

DEVI AHILYA VISHWAVIDYALAYA, INDORE

EDUCATIONAL MULTIMEDIA RESEARCH CENTRE

PROGRAMME CODE: EM6A

PROGRAMME TITLE: MASTER OF SCIENCE - ELECTRONIC MEDIA INTEGRATED

OBJECTIVES:

The broad objectives of the M.Sc Electronic Media Integrated. programme are as follows:

- To develop Media business skills covering technical, creative and management aspects.
- To develop in depth understanding of the key technologies in media production: Writing for Television, Photography, Creative Dramatics, Videography Audio Video Editing, Graphics and Animation.
- To impart knowledge on powerful techniques used in media research, marketing, performing arts and production.
- To create latest content trends for media and entertainment business.
- To provide opportunities of higher studies in the area of Media & Entertainment area.
- To create specialized workforce for Television Production Industry

ELIGIBILITY:

H.Sec./XII Std. (any stream) with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized Board/ Institute.

AGE LIMIT: As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

ADMISSION PROCEDURE:

The admissions will be done as per merit in the entrance test conducted by the university.

SEATS: 50 (reservation as per state Govt. rules).

DURATION: 3 yrs + 2 yrs = 5 yrs (Ten Semesters).

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FEE STRUCTURE (2020-25):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	15000	10500	3300	3111	2500	31300	31111
Second	15000	10500	2911	2722	2500	30911	30722
Third	15000	10500	3300	3111	2500	31300	31111
Fourth	15000	10500	2911	2722	2500	30911	30722
Fifth	15000	10500	3300	3111	2500	31300	31111
Sixth	15000	10500	2911	2722	2500	30911	30722
Seven	16500	11000	3300	3111	2500	33300	33111
Eight	16500	11000	2911	2722	2500	32911	32722
Nine	16500	11000	3300	3111	2500	33300	33111
Ten	16500	11000	2911	2722	2500	32911	32722

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2020-25):

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance No. 14.

1 st Semester	
<u>Theory (T)</u>	No. of Credit
EM6AT101 Communicative Skills (English)	3
EM6AT102 Communicative Skills (Hindi)	3
EM6AT103 Communication Fundamentals	3
EM6AT104 Media & Society	3
<u>Media Production (M)</u>	
EM6AM101 Desktop Publishing	4
EM6AM102 Basic Electronics	4
EM6AM103 Human Values & Ethics (Value Added)	4
<i>Comprehensive Viva-Voce</i>	

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Total	24
2nd Semester	
Theory (T)	No. of credits
EM6AT201 Communicative Skills (English)	3
EM6AT202 Communicative Skills (Hindi)	3
EM6AT203 Audio Visual Technology and Studios	3
EM6AT204 Planning and Writing for Audio Production	3
Media Production (M)	
EM6AM201 Communication Skills	4
EM6AM202 Basic Photography	4
	4
Comprehensive Viva-Voce	
Total	24
3rd Semester	
Theory (T)	No. of Credit
EM6AT301 Radio & Television in India	3
EM6AT302 Writing for Television	3
EM6AT303 Basics of Video Production	3
EM6AT304 Visual Design	3
Media Production (M)	
EM6AM301 Sound Recording and Editing	4
EM6AM302 Basic Videography & Lighting	4
	4
Comprehensive Viva Voce	
Total	24
4th Semester	
Theory (T)	No. of Credit
EM6AT401 Creative Dramatics	3
EM6AT402 Media Distribution & Storage	3
EM6AT403 Media Aesthetics	3
EM6AT404 Media & Literature	3
Media Production (M)	
EM6AM401 Video Editing	4
EM6AM402 Graphics and Animation (2D)	4
	4
Comprehensive Viva Voce	
Total	24
5th Semester	
Theory (T)	No. of Credit
EM6AT501 Generic Elective	3
EM6AT502 Principles of Journalism	3
EM6AT503 Media Law	3
EM6AT504 Digital Media Basics	3
Media Production (M)	
EM6AM501 DSE 501	4
EM6AM502 DSE 502	4

Discipline Centric Elective (DSE) EM6ADSE501 Video Production EM6ADSE502 Graphics and Animation (3D) EM6ADSE503 Multimedia Applications Generic Elective EM6AGE501 Media & Politics Comprehensive Viva Voce	4
Total	24
6th Semester	
<u>Theory (T)</u> EM6AT601 Digital Media Publishing EM6AT602 Media & Psychology EM6AT603 Introduction to Advertising EM6AT604 Generic Elective <u>Media Production (M)</u> EM6AM601 DSE 601 EM6AM602 DSE 602 Discipline Centric Elective (DSE) EM6ADSE601 Electronic News Production EM6ADSE602 Visual Effects (VFX) EM6ADSE603 PR & Corporate Communication Generic Elective EM6AGE601 Media Presentation Skills Comprehensive Viva Voce	No. of Credit 3 3 3 3 4 4 4 4 4 4 4
Total	24

Specialization in TV Production Management

Specialization in TV Production Management	
7 th Semester	
<u>Theory (T)</u>	No. of Credits
EM6AT701 Fundamentals of Management	4
EM6AT702 Media Research	4
EM6AT703 Media Planning	4
<u>Media Production (M)</u>	4
EM6AM701 Screenplay & Dialogue Writing	4
EM6AM702 Documentary Production	4
<i>Comprehensive Viva Voce</i>	4
Total	24
8 th Semester	
<u>Theory (T)</u>	No. of Credits
EM6AT801 Art Direction	4
EM6AT802 Media Organization & Behavior	4
EM6AT803 Generic Elective	4
<u>Media Production (M)</u>	
Any one from DSE	4
Any one from DSE	4
<u>Discipline Centric Elective (DSE)</u>	
EM6ADSE801 Media Research Dissertation	
EM6ADSE802 Fiction Production	

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EM6ADSE803 MOOCs Production Generic Elective (GE) EM6AGE801 Human Resource Management <i>Comprehensive Viva Voce</i>	4
Total	24
9th Semester	
Theory (T)	No. of Credits
EM6AT901 Generic Elective	4
EM6AT902 Event Management	4
EM6AT903 Digital Marketing & New Media Production	4
Media Production (M)	
EM6AM901 Film Studies	4
EM6AM902 Television Programming Studies	4
Discipline Centric Elective (DSE)	
EM6ADSE901 Film Studies	
EM6ADSE902 Television Programming Studies	
EM6ADSE903 Financial Management	
Generic Elective (GE)	
EM6AGE901 Media Marketing Management <i>Comprehensive Viva Voce</i>	4
Total	24
10th Semester	
	No. of credits
EM6AM1001 Internship	12
EM6AM1002 Project Report	08
<i>Comprehensive Viva Voce</i>	4
Total	24

Program Specific Outcomes

At the end of the programme learners will be able to:

1. Apply English language in writing.
2. Understand the English language, its usage and literature insights
3. Develop an in depth understanding of various aspects of Hindi Literature
4. Effectively communicate in Hindi
5. Effectively write in Hindi for the various media.
6. Develop effective communication skills
7. Critically appreciate the cultural and social role of the media, understand the political/democratic potential of mass media and recognize the cultural and moral responsibility of the media.

8. Understand media psychology & the ethical implications of media and technology
9. Create advertisements for various media, whether print, TV, radio, multimedia, online, etc., and undertake research to test their effectiveness.
10. Identify various electronic components and make cables, rectifiers, circuits, etc.
11. Apply sound and video engineering technologies for AV production and demonstrate independent, imaginative and creative approaches to problem solving in the field of sound and video engineering
12. Perform multi-track audio recording and editing, synthesizing narration, dialog, music, and sound effects in audio editing
13. Use Digital Audio Workstations (DAW) such as ProTools, Nuendo, etc. to create audio programmes.
14. Understand the theoretical framework of theatre and its various parameters
15. Apply acting, directing, design, and playwriting principles and techniques of theatre
16. Create screenplays & build characters through meaningful dialogues
17. Acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical used in photography.
18. Equipped with camera handling and lighting techniques
19. Effectively use the various tools of desktop publishing to create materials required.
20. Design logos, Advertising, Brochures, Print Posters.
21. Understand the differences between the radio & TV industries & distinguish between the various professions that exist in both industries
22. Plan & Execute video production of programmes of various formats.
23. Understand the characteristics of various recording surfaces and use different types of storage media
24. Evaluate media aesthetics and produce media content (print or electronic) that is in line with the concepts of aesthetics
25. Watch and analyze movies based on literature.
26. Read, analyze film and appreciate cinema in an academic way.
27. Understand the programming patterns of television channels, analyze shows content and compare it with their TRP.
28. Understand the relationship between media and politics and appreciate the role of social media in creating public opinion.
29. Craft various types of news items for the Print Media and design the page layout of a newspaper.

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30. Write, shoot, edit and package news for the broadcast media, undertaking team work and coordinating with other members of the team to ensure the production of a quality product at the end of the process.
31. Understand how the various laws in India apply on the functioning of the media in the country and how ethics practiced in different media differ from each other.
32. Create digital media campaigns and content communication strategies.
33. Shoot, record the audio for, create graphics/animation, edit documentaries, music videos & short films
34. Operate Maya software and use this software to create 3D models.
35. Create animations in After Effects
36. Identify sectors where presentation skills are required in the media industry and take advantage of them as employment opportunities.
37. Analyse and discuss human drives, needs and various motivation theories.
38. Identify and discuss the mechanisms behind effective team dynamics.
39. Understand how Media Organizations function
40. Acquire the complete skills of video editing & Supervise post production work.
41. Conduct research in the area of Media and Communication.
42. Suggest appropriate media mix
43. Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
44. Start their own event management companies.
45. Create and publish digital posts and digital promotions.
46. Undertake planning, designing and management of TV/video programme production.
47. Apply techniques of financial management for business decision making.
48. Develop a customer-oriented approach towards marketing and apply marketing concepts with reference to the Electronic Media Industry.
49. Evaluate organizational strategies, structures and strategy implementation and Generate effective solutions to problems of organizational performance
50. Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account the corporate identity, vision and values
51. Demonstrate effective and integrative team-work
52. Understand the economics and marketing of Media production and use them in media production.
53. Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
54. Identify the human resources needs of an organization or department.

55. Assess training requirements and design a successful orientation and training program.

PLACEMENT

Students are placed on and off campus in following areas:

- Television Production Houses
- FM Radio
- e-content Production
- Broadcast Journalism
- Advertising Agencies
- Media Management
- Television Channels
- Film Production Houses

EMRC Glimpses

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