



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%)

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**Dist. – Pune-413102**  
**M. Voc. Media Studies Syllabus Structure**

Subject Code	Subject Name	Credits	Marks
<b>Semester I</b>			
<b>General Education</b>			
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
<b>Skill Component</b>			
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
<b>Semester II</b>			
<b>General Education</b>			
MS 201	Visual Communication	Credits 04	100
MS 202	Media, Society and Culture	Credits 04	100
MS 203	Media Research Methods	Credits 04	100
<b>Skill Component</b>			
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
<b>Semester III - Video Production</b>			
<b>General Education</b>			
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
<b>Skill Component</b>			
MS 304A	Group Project	Credits 06	150
MS 305A	Video Editing	Credits 06	150
MS 306A	Lighting Techniques	Credits 06	150
<b>Semester III – Digital Journalism</b>			
<b>General Education</b>			
MS 301B	Advertising	Credits 04	100
MS 302B	New Media Studies	Credits 04	100
MS 303B	Broadcast Journalism	Credits 04	100
<b>Skill Component</b>			
MS 304B	Group Project	Credits 06	150
MS 305B	Audio Production	Credits 06	150
MS 306B	Digital Content Development-I	Credits 06	150
<b>Semester IV- Video Production</b>			
<b>General Education</b>			
MS 401A	Production Management	Credits 4	100
MS 402A	Marketing and Promotion	Credits 4	100
MS 403	Media Audience	Credits 4	100
<b>Skill Component</b>			

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
<b>Semester IV - Digital Journalism</b>			
<b>General Education</b>			
MS 401B	Brand Management	Credits 4	100
MS 402B	Social Media Marketing	Credits 4	100
MS 403	Media Audience	Credits 4	100
<b>Skill Component</b>			
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 19<sup>th</sup> 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

**Writing for Media**

**General education**

**Paper No. - MS 104**

**Maximum Marks: 150**

**Credits: 6**

**Teaching Period: 2/week**

**Teaching Load: 90 Practical 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, 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**

**Paper No. – MS 105**

**Credits: 4**

**Teaching Load: 20 Practical's/Semester**

**Skill component**

**Maximum Marks: 100**

**Teaching Period: 2 /week**

**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



**VISUAL COMMUNICATION**

**General Education**

**Paper No. – MS 201**

**Maximum Marks: 100**

**Credits: 4**

**Teaching Period: 4/week**

**Teaching Load: 60 Theory Period**

**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

**MEDIA, SOCIETY AND CULTURE**

General education

Paper No. - MS 202

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period

**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](http://www.thehoot.org)
- 7) [www.indiantelevision.com](http://www.indiantelevision.com)
- 8) [www.media4exchange.com](http://www.media4exchange.com)
- 9) [www.agencyfaqs.com](http://www.agencyfaqs.com)
- 10) [www.mediawatch.com](http://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

### Skill component

Maximum Marks: 150

Teaching Period: 2 /week

### CONTENT

## Semester II

### Experimental Journal

Paper No. - MS 205

Credits: 4

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

