



Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE,
(Autonomous)
BARAMATI, DIST- PUNE – 413102

Proposed Syllabus
For
B. Voc. (Journalism and Mass Communication)
F. Y. B. Voc.- J.M.C.

Under
National Skill Qualification Framework
(NSQF)

To be implemented from
2019-20

Title of the Programme: B. Voc. (Journalism and Mass Communication)

(To be implemented from Academic Year - 2019-2020)

Course structure:

- B.Voc. is three year programme with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course, there will be one visit to the relevant industry/ institute.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

- 1) **First Year B. Voc. (Diploma):** A student who has passed the Higher Secondary School certificate (10+2) in any stream_or its equivalent examination.
- 2) **Second Year B. Voc. (Advanced diploma):** Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.
- 3) **Third Year B. Voc. (Degree):** Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.

Note: Admissions will be given as per the selection procedure / policies adopted by the college, in accordance with conditions laid down by the Savitribai Phule Pune University, Pune.

Examination Pattern:

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
- Skill Component (Practical Course): Practical examination will be conducted
- Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

**Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE, BARAMATI
Dist. -Pune-413102**

B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 101	Introduction to Mass Communication	4	100
JM 102	Introduction to Journalism	4	100
JM 103	Current Affairs- World, India, Maharashtra	4	100
Skill component			
JM 104	Language skills- Marathi	6	150
JM 105	Computer Applications for Media	6	150
JM 106	Basics of photography	6	150

First Year: Semester-II

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 201	News reporting and Editing-I	4	100
JM 202	Writing for Media-I(Print)	4	100
JM 203	Indian Constitution	4	100
Skill component			
JM 204	Language skills- English	6	150
JM 205	Feature Writing	6	150
JM 206	Photojournalism	6	150

Second Year: Semester-III

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 301	News reporting and Editing-II	4	100

JM 302	Writing for Media-II(Broadcast & New Media)	4	100
JM 303	India After Independence	4	100
Skill component			
JM 304	Editing Skills	6	150
JM 305	Film Appreciation	6	150
JM 306	Experimental Journal	6	150

Second Year: Semester-IV

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 401	Introduction to Television	4	100
JM 402	Introduction to Radio	4	100
JM 403	Indian Economics	4	100
Skill component			
JM 404	Radio Production	6	150
JM 405	Television Production	6	150
JM 406	Basics of Video production	6	150

Third Year: Semester-V

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 501	New Media	4	100
JM 502	Introduction to Media Research	4	100
JM 503	Public Relations	4	100
Skill component			
JM 504	New Media	6	150
JM 505	Video Production Group Project	10	250
JM 506	Industry Internship	2	50

Third Year: Semester-VI

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 601	Basics to Advertising	4	100
JM 602	Development Communication	4	100
JM 603	Media, Culture & Society	4	100
Skill component			
JM 604	Designing and Analysis of Ads	6	150
JM 605	Dissertation/In-depth reporting (IDR)	10	250
JM 606	Industry Internship	2	50

Introduction to Mass Communication

Theory

Paper No. JM 101

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Unit 1. Development of Communication

Why do we communicate?

Development of Human communication

Meaning & Elements/components of human communications;

Concept of Communication

Unit 2- Communication

Communication as a social, human & universal process.

Factors responsible for growing importance of Communication,

Effective communication & its Barriers.

The seven C's of Communication,

Unit 3. Process of Communication:

Transmission of ideas, Facts & feelings

Elements of Communication process

Noise and feedback in communication

Unit 4. Verbal Communication

Universals of Verbal Communication

Meaning & Barriers in Verbal Communication

Language, Sub-Language & Culture

Elements of speech communication

Unit 5. Non-Verbal Communication

Non-Verbal behaviour as communication

Body communication-Body movement, Facial Communication

Space Communication-Physical environment

Silence, Paralanguage & Temporal communication

Unit 6. Forms of Communication:

Intra Personal Communication

Interpersonal Communication

Group Communication (Public, Crowd, Small Group)

Mass Communication

Unit 7. Communication models and models

Basic communication models

Basic communication theories

Campaign and propaganda- the case of politics
Agenda setting, Cultivation, Diffusion

Unit 8. The Rise of Mass Communication:

Concept of 'Mediation', 'Mass' and 'Mass Society'
Process and characteristics 'Mass Communication',
Modernity and mass communication
Media, culture and society

SUGGESTED READINGS :

- 1) McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
- 3) Defleur M. L. Everette, Dannis, understanding, Mass-Communication Goyal Sa, New Delhi - 1991.
- 7) Kumar Keval J., Mass Communication in India, Jayco, 2001.
- 8) Malhan P. V. Communication Media Yesterday, Today & Tomorrow, Publication Div., New Delhi., 1985.
- 9) McLuhan Marshall understanding Media Rutledge & Kegan Paul, , 1964.
- 10) Schramm Wilbur, Mass Communication, University, J Illinois, 1960.
- 11) Schramm Wilbur, the Process and effects of Mass Communication, Uty & Illinois, 1965.
- 12) Dr. Pawar Sudhakar, Sanvad Shastra, Mansamman Prakashan, Pune

Introduction to Journalism**Theory****Paper No. - JM 102****Maximum Marks: 100****Credits: 4****Teaching Period: 4 /week****Teaching Load: 60 Theory Period****CONTENT****Unit 1: Beginning of the Press in India**

- Beginning of the Press in India: Technological development,
- Invention of printing and movable type in Europe,
- Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal,
- Social reform movement and journalism- Raja Ram Mohan Roy, etc.

Unit 2: National leaders and newspapers

- Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers,
- Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan),
- Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle),
- Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru,
- S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit 3: Role of the language press

- Role of the language press with emphasis on Marathi newspapers and editors:
- Bal Shastri Jambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. Babasaheb Ambedkar, Khadilkar, Acharya Atre, Nanasaheb Parulekar, etc.;
- **Some significant Marathi Newspapers:** Darpan, Prabhakar, Sandesh, Dnyanprakash, Kesari, Kal, Bahishkrut Bharat, Prabhat, Sakal, Loksatta, Maharashtra Times, Lokmat, Pudhari etc.; Status of district newspapers, changing face of Marathi newspapers
- Hindi Journalism: beginning, growth, contribution; prominent Hindi journalists.

Unit 4: Emergence of the fourth estate

- Emergence of the fourth estate: Development of news agencies,
- Changing role and nature of the press, government's newsprint policy
- Emergency and the press, Role and reports of press commissions
- Current trends in English and language journalism in India

Unit-5: Indian Press

- National Press, Regional Press, District and Tehsil Level Press
- Electronic Medium and Internet Journalism,
- Representative Newspapers and Magazines (Anand Bazar Patrika, Enadu, Navbharat Times
- Jansatta, Malayalam Manorama, Nai Dunia, Bhaskar, Aaj Punjab Kesari, Kaumi Awaz, Sakaal, Hindu, Times of India, Dinman.

Unit-6: Introduction to printing industry in India

- Brief History, Latest development.
- Introduction to major specialized magazines .
- News magazines, Women's magazines, Sports magazines,
- Business magazines, Health magazines, IT magazines

Unit-7: News Agencies

- Major news agencies: Reuters, AP, AFP, UNI, PTI, ANI.
- Role and importance of news agencies.

- Functioning of news agencies.

Unit 8: Changing Indian Media scenario

- Changing Indian Media scenario: Advent of electronic and online media
- Challenges before print media and its response
- New technology in Indian media, changing media management
- Globalization and foreign investment; Complex social life and media

Suggested reading:

1. Mitra, Mohit and Sunil Basu. *A History of Indian Journalism*.
2. Murthy, N.K. *Indian Journalism*,
3. Miller, Carl G. and others. *Modern Journalism*.
4. लेले, रा.के., मराठी वृत्तपत्रांचा इतिहास, काँन्टिनेंटल प्रकाशन
5. Parvate, T.V. *Marathi Journalism*.
6. Padhy, Dr. Krushna Singh. *The Indian Press: Role and Responsibility*.
7. Rau, Chalapathi. *The Press*. National Book Trust.
8. Madhavrao L .R. *Assessing the Trends in Journalism*. Sumit Enterprises, 2004.
9. Journalism In India : History • Growth • Development by Jai Narain Sharma (Author), K. C. Sharma (Author)
10. Print Journalism: A Complete Book of Journalism by Charanjit Ahuja (Author), Bharat Hiteshi (Author)
11. **marazi p~kairta pihlal pavalao : p`a.sau.h.jaaoSal**

First Year

Semester I

Current Affairs- World, India, Maharashtra

Theory

Paper No. JM 103

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period/Semester

Unit-1: Economical scenario of world

- Current global economic situation
- World economic situation and prospect
- Economy reports and surveys
- Current news on economic scenario

Unit-2: Economical scenario of India and Maharashtra

- Indian economic growth rate and statistics,
- Information About Maharashtra: Industries, Exports, Agriculture
- Economy survey of Maharashtra.

Unit-3: Political scenario of world

- World Politics Review
- Latest news on political scenario
- Global political issues

Unit-4: Political scenario of India and Maharashtra

- Politics of India,
- Present political condition.
- Politics of Maharashtra

- Latest news on India and Maharashtra politics.

Unit-5: Regional issues in India

- Shaming ,Intolerance – Everything From Religion And Art To Personal Choices,
- Air, Sound And Water Pollution, Hygiene And Sanitation, Women’s Safety, Poverty in India
- Population Stabilization, Climate Change, Renewable Energy – Solar Energy
- A Terrible Mistake: Equating “Dharma” with “Religion, disparities in India and human development.

Unit 6: Social issues in India and Maharashtra

- Social Problems: Conceptual understanding, Illiteracy, Poverty,
- Unemployment and Population Growth. Child Abuse,
- Child Labour and Violence against Women.
- Casteism, Communalism, Regionalism and Language Conflicts. Crime, Criminal, Criminology and Juvenile Delinquency. Alcoholism, Drug Abuse and Corruption.

Unit 7 : Agricultural issues in India and Maharashtra:

- Small and fragmented land-holdings, Seeds, Manures,
- Fertilizers and Biocides, Irrigation, Lack of mechanization ,
- Soil erosion, Inadequate storage facilities,
- Inadequate transport, Scarcity of capital.

Unit-8: Security issues of India, Terrorism, Nasalized movements

- Traditional and Non traditional issues.
- History of Terrorism, Foreign terrorist originations,
- Terrorism in India, Terror group in India, Naxial movement in India, Maoist,
- Naxalism: grounds, ideology and power.

Suggested reading:

Current affairs magazines

India today

Frontline

The Caravan

Economical and Political weekly

Daily Newspapers.

PRACTICAL**Paper No. JM 104****Maximum Marks: 150****Credits: 6****Teaching Period: 2/week****Teaching Load: 30 Practical/Semester (4 Period each)**

Unit 1- Vocabulary: Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.

Unit 2- Sentence: Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences: Active & Passive, Simple, Complex, Compound, Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.

Unit 3- Paragraph: Principles of organizing & developing a paragraph, Topic sentence, Argument-Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity.

Unit 4- Punctuation: Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets (round, square) and their sequencing, Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis.

Unit 5-Types of writing: Essay, Feature, Business Letter, Editorial comment.

Unit 6- Critical Reading: Analyzing the choice of vocabulary, the sentence structure, the sentence connectors, the structure of paragraphs and the stylistic features; checking the material for simplicity and precision of expression of the intended meaning.

Unit 7- Spoken language: pronunciation, intonation, inflection, stress

Unit 8- Listening skills: Comprehension through listening, listening to various programs and analyzing them for their language and presentation

Unit 9-Translation: basics of translation, precautions to be taken, different types of translations.

Unit 10-Writing skill: Review of book, drama, summarizing.

PRACTICAL

Paper No. JM 105

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester (4 Period each)

- 1. Introducing Computer and Operating system**
- 2. MS-WORD**
- 3. MS-EXCEL**
- 4. MS-POWERPOINT**
- 5. Introduction to the internet, search engine**
- 6. E-Mails, Google Docs and Forms**
- 7. Introduction to Pagemaker**
- 8. Introduction to Corel Draw**
- 9. Introduction to Photoshop**
- 10. Web development: HTML and Scripting language**

References:

- 1) Microsoft Office 2000 by Vipra Computers, Vipra printers pvt. Ltd.
- 2) Advanced Maicrosoft Office 2000 by Mereditha Flynnin, Nita Rukosky, BPB pub.
- 3) Teach yourself Windows
- 4) Fundaments of Computers - V. Rajaraman
- 5) Computer Fundamentals by P. K. Sinha & Priti Sinha, 4th edition, BPB, publication.

Basics of photography

PRACTICAL

Paper No. JM 106

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester (4 Period each)

- 1- Evolution of camera**
- 2- Types of camera**
- 3- Internal structure and working**
- 4- Key concepts**
 - Brightness
 - Contrast
 - Sharpness
 - Blur
 - Color
 - Size
- 5- Camera controls**
 - Camera controls introduction
 - Aperture
 - Shutter
 - ISO
 - Operations
- 6- Camera modes**
 - Auto mode
 - Manual mode
 - Other programmed mode
 - Silhouette
 - Night mode
- 7- Camera lenses**
 - Types of lenses
 - Importance of lenses
 - Composition
 - Comparison
 - Focusing
- 8- Rules of composition and framing**
- 9- Light in photography**
- 10- Types of photography**
- 11- Black and white photography**
- 12- Introduction to Photo editing**
- 13- Resizing and cropping images**
- 14- Working with basic selection tools**
- 15- Photo retouching and color correction**

News Reporting and Editing-I

Theory

Paper No. JM 201

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period/Semester

Unit 1- Understanding news

- Definitions, purpose and importance of news.
- Qualities of news accuracy.
- Clarity, objectivity, balance, directness, etc.;
- Media-specific nature of news: cross platform discussion.

Unit 2- News Reporter

- Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent
- Their functions and responsibilities
- Qualities of a news reporter
- Rights and responsibilities

Unit 3- Evaluating news

- News sense and news values, 5 Ws and H,
- Importance of 'what next?';
- Changing concepts: readers, relationship, relevance and utility,
- News beats: introduction beat mapping.

Unit 4- News gathering and Sources

- Basic tools for information gathering: maintaining a diary, taking notes
- Use of computer, internet, mobile and other gadgets, using maps, history and archives;
- Right to information: Concept, provisions, how to use it
- Cultivating the sources: Why and how?, reliability, checking information from various sources, pressures and pulls

Unit 5- Editing

- Editing: concept, process and significance ,
- Editorial Values: objectivity, facts, impartiality and balance ,
- Concept of news and news making ,
- Challenges before editor : bias, slants and pressures

Unit 6- News Desk

- Editorial structure of newspaper/magazines/ news agencies,
- Editorial hierarchy and job of various functionaries ,
- Functioning of news desk ,Newsroom ,
- News Flow and Editing: Role and Responsibility of Gatekeepers ,Sources of News Managing the news flow.

Unit 7- Editing Process

- News selection: News Value and other parameters ,Handlin of news copy ,

- Planning and visualization of news ,Rewriting news stories ,
- Headlines and intro ,Kinds of headlines: banner, sky line etc.
- Stylebook and Style sheet ,Use of synonyms and abbreviations.

Unit 8 - Newspaper Design

- Structure of newspaper, broadsheet, tabloid and Berliner size,
- Principles of Layout & Design
- Types of Layout, Typography, color and Graphic,
- Newspaper Printing Process and printing terminology.

Suggested reading:

1. कुलकर्णी एस.के, 2004 पत्रकारिता मार्गदर्शक, पुणे विद्यार्थी गृह प्रकाशन
2. सुनील माळी, 2018, बातमीदारी
3. Lewis James. The Active Reporter. Vikas Publication
4. Warren Carl. Modern News Reporting. Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
6. Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.
7. Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.
8. Kamath, M.V. Behind The By-Line. Vision Books.
9. Kamath, M.V. Reporter at Large.

Theory

Writing for the Media-I

Paper No. - JM 202

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period

CONTENT

1) Introduction to writing Skills

- Different forms of writing
- Elements of Good Writing
- Searching ideas and nurturing them
- Writing CV's and minutes

2) Study Skills

- Memorizing Vs Internalizing
- Reading Skills: Skimming and Scanning Skills
- Non-linear Study methods
Thinking: Vertical and lateral,
- Lateral thinking in practice

3) ICT Skills

- Microsoft Office: Word, Excel, PowerPoint
- File Transfer and Sharing Resources
- Internet application: Email, important Websites
- Social Networks: use and application

4) Communication Skills

- Interpersonal Communication
- Group Communication
- Interview Skills
- Communication with Special Group

5) News Writing

- Styles of News writing
- Structure of News
- Writing Intro/Lead, Body
- Different types of Intro/Lead

6) Qualities of news writing

- Organizing the News Story: Angle, Attribution, Quote, Background & Context
- Accuracy, Objectivity, Fairness and Balance
- Writing Headlines
- Types of news: soft news and hard news

7) Types of Journalistic Writing

- • Features: Idea, Process,

- Writing Style and Packaging
- Opinion Writing: Editorial, Article, Commentary
- Writing for News Magazines

8) Writing for media environment

- Conventions and practices
- writing for an audience, development; transitions
- Writing assignments, leads, short news

Recommended Readings:

1. Richard, Communication Skills
2. A.E. Schwartz, Communication Skills
3. Leena Sen, Communication Skills
4. John Niles on, Communication Skills
5. Juluis, Fast Body Language
6. Feature Writing- a Practical introduction- Susan Pape, SAGE Publications
7. **Brendan Hennessy, Writing Feature Articles, 4th edition, focal press**
8. सुनील माळी, बातमीदारी 1,2,3, राजहंस प्रकाशन
9. प्रसन्नकुमार अकलुजकर, फिचर रायटींग, राजहंस प्रकाशन

Indian Constitution

Theory

Paper No. JM 203

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period/Semester

CONTENT

Unit-I Indian Constitution

- Inspirational sources for Indian constitution
- Indian Constitution making process
- Salient Features
- Preamble of Indian Constitution

Unit-II Features

- Fundamental Rights
- Fundamental duties.
- Directive Principles
- Correlation between Fundamental Rights and Directive Principles

Unit-III Indian States & Union Territories

- States
- Union Territories
- Centre-State Relations
- Directive Principles of state policy.

Unit-IV: Power and functioning of Central Government

- Parliament
- President Election and power
- Vice President: Election and power
- Prime Minister and the cabinet

Unit-V: Power and functioning of State Government

- Chief Minister and the cabinet
- Parliament – Functions and powers
- Governor: Power & functions
- Politics at the district level – Panchayat raj, Elections and governance

Unit-VI: -Judicial System

- State legislature – Functions and powers
- Superior Judiciary - Supreme Court,
- High Courts
- Subordinate Judiciary

Unit-VII: -Party System

- Multi-Party System
- National Parties and their history
- Regional Parties
- Presser Groups

Unit-VIII: Electoral System

- Election Commission – Functions and powers
- General Elections, Mid-Term Elections, By Elections
- Elections of upper and lower houses
- Election of President and Vice President

SUGGESTED READING :

Indian polity by Laxmikanth

Indian Administration by Subhash Kashyap

Indian Constitution by D.D. Basu

Indian Administration by Avasti and Avasti

First Year

Semester II

Language skills- English

PRACTICAL

Paper No. JM 204

Maximum Marks: 150

Credits: 6

Teaching Period: 2/weak

Teaching Load: 30 Practical/Semester (4 Period each)

Content

Unit 1 Fluency in Grammar Usage

- 1) Tenses
- 2) Verbs
- 3) Active & Passive Voice
- 4) Reported Speech
- 5) Prepositions
- 6) Conjunctions
- 7) Effective Sentence-Construction
- 8) Vocabulary

Unit 2 Fundamentals

- 1) Greeting and taking leave
- 2) Introducing yourself
- 3) Introducing people to one another
- 4) Making requests and asking for directions
- 5) Congratulating, expressing sympathy and offering condolence
- 6) Making suggestions and offering advice
- 7) Making and accepting an apology

Unit 3 Situational dialogues

Unit 4 Personality development

Unit 5 Interview and Group discussion

Unit 6 Writing and comprehension skills

- 1) Letter (Formal) and Email
- 2) Report
- 3) Summarizing reports, articles, editorials
- 4) Making an abstract
- 5) Review writing
- 6) Writing resume

First Year

Semester II

Feature writing- I

PRACTICAL

Paper No. JM 205

Maximum Marks: 150

Credits: 6

Teaching Period: 2/weak

Teaching Load: 30 Practical/Semester (4 Period each)

Content

1) Computer typing techniques

- Understanding In script font
- Marathi, English typing

- Page Setup
- 2) Feature writing starting Point**
- writing on local Issues
 - Write about your favourite sports
 - Write about your home town
- 3) Human interest stories**
- Visit nearby old age home and write about your experience
 - Visit nearby Orphanage and write about your experience
 - Write any government office and write report
- 4) Feature Writing for Newspaper**
- Human interest stories, backgrounders
 - Op-ed articles, Editorials
 - Articles, Middles, Columns
- 5) Writing across media**
- Writing for news magazines
 - Writing for blogs
 - Writing for mobile

First Year

Semester II

Photojournalism-I

PRACTICAL

Paper No. JM 206

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester (4 Period each)

- 1- History of photojournalism
- 2- Role of photojournalists in a newsroom.
- 3- Principles and Ethics of photojournalism.
- 4- Reading the mistakes in photos (noise in photographs, over exposure etc.)
- 5- Caption Writing, Management of photographs and Digital archives.
- 6- Spot News, general news photography
- 7- Street Photography, off-beat photography
- 8- Documentary photography
- 9- War, terror, and crime
- 10- Photographs for photo features
- 11- Photo stories
- 12- Photo essays
- 13- Developing specializations
- 14- Group photo feature
- 15- Individual Documentary photography Project



Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE,
(Autonomous)
BARAMATI, DIST- PUNE – 413102

Proposed Syllabus
For
M. Voc. Media Studies
F.Y. M. Voc. M.S.

Under
National Skill Qualification
Framework (NSQF)

To be implemented from
2019-20

Title of the Course: M. Voc. Media Studies

(To be implemented from Academic Year - 2019-2020)

Course structure:

- M.Voc. is two year post graduate programme with four general education courses and three skill components courses in each semester.
- Each general education course will be of three credits and each credit is of 15 periods.
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course there will be one visit to the relevant industry/ institute.
- This M.Voc. Programme offers two specializations from third semester namely Digital Journalism and Video Production.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

- 1) **First Year M.Voc. (Post Graduate Diploma):** A student who has passed the graduation degree (10+2+3) in any stream or its equivalent examination.
- 2) **Second Year M.Voc. (Post Graduate Degree):** Satisfactorily keeping terms of First Year of M. Voc. and if they fulfill the eligibility conditions.

Note: Admissions will be given as per the selection procedure / policies adopted by the college, in accordance with conditions laid down by the Savitribhai Phule Pune University, Pune.

Examination Pattern:

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, and IV Semester
- Skill Component (Practical Course): Practical examination will be conducted
- Weightage of marks in each course: Internal continuous assessment (50%) and end semester examination (50%)

Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE, (Autonomous) BARAMATI
Dist. – Pune-413102
M. Voc. Media Studies Syllabus Structure

Subject Code	Subject Name	Credits	Marks
Semester I			
General Education			
MS 101	Introduction to Media Studies	Credits 04	100
MS 102	Introduction to Journalism	Credits 04	100
MS 103	Introduction to video production	Credits 04	100
Skill Component			
MS 104	Writing for Media	Credits 06	150
MS 105	Photography	Credits 04	100
MS 106	Introduction to Media Software	Credits 04	100
MS 107	Camera Techniques- I	Credits 04	100
Semester II			
General Education			
MS 201	Visual Communication	Credits 04	100
MS 202	Media, Society and Culture	Credits 04	100
MS 203	Media Research Methods	Credits 04	100
Skill Component			
MS 204	Camera Techniques- II	Credits 06	150
MS 205	Experimental Journal	Credits 04	100
MS 206	Script Writing	Credits 04	100
MS 207	Anchoring skills and Voice Modulation	Credits 04	100
Semester III - Video Production			
General Education			
MS 301A	Script Writing and Direction	Credits 04	100
MS 302A	Sound and Post-production	Credits 04	100
MS 303A	Film Appreciation	Credits 04	100
Skill Component			
MS 304A	Group Project	Credits 06	150
MS 305A	Video Editing	Credits 06	150
MS 306A	Lighting Techniques	Credits 06	150
Semester III – Digital Journalism			
General Education			
MS 301B	Advertising	Credits 04	100
MS 302B	New Media Studies	Credits 04	100
MS 303B	Broadcast Journalism	Credits 04	100
Skill Component			
MS 304B	Group Project	Credits 06	150
MS 305B	Audio Production	Credits 06	150
MS 306B	Digital Content Development-I	Credits 06	150
Semester IV- Video Production			
General Education			
MS 401A	Production Management	Credits 4	100
MS 402A	Marketing and Promotion	Credits 4	100
MS 403	Media Audience	Credits 4	100
Skill Component			

MS 404A	Production Project	Credits 10	250
MS 405A	Animation and Special Effects	Credits 4	100
MS 406A	Internship/ Study Visit Report	Credits 4	100
Semester IV - Digital Journalism			
General Education			
MS 401B	Brand Management	Credits 4	100
MS 402B	Social Media Marketing	Credits 4	100
MS 403	Media Audience	Credits 4	100
Skill Component			
MS 404B	In-depth Reporting/ Dissertation	Credits 10	250
MS 405B	Digital Content Development-II	Credits 4	100
MS 406B	Internship/ Study Visit Report	Credits 4	100

INTRODUCTION TO MEDIA STUDIES**General education****Paper No. - MS 101****Maximum Marks: 100****Credits: 4****Teaching Period: 4/week****Teaching Load: 60 Theory Period****CONTENT****Unit 1: Revisiting the World of Communication**

- Centrality of Communication in the Living World
- Communication as Site of Culture
- Communication a Site of Social Relations
- Communication and Technology

Unit 2: Types and Forms of Communication

- Types on the Basis of Number of Participants
- Types on the Basis of Medium
- Types on the Basis of Purpose
- Forms of Communication-Verbal/Non Verbal, Visual/ Olfactory

Unit 3: Academic Study of Communication

- Evolution of Academic Discipline of Communication Studies
- Process and Semiotic Perspectives
- Basic Communication Models: Shannon & Weaver, Gerbner, Osgood, Newcomb
- Indian Perspectives on Communication

Unit 4: Introduction to Semiotic Perspective

- Goals of Semiotic Analysis
- Sign: Concept and Types
- Codes: Concepts, Types and Sharing
- Process of Signification: Connotation and Denotation

Unit 5: Semiotic Interpretations and Culture

- Metaphors
- Myths: Concept and Debates
- Communication as Text/Discourse
- Ideology: Link to Meaning Making

Unit 6: Introduction to Rhetoric Perspective

- Origin and Evolution
- Functions of Rhetoric
- Key Elements of Rhetoric
- Introduction to Indian Thoughts on Rhetoric

Unit 7: Rhetoric Presentation and Effects

- Rhetorical Schemes and Devices
- Elements of Rhetoric Presentation
- Analyzing Rhetorical Presentation
- Making Rhetorical Presentation

Unit 8: Massification and Evolution of Mass Communication

- The Process of Massification and Rise of Mass Society
- Mass Communication as Political and Economic Need
- Mass Communication as Cultural Expression
- Technological Phases of Media of Mass Communication

Recommended Readings:

1. Lewis, J. (2002). Cultural studies: The basics. London: SAGE Publications.
2. Kumar. K.J.(2000). Mass communication in India. Mumbai: Jaico Pub. House
3. Watson. J. (1985). What is communication studies? London: Edward Arnold.

4. Berko Roy (1989) Basically Communicating. Wm. C. Brown Publishers, 312 pages
5. Roloff. M. E. & Miller. G. R. (1987) Interpersonal processes: New directions in communication research. Newbury Park, Calif: Sage Publications.
6. Carey, J. W. (1989). Communication as culture: Essays on media and society. Boston: Unwin Hyman.
7. Ghanekar, A (1998) Communication skill for effective management. Everest Publishing House. Gilligan, Pune.
8. Fiske, J. (1982). *Introduction to communication studies*. London, Angleterre: Methuen.
9. Schlenker, B. R. (1980). Impression management: The self-concept, social identity, and Interpersonal relations. Monterey, Calif: Brooks/Cole Pub. Co.

INTRODUCTION TO JOURNALISM**General education****Paper No. - MS 102****Maximum Marks: 75****Credits: 4****Teaching Period: 3/week****Teaching Load: 45 Theory Period****CONTENT****Unit 1: Origin and Growth of the Press in India**

- Advent of Printing Press in India and Newspaper
- Role of the Press in India's social awakening in 19th century
- Role of the Press in India's Freedom Movement
- Historical Development of the Press as a media Institution in India.

Unit 2: Journalism

- Concepts, dimensions and functions of journalism.
- Nature of the media and content: Print, electronic and online newspapers.
- Journalism as a profession: role and responsibilities and challenges; objectivity and fairness.
- Careers in journalism. Indian society –demography, socio-economic & political profile and the responsibility of the press.

Unit 3: Contemporary Indian Press

- Study of leading newspapers and journalists in India since 1947
- The vernacular Press in India with reference to the Hindi language Press
- Development of news agencies
- Contemporary development in Indian Press, vis-à-vis other media .

Unit 4 - Major news agencies

- Reuters, AP, AFP, UNI, PTI, ANI,
- Role and importance of news agencies
- Functioning of news agencies

Unit 5 -Different forms of print-

- A historical Perspective Yellow journalism Penny press,
- Broadsheet, Berliner tabloid press,
- Book, Newspaper, Magazine
- Language of news- Robert Gunning: Principles of clear writing

Unit 6: Indian Constitution and Press Laws

- Main features of the Indian Constitution
- Rights, privileges and liabilities of the press; parliamentary privileges
- Contempt of court
- Important Acts and laws on press

Unit 7 : Role of Media

- Role of Media in a Democracy
- Responsibility to Society
- Press and Democracy
- Contemporary debates and issues relating to media Ethics in journalism

Unit 8: Indian Journalism in New Era

- Social media and e-Journalism
- Mapping the News App Ecosystem

- Marginalization and Journalism
- Ethics, Pedagogy, and the Public Sphere in Journalism

Suggested Readings: -

Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.

M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing, 2006.

George Rodmann. Mass Media in a Changing World; McGraw Hill Publication, 2007.

Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications, 2006.

Richard Keeble. The Newspaper's Handbook; Routledge Publication, 2006.

Indian Journalism in a New Era, Changes, Challenges, and Perspectives, *Shakuntala Rao; Oxford University Press, 2019*

INTRODUCTION TO VIDEO PRODUCTION

General education

Paper No. - MS 103

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period

CONTENT

Unit 1: Moving Image Dynamics

- Still and Moving Image Comparison
- Elements of Moving Image
- Technical Aspects of Moving Image
- A brief history of moving image: Film to Video

Unit 2: Image and Sound Combination

- Basic Physics of Sound
- Cultural Elements of Sound
- Image and Sound Synchronization
- Technical Aspects of Audio-Visual Combination

Unit 3: Visual Composition

- Elements of Shot Composition
- Scene and Sequences
- Elements of Writing for Visual medium
- Time and Space Dimensions

Unit 4: Screen Grammar and Genres

- Camera Angles
- Continuity
- Transitions: Cuts, Wipes etc
- Basic TV Genres

Unit 5: Production Process I- From Idea to Screen

- Idea: Feasibility and Research
- Pre-production: Script Development, production planning
- Production Work
- Post Production Process

Unit 6: Production Process II- People and Work

- Creative Personnel- Director, Script Writer
- Technical Personnel- Camera, Lights, Makeup, Choreographer, Sound Recordist, Music Director, Graphic Designer, Editor
- Team Work
- Elements of Production Management

Unit 7: Production Equipment and Technology

- Camera Types and Functions
- Lighting Equipments
- Sound Equipments
- Editing Equipments

Unit 8: Management and Distribution of Video

- Studio Based and Outdoor

- Funding and Accounting
- Permissions and Administration
- Various Platforms of Video Distribution
- Promotion

Recommended Readings:

1. Monaco, J. (1981). How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
2. Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
3. Burrows, T. D., & Wood, D. N. (1986). Television production: Disciplines and techniques. Dubuque, Iowa: W.C. Brown.
4. White, G. (1982). Video techniques. London: Newnes Technical Books
5. Peter. Combs and John Tiffin(1978). TV production for Education.Focal Press.196 pages.
6. Richard .Lindheim. (1991) Inside TV Producing.Focal Press.328 pages.
7. Harcourt, A. (1986). The Independent producer: Film and television. London: Faber and Faber.
8. Kindem, G. A., & Musburger, R. B. (1997). Introduction to media production: From analog to digital. Boston: Focal Press.
9. Fairweather, R. (1998). Basic studio directing. Oxford: Focal Press.
10. Rowlands, A., & Rowlands, A. (1994). The continuity handbook: A guide for single-camera shooting. Oxford: Focal Press.
11. Owens, J., & Millerson, G. (2012). Video production handbook. Burlington, MA: Focal Press.
12. Ferncase, R. K. (1995). Film and video lighting terms and concepts. Boston: Focal Press

CONTENT

1) Introduction to writing Skills

- Different forms of writing
- Elements of Good Writing
- Searching ideas and nurturing them
- Writing CV's and minutes

2) Study Skills

- Memorizing Vs Internalizing
- Reading Skills: Skimming and Scanning Skills
- Non linear Study methods
- Thinking: Vertical and lateral, Lateral thinking in practice

3) ICT Skills

- Microsoft Office: Word, Excel, Power Point
- File Transfer and Sharing Resources
- Internet application: Email, important Websites
- Social Networks: use and application

4) Communication Skills

- Interpersonal Communication
- Group Communication
- Interview Skills
- Communication with Special Group

5) Writing for media environment

- Conventions and practices
- Writing for an audience, development; transitions
- Writing assignments, leads, short news

6) Writing for Print

News sense and news values
News lead, Body of News
Feature Writing
Types of feature

7) Writing for broadcasting media

TV writing style
Writing for TV news
Radio writing style
Writing radio news

8) Writing for online media

Blog Writing
Writing for Social media
Digital story telling

Recommended Readings:

1. Richard, Communication Skills

2. A.E.Schwartz, Communication Skills
3. Leena Sen, Communication Skills
4. John Nilesen, Communication Skills
5. Juluis, Fast Body Language

PHOTOGRAPHY

Skill component

Paper No. – MS 105

Maximum Marks: 100

Credits: 4

Teaching Period: 2 /week

Teaching Load: 20 Practical's/Semester

CONTENT

- 1. Photo camera Introduction**
 - History
 - Growth
 - Types
- 2. DSLR camera controls and handling**
 - Internal structure
 - Mechanism
- 3. Modes and Scenes:**
 - Auto mode
 - Manual mode
 - Night mode
- 4. Working with Manual mode**
 - ISO
 - Shutter
 - Aperture
- 5. Composition and Framing**
 - Composition rules
 - Framing
 - Depth of field
- 6. Portrait**
 - Types of portrait
 - Emotions and expression
 - Property use
- 7. Landscape**
 - Foreground, Background
 - Golden hours
- 8. Other types of photography**
 - Event photography
 - Product photography
 - Macro photography
 - Fashion photography
 - Travel photography
 - Photojournalism
- 9. Lighting**
 - Position plays the role
 - Soft light Vs Hard light
 - Temperature: Kelvin scale
- 10. Black and white photography**
 - Contrast
 - Tone
 - Shadow
 - Texture
- 11. Image processing I**
 - Capturing

Cropping

12. Image processing II

Color correction

Retouching

Export

13. Employment in photography

Portfolio

Finding employment

Photography job

Visit of photo studio

INTRODUCTION TO MEDIA SOFTWARE

Skill component

Paper No. – MS 106

Maximum Marks: 100

Credits: 4

Teaching Period: 2 /week

Teaching Load: 20 Practical's/Semester

PHOTOSHOP

1 Introduction

- Introduction to Photoshop
- Working with images

2 Basic editing

- Resizing and cropping images
- Working with basic selection

3 Layers

- Getting started with layer
- Photo retouching

4 Colour

- Adjusting to colour correction
- Mixing the photos

ILLUSTRATOR

5 Introduction

- Introduction to Illustrator
- Draw and Transform objects

6 Basics

- Shapes and Objects
- Working with Color

7 Layers

- Working with points and path
- Working with layers

8 Effects

- Using Illustrator effects

ADOBE AFTER EFFECTS

9 Introduction

- Introduction to Adobe After Effects
- Creating projects, compositions, and layers

10 Basics

- Creating animation for shapes, objects, and layers
- Adding and animating text

11 Special Effects

- Creating special effects using the Effects menu
- Animating Layers

12 3D work

- Introducing the Puppet Tools

- Working in 3D

First Year

Semester I

CAMERA TECHNIQUES-I

Skill component

Paper No. - MS 107

Maximum Marks: 100

Credits: 4

Teaching Period: 2 /week

Teaching Load: 20 Practical's/Semester

CONTENT

1) Introduction to Camera

Understanding history of image recording
Basics of camera Film and digital Cameras
Body and lens Formats of Still and videos

2) Basics for Camera

Functioning of auto mode of camera and Practice
Functioning of manual mode of camera and Practice
White-balance exploring manual mode
ND Filters

3) Camera and other accessories

Tripods handling
Camera mounting and handling with different base
Camera batteries, memory cards use and care
Other aspects of Camera

4) Understanding camera shots

Camera shot size

Camera movements
Camera angles

5) Basic operations of camera

Focus, Zoom in Zoom out
Recording with different video formats
Audio recording in camera

6) Spatial Continuity Rules:

Action axis, 180 degree rule.
Frame v/s Field of Vision: Lensing
The aperture: Concept, f-stops
Focus v/s Depth of Field

7) Field observation

Indoor field observation
Outdoor observation
Lights observation of different location

CONTENT

1) Understanding Visual culture

- Elements of Visual Communication: Line, Shape, Colour and texture
- Light and form
- Depth and movement
- Visual Theories

2) Visual Design

- Contrast: Size, symbolism, Time, Sound
- Balance, Symmetry, Rhythm
- Harmony, unity, layout, Grid
- Point of View

3) Visual Art

- Visual art History
- Painting
- Architecture and Sculpture
- Artistic Styles

4) Modes of Aesthetic Experience

- Basics of Aesthetic values
- Aesthetics of Thinking and Creativity
- Taste and Aesthetes
- Aesthetics of Symbols and Language

5) Photography and Moving Images

- Historical, Technical and Cultural Perspective
- Ethical and Critical Perspective
- Motion Pictures
- Television and Video
- Reality Shows.

6) Visual Theories

- Sensory theories of visual communication
- Gestalt Theory
- Constructivism
- Perceptual theories of visual communication
- Semiotics Theory
- Cognitive Theory

7) Visual Analysis

- Personal Perspective
- Historical Perspective

- Technical Perspective
- Ethical Perspective
- Cultural Perspective
- Critical Perspective

Recommended Readings:

1. Paul M. (2006) Visual Communication: Images with Messages
2. Ralf E. Wileman Visual Communication
3. David Sless Learning & Visual Communication
4. The Digital Revolution: Visual Communication in the electronic age
5. Friedrich O. Huck; Carl L. Fales; Zia-Ur-Rehman. Visual Communication an Information Theory Approach

CONTENT**1) The Framework of Discussion about Mass Communication**

- The process of mass communication
- Various issues in popular and academic discussions.
- Academic origin and concerns
- Culture, Technology, Economy, Power and Effects
- Media as an important social institution

2) The Rise of Mass Communication

- Modernity and mass communication
- The concept of 'mass'
- Characteristics of mass communication
- Development of media technologies
- Mass communication without modernity and media

3) Ideas, Issues and Perspectives

- The functionalist and normative issues
- The political-economic perspectives
- Marxist view and the concept of cultural hegemony
- Information society perspective and technological influence
- Paradigm of study- Dominant and Alternative

4) Media Structure and Institution

- Features of media economy
- Competition and concentration
- Ownership and control
- Policy issues: Freedom, Regulation, Protection, Diversity
- Public interest, economic pressures and cultural issues

5) Media Organizations in its Context

- Organization- forms and goals
- Pressure groups and dynamics of interests
- Content: Freedom and gate-keeping
- Relations with society, clients and audiences
- Professional views, dilemmas and conflicts

6) Media Content

- Content production- cultural production
- Standardization and Genres
- Issues- Bias, Representation, Commercialization
- Aesthetic of mass art
- Ideologies- modernity and post-modernity

7) Mass Audiences

- Centrality of audiences in communication discourse
- Locating audiences- society, media, content etc
- Three tradition of audience studies
- Audience behaviour- Uses and gratification
- Need to reach, know and measure audiences

8) Media Effects

- The premise of the central concern
- Campaign and propaganda- the case of politics
- Phases of effect discourses
- Agenda setting, Cultivation, Diffusion
- Ideology and Effects

Recommended Readings:

- 1) Mass Communication Theory- McQuail Denis (Sage Publication)
- 2) Questioning the Media: Downing John et al (Sage Publication)
- 3) Mass Communication in India- Kumar Keval (Jaico Publication)
- 4) The Audiences and Its Landscape- Hay James et al (Westview Press)
- 5) Desperately Seeking the Audiences- Ang Ien (Routledge Publications)
- 6) www.thehoot.org
- 7) www.indiantelevision.com
- 8) www.media4exchange.com
- 9) www.agencyfaqs.com
- 10) www.mediawatch.com

Skill component

Paper No. - MS 203

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Lecture/Semester

CONTENT**1. Science and Research Methods**

- Different method of knowing
- Concept of research
- Nature of scientific enquiry
- Historical development of research methods
- Lessons learnt from scientific methods

2. Social Sciences and Research Methods

- Influence of scientific methods on 'social sciences'
- Challenges to objectivity
- Theories shaping observations
- New paradigms of research
- The qualitative and the quantitative

3. Research in Communication

- Working towards 'science of communication'
- Early methods and models
- Four stages of effect research
- Main issues of research- audience, content, effect
- Applications of research in media industry

4. Approaches to Research in Communication

- Reductionist and holistic
- Qualitative and Quantitative
- Analytical and Descriptive
- Fundamental and Applied
- One time and longitudinal

5. Elements of Research

- Variables and constants
- Hypothesis
- Concepts and constructs
- Measurements and scales
- Theories and facts

6. The Research Process-I

- The concept of research design
- Research issues
- Deciding the research topic- relevance
- Importance of theory, literature review
- Time, money and personnel

7. The Research process- II

- Types of research design- exploratory, experimental, explanatory etc.
- Aims and objectives
- Approaches to research
- Methods of data collection
- Analysis to conclusions

8. Sampling

- Basic concept
- Representativeness

- Probability and non probability sample- concepts
- Types of probability and non probability samples
- Practical guidelines for sampling

9. Data Collections Methods

- Quantitative surveys
- Focus Group Discussion
- Personal Interviews
- Field Observations
- Comparative advantages and disadvantages

10. Focus on Survey and Content Analysis

- Surveys- advantages and disadvantages, types
- Questionnaire
- Uses of surveys in media industries
- Content Analysis- basic concepts, uses
- Characteristics of quantitative content analysis

11. Introduction to Statistical Analysis

- Importance of statistics in media research
- Descriptive statistics
- Correlations
- Inferential statistics- chi square, t test
- Practical examples

Recommended Readings:

1. Mass Media Research, Roger Wimmer & Joseph Dominick
2. Mass Communication Research Methods ,HsiaH.J.
3. The Practice of Social Research, BabbieE.R.
4. Methods in Social Research, KothariC.R
5. Basics of Qualitative Research, Strauss Anselm, Corbin Juliet
6. How to Publish Communication Research, Edt-Alison Alexandretta
7. Qualitative research methods in Public Relations and Marketing Communication-Daymon Christine and Holloway Immy

CONTENT

1) Controls of Camera

- Exposure
- Shutter
- Aperture-DOF
- Importance of Sensor size
- White-balance
- Exploring manual mode

2) Understanding lens

- Introduction to lens
- Different type of lens
- Applications of lens
- The filters

3) Recording Audio in Camcorder

- Understanding Microphones
- Controlling Audio in the camera
- Monitoring Audio level Selecting Audio Tracks

4) Composition

- Understanding Composition
- Elements of Composition
- Composition for different aspect ratio
- Effect of Visual Balance
- Application of Composition
- Composing moving image Communication through visuals

5) Lights

- Revisiting Light
- Basics: 6 Elements
- Lighting techniques
- Matching indoor and outdoor
- High key and low key
- Situation based lighting
- Use of lighting control accessories

6) Shooting

- Selecting location
- Observing available light
- Shooting indoor with lights
- Shooting outdoor in available lights
- Shooting outdoor with lights
- Observing different location2

- Different locations Shooting an interview with audio

First Year	Semester II
Skill component	Experimental Journal
Maximum Marks: 150	Paper No. - MS 205
Teaching Period: 2 /week	Credits: 4
CONTENT	Teaching Load: 30 Practical's/Semester

- 1) Production of Laboratory Journal (Reporting, Editing & Page layout on computer)
- 2) Every student has to produce at least three issues under the supervision of the teacher
- 3) They need to produce a four page newspaper.
- 4) Minimum 60% content of the Experimental journal should be news based.
- 5) Preparing layout of the front, back and other pages of a newspaper
- 6) Rewrite own and local newspaper reports, articles, features regularly.
- 7) Design and layout news reports, articles and features using Page Maker or In-design
- 8) Upload experimental newspaper on available new media platforms.
- 9) Grades are based upon the effort and quality of completed work **including weekly papers**, online articles and daily assignments.
- 10) Consistent staff participation through planning and development of all phases of production.
- 11) Quality completion of individual and group assignments.
- 12) Weekly composite participation grade (20%)
- 13) Adherence to staff established deadlines (20%)
- 14) Quality of news and article write up (20%)
- 15) Section and issue development (20%)
- 16) Creativity and design (10%)
- 17) Editing (10%)
- 18) Each student is expected to develop five (various subjects) quality pieces throughout the term, distributed over 3 issues. A quality piece is defined as one which is of sufficient length and content to challenge the student. Each piece will go into the student's newspaper portfolio, upon which the student's nine week grade will be evaluated. Laying-out the paper is considered the equivalent of producing two pieces of work. Students are expected to print out and save all of their work in their file in the classroom and submit it.

Skill component

Maximum Marks: 100

Teaching Period: 2 /week

Script Writing

Paper No. - MS 206

Credits: 4

Teaching Load: 20 Practical's/Semester

CONTENT

1) Writing for the Screen

- The Nature and Characteristics of Media Writing
- Literary text v/s text written for the screen
- Understanding the written word as a blue-print for visuals
- Visualization: 'Seeing' and 'Hearing' before writing

2) The Core of Screen Writing: Genesis of an Idea

- Conscious attention to surroundings/Listening carefully, reading, observing, writing a diary regularly
- Types of Ideas: Event-led, character-based, reality-based, concept-led
- Choosing and Formulating the Theme: Choosing Characters and their Points of Views. The Concept/Idea diary

3) Basic structure of Story

- Chain of linear, chronological cause-effect event structure.
- The Three Act Structure:
- Beginning-middle-end(Character-Setting-Problem-Resolution)
- Forming familiar associations with the written word: Short Story=short film, Novel= feature film, Research paper/essay (with human touch) = Documentary.
- Other Parts of the Story: Character Backstories, Sub-story arcs

4) Form

- Formulating the Visual Narrative: Story+ Plot Order
- The Treatment: Plotting Scenes and Scene Flow
- Types of Narratives The First Draft and going beyond

5) Format: Fiction, Non-Fiction

- What is a Scene? What is a Unit?(Fiction v/s Non-Fiction)
- Screenplay without Dialogue: The Scene/Unit Skeletal Structure. Dialogue: Types, Rules, Methods
- Formatting the Screenplay: Introduction to Celts /Final draft.

VOICE MODULATION AND ANCHORING SKILLS**Skill component****Paper No. - MS 207****Maximum Marks: 150****Credits: 4****Teaching Period: 2 /week****Teaching Load: 30 Practical's/Semester****CONTENT****1 The anatomy of the voice**

- The lungs, rib cage
- Intercostal muscles, diaphragm
- Larynx, vocal chords
- Pharynx and other principal resonators

2 Breathing

- The function of the lungs, rib cage
- Intercostal muscles, diaphragm –
- Different methods of breathing and their usage –upper chest or clavicular lower chest or abdominal method –
- whole chest or intercostal diaphragmatic method

3 Basics of Voice Modulation

- Pitch, pace, pause, tone quality
- Physical and Mental Fitness
- Hearing, Basics of Classical Music including the knowledge of Swara
- Vocal Health- negative effect of smoking, drugs, alcohol, the importance of good diet.

4 Introduction to Anchoring:

- Know your voice
- Scope for voicing, Need of anchoring
- Basics Of Anchoring.

5 Types of Anchoring:

- Voice over
- RJ , Anchoring
- Dubbing, Events
- Reporting, Interview.

6 Tips And Techniques:

- Practical's live in our studio (mike facing),
- Introduction To Microphones, Dress Code For Men And Women
- Make-Up and other things.
- Writing tips for Anchoring.

7 Qualities of Anchor :

- Communication skill, Passion, Investigative skill, Ability to handle pressure,
- Using Social media, Leadership Skill, Humanity.
- Starting out on a positive note, Admiring the audience,
- Mingling with the audience, Having an effective speech.

8 Exercises for Quality Voice and Pronunciation :

- Breathing exercises to improve volume
- Voice Exercises –Yoga and other elements
- Methods for voice relaxation
- Lip exercises, Tongue exercises, Jaw exercises
- Extending and controlling your Pitch.
- Recording your voice and analyze
- Story reading and pronunciation
- Enhance performance on the stage and in a recording studio

