

# Educational Multimedia Research Center

Devi Ahilya Vishwavidyalaya, Indore, M.P., India.

## M.Sc. (Electronic Media) 5-Yrs. Integrated

### Objective:

To train our students in all aspects of the media industry, whether it be print, TV, digital media/social media, training students in all possible skills be it writing, audio, camera, audio, editing, graphics and animation, content creation, website designing, set designing, costume designing, performing, etc.

### Course Outline:

#### M. Sc. (Electronic Media) – Specialization in TV Production Management

*Since we have a 5-yrs. Integrated M.Sc. Program, years 1-3 (Semesters 1-6) constitute the 3-yrs graduation/B.Sc. program, while yrs 4-5 (Semesters 7-10) complete the M.Sc. course.*

#### Course Outline

1 <sup>st</sup> Semester	
<u>Theory (T)</u>	No. of Credit
T 101 Communicative Skills (English)	3
T 102 Communicative Skills (Hindi)	3
T 103 Communication Fundamentals	3
T 104 Media & Society	3
<u>Media Production (M)</u>	
M 101 Desktop Publishing	4
M 102 Basic Electronics	4
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>
2 <sup>nd</sup> Semester	
<u>Theory (T)</u>	No. of Credit
T 201 Communicative Skills (English)	3
T 202 Communicative Skills (Hindi)	3
T 203 Audio Visual Technology and Studios	3
T 204 Planning and Writing for Audio Production	3

<b><u>Media Production (M)</u></b>	
M 201 Communication Skills	4
M 202 Basic Photography	4
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>
<b>3<sup>rd</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credit</b>
T 301 Radio & Television in India	3
T 302 Writing for Television	3
T 303 Basics of Video Production	3
T 304 Visual Design	3
<b><u>Media Production (M)</u></b>	
M 301 Sound Recording and Editing	4
M 302 Basic Videography & Lighting	4
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>

<b>4<sup>th</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credits</b>
T 401 Creative Dramatics	3
T 402 Media Distribution & Storage	3
T 403 Media Aesthetics	3
T 404 Media & Literature	3
<b><u>Media Production (M)</u></b>	
M 401 Video Editing	4
M 402 Graphics and Animation (2D)	4
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>
<b>5<sup>th</sup> Semester</b>	
<b><u>Theory (T)</u></b>	<b>No. of Credits</b>
T 501 Media & Politics	3
T 502 Principles of Journalism	3
T 503 Media Laws	3
T 504 New Media Technologies	3
<b><u>Media Production (M)</u></b>	
M 501 Video Production	4
M 502 Graphics and Animation (3D)	4
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>

6 <sup>th</sup> Semester	
<b><u>Theory (T)</u></b>	<b>No. of Credits</b>
T 601 Digital Marketing & Production	3
T 602 Media & Psychology	3
T 603 Introduction to Advertising	3
T 604 PR & Corporate Communication	3
<b><u>Media Production (M)</u></b>	
M 601 Electronic News Production	4
M 602 Visual Effects (VFX)	4
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>

Fourth Year - 7 <sup>th</sup> Semester	
<b><u>Subject</u></b>	<b><u>No. of Credits</u></b>
T 701 Fundamentals of Management	3
T 702 Media Research	3
T 703 Media Planning	3
<b><u>Media Production (M)</u></b>	5
M 701 Screenplay & Dialogue Writing	6
M 702 Documentary Production	4
<i>Comprehensive Viva Voce</i>	
<b>Total</b>	<b>24</b>
Fourth Year - 8 <sup>th</sup> Semester	
<b><u>Subject</u></b>	<b><u>No. of Credits</u></b>
T 801 Art Direction	3
T 802 Media Organization & Behavior	3
T 803 Human Resource Management	3
<b><u>Media Production (M)</u></b>	6
M 801 Fiction Production	5
M 802 e-Content Production	4
<i>Comprehensive Viva Voce</i>	
<b>Total</b>	<b>24</b>

<b>Fifth Year - 9<sup>th</sup> Semester</b>	
<b><u>Subject</u></b>	<b><u>No. of Credits</u></b>
TVP 901 Media Marketing Management	3
TVP 902 Event Management	3
TVP 903 New Media Production	3
M 901 Film Studies	6
M 902 Television Programming Studies	5
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>

<b><u>Fifth Year - 10<sup>th</sup> Semester</u></b>	<b>No. of credits</b>
<b>Internship</b>	20
<i>Comprehensive Viva Voce</i>	4
<b>Total</b>	<b>24</b>

## **Admission Procedure**

### ***Eligibility Criteria***

A student should have passed the XII/equivalent examination or should have appeared in such an examination, in any stream (Science, Arts, Commerce, etc), with minimum 50% marks.

### ***Procedure for Admission***

Through Central Universities Eligibility Test (CUET), the common entrance exam for admissions to undergraduate programs of Central/State/Deemed/Private Universities of India.

## **Fee Structure**

Approx. Rs. 60,000/- per annum.

<https://www.dauniv.ac.in/cuet2023/cuet-ug-2023.php>