

**6th SEMESTER
GENERIC ELECTIVE**

MCVP616CG: MASS COMMUNICATION & VIDEO PRODUCTION (MCVP)

CREDITS: THEORT: 4, PRACTICAL: 2

Unit 1

- Television as a medium of communication-information, education and entertainment
- Understanding the medium-its scope and limitation
- Introduction to TV genres
- Sound in AV production
- Characteristics of sound waves and its propagation
- Acoustics, Echo, S/N ratio distortions
- Microphones: different types

Unit 2

- Camera-basics, introduction to camera
- Handling the camera, camera movements {learning basics}, camera tripod
- Camera types
- Basics of composition

Unit 3

- Television studio setup, studio based production
- Introduction, studio staff-responsibilities
- Writing for TV.
- Language, form style

Unit 4

- Stages in television programme production [from idea to post production]
- Idea, research, synopsis, format and treatment Production and script

Practical:

Based on Theory Course