

MNPE-09425068494

In Collaboration with

**Karnataka State Open
University**

Manasagangotri, Mysore-6

Syllabus

Certificate in Mass Communication

www.maanarmadaedu.org

Certificate in Mass Communication Program Structure (Face to Face)

ELIGIBILITY - 10th Class pass under 10+2 system.

COURSE PERIOD: SIX MONTHS

TOTAL MARKS: 500

TOTAL SEMESTER: 1

SUBJECT TITLE	SUBJECT CODE	MARKS		
		Theory	Practical	Total
DIGITAL CAMERA PHOTOGRAPHY	CMC-101	50	50	100
VIDEOGRAPHY	CMC-102	50	50	100
BASIC OF COMPUTERS	CMC-103	50	50	100
MASS COMMUNICATION	CMC-104	50	50	100
PRACTICAL	CMC-105		100	100

1 ST SEMESTER		
CODE	COURSE TITLE	CREDITS
CMC101	DIGITAL CAMERA PHOTOGRAPHY	4
CMC 102	VIDEOGRAPHY	4
CMC 103	BASICS OF COMPUTERS	4
CMC 104	MASS COMMUNICATION	4
CMC 105	PRACTICAL	2
TOTAL CREDIT :		18

DETAILED SYLLABUS

CMC 101 : DIGITAL CAMERA PHOTOGRAPHY

Total Credit : 4

Block 1

Unit 1

- Safety precautions and elementary first aid.

Unit 2

- Importance of personal cleanliness & Hygiene

Unit 3

- Reasons for carrying out good housekeeping practices

Unit 4

- Types, functions and uses of accessories.

Block 2

Unit 1

- Types of lenses & their use

Unit2

- Types of filters & their use

Unit3

- Flash setting

Unit4

- Function of tripod stand

Block 3

Unit 1

- Specifications of a digital camera. Advantages of digital camera

Unit 2

- Various controls and features of a digital camera

Unit3

- Care and maintenance of camera and accessories

Unit4

- Shutter speed & aperture setting according to conditions

Block 4

Unit 1

- Frame setting & composing

Unit 2

- Different type printing paper and their uses

Unit 3

- Identify different parts, controls and accessories of a digital camera

Unit 4

- Types of lenses & their use

CMC102 : VIDEOGRAPHY

Total Credit : 4

Block 1

Unit 1

- Safety precautions and elementary first aid.

Unit 2

- Importance of personal cleanliness & Hygiene

Unit 3

- Reasons for carrying out good housekeeping practices

Unit 4

- What is video? What is videography?

Block 2

Unit 1

- Significance of Video in modern media.

Unit 2

- Specifications of a digital video camera. Advantages of digital video camera.

Unit 3

- Understanding various parts of video camera.

Unit 4

- Various controls and features of a digital video camera

Block 3

Unit 1

- Understanding various types of daylight- applications.
- Introduction to three- point lighting:

Unit 2

The key light, the fill light and back light. Bounce and diffused light.

Unit 3

- What is framing? Balancing frames, Placement of different objects in Frame.

Unit 4

- What is shot? Detailed explanation of different types of shots- Close-Up, Mid shot, Long shot, Extreme Close-up , Extreme Long shot.

Block 4

Unit 1

- Different types of Camera angle – Subjective, Objective, Point of View shot, Low angle and High angle shot.

Unit 2

- Camera movements- Panning & Tilting, Zoom In & Zoom out, Tracking shot.

Unit 3

- Rule of line of Axis in Camera movement, when to use different Camera shots.

Unit 4

- Care and maintenance of camera and accessories

CMC 103 : BASICS OF COMPUTER

Total Credit : 4

Block 1

Unit 1

Introduction to Computer
History of Computer

Unit 2

Components of Hardware Peripherals
Classification components of computer system.,

Unit 3

Basic concepts of operating system.
Software: system S/W, application s/w.

Unit 4

Understanding concepts of word processing using MS-word

Block 2

Unit 1

MS OFFICE 2003/2007: MS-Word, word basics, formatting text and documents working with header and footer, footnotes, endnotes, tables and sorting,

Unit 2

Introduction to WWW, Sending and reading e-mails, fax.
Understanding concept of URL

Unit 3

Knowledge of MS-Excel formulas.

Unit 4

Features of Windows 7, XP and Vista

Block 3

Unit 1

Searching information on internet

Unit 2

Creating and opening an E-mail account
Sending and receiving E-Mail

Unit 3

Configuring & Migrating of files, folders

Unit 4

Setting – folder views, accessibility setting

Block 4

Unit 1

Understanding concepts of electronic spreadsheet and various types of entries in it

Unit 2

Creating, analyzing & formatting data & content

Unit 3

Creating and formatting content
Opening websites data and downloading data

Unit 4.

Collaborating –merge, insert, view, edit, track mode etc

CMC104 : MASS COMMUNICATION

Total Credit : 4

Block 1

Unit 1

Types of communication – verbal and nonverbal, Process of communication, Essentials of good communication, Barrier to Communication and overcoming barriers, Listening skill

Unit 2

Basic forms of Journalistic writing for print media, Interviews:

Unit 3

Definition and Forms, News Writing for Radio, TV and Internet.

Unit 4

Difference with newspaper, Talks, discussions and others similar programmes for TV, Radio, Regional Reports and News Analysis for Radio, TV, Interview for Radio, TV and Internet., Photo Journalism

Block 2

Unit 1

Editing process – Selection, rejection, hold on, dressing up news copy, Editing for Print Media, Radio, Television, headline language,

Unit 2

Page designing Spell check, Page Make up- importance, Picture editing- Importance of picture, selection, cropping, sizing, retouching of picture, taste in picture editing, caption writing, Headlines.

Unit 3

Introduction of Photography

Unit 4

Introduction of SLR/Pocket Camera, Camera Functions, Types of Film, How to Handle the Camera, Studio Lights, Use of Flash Light.

Block 3

Unit 1

Collecting and editing news from surrounding area.

Unit 2

Editing of news items

Unit 3

Arranging these news items on Quark Express and print on tabloid size.

Unit 4

Making of newspapers – front page, middle page and back page (Horizontal, Vertical, balanced, unbalanced, static, dynamic, modular, irregular).

Block 4

Unit 1

Making headlines and captions.

Unit 2

Editing of photographs on Adobe Photoshop

Unit 3

Discussion and advertisements. Interviewing local people, farmers, Government officers and local leaders.

Unit 4

Create Email account, Send and receive, messages, Use of search engines

CMC 105 : PRACTICAL

Total Credit : 2

Block 1

Unit 1

Maintain personal cleanliness & Hygiene

Set up digital camera

- o Attach the lens cap and strap
- o Charge and load the battery
- o Insert SD or MMC card
- o Turn on the camera
- o Set the language and date/time
- o Mount the camera on tripod

Take pictures in different settings

- o Full-frame portraits of people
- o Close-ups of yourself.
- o Subjects that are in motion

- o Distant subjects.
- o Distant scenery at night.
- o people in night scenes or low-light conditions.
- o Sunset.
- o Subjects that are in shadow or “backlit” (when light is behind the subject).
- o Candle light
- o People indoors.

Unit 2

Transfer pictures to a computer and print

- o Install the camera software on a computer
- o Transfer pictures to the computer
- o Set size of pictures for printing
- o Print pictures
- Identify different parts, controls and accessories of a digital camera
- Use and store cameras, accessories and equipments in a safe manner

Unit 3

- Set up video camera
 - o Attach the lens cap and strap
 - o Charge and load the battery
 - o Insert cassette or SD or MMC card
 - o Insert cable
 - o Turn on the camera
 - o Set the language and date/time
 - o Mount the camera on tripod
- Practice basic lighting set-up.
- Practice framing and balancing the frame.
- Shoot video on auto mode
- Shoot videos using advanced features of the camera

Unit 4

- Take Wide-shot, Medium shot, Close shot, Cut-in, Cut-away shots.
- Shoot videos for different events - indoors and outdoors
 - o Marriage function
 - o Office function
 - o Public function
 - o Dance function
 - o Public rally and demonstration
 - o Birthday Party
 - o School function
 - o Sports event
 - o 15 minute documentary film

Block 2

Unit 1

Customize the desktop environment e.g. desktop, start menu, and taskbar etc
Configuring & Migrating files, folders & setting –Folder views, Accessibility settings

Unit 2

Practice of MS-OFFICE 2003/2007, Quark Express, PageMaker.
Opening websites data and downloading data

Unit 3

Practice of Interpersonal Communication through debate, Group Discussion and presentation
Writing TV and Radio scripts such as Talk Shows,

Unit 4

Practical introduction of Camera to students Practical handling of digital camera,
Practical of importing and Scanning of digital photograph
Practical involving aperture, shutter, lens Practice of basic of Windows like Folder making etc