

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY
HYDERABAD – 500 007
REGIONAL CAMPUS SHILLONG,
B.A. (HONS.) IN JMC
SEMESTER III (AUGUST 2021)

COURSE DESCRIPTIONS

Paper code: BAJMC C5

Paper title: Radio Production

Due to rapid changes in technology, radio faces stiff challenges from other media yet, it is a versatile medium that continuously evolves into a more user-friendly medium that percolates into everyone's life through informative and entertaining programmes, allowing for increased user participation and content streaming at a convenient time for the listener. Radio production is one of the essential skills for a media student as it is a stepping stone into the field of production and broadcasting by training the learner to be articulate and confident in presentation; technically efficient in packaging and designing programmes; and understanding audience requirements in distribution and marketing of content. FM radio is gaining more and more ground as a popular medium of entertainment; the rise of community radio is continuing to contribute to various social services; and we cannot ignore that, in India, the State broadcaster, All India Radio, has played a massive role in popular campaigns and development ventures across the country. Production requirements are also changing rapidly and the job market demands for the fundamental both technical and programming expertise. This course is designed to provide aspects of radio production.

Teacher's name: Santidora Nongpluh

Paper code: BAJMC C6

Paper title- Development Journalism

The course will familiarize the students with the linkages between development, media and Communication; and builds on the current skills and extend the range of skills and competencies of the participants. The course will enable an exchange of professional views; bring an international dimension to their outlook; and explore techniques and strategies that will enable them to utilize new sources of newsgathering and distribution. The course will also initiate a dialogue and debates on issues concerning the developing world and delineate the role of media.

Teacher's name: Ravindra Kumar Vemula

Paper Code : BJAMC 7

Paper Title: Media Laws and Ethics

The main aim of the course is to orient the learners about how laws are made, passed and implemented in India. More specifically the course will provide the learners a broad understanding of the various laws, policies and regulations that are related to the media under the Indian Constitution. The course is also expected to make the learners to be more aware of laws and ethics under which media operates in a democracy.

Teacher's name: Caroline Wahlang

Paper Code: SEC1

Paper Title: Writing for Media

This course provides the students an exploration of writing for various media. It equips the students with practical knowledge of the technicalities and styles that can be adopted for writing for each media. The course will also provide the students with a practical insight of learning and differentiating the various styles, methods and methodologies of writing for the media.

Teacher's name: Caroline Wahlang

Paper Code:GE3

Paper Title: Photojournalism

This course will help the students to develop practical and technical skills to quickly adapt to current and future changes in the field of photojournalism. It will also apply a body of theoretical and practical knowledge and specific skills in photojournalism. Students of the course will be able to identify, evaluate and critically analyse cultural, historical and theoretical practices which contextualise the professional practice.

Teacher's name: Abir Suchiang

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SEMESTER V (AUGUST 2021)

COURSE DESCRIPTIONS

Paper Code: BAJMC C11

Paper Title: Documentary Production

This course covers all aspects of producing a documentary, including production of a 18- to 20-minute finished film. The course will discuss the development and production of a documentary, including the discovery of the story and techniques for presenting that information on screen, interviewing techniques and sources for additional footage to add depth to the production. On the production side, it will discuss lighting and camera techniques, graphic requirements, music selection and implementation, and title design. In post-production, each team will have roughly four weeks to edit its documentary.

Teacher's name: Alankar Kaushik/ Guest Faculty

Paper Code: BAJMC C12

Paper Title: Advertising

This course is expected to familiarize the students with the basics of advertising; provide an overview of the advertising industry, its functions and practices; its importance and impacts in the mediascape – at the local, national and global context. It is also designed to provide the students with practical knowledge and expertise in all aspects of advertising in preparing them for a variety of professional challenges.

Teacher's name: Caroline Wahlang

Paper Code: DSE 1

Paper Title: Media Economics

The course will deal with the fundamental concepts relevant to the study of media economics; considers the key industrial questions facing the media industries today; relates economic theory to business practice; covers a wide range of media activity – advertising, television, film, print media, and new media; and looks at the impact of economics on public policy.

Teacher's name: Alankar Kaushik

Paper Code: DSE 2

Paper Title: Design & Graphics

The course will orient the student to the basics of Design and Graphics. They will be able to utilize the knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media.

Teacher's name: Guest Faculty
