



Subject - Media Research and Development Education

Section-B (50 Marks)

- 1. Media Production and Management:** Principles of digital media production; audio and video editing techniques; content creation strategies; narrative structures and storytelling models. Theories of media effects and audience reception. Communication for development and social change: frameworks and case studies. Nature and ethics of reporting; principles and practices of journalistic language. Role and structure of contemporary newsrooms. Modern media production and management systems; role of ICT in digital media workflows.
- 2. Computer Fundamentals and Programming:** Basics of computer hardware and software systems used in media production. Technologies for audio/video recording, storage, and streaming. Audio and video compression algorithms; media file formats and codecs. Introduction to programming logic and languages relevant to media applications.
- 3. Digital and Immersive Media:** Foundations of digital content creation and digital storytelling. Audio and video production techniques for digital platforms. Graphic design, 2D and 3D animation principles. Basics of web development for content delivery. Introduction to immersive media: Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and 360-degree video production. Use of Content Management Systems (CMS) and social media platforms for content dissemination. Tools for digital media creation: Adobe Creative Suite, Final Cut Pro, Blender, etc.
- 4. Multimedia and Scripting:** Concepts of multimedia systems and their applications. Components of multimedia: text, graphics, audio, video, and animation. Image editing tools (e.g., Photoshop, GIMP); audio editing (Audacity, Adobe Audition); video production and editing (Final Cut Pro, Adobe Premiere). Scripting for multimedia applications. Interactive storytelling techniques. Design and development of multimedia presentations, e-learning modules, virtual tours, and simulations.
- 5. Media Laws and Ethics:** Ethical issues in digital and social media: misinformation, trolling, hate speech. Privacy concerns and legal regulations surrounding data usage. Intellectual Property Rights (IPR), copyright laws, and Creative Commons licensing. Ethical considerations in digital content creation and user-generated content. National regulatory frameworks governing media.