

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore  
Shri Vaishnav Institute of Journalism and Mass Communication  
Choice Based Credit System (CBCS) in light of NEP -2020  
M.A. (Journalism and Mass Communication)  
Semester II (2021-2021)

Paper I  
JMCPG201  
Advertising

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			THEORY			PRACTICAL						
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment					
JMCPG 201	CC	Advertising	60	20	20	0	0	3	0	0	3	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

\*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

The student should be able:

CEO 1 - To classify between advertising, Public Relations, Publicity and Propaganda.

CEO 2 - Aware importance of advertising in media.

CEO 3 - Knowledge of functioning of advertising agencies.

CEO 4 - To write effective copy in Advertisements.

CEO 5 - Inculcate knowledge of economy of media.

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, the student will be able to -


CO1 - Design advertisements for Print, electronic, digital Media.


CO2 - Develop understanding of advertising of various media.


CO3 - Do pre testing and post testing of advertising campaign.

CO4 - Develop the media plan and execute the buying process.

CO5 - Understand the characteristics of various advertising platforms.

  
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JMCPG 201	CC	Advertising	60	20	20	0	0	3	0	0	3

**Unit I**

Introduction to advertising; meaning and definition; need, nature, scope and functions; types of advertising; new trends in advertising; advertising in global scenario

**Unit II**

Advertising-a critical appraisal -economic, cultural, psychological and social aspects of advertising; advertising theories and models

**Unit III**

Advertising through print, electronic and online media; types of media for advertising - print, electronic, cyber, outdoor, transit, direct; specialty, pop/in- shop media, yellow pages, cinema, traditional; their characteristics, merits & limitations

**Unit IV**

Advertising department & agency-structure; agency functions, role & importance, agency client relationship; media planning and buying; agency commission factors affecting selection of advertising agency; govt ad dept

**Unit V**

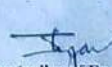
Branding- brand image, identity; advertising budget; campaign planning-various stages of the campaign; media planning, media scheduling; pre-testing & post-testing.

  
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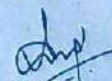
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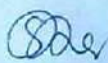


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**Text Books:**

1. Kleppner, O. (1980). *Fundamentals of Advertising*: Prentice Hall: New Jersey
2. Gupta, S. (1990). *Brand Positioning*, New Delhi: Tata McGraw Hill
3. Hart, N. (1990). *The practice of advertising*, London: Heinemann Publication
4. Mooij, M. (1994). *Advertising Worldwide*.UK: Prentice Hall.
5. Mohan, M. (1989). *Advertising management concepts and cases*: New Delhi: Tata McGraw Hill.
6. Chunnawalla. Sethia, K.C., *Foundations of Advertising: Theory and practice*



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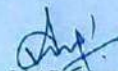
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**Paper II**  
**JMCPG202**  
**International Communication**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG 202	CC	International Communication	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

\*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

The students will be able to:

**CEO 1** - To understand the meaning & features of different mediums of communication.

**CEO 2** - To build the theoretical background necessary to understand models of international communication.

**CEO 3** - Provide an understanding of basic principle of planning and execution in communication.

**CEO 4** - Find use and evaluate primary academic writing associated with the communication discipline.

**CEO 5** - Communicate effectively orally and in writing.

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, the students will be able to –

**CO 1** - Relate the role of communication strategy in achieving an organizations goal.

**CO 2** - Classify between the various dimensions of international communication.

**CO 3** - Implement the tools of international communication for globalization.

**CO 4** - Equip themselves with structural and analytical reading, writing and thinking skills.

**CO 5** - Able to apply basic and advanced human communication theories and models to academic and professional situations.

  
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International Communication

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JMCPG 202	CC	International Communication	60	20	20	0	0	3	0	0	3

**Unit I**

International communication –concept and definition; functions and importance of international communication; cultural dimensions of international communication; political dimensions of international communication

**Unit II**

Economic dimensions of international communication; social dimension of international communication; communication as a tool of equality and exploitation; communication as human right

**Unit III**

Transnational media and issues of sovereignty, security and integrity; effect of globalization on media system; international intellectual property rights

**Unit IV**

New world information and communication order; globalization and modernity; internet as tool of international communication; new media and international communication

**Unit V**

Media organizations – international press institute – international telecommunication union; British broadcasting corporation; voice of America; European broadcasting union; Asia pacific institute for broadcasting development



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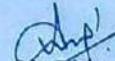
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**Suggested Readings:**

1. Volkmer, I. (2001). *News in the global sphere*. A study of CNN and its impact on global communication, Luton. University of Luton Press.
2. Hachten, W. (2002) *World News Prison*. Iowa. Iowa state press.
3. Rantaner, T. (2006). *Globalization and Media*. London: Sage Publications.
4. Frederick, H. H. (1993): *Global Communication & International Relations*.
5. Thomas, A. O. (2006): *Transnational media and controlled Markets*. New Delhi: Sage publications
6. Hamlink, C. (1996): *The Politics of World Communication*. London. Sage publication.



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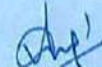


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**Paper-III**  
**JMCPG203**  
**Media Planning and Management**

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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG 203	CC	Media Planning and Management	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P- Practical; C - Credit;  
\*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

The students will be able:

- COE 1 – Get exposure to media management concepts, tools, and techniques.
- COE 2 – To comprehend the functions of various departments of media organizations.
- COE 3 – To develop abilities and skills required for the performance of marketing functions.
- COE 4 – Understand budget allocation for various media organizations.
- COE 5 – To select different media scheduling methods.

**Course Outcomes**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, the students will be able to:

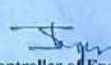
- CO 1 - Demonstrate understanding of media management.
- CO 2 - Apply the concept of media management in business operations.
- CO 3 – Overcome the challenges faced in media planning
- CO 4 – Effectively handle the financial side of media planning for various organizations.
- CO 5 - Evaluate various types of media planning methods.

  
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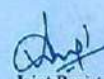
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Paper-III  
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Media Planning and Management

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JMCPG 203	CC	Media Planning and Management	60	20	20	0	0	3	0	0	3

**Unit I**

Media management: concept and perspective, concept of management; functions and principles of good management

**Unit II**

Characteristics of media industries, mission and vision of media organizations; functions of various departments of these media organizations

**Unit III**

The function of media planning in advertising; role of media planner, media planning process; challenges in media planning

**Unit IV**

Criteria for selecting the media vehicles: reach; frequency; cost efficiency, cost per thousand, cost per rating, waste, circulation, pass-along rate (print)

**Unit V**


Media timing: flight, pulsing, scheduling, comparing and evaluating continuity of media options/choices; media plan evaluation

  
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**Suggested Readings:**


1. Sylvie, G., Hollifield A., Sohn B. C. A. *Media management: a casebook approach*.
2. Pringle, Peter K. Michael, F. Starr. *Electronic Media Management*, New Delhi: Sage Publication
3. Alan, B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth (Latest Edition). *Handbook of media management and economic*. New Delhi: Sage Publication
4. Dennis, F. H. *Media Management in the Age of Giants: Business Dynamics of Journalism*. New Delhi: Sage Publication
5. Menon, A. *Media Planning and Buying*: New Delhi: Sage Publication
6. John, R R. *Advanced Media Planning*: New Delhi: Sage Publication

  
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Paper-IV  
JMCPG204  
Radio Production

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG204	CC	Radio Production	60	20	20	30	20	2	0	2	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

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**Course Educational Objectives (CEOs):**

The student will be able:

- CEO 1 - To get the in depth knowledge of the working of radio.
- CEO 2 - write script for various radio program formats and news bulletins.
- CEO 3 - Recognize roles and responsibilities of radio presenter
- CEO 4 - To carry out the production process and techniques of radio.
- CEO 5 -

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, the students will be able to -

- CO 1 - Produce good content for radio.
- CO 2 - Develop questions that anticipate what the listener wants to know.
- CO 3 - Do research about the background & related issues of the broadcasting content.
- CO 4 - Work in professional atmosphere of radio station
- CO 5 - Identify, write, record, produce and edit several formats of radio programs.
- CO 6 - Evaluate the quality of radio program.




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**UNIT I**

Radio profile- radio as a verbal medium: strength and weakness; radio and public service broadcasting; radio for social change and development; alternative radios; community radio

**UNIT II**

Types of radio- programs brief introduction to main categories of radio programs: music- light, classical, folk and tribal music; talk shows, discussion, interviews, quiz, story and poetry recitation; drama

**UNIT III**

Radio programs planning and production, roles of listener's responses in program planning; audience research and feedback in program planning; fixed- point-chart schedule of program and its importance; microphones and its importance, live phone program; composition of programs; news, music, and spoken words, community radio in India and its challenges.


**UNIT IV**


Radio News- Basic principles of radio news in India, Qualities and requirements of radio news reader, Role of radio news during disaster situations, Radio news for rural people, Studio production of radio, news capsule and radio commentary.


**UNIT V**

Radio Broadcasting as Entertainment-Commercial radio and entertainment radio. FM Radio Stations; Presentation of entertainment program; Modulation and projection of the voice; Role of RJ in entertainment program for radio; Qualities and requirements for RJ in radio. Study of successful radio stations and radio programs especially for entertainment.

  
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**Suggested Readings**

1. Kak, A. *Essentials and Practice of Radio Management*- Mohali: JPC
2. Fleming, C. *The Radio Handbook*. London: Routledge
3. Paul C., Peter, S. *Basic Radio Journalism*. Wranasi :Vishvidhyalaya Publication.
4. Ravindran, R.K. *TV and Broadcast Journalism*. Anmol Publications Pvt Ltd
5. Maesand, M. V. *Digital Audio Technology*: Jan Focal Press
6. Sreedher, R. *Radio Vision-Multimedia through Digital Radio – UNESCO publications,2002)*
7. Eapen K.E. (Latest edition). *Role of Radio in Growth &Development* (Report of a Seminar, Bangalore: MassMedia Education research and Information Center.



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Paper V  
JMCPG205  
Photography

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
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JMCPG205	DSE	Photography	60	20	20	30	20	2	0	2	3

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**Course Educational Objectives (CEOs):**

. The students will be able:

**CEO 1** - To understand the concept, scope and significance of Photography.

**CEO 2** - To distinguish between various types of photography.

**CEO 3** - To demonstrate lighting techniques for different photographic scenarios.

**CEO 4** - To understand the concept the techniques of Photo Journalism and provide an opportunity to pursue their areas of interest.

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, the students will be able to –

**CO 1** - Identify the elements of photography.

**CO 2** - Execute various types of composition techniques

**CO 3** - Demonstrate lighting skills to create good photograph.

**CO 4** - Practice the ethics of photography in professional life

**CO 5** – Execute photojournalism skills.



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Paper V  
JMCPG205  
Photography

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG205	DSE	Photography	60	20	20	30	20	2	0	2	3

**UNIT I**

Brief history of photography; understanding the mechanisms of photography; composition – rule of third, leading lines, rooms, angles, frame, types of shots.

**UNIT II**

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter)

**UNIT III**

Understanding light and shadow; natural light and artificial light ;the nature of light- direct light, soft light, hard light; directional light; brightness; contrast, mid tones, highlights, shadow and silhouettes

**UNIT IV**

Lighting equipment (soft boxes, umbrellas, fresnels, reflectors) three point lighting technique and metering for light, filters and use of a flash unit

**UNIT V**

Photojournalism-brief history – global & Indian, application & ethics, ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc

**Suggested Readings:**

1. Anderson, G. H. (1993). *Video Editing and Post Production* London: Focal Press
2. Gupta, R. G. (2000). *Audio and Video System*. New Delhi: Tata Mc Graw – Hill
3. Millerson, G. (2003). *Video Camera Techniques (Media Manuals)*. London: Focal Press
4. Musberger, R. B. (2008). *Single-Camera Video Production*, New Delhi: Tata McGraw




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Paper V  
JMCPG205  
Film Appreciation

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG205	DSE	Film Appreciation	60	20	20	30	20	2	0	2	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

\*Teacher Assessment shall be based on the components like Quiz/Assignments/ Project/Participation in Class. (Given that no component shall exceed 10 marks.)

**Course Educational Objectives (CEOs):**

The students should be able:

- CEO 1 - To understand the various theories related to cinema.
- CEO 2 - To examine the functioning of Indian cinema
- CEO 3 - To understand language and style of cinema

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

- CO1- The student should be able to know history of cinema.
- CO2 - The student should be able to understand the in-depth style and form of cinema.
- CO3 - The student will be able to know about the importance of various element involve in producing film.



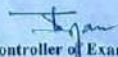
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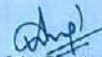


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Paper V  
JMCPG205  
Film Appreciation

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG205	DSE	Film Appreciation	60	20	20	30	20	2	0	2	3

**Course contents:**

**Unit I**

**Language of Cinema**

Language of Cinema I – Focus on visual Language: Shot, Scene, Mise'en'scene, Deep focus, Continuity Editing, Montage.

Language of Cinema II – Focus on Sound and Color: Diegetic and Non-Diegetic Sound; OffScreen Sound; Sync Sound, Difference between story, plot and screenplay

**Unit II**

**Film Form and Style**

German Expressionism and Film Noir, Italian Neorealism, French New-WaveGenre and the development of Classical Bollywood Cinema

**Unit III Alternative**

**Visions**

Third Cinema and Non-Fiction Cinema

Introduction to Feminist Film Theory

Auteur- Film Authorship with a special focus on Ray or Kurusawa

**Unit IV**

**Hindi Cinema**

Cinema and the Nation (Guru Dutt, Raj Kapoor, Mehboob) The Indian New-Wave

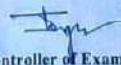
Globalization and Indian Cinema, The multiplex EraFilm Culture

  
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			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG205	DSE	Film Appreciation	60	20	20	30	20	2	0	2	3

**Unit V – Project**

Review of any film based on –

- Visuals (shots, colors)
- Music
- Editing
- Storyline

**Recommended Screenings or clips**

- Rear Window by Alfred Hitchcock (Language of Cinema)
- Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
- Man with a Movie Camera by Dziga Vertov
- Germany Year Zero directed by Roberto Rossellini (Italian Neo-Realism)
- Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
- Pather Panchali by Satyajit Ray
- The hour of the furnaces by Fernando Solanas
- Nishant by Shyam Benegal/Aakrosh by Govind Nihalani (Indian New wave)
- Pyaasa by Guru Dutt

**Suggested Readings:**

- Bazin, A. (1967). *What is Cinema Vol. 1*. Los Angeles and London : University of California Press.
- Dyer, R. (2000). *Film and Theory: An Anthology*. Blackwell Publication.
- Eisenstein, S. (1977). *Film Form: Essay in Film Theory*. New York: A Harvest/ Harcourt Brace Jovanoich Publication.
- Kavoori, A. P. (2008). *Global Bollywood*. New York: New York University Press.
- Prasad, M. (1998). *Ideology of Hindi Film*. New Delhi: Oxford University.
- Stam, R. (2000). *Film Theory: An Introduction*. Massachusetts & Oxford: Blackwell Publication.



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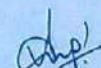
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Paper –VI  
JMCPG206  
Field Study and Seminar

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME						L	T	P	CREDITS
			THEORY			PRACTICAL						
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment					
JMCPG206	SEC	Field Study and Seminar	0	0	0	60	40	0	0	4	2	

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; \*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

The students will be able to:

- CEO 1 - To get exposure about working of ad agencies and radio stations.
- CEO 2 – Work on different types of photography.
- CEO 3 – Demonstrate the planning process of any media organization properly.
- CEO 4 - Demonstrate the theoretical knowledge in field work

**Course Outcome-**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes

- CO 1 - The student will be able to manage resources, work under deadlines, identify and carry out specific goal oriented tasks
- CO 2 - The student will be able to acquire practical skills and capabilities to take up project work in professional life.
- CO 3 – The students will learn how to deal with work pressure.



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Paper -VI


JMCPG206  
Field Study and Seminar

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG206	SEC	Field Study and Seminar	0	0	0	60	40	0	0	4	2

Field study and Seminar is an integral part of academic curriculum of the Department. It is an initiative to bridge the gap between knowledge and application through a series of interventions that will enable students to gain insights and exposure. The field work and Seminar serves the twin purposes of providing critical economic and business insights to students and providing industry with graduates of a high caliber who are ready to get ahead in the world from day one. There will be continuous evaluation of the student on the basis of work assigned and regular submissions. The students need to complete the work in the stipulated time.

  
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Paper -VII  
JMCPG207  
Comprehensive Viva Voce

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
JMCPG207	JMC	Comprehensive Viva Voce	0	0	0	30	20	0	0	0	2

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; \*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

**The students will be able to:**

- To provide an opportunity for students to apply theoretical concepts in real life situations
- The Paper will help students to answer different subjects to the examiner

**Course Educational Outcome (CEO)**

- The students will be able to answer about different subjects to the examiner.
- Students will read and understand each subject in depth.


A comprehensive viva of the students will be conducted where the students will have to answer the questions of any subjects.

  
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**Generic Elective**  
**GEJMCPG 201**  
**Basics of Photography**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
GEJMCPG 201	GE	Basics of Photography	60	20	20	0	0	3	0	0	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P - Practical; C - Credit;

\*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

The students will be able:

CEO 1 - To understand the concept, scope and significance of Photography.

CEO 2 - To distinguish between various types of photography.

CEO 3 - To demonstrate lighting techniques for different photographic scenarios.

CEO 4 - To understand the concept the techniques of Photo Journalism and provide an opportunity to pursue their areas of interest.

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes, the students will be able to –

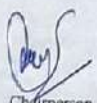
CO 1 - Identify the elements of photography.

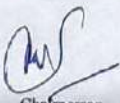
CO 2 - Execute various types of composition techniques


CO 3 - Demonstrate lighting skills to create good photograph.

CO 4 - Practice the ethics of photography in professional life

CO 5 - Execute photojournalism skills.

  
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**Generic Elective**  
**GEJMCPG 201**  
**Basics of Photography**

BASICS OF PHOTOGRAPHY											
GEJMCPG  Course Code	Category	Course Name	TEACHING & EVALUATIONSCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
GEJMCPG 201	GE	Basics of Photography	60	20	20	0	0	3	0	0	3

**UNIT I**

Brief history of photography; understanding the mechanisms of photography; composition – rule of third, leading lines, rooms, angles, frame, types of shots.

**UNIT II**

Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR), Lenses (types and their perspective/angle of view), Aperture (f-stop & T-stop), Shutters (Focal plane & Lens shutter)

**UNIT III**

Understanding light and shadow; natural light and artificial light; the nature of light- direct light, soft light, hard light; directional light; brightness; contrast, mid tones, highlights, shadow and silhouettes

**UNIT IV**

Lighting equipment (soft boxes, umbrellas, fresnels, reflectors) three point lighting technique and metering for light, filters and use of a flash unit

**UNIT V**

Photojournalism-brief history – global & Indian, application & ethics, ethicality while photographing a subject/issue & editing the image – issue of unethical morphing etc

**Suggested Reading:**

1. Anderson, Grey H (1993). *Video Editing and Post Production* London: Focal Press
2. Gupta, R. G (2000). *Audio and Video System*, New Delhi: Tata Mc Graw –Hill
3. Millerson, Gerald (2003) *Video Camera Techniques (Media Manuals)*, Focal Press: London
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