

Course:**Course: Discipline Specific Core**

Semester ____	6
Paper Number	HMVCR6142T+P
Paper Title	Television Production and Media Management
No. of Credits	6
Theory/Composite	Composite
No. of periods assigned	Th: 4 Pr: 2
Name of Faculty member(s)	
Course description/objective	<p>To acquaint the students with the different production scenarios for on line and off-line productions, using Multi camera shooting techniques. The evaluations will challenge the understanding of the different cinematographic and audio post production scenarios.</p> <p>Students will be able to understand the economic drivers of the media economy and they will have gained a perspective on the evolution of media in the last 25 years and on key current trends.</p>
Syllabus	<p>Module A (26 classes)</p> <ul style="list-style-type: none"> • Types of Television Programme • Various stages of production • Television crew • Idea development and research for production • Guidelines for Script Writing • What is Multi-camera production? <p>Module B (26 classes)</p> <ul style="list-style-type: none"> • Organizational structure of the media industry (Print, Radio, Television, Advertising agency, PR agency) • Hierarchy & patterns of media ownership in Indian perspective. • Important departments of media (print, electronic & web) and their functioning. • Technological infrastructure and its relevance in the media industry. • Mode of revenue generation, FDI in media <p>Practical (36 classes)</p> <p>Camera Setup</p> <ul style="list-style-type: none"> • Camera Settings • Matching the cameras • Talk back system connection and Practice • Camera Placement and 180 rules • Pre-lighting techniques • Floor co-ordination techniques • Backdrop designing, Makeup, Props arrangement, colour scheme etc. <p>Online Edit Control Room</p> <ul style="list-style-type: none"> • Talkback system operation and Practice. • Switcher settings • Video Recorder settings, SD card formatting and clip selection. • On line Input connection • Signal testing. <p>Sound Setup</p> <ul style="list-style-type: none"> • Using boom mics and lapel mics • Using mixing consoles • Single and double system of recording • Live sound production for talk shows and music programmes • Getting to know the basics of recording dialogues of single, multiple, static or moving characters, using boom rods, in a single system; The advantage and disadvantages of using different boom positions. • Understanding on line program production system, use of mixing consoles with multiple mic and line inputs. Complete production of either a musical program, talk show or a combination of the two.
Texts	N/A
Reading/Reference Lists	<ul style="list-style-type: none"> • Owens, Jim, and Gerald Millerson. <i>Video Production Handbook</i>. CRC Press. 2012.

	<ul style="list-style-type: none"> • Kohli-Khandekar, Vanita. <i>The Indian Media Business</i>. SAGE Publications India, 2008. • Rucker, Frank Warren, and Herber Lee Williams. "Newspaper: Organization and Management." 1977. • Davenport, John Scott. <i>Newspaper Circulation: Backbone of the Industry</i>. WC Brown Company. 1949. • Pollard, James. <i>Principles of Newspaper Management</i>. Read Books Ltd. 2013.
Evaluation	CIA: 20 End-Sem: 50 Theory 30 Practical