisation
- 14) Editing - Action Sequence / Cross Cutting / Parallel Cutting
- 15) MTV style of Editing
- 16) Editing - Advertising & Promotional video
- 17) Editing - Complex Dramatic Scene
- 18) Analysis of film sequences from editing point of view
- 19) Animation:
 - Cell animation, Computer animation, Incorporating animation & live action

PRACTICAL

- 1) Introduction to Final Cut Pro
- 2) Arranging the Interface
- 3) Learning a Custom Layout
- 4) Customizing the keyboard Layout
- 5) Setting Scratch Disk
- 6) Bin management, Logging, Digitizing, Capturing
- 7) Saving Projects and Accessing the Auto Save Vault

- 8) Organizing Video Footage
- 9) Media Management
- 10) Insert and Overwriting Editing
- 11) Three point Editing
- 12) Split Edit
- 13) Working with Multi Layers
- 14) Keyframing Image
- 15) Time Remapping
- 16) Effects, Applying Transitions, Compositing
- 17) Motion Tab
- 18) Render Setting
- 19) Titling
- 20) Sound Editing
- 21) Track laying (Effects, Music, Narration)
- 22) Dubbing and Syning
- 23) Adjusting Audio Levels
- 24) Mixdown Audio
- 25) Print to Video

Seminars, workshops, tutorials etc. will be held as per norms on the subject

Books

- 1) Grammar of edit – Roy Thompson
- 2) The technique of film editing – Karel Reisz & Gavin Millar
- 3) In the blink of an eye: A Perspective on film editing – Walter Murch,
Foreword by Francis Ford Coppola
- 4) The technique of film and video editing: [Ken Dancyger](#)
- 5) Film Editing - Richard D Pepperman
- 6) Final Cut Pro- Apple

SEMESTER 6

PAPER VII: VIDEO PRODUCTION – STUDIO & LOCATION

Practical: 100

**a) Ext. – 80 > Project Documentation - 20
Project - 50
Interactive Session/viva-voce - 10**

b) Int. – 20

THEORY (These two fundamental theoretical inputs will be required for the students to do the practical)

1. Theories of TV Production
2. Basic Aspects of Independent Filmmaking in Video
Fiction and Non-Fiction

PRACTICAL

STUDIO:

1. Staffing Responsibilities
Camera, Audio, Lights and Artists
2. Studio Production and Control
Multiple camera Set-up

LOCATION:

1. Proposal
2. Budgeting
3. Location Survey
4. Shooting Script
5. Production Meeting
6. Shooting
7. Editing
8. Special Effects
9. Collection/Recording of Sound Effects and Music
10. Recording Narration
11. Laying Commentary Track
12. Laying Music and Effect Tracks
13. Mixing
14. Promotion/ Dissemination

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PAPER VIII : Entrepreneurship Development

Theory: 100 (Ext. - 80, Int. – 20)

1.
 - a) Definition of entrepreneurship & different characteristics of an entrepreneur.
 - b) Functions of entrepreneur
 - c) Difference between entrepreneur & intrapreneur
 - d) Reasons of premature failure of entrepreneur
 - e) Importance of entrepreneurship for social and economic development

2.
 - a) Elements of project formulation
 - b) Project selection
 - c) Project appraisal
 - d) Project management – PERT/CPM and network analysis
 - e) Project reports

3.
 - a) Plant location
 - b) Plant layout – Product and process layout with respective merits and demerits

3. Production planning & control techniques - scheduling – routing – forecasting tools

4. Materials management & inventory control techniques – ABC analysis – EOQ – safety stock – reorder levels – work-in-progress.

5.
 - a) Elements of working capital
 - b) Importance of working capital management

6.
 - a) Difference between marketing & selling
 - b) Market survey & research
 - c) Market segmentation
 - d) Significance of 4Ps in marketing
 - e) Role of distribution

7.
 - a) Difference between price & cost
 - b) Pricing policies
 - c) Standards & marginal costing

8.
 - a) Budgets – budgetary controls
 - b) Break-even analysis & formulae

9.
 - a) Financial statements – balance sheet & P/L A/C
 - b) Accounting ratio analysis
 - c) Cash flow & fund flow
 - d) Discounted cash flow

10. a) Leadership – motivation & effective communication
b) Barriers to effective communication
11. a) Total Quality management
b) Role of ISO 9000 series
c) Statistical quality control
12. a) Environment protection acts
b) Sources of pollution & control acts
c) Factory management act
d) Industrial relations
13. a) Various financial institutions & their roles in developing entrepreneurship
b) Sources of project finance
14. a) MIS
b) SWOT Analysis
c) Stock exchange
d) VAT
e) Export/Import regulations
f) Social/ cost benefit analysis
g) SEZ
h) SBUS
15. a) Causes of industrial sickness and their remedies
b) Case study

Seminars, workshops, tutorials etc. will be held as per norms on the subject.

N.B. The degree will be conferred only upon the successful completion of *one or two* internship programme/s of *total 45 days* distributed over the duration of the course. The internship must be done during vacation.
