

Central University of Punjab, Bathinda



M.A. (Journalism and Mass Communication)

Session: 2020-22

Department of Mass Communication and Media Studies

Value Added Courses

Course Code: JMC.504
Course Title: Mobile Video Production

L	T	P	C
1	0	0	1

Total Hours: 15

Learning Outcomes of the course

- **Students will be able to**
 - Explain the visual communication
 - Explain the shots and angles for video production
 - Create a plan to shoot video through mobile phone
 - Develop a plan for quality mobile video for various purposes

Unit-I

(4 Hours)

- Introduction to Visual Communication
- Camera Placement: Camera shots and angles
- Camera movements

Unit-II

(4 Hours)

- Shot Composition
- Rule of Thirds, Line of Action
- Lighting Techniques

Unit-III

(4 Hours)

- Writing for Video: Styles and formats
- Process of mobile video production
- Equipment required for Mobile video production

Unit-IV

(3 Hours)

- Techniques of Video Editing
- Popular mobile software for video editing
- Aesthetics of video editing

Suggested Readings:

- Nancy Reardon, Tom Flynn, (2013), On Camera: How to report, Anchor and Interview, Focal Press,
- Gretchen Davis & Mindy Hall, (2012), The Makeup Artist Handbook, Focal Press
- Tomlinson Holman, (2012), Sound for digital video, Elsevier Publication
- Alec Sabin, (2011), You are On! How to develop great media skills for TV, Radio and the internet, viva
- Catherine Kellison, (2013), Producing for TV and New Media, Focal Press
- Andrew H. Utterback, (2015), Studio Television Production and Directing, Focal Press
- Frederick Shook, (2008), Television Field Production and Reporting, Pearson Publication

- Herbert Zettl, (2012), Television Production Handbook, Thompson Wadsworth Pub
- Michael Hughes, (2012), Digital Filmmaking for beginner- A practical guide to video production, Focal Press
- Michael Rabiger (2013), Directing: Film Techniques and Aesthetics, Focal Press
- Nalin Mehta, (2009), India on Television, Harper Collins, New Delhi
- Vasuki Belavadi, (2013), Video Production, Oxford Publication
- परमवीर सिंह, (2016), वीडियो प्रोडक्शन, कल्पना प्रकाशन, नई दिल्ली

Transaction Mode: Lecture, PPT, Self-Learning, Brainstorming, Tutorial, E-content, Multimedia Packages, Vimeo

Course Code: JMC.505
Course Title: Fake News and Media Literacy

L	T	P	C
1	0	0	1

Total Hours: 15

Learning outcomes of the course:

- **Learners will be able to**
 - Compare various media.
 - Explain the ethical issues related to the media.
 - Identify different techniques for combating fake news.
 - Evaluate various techniques for combating fake news

Unit-I Introduction to Journalism & Ethical Issues (3 hours)

- Social Media Platforms: Facebook, Twitter, YouTube etc.
- Journalism: relationship of trust with the public,
- Credibility, independence, accuracy, professional ethics.

Unit-II Fake News and Media Information Literacy (3 hours)

- The spread of fake news
- types of fake news: satire and parody, false connection, misleading content, false context, imposter content, manipulated content, fabricated content.
- Deep Fake
- Misinformation through MIL (Media Information Literacy): Inquisitiveness, critical thinking, reasoning and alternative judgements and opinions and participation.

Unit-III Hyper-information, Post Truth and Hate (3 hours)

- Hyper-information,
- Post Truth, rise of hate speech/hate spin, manufacturing the consent, polarization and threat to democracy. Construction of Imagery.
- Fake Reviews/Manufacturing reviews.