

# UNIVERSITY OF MYSORE

## Syllabus for Ph.D. .Entrance Exam

### Electronic Media

#### **Unit 1: Visual Communication:**

Mass Media and communication, Educational Media, Traditional Media, Film Theatres, Animated Films, Television, Drawings, Photographs, Illustrations, Portraits, Colors, Landscapes, Visual elements in communication. Film Genres.

#### **Unit 2: Digital Media And Instrumentation:**

Audio equipments and types, Microphones, Audio Capturing and storage, Photographic equipment and types, Image Printing equipment, Digitizing tablets, Electronic boards, Analog and Digital Video, MPEG video layers, types of video camera, Video Capture card, CCU, VCD, DVD Players, LCD, Plasma Screen, Ipod, Projectors, IMAX theatre, Cables.

#### **Unit 3: Photography and Videography:**

Basic Videography, Camera Types, Camera Parameters. Camera Accessories. Outdoor and indoor Videography, Filters, types of leans, types of shots, camera angles, camera movements, Basics of Lighting, HD TV and 24P Videography, Picture and Display Quality, VTR Usages.

#### **Unit 4: Audio and Video Production:**

Understanding Sounds, Decibel Scales, Frequencies of Radio and Sounds, Analog and Digital Sound, Digital Audio File Formats, Mono-stereo, DTS, On-line Recording, Audio Mixing, Sound Dubbing, Video Capture, Basic Video Editing, Editing Equipment, Types of Editing, Principal of Non-linear editing, online editing, Digitizing from formats, Exporting Digital file formats,

**Unit 5: Script Writing and Storyboarding:**

Basics of Scripts writing, Process of Scripting, Writing for Television Scripts, Radio Scripting, Writing for Different Radio Programmers, Script Writing for Documentaries, Films, Tele serial, Cartoon Movies, Educational Documentaries, Feature Film, Short Film, and Enrichment Programme.

**Unit 6: Web and Internet Technologies:**

Internet Technology, WWW, Web Servers, Browsers, web spiders, Search Engine, E-commerce, E-learning, URLs, File Transfers on the net, ISPs, TCP/IP, Gaming systems, Interactive TV, Video conferencing, HTML Tags and Methods of creating web pages.

**Unit 7: Graphics and Animation:**

Basics computer Graphics, Screen Resolutions and Aspect Ratios, Television and computer Graphics, Graphics Input and Output Devices, 2D, Graphics File Formats, Curves and Surfaces, 3D, Art Animation, Making multimedia Animation, Adding Sounds, Non-linear Animation, Flash Animation, 3D Illusion.

**Unit 8: Advertising Media and News Casting:**

Nature of Public relations, Propaganda and PR, Types of Public Relation, Corporate Media, Treatment, Role of Director, Scope of advertising, on-line marketing, Media Marketing, TRP, Methods of Interviewing, recording, Structure of news Story, Live Telecast, Role of OB vans, Breaking news, cycles of news, Television news Language, news portals, Flash news, News channels in India.

**Unit 9: Media Ethics and Law:**

Press freedom and Law, Right to Information Act, Right to Privacy, Media and Law, IPC, Criminal Procedure code (IPC), TRIP, Copy Right Act, TRAI, Prasar Bharthi Act, IT Act, Cyber crime, Press commissions, Concept of Press, AIR Code for election coverage, Unlinking rules, ASCI case Study,

**Unit 10: Media Research and Statistical Application:**

Concept of research, Importance of Media research, Hypothesis and variables, Methods of research, census, Sampling and Surveys, Random, Panel Research, Reliability, Primary and Secondary source, Questionnaire, Observation, Interview Method, Case Study Approach, Application of research in electronic media, Data analysis, Indexing, Citation and bibliography, Research report writing.