

6th SEMESTER

DISCIPLINE SPECIFIC ELECTIVE (DSE)

MCVP616D: MASS COMMUNICATION AND VIDEO PRODUCTION: MEDIA APPRECIATION AND PROJECT

CREDITS: THEORY: 4, PRACTICAL: 2

Unit 1

- Introduction to media appreciation
- Appreciation- subjective and objective
- TV Appreciation
- Appreciation of national award winning TV programmes (two selected by teacher concerned)

Unit 2

- Reviewing documentaries
- Appreciation of award winning ETV programmes (two selected by teacher concerned)
- Reviewing features films
- Appreciation of national award winning features films (two selected by teacher concerned)

Unit 3

- Best film/TV critics in India
- Profile of Nikhat Kazmi,
- Khalid Mehmood
- Amita Malik

Unit 4

Media Project (Practical)

- Production of video documentary [10 min]
- Production of a news bulletin [5 min]
- Production of a video advertisements [1 min]

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Sybil
Fahim