

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (Communication & Media Studies)
Semester: I
Syllabus with Effect from: June – 2010/2011

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| Paper Code: CMS - 404 | Total Credit: |
| Title Of Paper: Electronic Media (Radio & Television) | |

| Unit | Description in detail | Weightage (%) |
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| I | Evolution and growth of electronic media: radio, television and internet. | 20% |
| II | Characteristics of radio, television and Internet as medium of communication; spoken, visual and multiple versions of information through links. | 15% |
| III | Principles and techniques of audio-visual communication; thinking audio and pictures, grammar of sound, visuals and web production. | 15% |
| IV | Technology and skills of linear and non-linear systems of audio- visual communication; sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure through field visits). | 10% |
| V | Transmission of sound, images and data through microwave, satellite, cable and television technologies. | 10% |
| VI | Infrastructure, content and flows on internet, with specific reference to India; reach and access to personal computers and internet connectivity. | 10% |
| VII | Newspaper, magazine, radio, television, and on internet. | 20% |

