Media Education Research Centre, University of Kashmir

(Syllabus for Lab Assistant)

Unit 1   **Marks 10**

- Elements, Process and Functions of Communication
- Types of Communication: Intrapersonal, Interpersonal, Group and Mass Communication
- Verbal and Non-verbal Communication,

Unit 2   **Marks 10**

- Barriers to Communication
- Communication Models: Concept, Scope and Purpose
- Models of Communication: Aristotle, Harold Laswell, Shannon and Weaver, Wilbur Schramm & Osgood, Westley and Maclean

Unit 3   **Marks 10**

- Newsroom structure and Hierarchy
- Principles of Layout and Design; graphics
- Social Media Platforms, YouTube Channels, Blog and Vlog

Unit 4   **Marks 10**

- Camera Types and Functions: DSLR, mirrorless, mobile
- Exposure triangle: Aperture, Shutter speed & ISO
- Composition Techniques: Rule of Thirds, Framing, Perspective; Lenses

Unit 5   **Marks 10**

- Camera handling: Shots, Camera Angles and Camera Movements
- Framing and Composition
- Lighting: Three-point lighting, Studio Lighting, Outdoor Shooting

Unit 6   **Marks 10**

- Pre-production, Production, and Post-production
- Anchoring, TV studio interview, TV news studio discussions, Talk shows
- Documentary filmmaking techniques

Unit 7 — Marks 10

- Studio Setup: Cameras, Lights, Microphones, Teleprompters
- Control Room Functions: Vision Mixer, Audio Console
- Roles: Producer, Director, Floor Manager

Unit 8 — Marks 10

- Fundamentals of Sound: Frequency, Pitch, Voice, Acoustics, Music, Audio Effects
- Podcasting: Content Creation, Types and Significance
- Audio-editing software, Adobe Audition, Qbase, FL Studio

Unit 9 — Marks 10

- Evolution of audio and video editing (analog to digital)
- Video-editing software (Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve)
- Color correction and grading; Collaborative editing and cloud workflows

Unit 10 (Knowledge of Computers) — Marks 10

- Basic applications of computer and its component.
- Latest computer technologies.
- Input & output Devices.
- Operating system
- Knowledge of MS Word, MS Excel, MS Access, MS PowerPoint, PDF Internet and E-mail.
- Concept of Computer Virus and Anti-Virus.
- Software, Elements of Computers Processing System, Peripherals, Storage Media.