

## Educational Multimedia Research Centre (EMRC)

### The Centre

The entire socio-commercial environment has undergone a change during the last two decades resulting in new challenges and opportunities for mass communicators. The process of information revolution is endless. The media experts of tomorrow need to acquire new knowledge, skills and ethics to face the future challenges.

The Centre possesses the foundational values, knowledge base and the resources needed to embrace change and cope-up with the future. Based on our more than one and a half decade of leadership in media, we see the future as an opportunity to restructure, consolidate and build upon our national and international reputation in media studies and accordingly it would be our endeavor for achieving academic, aesthetic and artistic excellence in the fields.

EMRC, Indore a production and research centre for educational films of UGC-CWCR, has received national recognition for its contribution in the field of electronic media. Our mission at EMRC, is to generate disseminate and preserve knowledge and also to prepare the next generation thinking media professional by providing diverse learning environment.

### The Courses

It offers the following courses at both Undergraduate and Postgraduate level in the field of electronic media :-

1. **M.Sc. (Electronic Media)** -- (3+2) Yrs. Integrated **40 seats**
2. **M.B.A (Media Management)** -- 2 Yrs. **40 seats**

### Eligibility :

Admission to Courses at EMRC is available through CET (Common Entrance Test) of DAVV. Eligibility to appear in CET for above course is as under :

For M.Sc. (EM) Integrated : Higher Secondary/XII (Any stream) with 50% Marks.

For M.B.A. (Media Management) : Graduation (Any stream) with 50% Marks.

### Fees

| Course                        | Tuition Fee | Dev. & Maint. | Misc. Fee | Exam Fee | Internet | University Fee | Total           |
|-------------------------------|-------------|---------------|-----------|----------|----------|----------------|-----------------|
| M.Sc. EM 3yrs. (UG Component) | 26000       | 5000          | 4000      | 2000     | 1000     | 2440           | <b>40440.00</b> |
| M.Sc. EM 2 yrs.(PG Component) | 30000       | 5000          | 4000      | 2000     | 1000     | 2440           | <b>44440.00</b> |
| MBA MM                        | 30000       | 5000          | 4000      | 2000     | 1000     | 2440           | <b>44440.00</b> |

Note : There is a discount of Rs. 360.00 applicable in university fee for female candidate.

## **The Infrastructure**

**TV Production Studio** - The centre has state of the art professional studio, exemplary in central India. Equipped with industry standard audio-video recording facilities includes full length cyclorama, Canara automatic lighting systems and BetaCam - XDCam format Cameras.

**Post Production** – Professional grade editing suites like Apple’s Final Cut Pro, DPS Velocity, Avid Xpress Pro, Multitrack Audio Recording and editing facilitates trainees to generate industry standard productions.

**Animation Studio** – Trainees develop engaging graphics and animation stuff for the packaging of content in fully equipped Animation studio. Animation studio facilities includes Professional Light boxes, Line Testing Device, High end scanners and New media content generation facility backed-up by 24x7 Edu-SAT connectivity.

**Media Studies Lab** -- Professional Preview Theatre equipped with DTH (Full range satellite channels), Sony Home Theatre System, All FM Channels, Broadband access and rich collection of International and Indian Text book cinema.

**Knowledge Resource** – Centre is fully equipped with **Information Technology Lab, Multimedia Lab & Library** full of media related books and journals in print and electronic form.

## **Electronic Media Core Subjects :-**

**Television Production** : Writing for Television, Direction for Television, Videography, Lighting and Video Editing.

**Audio Production** : Writing for Radio, Multitrack Audio Recording, Mixing and Editing.

**Multimedia Production** : Graphics, 2D and 3D Animation, Compositing, Web & e-content development.

**Broadcast Journalism** : News Writing, Electronic News Gathering (ENG), News Production, Presentation & Packaging, Media Law.

**Advertising Management** : Advertising production, Corporate Communication and Public Relations Management.

**Media Research** : Content Research, Media Research & Advanced Statistics.

**Media Management** : Media Marketing and Economics, Media Management, Event Management, HR Management

**MBA (Media Management) 2 Yrs.**

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| <b>Sem I</b> <ul style="list-style-type: none"><li>• Fundamentals of Management</li><li>• Fundamentals of Communication &amp; Media</li><li>• Electronic Media &amp; Society</li><li>• Writing for Electronic Media</li><li>• Audio Production Management</li><li>• Videography &amp; Studio Practices</li><li>• Multimedia Applications</li><li>• Media Production Projects</li></ul> | <b>Sem II</b> <ul style="list-style-type: none"><li>• Advertising Management</li><li>• Media Law &amp; Ethics (Cyber Laws &amp; IPR)</li><li>• Animation Production</li><li>• Organizational Behavior</li><li>• Broadcast Technology Management</li><li>• Video Editing &amp; Compositing</li><li>• Direction &amp; Production for TV</li><li>• Advertising Production Projects</li></ul> |
| <b>Sem III</b> <ul style="list-style-type: none"><li>• Media Finance &amp; Accounting</li><li>• Marketing Management &amp; Media Planning</li><li>• Media Research</li><li>• Media Production Management</li><li>• Event Management</li><li>• Broadcast Journalism</li><li>• New Media Production</li><li>• Fiction &amp; Documentary Production</li></ul>                             | <b>Sem IV</b> <ul style="list-style-type: none"><li>• Human Resource Management</li><li>• Business Strategy in Media</li><li>• Media Economics</li><li>• New Media Marketing</li><li>• Knowledge Management in Media</li><li>• Entrepreneurial Skill Development</li><li>• Industry Internship</li><li>• Media Research Dissertation</li></ul>  |

**Internship**

An Electronic Media Management trainee has to attend an internship programme compulsorily for hands-on industry experience. This internship inculcates fine tuning of skill and ensure maximum benefits.

| <b>The Core Faculty</b>  | <b>Technical Staff</b>                             |
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| <p>Dr. Prabhakar Singh<br/>M.Sc., M.Ed., Ph.D.<br/>Director</p>                            | <p>Mr. Hemant Gour<br/>Production Assistant</p>    |
| <p>Dr. A.K. Singh<br/>M.A., M.Ed., M.Phil, Ph.D.<br/>Research Officer</p>                  | <p>Mr. S.Z. Hussain<br/>Camera Person</p>          |
| <p>Dr. Chandan Gupta<br/>M.A., P.G. Dip. In Journalism, Ph.D.<br/>Producer</p>             | <p>Mr. Gajendra Singh Awasya<br/>Camera Person</p> |
| <p>Ms. Archana Somashekar<br/>M.A.(Communications), PGDJMC (IIMC)<br/>Producer</p>         | <p>Mr. Uday Dhanashree<br/>Technical Assistant</p> |
| <p>Mr. Kamlesh Chouhan<br/>B.E. (Elex. &amp; Instrumentation)<br/>Producer</p>             | <p>Mr. Rajendra Mourya<br/>Technician</p>          |
| <p>Mr. Lalit Ingle<br/>M.B.A., P.G. Dip. In Media,<br/>Dip. In Multimedia<br/>Lecturer</p> | <p>Mr. Amit Kaushal<br/>Technician</p>             |
| <p>Mr. Narayan Patidar<br/>M.Sc. (Electronic Media)<br/>Lecturer</p>                       | <p>Mr. Resin Paul<br/>Technician</p>               |

For further details, contact :

**Dr. Prabhakar Singh**

Director

Educational Multimedia Research Centre

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