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# SYLLABUS

## Semester - I

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Faculty of Mass Communication & Media Technology  
B.A. (Film & Television Production) 2019-2022

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**SEMESTER-I**  
**INTRODUCTION TO PHOTOGRAPHY**

**UNIT I - CONCEPT OF PHOTOGRAPHY**

How still camera works?

Different parts of camera and their function

Digital image file Formats (TIFF, JPEG, GIF, PNG, RAW)

**Practical** - Camera Handling exercises

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II - CONCEPT OF DIGITAL CAMERA**

Image sensors & sizes (CCD and CMOS)

Exposure triangle, Concept of depth-of-field

White balance & Color temperature

Lenses & Filters

**Practical** - Photographs with different Exposure & Lenses

**UNIT III- VISUAL GRAMMAR IN PHOTOGRAPHY**

Visual grammar in photography, photographic composition: elements of composition, rule of thirds, framing, principles of composition, types of shots and camera angles

High Dynamic Range (HDR) Photography

Types of Photography (Based on Usage & Area)

Photojournalism, Photo Feature, Photo Essay, Caption Writing

**Practical** - Photographs depicting different Camera Angles, Exercise on framing of Photo

Captions for various photographs and developing a Photo Feature

**UNIT IV- CAMERA LIGHTING**

Understanding lighting: artificial & natural

Photographic lighting equipments & sources

Three-point lighting: key, fill and back light

Introduction to Adobe Photoshop

**Practical** - Lighting & Editing

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**PROJECT**

Project File - Photo Feature (10 - 15)

Practice Shooting Portraits and Try Different Lighting Techniques.

Individual Focus on Three Different Candles Aligned In A Row

Focusing a Moving Subject Using Electronic Focus and of Points.

Understanding the Working of The Shutter, Capturing Motion

Long Exposures

Practice Shooting with Bounce and Reflected Light

Making a Photo Feature on A Specific Topic by Using Own Photographs

**SUGGESTED READINGS:**

- 1) Basic Photography, Focal Press, 2003 Private Limited, 1999 ; Michael Langford
- 2) Food Shots; Hicks, Roger & Schultz, Frances
- 3) A Simple Guide To 35mm Photography; Corbett, Bill
- 4) Point And Shoot; Jacobs, Lou (Jr.)
- 5) Practical Photography, Hind Pocket Books ; Sharma, O P
- 6) James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal  
Thomsan learning
- 7) Lee Frost Photography, Hodder Headline

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**SEMESTER-I**  
**FILM STUDIES**

**UNIT I: A HISTORY OF CINEMA**

History of cinema

Early narrative cinema (screening of D. W. Griffith's Birth of a Nation)

Soviet cinema (screening of Sergei Eisenstein's Battleship Potemkin)

Hollywood studio system.

Indian (pre-Independence) cinema from Dadasaheb Phalke's films and Prabhat Talkies'

Sant Tukaram, along with a discussion of early Indian cinema, and the development of the studio system in India.

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II: MAJOR FILM MOVEMENTS**

German Expressionism

Soviet Montage

Italian Neo-realist Cinema

French New Wave

Independent film-making in Hollywood' (screening of Quentin Tarantino's Pulp Fiction)

**UNIT III: INDIAN POPULAR CINEMA**

Hindi formula film (screening of Manmohan Desai's Amar Akbar Anthony)

Indian parallel cinema movement – Benegal, Sahni, Kaul, Nihlani

Indian-global cinema (screening of Mira Nair's Salaam Bombay)

Regional Indian cinema

Gender & Sexuality (Indian Cinema)

History & Current status of Censorship

**Practical:** Student Seminar, Group Discussion, PPT Presentation by Students and Visit to Film Festival(s)

**UNIT IV: CASE STUDY**

*(Amongst other films, the following could be screened)*

The King's Speech

The Godfather-I and the Godfather-II

Cast Away

Memento

Seven

Gladiator

The Artist

Hugo

12's Year in Slave

Saving Private Ryan

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Hurt Locker

Avatar

Battleship Potemkin-Silent Cinema-Montage

The Godfather-I-Hollywood Classic

The Bicycle Thief – Neo Realism

Rashomon-Asian Classic

Pather Pachali- Indian Classic

Meghe Dhaka Tara- Indian Classic

Cast Away-Hollywood Classic

*(Other films could be included)*

**SUGGESTED READINGS:**

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- Story: Style, Structure, Substance, and the Principles of Screenwriting
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kabir, Nasreen Munni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford University Press.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.
- 1. Ed. Bill Nichols; Movies and Method' 2 - Volumes; University of California.

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**SEMESTER-I**  
**ENGLISH COMMUNICATION**

Credit Distribution			
L	T	P	C
4	0	0	4

**UNIT I: SPEAKING SKILLS and PHONETICS**

Presentation – Types  
Nuances of delivery  
Public Speaking  
Body Language  
Interview Skills  
Phonetics  
Pronunciation  
Syllable  
Word stress  
Intonation

**Practical:**

- Extempore
- Group Discussion
- Panel Discussion
- Anchoring
- Mock Interview
- Transcription of words
- Practice of selected words through speech

**UNIT II: READING COMPREHENSION AND TRANSLATION**

*Free Writing: Peter Elbow*

*Of Truth: Francis Bacon*

*It's only Game Enjoy: Tarun Tejpal*

*Girls: Mrinal Pande*

*What makes sGood Writing Good: Peter Elbow*

*Go Kiss The World: Subrto Bagchi*

*Last and Found: Benegal's Bose: Mihir Bose*

**Practical:**

- Comprehension of selected texts
- Translating literary and non- literary text
- Translating text from English to Hindi

**UNIT III: LANGUAGE AND VERBAL ABILITY:**

Sentence  
Clauses and phrases  
Tag-questions  
Punctuation  
Common errors  
Articles

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Modals  
Word formation  
Homonyms  
Homophones  
Eponyms  
Words often confused  
One word substitution  
Phrasal verbs  
Idiomatic expressions

**Practical:**

- Grammar exercises on each part

**UNIT IV: WRITING SKILLS**

Letter-Writing  
Composing an effective paragraph  
Writing a report  
Summarizing a Report/Article/Editorial  
Précis-Writing  
Writing Article/Editorial/Feature  
Writing a Review (Book/Cultural Event)

**Practical:**

- Exercises on each part

**SUGGESTED READINGS:**

- Raymond Murphy 'Essential English Grammar', Cambridge University Press: New Delhi. 1998. Print
- Elbow, Peter. *Everyone can Write: Essays Towards A Hopeful Theory of Writing and Teaching Writing*. OUP: New York. 2000. Print.
- English Vocabulary in Use (Advanced), Michael McCarthy and Felicity, CUP
- Learning Spoken English by Lynn Lundquist-ASIN: B0094XNOPW
- Fluency in English Part I, Department of English DU. OUP. Print.
- Fluency in English Part II, Department of English DU. OUP. Print
- Arora, V N and Laxmi Chandra, *Improve your Writing*. OUP. Print

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**SEMESTER-I**  
**CONTEMPORARY ISSUES AND CURRENT AFFAIRS-I**

SEC-01			
L	T	P	C
2	0	2	4

**UNIT I: BRIEF HISTORY OF INDIA**

Partition and After

Nehru Era, Emergence of Non Congress Parties

India after Globalization and Privatization

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT II: CONSTITUTION OF INDIA**

Main Features of Constitution

Rights and Duties of Citizens

Directive Principles

Federal Structure

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT III: POLITICAL SYSTEM OF INDIA**

Democracy, Parliament and Political Parties

Governance, Executive and Judiciary

Local Governance, Police system

Political Reforms

**Practical/ assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT IV: UNDERSTANDING SOCIAL ISSUES**

Traditional societies: Strengths and Weaknesses

Social change and Policy Changes

Development, Displacement and Rehabilitation

Women's Empowerment

New Social Movements

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**Practical:** Student seminar and group discussions

**UNIT V: NEWS AND CURRENT AFFAIRS**

To write, edit, rewrite, translate news, articles, features etc for a news portal and a fortnightly newspaper of the Faculty/University.

[Students will be divided in two groups. One group will publish newspaper and another group will work for news portal. The roles of the group will be changeable on monthly basis.]

**Practical:** Students will make a file of news, articles etc on the basis of their work

**SUGGESTED READINGS:**

- 1) Rajni Kothari: Caste in Indian politics
- 2) Bakshi P.M.: The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
- 3) D. D. Basu: An introduction to the Constitution of India
- 4) Bharat Kasamvidhan D. D. Basu (Hindi)
- 5) Bharat Ka samvidhan Subhash kashyap (Hindi)
- 6) India after Gandhi-Ram Chandra Guha
- 7) Shyam Benegal Bharat Ek Khoj (Series)
- 8) Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
- 9) D.B. Vohra History of Freedom Movement, Delhi Admin
- 10) H.R. Ghosal An Outline History of Indian People
- 11) A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
- 12) A.N. Aggarwal Indian Economy
- 13) Rajni Kothari Caste in Indian politics
- 14) Ministry of I & B Facts about India

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# **SYLLABUS**

## **Semester - II**

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**SEMESTER-II**  
**INTRODUCTION TO COMMUNICATION**

**UNIT-I - FUNDAMENTALS OF COMMUNICATION**

Concept, Characteristics, Nature & Features of Communication

Elements and Process of Communication

Seven C's of Communication

Barriers of Communication

Types of Communication

**Practical/ Assignment/ Exercise:** Group discussion, Seminar presentation

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT-II - INTRODUCTION TO MASS COMMUNICATION**

Mass Communication- Meaning, Concept, Characteristics, Functions

Tools of Mass Communication: Print, Electronic, New Media, Film, Advertising, Public Relations

Traditional Media: Introduction, Importance, Reach and effects

**Practical/ Assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT-III - MODELS OF COMMUNICATION**

Models of Communication: Nature, Scope, Definition

Aristotle Model, SMCR Model, Lasswell Model, Shannon & Weaver Model, Osgood Model,

Gerbner Model, Gate keeping Model, Newcomb Model

**Practical/ Assignment/ Exercise:** Group discussion, Seminar presentation

**UNIT-IV - THEORIES OF COMMUNICATION**

Normative Theories of Press-Authoritarian, Libertarian, Social Responsibility Theory

Other Theories-Development Media theory & Democratic Participant Media Theory, Social Influence or Identification Theory

Hypodermic Needle Theory/ Bullet Theory, Uses- Gratification Theory, Agenda setting theory,

Two-step, Multi-step theory, Cultivation Theory

**Practical/ Assignment/ Exercise:** Group discussion, Seminar presentation

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**SUGGESTED READINGS:**

- 1) Baran, J. Stanley; *Introduction to Mass Communication: Media Literacy and Culture*; McGraw-Hill
- 2) Vilanilam, V. John. *Mass Communication in India - A Sociological Perspective*; Sage Publications
- 3) McQuail, Dennis; *Mass Communication Theory*; Sage Publications
- 4) Singhal, A.; Rogers, E. M.; *India's Communication Revolution - From Bullock Carts to Cyber Marts*; Sage Publications
- 5) DeFleur, Dennis; *Understanding Mass Communication*; Houghton Mifflin Company
- 6) Vivian, John; *the Media of Mass Communication*; Pearson
- 7) Stanley, Dennis; Baran J.; *Mass Communication Theory & Practice*; Wadsworth Publishing Company
- 8) Dominick, Joseph R.; *the Dynamics of Mass Communication*; McGraw-Hill
- 9) Facets of Indian Culture by Vidya (Author), R. (Author), Rajaram (Author), Kalpana (Author), Spectrum-facets-of-Indian-culture
- 10) Samreshan Vidha Dayaram Vishwakarma Shreeram Prakashan Varanasi (Hindi)
- 11) Sampreshan Pratirooptatha Sidhanth, Dr. Shrikant Singh (Hindi)

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**SEMESTER-II**  
**FILM & TELEVISION PRODUCTION BASICS**

**Unit 1: INTRODUCTION TO MOTION PICTURES**

The Birth of an Image

Image Formation in eye, celluloid and sensors

Brief History of world and Indian Cinema

Celluloid versus Digital Film Making

Credit Distribution			
L	T	P	C
4	0	2	6

**Unit 2: GENRES, STYLES & COMPONENTS**

Different Genres of films & Television Programs

TV Program Formats

Web series

Narrative & Documentary styles

Ingredients - Script, Sound, Visuals, Performers

**Unit 3: VISUAL GRAMMAR**

Film & TV Terminology

Visual Grammar, Shot and type of shot,

Camera Movements & Angles

**Unit 4: FILM PRODUCTION to EXHIBITION & BEYOND**

Key Film Making & TV Production Departments

Personnel and Roles

Marketing, Distribution, Exhibition, Censorship

**Practical:** Film Screening, Student Seminar, Group Discussion, PPT Presentation by Students,  
Basic Shots and Continuity Exercises

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**SUGGESTED READINGS:**

- Fundamentals of Television Production: Donald, Ralph & Spann, Published 2000, Blackwell Publishing
- Film Production Management: Bastian Clevé, Published 2003, Focal Press
- Editing Today: Smith, Ron F. & O'Connell, L.M, Published 2003, Blackwell Publishing
- Television Production Handbook: Zettl, Herbert, Published 2005, Thomson Wadsworth.
- Bollywood: A Guidebook to Popular Hindi Cinema (Routledge Film Guidebooks) Paperback – by Tejaswini Ganti
- Art and Production: Sarkar, N.N
- TV Production: Gerald Millerson, Published 1993, Focal Press
- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger

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**SEMESTER-II**  
**ENVIRONMENTAL STUDIES**

**UNIT I - ENVIRONMENTAL AND NATURAL RESOURCES**

Definition, Scope, Importance

Natural Resources – Forest Resources – Use, Exploitation, Deforestation,

Construction of Multipurpose dams, effect of forests

Water Resources – Use of surface and subsurface Water, Effect of floods, Drought, Water conflicts, Food Resources

Food Problem, Advantages and Disadvantages of fertilizers and Pesticides, Effect on Environment

Energy Resources – Need to Develop Renewable Energy

Land Resources – Land Degradation, Landslides, Soil erosion, Desertification and case studies

Credit Distribution			
L	T	P	C
4	0	0	4

**UNIT II - ECOLOGY AND BIO-DIVERSITY**

Concept of Ecosystem

Structure and function of an Ecosystem

Producers, Consumers and Decomposers

Energy flow, Ecological Succession

Food chain, Food web and Ecological Pyramids

Bio Diversity: Definition, Genetic, Species and Ecosystem Diversity

Bio-Geographical classification of India, hotspots, threats related to habitat loss

Poaching of wildlife, man-wildlife conflicts

Conservation of Bio-Diversity

**UNIT III - ENVIRONMENTAL POLLUTION**

Definition – Causes, Pollution Effects and Control

Measures of Air, Water, Soil, Marine, Noise, Thermal, Nuclear hazards

Solid waste management: Causes, Effects and Control Measures of Urban and Industrial Waste

Pollution Measures, Case Studies

Disaster Management: Floods, Earthquake, Cyclone and Landslides.

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**UNIT IV- SOCIAL ISSUES AND THE ENVIRONMENT**

Urban Problems Related to Energy and Sustainable Development

Water Conservation, Rain water Harvesting, Watershed Management

Problems Related to Rehabilitation – Case Studies, Wasteland Reclamation

Consumerism and Waste Products – Environment Protection Act, Air Water, Wildlife, Forest Conservation Act

Environmental Legislation and Public Awareness

**UNIT V- HUMAN POPULATION AND THE ENVIRONMENT**

Population growth, variation among nations

Population Explosion – Family Welfare Programme

Environmental and Human Health

Human Rights, Value Education, HIV / AIDS, Women and Child Welfare

Role of Information Technology – Visit to local Polluted site / Case studies

Customer Orientation – QFD – CSM – TQM Models – Case studies.

**SUGGESTED READINGS:**

- Keerthinarayana And Daniel Yesudian, 'Environmental Science And Engineering', Hi-Tech Publications
- Erachbharucha, "A Text Book for Environmental Studies", Text Book of University Grants Commission,
- Peavy. H.S.D.R. Rowe and George T, "Environmental Engineering", New York: Mcgraw Hill,
- Metcalf and Eddy, "Wastewater Engineering: Treatment and Reuse", Tata Mcgraw Hill,

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**SEMESTER-II**  
**PRODUCTION SOUND**

**UNIT-I: INTRODUCTION TO SOUND**

The Power of Sound  
Fundamentals of Film Sound  
Dimensions and Sound Perspective

Credit Distribution			
L	T	P	C
2	0	2	4

**UNIT-II: AUDIO FORMATS**

Selection Alteration and Combination  
Sound—Components of Sound Track and Uses  
Vocals, Sound Effects, Background Score  
Music and Silence  
Diegetic and Non Diegetic  
Transition

**UNIT-III: ORIGINAL MUSIC COMPOSITIONS**

Dubbing and Subtitles  
Ambient Sound  
Audio Recording/Editing Software  
Analog versus Digital Sound

**UNIT-IV: RECORDING SOUND**

Cables and Connectors  
Specialized Mikes and their uses  
Outdoor Sound Recording Exercise  
On Location Sound and Dubbing

**Practical**

- Sound Recording/Editing on given theme.

**SUGGESTED READINGS:**

- Broadcast Sound Technology, By Michael Talbot-Smith
- Handbook for Sound Engineers By Glen Ballou
- This is All India Radio: P.C. Chatterjee, Publication Division, New Delhi
- News Writing: George A. Hough, Kanishka Publication, New Delhi

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# **SYLLABUS**

## **Semester - III**

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**SEMESTER-III**

**पटकथा लेखन**

**खंड-I: कहानी का उद्भव और विकास**

स्क्रिप्ट को समझना

आइडियाकल्पना शक्ति और संकल्पना

कहानीकहानी का अर्थ

प्लॉटकहानी से प्लॉट अलग कैसे -

नाटक का औपचारिक प्रारूप

नाट्य लेखन के तत्त्व

Credit Distribution			
L	T	P	C
4	0	2	6

**खंड II: पटकथा लेखन की मुख्य बातें**

पटकथा क्या है?

पटकथा शब्दावली

चरित्र और पटकथा लेखन में इसका महत्व

संघर्ष और संघर्ष के प्रकार

प्लॉट बेस पटकथा लेखन

-3एक्ट संरचना

कहानी पटकथा में परिसर, विषयवस्तु और भाव-

श्रोता परिप्रेक्ष्य

**खंड III: पटकथा का प्रारूप**

लघु फिल्म प्रारूप

लेखन अभ्यास के साथ अनुकूलन की कला

पटकथा के परिप्रेक्ष्य में फिल्मों का विश्लेषण

पटकथा लेखनके लिए बेसिक सॉफ्टवेयर (सेल्टैक्स आदि)

प्रोजेक्ट:

• कक्षा में पटकथा पढ़ें और उसका अध्ययन करें

• एक लघु कहानी के आधार पर एक छोटी फिल्म की पटकथा लिखें

**खंड IV: नॉनलिनियर- संरचना**

फ्लैशबैक फ्लैश फॉरवर्ड /

मल्टी प्लॉट्स

बहु नायकीय कहानियाँ

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टेलीविजन के लिए लेखन की मूल बातें -फिक्शन एंड नॉन)फिक्शन ( एपिसोड और ड्रामा के तत्व  
नॉन फिक्शन-की मुख्य बातें  
वेब सीरीज

**प्रोजेक्ट:**

- टीवी एपिसोड ) फिक्शन और नॉन-फिक्शन देखना और उनका विश्लेषण करना
- मिनट की अवधि में पिच परियोजना 5
- फीचर फिल्म के लिए ट्रीटमेंट लिखना
- कहानी का कॉन्सेप्ट लिखना 1 , पेज का सिनोप्सिस लिखना 5-4 , पेज का ट्रीटमेंट लिखना

**Suggested Readings:**

- Lajos Egri, The Art Of Dramatic Writing
- Robert McKee, Story: Substance, Structure, Style, and the Principles of Screenwriting
- Linda Seger, Making A Good Script Great
- David Mamet, On Directing Film
- Micheal Rabiger, On Direction
- Syd Field, Screenplay: The Foundations of Screenwriting
- David Trottier, The Screenwriter's Bible

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Newly Added

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**SEMESTER-III**  
**DIGITAL MEDIA**

**UNIT I - INTRODUCTION TO DIGITAL MEDIA**

History and development of Digital media

Basics and characteristics of Digital Journalism

Differences with the print and broadcast media

New Trends in Digital Media

**Practical:** PPT presentation and students' seminar

**UNIT II-NEWS ON THE WEB**

E-newspapers, E-magazines,

Digital tools for journalist

Basics of digital news publishing

Web writing, Editing of digital content, SEO

Useful applications

**Practical:** Blogging, Writing and editing for web.

**UNIT III- SOCIAL MEDIA**

Characteristics of social media

Types of social media: Facebook, Twitter, Linked-in, WhatsApp, youtube etc.

Blogging and micro blogging

Characteristics of social bookmarking sites

Launching your own website, youtube channel

Social Media Movements, Social Media & Elections, Issues of Concern

**Practical:** Group Discussions and students' seminar

**UNIT IV – LAWS & ETHICS**

Major Cyber Laws and cyber security

Ethics of Digital Media

**Practical:** Group Discussions and students' seminar

**UNIT V – AD, PR AND MEDIA METRICS**

Digital media as a tool for Ad and PR

Credit Distribution			
L	T	P	C
4	0	2	6

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**Marketing and branding**

**Metrics, Audience Development, Statistics of Social Media Sites**

**Projects: Five Audio/ Visual stories for websites. Publication of minimum 10 blogs.**

**SUGGESTED READINGS:**

- Marshall, P. D. (2004). New Media Cultures, Oxford University Press.
- Dewdney, A. & Ride, P. (2006). The New Media Handbook, Routledge, London.
- Felix, L. Stolarx, D. (2006). Video blogging & Podcasting, Focal Press.
- Schmidt, E. & Cohen, J. (2013). The New Digital Age, John Murray.
- Ward, M. (2002). Journalism Online, Focal Press.
- Thornburg, R. M. (2011). Producing Online News: Stronger Stories, CQ Press, Washington.
- Hall, J. (2001). Online Journalism, A Critical Primer, Pluto Press, London
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

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**SEMESTER-III**  
**CINEMATOGRAPHY**

**UNIT-I: CONCEPTS AND TOOLS OF LIGHTING**

Characteristics of Light & Basic Lighting Principals

Light Accessories & Light Sources

Measuring Light - Light Meters - Controlling Light Intensity

Color Temperature

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT-II: LIGHTING STYLES**

Natural and Artificial Light

Light planning: Subject, Camera/Cameras, Surroundings, Atmosphere

Lighting on Location

Lighting and Continuity

Camera Movement (Track-trolley), Camera Movement (Lens Perspective)

**UNIT-III: ANALOG AND DIGITAL IMAGE**

Camera Support System (DSLR/ENG) and Accessories

Digital Camera Image Formation

Set Lighting

Study of Colors

**UNIT-IV: SHOOTING STYLES & CONSIDERATIONS**

Shooting for Fiction,

Non-fiction (Documentary, News, etc.)

Studio Shoot (Single/Multi camera)

Considerations while choosing a location

Considerations while choosing colors and textures

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**UNIT-V**

**Camera Practical**

- Introduction and Familiarization to Camera Equipment and Accessories.
- 3 Point Lighting Exercise
- Camera Movement Exercise
- Shooting a two min film as a group exercise.

**SUGGESTED READINGS:**

- Motion Picture and Video Lighting, Brown: Blain, Focal Press, 1996
- Film and Video Terms and Concepts: Ferncase, Richard K. Boston: Focal Press, 1995
- Television Production Handbook: Zettl, Herbert Published 2005, Thomson Wadsworth
- TV Production: Gerald Millerson Published 1993, Focal Press
- Advanced Digital Photography: Katharina Grimme

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**SEMESTER-III**  
**EDITING**

**UNIT-I: GRAMMAR & RULES OF EDITING**

Types of Shots, A and B rolls, Transitions, cutaway,

Principles of Continuity, Rhythm Pace and Emotion

Temporal Articulation

Use of Sound for Construction

Time and Space on Screen

Cinematic Time

Credit Distribution			
L	T	P	C
2	0	2	4

**UNIT-II: HISTORY OF FILM EDITING**

Editor as Storyteller And Understanding The Narrative Structure

Role of an Editor - DW Griffith, Georges Méliès, Akira Kurosawa and other pioneers,

Lev Kuleshov's Experiment

Montage Theory (Pudovkin and Eisenstein)

The Language of Cinema

Women in Editing

**UNIT-III INTRO TO ADOBE PREMIERE PRO CC**

Features and Functions of Premiere Pro

Difference between Linear and Non- linear Editing

Non-Linear Editing (NLE) Techniques

Timeline & Ingesting

**UNI-IV PROJECT**

- Relevant Practical
- Montage Editing and Continuity Editing

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**SUGGESTED READINGS:**

- The Technique Of Film Editing, Karel Reisz, Gavin Miller
- In the Blink of an Eye, Walter Murch
- The Technique Of Film And Video Editing, Ken Dancyger
- The Story of Film, Mark Cousins

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# SYLLABUS

## Semester - IV

Newly Added

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**SEMESTER-IV**  
**STORY TELLING AND CREATIVE WRITING**

**UNIT I – CONCEPT OF CREATIVE WRITING**

Fiction and Non-Fiction writing, Idea generation

Story, Character, Conflict and Motifs

Formal Structure of Drama

Story Reading in Class Room (Hindi/English)

Review of Readings

Poetry/Short story Writing

**Project:** Write Two Short stories or Poetry.

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II - IDEATION AND CONCEPT DEVELOPMENT**

Content development (based on sound, situation and photos)

Creative Analysis on Print Content Creative Analysis on Radio and Television content Creative

Analysis on News Content writing (Print, Radio and TV)

**Project:**

1. Group Discussion and Participation on content development.
2. Plan a booklet. Tasks include title, theme, Page design, Art, choice of software platform, and criteria for accepting manuscripts. (Group- wise)
3. Prepare a detail Report on creative content analysis

**UNIT III - WRITING ON DIFFERENT ISSUES:**

i. Social

ii. Economy

iii. Legal

iv. History etc.

Different creative Genres and writings

**Project**

Generate content on the basis of observational trip and prepare a Report.

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**UNIT IV - ENTERTAINMENT AND CREATIVE WRITING**

Core Elements and Metaphor in Writing

Film Review

Book Review

**Project:**

Review on any film/book/program and make presentation.

**SUGGESTED READINGS:**

- The art of creative writing, Lajos Egri
- Bird by Bird: Some Instructions on Writing and Life (Paperback) by Anne LaMotte
- Back to Creative Writing School (Paperback) by Bridget Whelan
- Writing Fiction: A Guide to Narrative Craft (Paperback) by Janet Burroway

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Newly Added

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**SEMESTER-IV**  
**BASICS OF MEDIA RESEARCH**

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT I-INTRODUCTION TO MEDIA RESEARCH**

Research-Concept, Role & Function, Importance of Research

Steps of Research

Types of Research, Areas of Media Research

**Class Exercises:** Writing of Hypothesis and Research Problems

**UNIT II-RESEARCH METHODOLOGY**

Qualitative-Quantitative Technique

Content Analysis, Survey Method, Observation Methods

Experimental Studies, Case Studies, Historical research

**Class Exercises:** 1-Conducting Survey 2-Content analysis of two Newspapers

**UNIT III-SAMPLING**

Need for Sampling, Sampling Methods, Representativeness of the Samples, Sampling Error

Tools of data collection: Primary and Secondary data-Questionnaire, Focus Groups, Telephone, Surveys,

Online Polls, Published work

**Class Exercises:** Writing questionnaires

**UNIT IV-METHODS OF ANALYSIS AND REPORT WRITING**

Data Analysis Techniques; Coding and Tabulation

Working with Archives; Library Research; Working with Internet as a source

Writing Citations, Bibliography

**Class Exercises:** Class Presentation about report writing

**UNIT V-DATA JOURNALISM**

Importance of Data Journalism

Skills required for data journalism

Data sources, Tips for Working with Data

**Class Exercises:** Data based reports writing

**Research Practical**

1. Report writing: elements and importance of report writing,

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2. Use of research for television, radio films and other media

**SUGGESTED READINGS:**

- Wimmer, Roger D.; Dominick, Joseph R.; *Mass Media Research*; Cengage Learning
- Berger, Arthur Asa; *Media and Communication Research Methods*; Sage publications
- Hawkins, Clifford; *Research: How to Plan, Speak and Write About it*; Springer Publications
- Priest, Susanna Hornig; *Doing Media Research: An Introduction*; Sage Publication
- SamajikAnusandhan, Dr. D. S. Beghel (Hindi)
- Media Shodh Ritu Goshthi lakshya Publication (Hindi)
- Anusandhan ke pravidhi aur prakriyaein Rajendra Mishra Takshila Publications (Hindi)

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**SEMESTER-IV**  
**DIRECTION**

**UNIT-I: THE DIRECTOR**

Cinema, Director & Directing

Direction Theory

Space and Time in Cinema

Elements of Shot and Composition

Credit Distribution			
L	T	P	C
4	0	2	6

**DIRECTION PRACTICAL:**

- Actuality – Exercises In Observation
- Silent, Static, Focusing On Composition And Exploring A Given Theme

**UNIT-II: CINEMA AS DIRECTORIAL ART**

General Introduction to Cinema

Understanding the Moving Images as Signs, symbol and Semiotics

Space and Time to Cinematic Space and Cinematic Time

Visual Art Component

**UNIT-III: THE JOB OF A DIRECTOR**

Creative and Managerial Functions of the Director

Handling Cast and Crew

Auditions and Workshop

Shot Division, Scheduling, Budgeting

**UNIT-IV: MISE-en-SCENE, MONTAGE & SOUND**

Basic Concepts of Mise-en-scene

Montage Theory

Continuity and Narrative Cinema

Elements of Sound in Cinema

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**DIRECTION PRACTICAL:**

- 10 Shot, Silent, Static, In One Location, Exploring Spatial Continuity And Eye-Line Matching

**UNIT-V: THE SCRIPT**

Elements of Fictional Narrative: Character Action, Setting, Dialogue

Elements of Drama: Conflict, Mystery, Surprise, Suspense, Dramatic Irony

Construction of a Scene Outline, Step Outline, Treatment, Drafts

**PRACTICAL EXERCISE (WITH DIALOGUE)**

- 2-3 minutes continuity and Mise-en-scene exercises.

**SUGGESTED READINGS:**

- The Art of Creative Writing, Lajos Egri
- The Art of Dramatic Writing Lajos Egri
- Directing: Film Techniques and Aesthetics- Michael Rabiger and Mick Hurbis-Cherrier
- How to read a film : James Monaco
- Documentary Screens - Keith Beattie
- Documentary Storytelling - Sheila Curran Bernard
- Story - Robert Mackee
- Screenplay Writing - Syd Field
- Directing the Documentary - Michael Rabiger
- Mass Communication Principle and Concepts – Seema Hasan
- The 5 C's of Cinematography Joseph - V Mascelli
- In the Blink of an Eye - Walter Murch
- Film History: An Introduction - Kristin Thompson

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**SEMESTER-IV**  
**ADVANCE TV PRODUCTION**

**UNIT I - LIGHTING TECHNIQUES**

Importance of lighting in television production

Lighting equipment and their usage

Use of filters and reflectors

Basics of lighting techniques: three-point lighting (Studio and Outdoor)

low key and High key lighting

**Practical-** Shot practice by using three-point and various lighting condition

Credit Distribution			
L	T	P	C
2	0	2	4

**UNIT II - SOUND RECORDING TECHNIQUES**

Importance of Sound

Types of Sound and recording technique

Microphones and Software Uses in Programme

Narration, dialogue and voice over in Programme

Final Sound Mixing

**Practical-** Recording Outdoor Sound on given theme /

Dubbing exercises / Foley exercises

**UNIT III - VIDEO EDITING**

Video editing Aesthetics

Continuity Editing

Editing for Discontinuity

Basic Editing – Premier Pro & FCP

Basics video editing techniques

Uses of cut-away and cut-ins

Teasers, Promo, Ads and Montage Sequencing (Practical Exercise)

**Practical-** Writing, shooting and editing 30-60 sec Teaser & Promo

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**UNIT IV - DOCUMENTARY**

Types of Documentary

Analysis of National and International Documentaries

Writing for Proposals for Documentary

**Practical-** Writing proposal for a Documentary- 10 minutes

**UNIT V - PROJECT**

Production of up to 10 minutes Documentary in given time period

Production of up to 10 minutes Live Talk Show/ News Bulletin

**SUGGESTED READINGS:**

- Kenny, Robert F.; Teaching TV Production in a Digital World; Library Unlimited Publications
- Lezzi, Frank; Understanding TV Production; Prentice Hall of India
- Bettinger, Hoyland; Television Techniques; Harper and Brothers Publisher
- Tyrell, Robert; The Work of a TV Journalist; Focal Press
- Scannell, Paddy; Radio, TV & Modern Life; Blackwell Publication
- Craft, John; Leigh, Frederic A.; Godfrey, Donald G.; Electronic Media; Wordsworth Thomson Learning
- Belavadi, Vasuki; *Video Production*; Oxford University Press
- Schultz, Brad; *Broadcast News Producing*; Sage Publication
- Khabre Vistar Se-Dr. Mukesh Kumar and Dr. Shyam Kashyap, RajkamalPrakashan(hindi)
- Chanelokechrehre- Dr. Mukesh Kumar and Dr. Shyam Kashyap, RajkamalPrakashan(Hindi)

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# **SYLLABUS**

## **Semester - V**

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**SEMESTER-V**

SEMESTER-V

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT I:**

Introduction to the course

What is Film & Television Production?

History of Film & Television Production

Types of Film & Television Production

Importance of Film & Television Production

**UNIT II:**

Scripting, Storyboarding, Casting, Location Scouting, Production Design, etc.

Production Planning, Production Management, Production Control, etc.

Production Finance, Production Marketing, Production Distribution, etc.

Production Technology, Production Safety, etc.

Production Ethics, Production Environment, etc.

**UNIT III:**

Production Planning, Production Management, Production Control, etc.

Production Finance, Production Marketing, Production Distribution, etc.

Production Technology, Production Safety, etc.

Production Ethics, Production Environment, etc.

Production Planning, Production Management, Production Control, etc.

Production Finance, Production Marketing, Production Distribution, etc.

Production Technology, Production Safety, etc.

Production Ethics, Production Environment, etc.

**UNIT IV:**

Production Planning, Production Management, Production Control, etc.

Production Finance, Production Marketing, Production Distribution, etc.

Production Technology, Production Safety, etc.

Production Ethics, Production Environment, etc.

Production Planning, Production Management, Production Control, etc.

Production Finance, Production Marketing, Production Distribution, etc.

Production Technology, Production Safety, etc.

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**Suggested Readings:**

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- Story: Style, Structure, Substance, and the Principles of Screenwriting
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kabir, Nasreen Munni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford University Press.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.
- 1. Ed. Bill Nichols; Movies and Method' 2 - Volumes; University of California.

**SEMESTER-V**  
**MEDIA LAWS AND ETHICS**

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**UNIT I - FREEDOM OF PRESS AND CONSTITUTION OF INDIA**

**Role of media laws and ethics**

Freedom of expression and constitution of India

Concepts and scope of Media freedom

**Debates on content code, media regulations**

**Practical:** Group discussion on Freedom of Speech and Expression

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II – IMPORTANT ACTS AND JUDICIARY**

**Parliamentary Privileges**

Contempt of Courts Act 1971,

Defamation and its types

Right to information Act

**Practical:** Study of cases related to Defamation and Contempt of Court

**UNIT III - MEDIA ACTS AND LAWS**

Press & Registration of Books Act 1867

**Working Journalists and Non-journalists Act 1955**

Cinematograph Act 1952, (1 P)

Official Secrets Act

Copyright Act, IT Act, Cable TV Act

**Practical:** Case study on cases related to various acts.

**UNIT IV - MEDIA ETHICS**

Introduction to media ethics

**Self Regulation for Media**

**Language and Media Ethics**

**New technologies and Ethics**

**Ethics of Reporting (Investigative Journalism and Sting Operation)**

**Practical:** Group discussions and student's seminars

**UNIT V – REGULATORY BODIES**

**Press Council of India and need of Media council**

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BEA, NBSA

Central board of certification (Censor board)

Advertising Standards Council of India

Indian film critics associations

Film distributors of India

Global media ethics

**Practical:** Group Discussion and seminar presentations

**PROJECT**

To write special report on media freedom in different countries

To analyze Defamation and contempt on the basis of 2-3 cases

To analyze cinematography act and role of censor board

Case study on cases related to Copyright Act.

**SUGGESTED READINGS:**

- Durga Das Basu, Law of the Press, Printing hall of India
- Neelamalar. Media Law and Ethics. PHI Learning. Delhi. 2010.
- Kashyap, S C. Our Constitution. NBT. Delhi. 2005.
- Clifford G., et al. Media Ethics Longman. New York. 2002.
- Prasad, Kiran. Media Law and Ethics: Readings in Communication Regulation B R Publishing. Delhi. 2009.
- Patrakarita Evam Press Vidhi, Dr. Basantilal Babel Suvidha Law House (Hindi)
- Samachar Patra Vyavsaay Evam Press Kanoon, Dr. Sanjeev Bhanavat Shipra mathur Jaipur (Hindi)
- Bharat Mei Press Vidhi, Dr. Nand kishore Tripathi Vishvavidyalaya Prakashan Varanasi (Hindi)

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**SEMESTER-III**  
**INTRODUCTION TO ADVERTISING**  
**AND PUBLIC RELATIONS**

newly added

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**UNIT I: INTRODUCTION TO ADVERTISING**

Concept & Functions of Advertising, types of Advertising

Evolution of Advertising in India and the world;

Advertising media; Theories of Advertising –Stimulus Response Theory, Starch Model, AIDA,

AIDCA, DAGMAR approach;

Advertising, Publicity & Propaganda

**Practical:** Student seminar and group discussions

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT II: CREATIVE STRATEGY AND MEDIA PLANNING**

USP, Appeals in advertising, Message strategy

Visualizing an Ad, Ad strategies for different stages of PLC

Copywriting: Idea generation, Copywriting Principles, Copy devices, Jargons

Ad copywriting for different media

Factors influencing media planning - media strategy, media scheduling, media mapping

**Practical:** Student seminar and group discussions, Layout-Formal and informal

**UNIT III: NEW TRENDS IN ADVERTISING**

Digital and social media advertising

Mobile advertising,

Consumer behavior

**Practical:** Student seminar and group discussions, Ad making for different mediums

**UNIT IV: UNDERSTANDING PUBLIC RELATIONS**

Concept of Public Relations and its types

Lobbying, PR viz-à-viz advertising

Functions of PR department, Organizational structure, PR skills, PR tools.

PR Agencies -Structure and Functions of Agency,

Client- Agency-Media interface, Client Servicing

**Practical:** Writing Press release & Organizing Press Conferences

**UNIT V: ORGANIZATIONAL BEHAVIOR**

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Electronic-PR, Strategic PR, Organizational Communication

Media characteristics: Media selection, Media buying, Media briefing

Making of House Style

Organizational crisis and role of PR

**Practical:** Student seminar and group discussions

**SUGGESTED READINGS:**

- Jethwaney, Jaishri&Jain, Shruti(2012) , Advertising Management, OUP India
- Sachdeva, Iqbal S. (2009), Public Relations – Principles and Practices, OUP
- Ogilvy, David. (2001). Ogilvy on Advertising, Prion.
- Valladares, June A. (2000). The Craft of Copywriting. Sage Publications.
- Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
- White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
- Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley
- Douglas Torin The Complete Guide to Advertising: MacMilan, London
- Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi
- Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
- Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
- Heath Robert L Handbook of Public Relations, Sage Publications, New Delhi
- K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons

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**SEMESTER-V**  
**SOUND, DUBBING & EFFECTS**

**UNIT-I: AUDIO POST-PRODUCTION FOR FILM**

Introduction Digital Audio Workstation (DAW's)

Defining Film Sound

The Audio Post-Production Process

ADR (Automated Dialogue Replacement)

Dubbing

Sound Effects Editing and Design

Foley Recording (Human Sound Effects Recorded in Sync with Picture)

Music Composition and Music Editing

Mixing (Also Called Re-recording)

Credit Distribution

L	T	P	C
4	0	2	6

**UNIT-II: SOUND EFFECTS IN FILM**

Introduction to Sound effects

Sound Effects Use in Cinema

Editing Tips and Creative Sound Effects

Music Editing and Design

**UNIT-III: SOUND MIXING**

Background Music

How to Mix Dialogue as it was recorded on Set

How to add Compression and a Limiter

How to create and work with an Ambience Tracks

Mixing Optical Sound Tracks

Difference between Analog and Digital Signal

THX-DOLBY-ULTRA

STEREO-DTS-SDDS

Sound Mixer & Equalizer

Song Mixing

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**PRACTICAL**

- **NUENDO**
- **FL STUDIO**
- **Q-BASE**
- **Dubbing Exercise on given scene.**
- **Re-doing/mastering/mixing/ of a given scene.**

**SUGGESTED READINGS:**

- Mastering Audio, The art and the science by Bob Katz.
- The Art of Mixing
- Mixing Secrets by Mike Senior

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**SEMESTER-V**

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**ADVANCE EDITING**

**UNIT-I: DIGITAL AND ANALOG EDITING**

FCP and other Editing Machine

Features and Functions of FCP

Transitions

Key Framing & Filters

Genres and Editing Styles

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT-II: ADVANCE TECHNIQUES OF EDITING**

Non-Linear Editing Compositing

Cross Cutting, Parallel Cutting

Working on Audio

Music and Sound Editing

Editing for Discontinuity

Color Correction and Color Grading

Titling

**UNIT-III: ONLINE EDITING**

Video Switching

Single Camera/Multi Camera

Cues and Commands

**PROJECT**

- Relevant Practical

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**SUGGESTED READINGS:**

- The Technique Of Film Editing, Karel Reisz, Gavin Miller
- In the Blink of an Eye, Walter Murch
- The Technique Of Film And Video Editing, Ken Dancyger
- The Story of Film, Mark Cousins

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**SEMESTER-V**  
**FILM DISTRIBUTION & EXHIBITION**

**UNIT-I: FILM BUSINESS**

Brief History of the Film industry and Film Marketing  
Film Distribution and Territories  
Major Distributors in Indian Film Industry  
Over Seas Film Marketing and Distribution  
Marketing Success and flops

Credit Distribution			
L	T	P	C
4	0	2	6

**UNIT-II: ORGANISED & INDEPENDENT DISTRIBUTION**

Studio Systems and Independents Distribution and Marketing  
Marketing Overview and the Marketing Plan  
Marketing Research  
Major Strategy of Film Marketing  
Marketing and Producing Partners  
Domestic & Overseas (worldwide) Release

**UNIT-III: POSITIONING THE FILM**

Target Audience  
Publicity  
National and Regional Strategy for Publicity  
Media Plan Development (TV, Radio, Print, Online)  
Trailers and TV spots, Poster, Print / outdoor and online Publicity Strategy  
Review and Features

**UNIT-V: RELEASE & DISTRIBUTION**

Understanding Release Dates and Release Patterns  
In-theater Distribution and Box Office Settlements  
Box Office Reporting  
Exhibition and Promotions  
Chains vs. Independents  
Trailer Placement  
Product Placement  
Retail Partners  
VOD Distribution and Marketing  
DTV Options and Marketing  
Music / Soundtracks / Licensing

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**SUGGESTED READINGS:**

- Understanding Audiences: Andy Ruddock, Sage Publications
- Bollywood: A Guidebook to Popular Hindi Cinema By Tejaswini Ganti
- From Bombay to Bollywood: The Making of a Global Media Industry, Aswin Punathambekar
- Mass Media Research: Roger Wimmer and Joseph Dominick, Thomson Wadsworth publishers
- Understanding Mass Communication: DeFleur/Dennis

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## **Semester - VI**

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**BFTP - SEMESTER-VI**  
**READING AND REVIEWING FILMS (ENGLISH LANGUAGE) - 9160601**

*This Course is designed for inculcating a habit / culture of watching / viewing world and Indian Cinema. The classics, the milestone films, the cinema noir et al are part of this package. In this course the students will learn to analyze and review the salient features of film-making. The screening will be compulsory; like they have in other film schools of repute. The selection of films is left to the judgment of the course teacher. The screened films will be discussed and analyzed after the screening.*

Credit Distribution			
L	T	P	C
4	0	2	6

The Selection of **Films for screening** will broadly fall under the following categories:

1. World Cinema
2. Hollywood
3. Asian Masters
4. European cinema
5. Cult classics
6. Indie Cinema
7. Third World Cinema
8. Iranian, Turkish and Korean classics
9. Japanese Masters
10. Indian Classics and masterpieces
11. Documentaries and Non-Fiction Films

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**PRACTICAL**

- **Reviewing Films and Students' Seminar, Group Discussion, PPT Presentations**

**SUGGESTED READINGS:**

- Monaco, James, et al. 2000. How to Read a Film: The Art, Technology, Language, History, and Theory of Film and Media. New York: Oxford University Press.
- Directing: Film Techniques and Aesthetics, Michael Rabiger
- Story: Style, Structure, Substance, and the Principles of Screenwriting
- Cook, David A. 1981. A History of Narrative Film. New York: Norton.
- Bordwell, David, and Kristin Thompson. 1996. Film Art: An Introduction. New York: The McGraw-Hill Companies.
- Hill, John, and Pamela Church Gibson. 1998. The Oxford Guide to Film Studies. Oxford: Oxford University Press.
- Kabir, Nasreen Munni. 1996. Guru Dutt: A Life in Cinema. Delhi: Oxford University Press.
- Prasad, M. Madhava. 1998. Ideology of the Hindi Film: a Historical Construction. Delhi; New York: Oxford University Press.
- Rajadhyaksha, Ashish. Indian cinema in the time of celluloid: from Bollywood to the Emergency. Indiana University Press, 2010.

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**BFTP - SEMESTER-VI**  
**PRODUCTION MANAGEMENT - 9160603**

Credit Distribution

**SGT University, Gurugram**  
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L	T	P	C
2	0	2	4

**UNIT I: PRODUCTION PROCESS**

Key Personnel and Role of Production Manager

Role of Line Producer

Scheduling & Budgeting

Time Management

Difference in Managing Fiction and Non-Fiction Production

**Practical: Create various budgeting and Scheduling Charts for a Dummy Television (DSO)**

**Production the parameters of which will be set by the faculty teaching the course.**

**UNIT-II: PRODUCTION RESEARCH/RECCE BASED ON PROJECT REQUIREMENT**

Location Management

Production Management for Location and Studio Shoots

Shooting Abroad

Cash Flow Management and Cost Reporting

Post Production Routes & Delivery for Film & Television

**Practicals: Create various Production Management Modules and Excel Charts for a**

**Dummy Production the parameters of which will be set by the faculty teaching the course.**

**UNIT-III: LEGALITIES IN PRODUCTION PROCESS**

Contracts

IPR and Copyright Issues

**UNIT-IV: SAFETY ISSUES**

First Aid for Film & TV Production

Health & Safety

**PRACTICAL:**

- **Preparing Budgets, Call Sheet, Shoot Schedules**

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**SUGGESTED READINGS:**

- Fundamentals of Television Production: Donald, Ralph & Spann, Published 2000, Blackwell Publishing
- Film Production Management: Bastian Clevé, Published 2003, Focal Press
- Editing Today: Smith, Ron F. & O'Connell, L.M, Published 2003, Blackwell Publishing
- Television Production Handbook: Zettl, Herbert, Published 2005, Thomson Wadsworth.
- Art and Production: Sarkar, N.N TV Production: Gerald Millerson, Published 1993, Focal Press

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**SEMESTER-VI**  
**GRAPHIC DESIGN**

Credit Distribution
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newly added

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L	T	P	C
4	0	2	6

**UNIT I - VISUAL COMMUNICATION**

Introduction to Visual Communication

Communication as a process

Principles of Visual and other sensory perceptions/colour Psychology and theory

Visual Impact on Masses

Different mediums of Visual Communication

**UNIT II - INTRODUCTION OF GRAPHIC DESIGN**

The Process of Developing Ideas – Verbal, Visual, Combination and Thematic, Visual Thinking,

Design Execution and Presentation, Typefaces

**Elements of Design:** Color, Line, Point, Shape, Space, Texture, Pattern, Form, Value, Contrast

**Design principles:** - Unity/Harmony, Balance, Hierarchy, Scale/Proportion,

Dominance/Emphasis, Similarity and Contrast, Movement/Rhythm

**UNIT III - INTRODUCTION TO SOFTWARE**

Introduction to Adobe Photoshop

Introduction to Adobe In Design

Introduction Corel Draw

Introduction to 2D- Animation

Formats & Resolution, Raster vs. Vector

**UNIT IV - COMPUTER GRAPHICS AND DISPLAY TECHNIQUES**

Magazine Cover Page Design

Banner Design

Editing and Manipulation of Image

News letter, Front cover, Logo design, Poster design, Parallel projection, Perspective projection,

Shading, Morphing, Animation, Virtual reality, Video conferencing concepts

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**PROJECT:**

Design a logo of a product, poster, banner, folder, brochure, photo collage.

**SUGGESTED READINGS:**

- Gordon, B., & Gordon, M. (2002). The complete guide to digital graphic design. Watson-Guptill Publications, Inc..
- Berger, A. A. (1989). Seeing Is Believing: An Introduction to Visual Communication. Mayfield Publishing Company, 1240 Villa Street, Mountain View, CA 94041
- Kress, G. R., & Van Leeuwen, T. (1996). Reading images: The grammar of visual design. Psychology Press.
- Pender, K. R. (1997). Digital Graphic Design. Butterworth-Heinemann
- Conover, C. (2011). Designing for print. John Wiley & Sons
- Arntson, A. E. (2011). Graphic design basics. Cengage Learning
- Roberts, L. (2006). GOOD: an Introduction to Ethics in Graphic Design: Ethics of Graphic
- Design (Vol. 26). Ava Publishing
- Designing the 21st Century by Charlotte J. Fiell, Peter M. Fiell Publisher: Taschen, 2001
- A History of Graphic Design by Philip Meggs Publisher: John Wiley & Sons; 3 edition, 1998
- Art and Illusion: A Study in the Psychology of Pictorial Representation by Ernst Hans Josef Gombrich Publisher: Bollingen; Millennium edition, 2000
- Push Pin Graphic: A Quarter Century of Innovative Design and Illustration by Seymour Chwast, Martin Venezky (introduction) Publisher: Chronicle Books, 2004

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**SEMESTER-VI**

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**PROJECT: FICTION FILM**

*\*This is a 06 Credits Course with provided to the students to seek guidance and for teacher/supervisor to evaluate the progress of their respective projects.*

Credit Distribution			
L	T	P	C
0	0	6	6

**GROUP EXERCISE**

- It is Compulsory for Every Student to Submit a Script of minimum 12-15 Minutes Fiction Film.
- Preparation and Presentation of Final Project Proposal.
- Script Selection Based on Individual Pitches by the Students in Front of Faculty.
- Working Drafts of all the Scripts are to be ready by the End of 5th Semester.
- The Project to be conceived as Primarily Fiction Narrative.
- To be Shot on Location (As decided by the faculty) to be Shot Strictly within Budget.
- Duration: Up to 12 - 15 min.
- Shooting Format: Digital
- Shooting ratio: 1:5

Students Have to Pitch and Show the Project Progress to the Faculty (up to 12-15 Minutes Film).

Before going to **Production** Stage, Students have to Finalize:

- Casting
- Role of Crew (Work Distribution)
- Reece
- Scheduling & Budgeting
- Finalizing the Locations and Permissions.
- Production- Shifts Subject to Approval by the Faculty.
- Editing Post Production: Shifts Subject to Approval by the Faculty.
- Sound Post Production: Shifts Subject to Approval by the Faculty.

**EVALUATION:**

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- The Project Will Be Evaluated By The Board Of Examiners Comprising One Internal And One External Examiner.

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**SEMESTER-VI**  
**INTERNSHIP**

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It is a 4-6 weeks faculty supervised internship program which a BA (Films & Television Production) student has to undertake compulsorily. During this tenure he/she is expected to undertake a training assignment by getting attached to an established film/media production house. It not only acquaints the student with the media house work culture, but will also open avenues for related job opportunities.

Students need to submit the Internship experience letter / training report (duly signed by an authorized signatory of the organization) to the department on the completion of the internship. Without a proof of **SUCCESSFUL COMPLETION** of **INTERNSHIP** a degree will not be awarded to a student.

Surprise checks and visits by a faculty member or an officer of the university to the place of internship of a student will be a norm and practice. Any student not undergoing internship or misleading the university will not be awarded the degree.

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**BFTP - SEMESTER-VI**  
**DOCUMENTARY FILM MAKING - 9160609**

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L	T	P	C
4	0	2	6

**UNIT-I**

**CURRENT SCENARIO OF DOCUMENTARY FILMS IN INDIA AND ABROAD**

History of Documentary

Type of Documentary

Television Documentary

Documentary film and Social Sciences

Social, Political and Historical issues in Documentary films

**PROJECT-**

- Mandatory Screening of Documentaries
- Making a diary on the Film Screening

**UNIT-II**

**DOCUMENTARY PRODUCTION (PRE TO POST) (IDEA, RESEARCH AND SCRIPTING)**

Scripting the Documentary

Proposal/Treatment/Synopsis Writing

Human Interaction and Interview Techniques

Interview Analysis

Voice Over

Documentary and Reality

**PROJECT-**

- Mandatory Screening of Documentaries.
- Making a diary on the Film Screening
- Shooting and Editing of 2-3 min Documentary.

**UNIT-III**

**MODES OF FUNDING**

Distribution and Exhibition of Documentary

Ethics for Documentary Films

Censorship

Film Festivals

PSBT, FD and other Organization

**PROJECT-**

- Mandatory Screening of Documentaries
- Making a diary on the Film Screening, Evaluation and Submission of Diary

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**UNIT-IV**

**PROJECT-**

- To Pitch Proposal for a Documentary Film. As a Group Exercise Make a Documentary Film up to 10 minutes (1:6 ratio) (Within Specified Time Frame Allocated by the Faculty)

**SUGGESTED READINGS:**

- Directing the Documentary, Michael Rabiger (Focal Press 1992)
- Documentary in the Digital Age, Maxine Baker (Focal Press, 2006)
- Theorizing Video Practice, Mike Wayne (Lawrence and Wishart, 1997)
- The Technique of Documentary Film Production, W. Hugh Baddeley (Focal Press, 1963)
- Bill Nichols, Introduction to Documentary, 2<sup>nd</sup> edition, Indiana University Press, 2010.

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