



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.

Sponsored by

University Grant Commission

Under

National Skill Qualification Framework
(NSQF)

To be implemented from
2022-23

(To be implemented from Academic Year - 2022-2023)

Course structure:

- M.Voc. is two year post graduate program 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 continues assessment (50%) and end semester examination (50%)

Dist. – Pune-413102
M. Voc. Media Studies Proposed Syllabus Structure
Academic year 2022-23

First Year: Semester-I

Subj. Code	Subject Name	No. of Credits	Marks
General component			
PMMS111	Introduction to Media Studies	04	100
PMMS112	Introduction to Journalism	04	100
PMMS113	Introduction to Video Production	04	100
Skill component			
PMMS114	Writing for Media	06	150
PMMS115	Photography	04	100
PMMS116	Introduction to Editing Software	04	100
PMMS117	Camera Techniques- I	04	100

First Year: Semester-II

Subj. Code	Subject Name	No. of Credits	Marks
General component			
PMMS121	Basic Principles of Advertising	04	100
PMMS122	Advanced Practices in Journalism	04	100
PMMS123	Broadcast Journalism	04	100
Skill component			
PMMS124	Script Writing	04	100
PMMS125	Digital Content Publication	04	100
PMMS126	Camera Techniques- II	04	100
PMMS127	Mobile Production	04	100
PMMS128	Internship-I /Project Assistance	02	50

Semester III - Video Production

General Education			
PMMS211A	Direction	Credits 04	100
PMMS212A	Sound and Post-production	Credits 04	100
PMMS213A	Understanding Documentary	Credits 04	100
Skill Component			
PMMS214A	Group Project	Credits 06	150
PMMS215A	Video Editing	Credits 06	150
PMMS216A	Lighting Techniques	Credits 06	150
Semester III – Digital Journalism			
General Education			
PMMS211B	Digital Advertising and Marketing	Credits 04	100
PMMS212B	New Media Studies & Digital Culture	Credits 04	100
PMMS213B	New Frontiers of Digital Journalism	Credits 04	100
Skill Component			
PMMS214B	Group Project	Credits 06	150
PMMS215B	Audio Production	Credits 06	150
PMMS216B	Digital Content Development-I	Credits 06	150

M. Voc. Media Studies Proposed Syllabus Structure

(w.e.f. from Jan -2022)

For Academic year 2022-23

First Year

Semester 2

Principles of Advertising

General education

Maximum Marks: 100

Teaching Period: 2/week

Paper No. – PBMS121

Credits: 4

Teaching Load: 60 Theory Period

Course Objectives:

- Impart basic concepts of advertising and its development.
- Aware importance of advertising in media.
- Encourage graduates for self employability.
- Inculcate knowledge of economy of media.
- Knowledge of the functioning of advertising agencies.

Content:

Unit 1 Advertising: An Introduction

- Definition, Need, Scope, Role & Importance, Evolution and Growth.
- Advertising as a Tool of Communication and its Difference, Propaganda, Publicity, PR
- Role of Advertising in Marketing Mix, Advertising vs Personal Selling & Sales Promotion, Advertising vs Public Relations & Advertising vs Marketing
- Types of Advertising: Consumer, Business Advertising, Commercial vs Social Advertising, Corporate Advertising, Action vs Awareness Advertising.

Unit 2 Advertising Media

- Understanding Media & It's Creative Co-ordination with other Marketing functions
- Types of Media: Print Media, Broadcast Media, Outdoor, Transit, Traditional, Direct Mail & Internet, Their characteristics, Benefits & Drawbacks, New Media
- Understanding Consumer: Demographic, Psychographic Profile.
- Media Planning Methods: Media Strategies & Media Mix.

Unit 3 Advertising Creativity

- Creativity: Concept & Role in Advertising.
- Copywriting: Role & Importance of a Copywriter How to Develop an Effective Copy, AIDA (Copy Writer's Pyramid).
- Copy Elements-Headline, Subhead, Body Copy, Logos & Slogans
- Layout-Definition, Steps & its Importance; Principles of a good layout.
-

Unit 4 Advertising Agency

- Ad Agency – Definition, Role and Functions of Various Departments, Structure of an Advertising Agency
- Types of Ad Agencies, Agency revenue sources, Client-Agency Relationship, Selection of an Advertising Agency

- Indian Advertising Agencies: Trends & Status
- Advertising Ethics & Social Responsibility, Regulation of Advertising: Govt. & Non Govt. Regulations

Unit 5 Advertising Campaign Planning

- Ad Campaign – Concept and Importance
- Brand versus Social Ad campaigns
- Overview of Campaign Planning, Its components
- Developing Creative Brief

Unit 6 Practicals

- Collection of different types of Advertisements.
- Screening and discussion on ten FMCG Advertisements based on Social Issues.
- Screening of top Twenty Creative Indian and International Advertisements.
- Group discussion on Socio-Economic and Cultural Impact of Advertising

Course Outcomes:

- The student will be able to identify and define the advertising concepts and will review the advertising media.
- The student will be able to analyze the Indian advertising scenario and will distinguish between advertising and marketing.
- The student will be able to categorize different types of advertisements. The students will also be able to appraise and interpret the legal, ethical and social aspect of advertising.

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Bovee & Arens. Contemporary Advertising. USA: Irwin.
- Chunawala & Sethia. Foundations of Advertising ,8th edition . India: Himalaya Publishing house.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- Jones, P J. How Advertising Works. India: Sage
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books

Advanced Practices in Journalism

Theory

Paper No. - PMMS 122

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60

Lecture/Semester

Course Objectives

1. To understand the basics of news writing.
2. To understand the theory, methods, and practice of gathering information and writing news.
3. To understand data journalism and mobile journalism.

Unit -1 Journalism in Flux

- Changes in media technology and its impact on society
- Media Convergence, Towards multimedia journalism m
- Changes in the newsroom structures and functions, new skills, and new perspective journalists
- Citizen Journalists, User generated content, crowdsourcing
- New experiments in journalism

Unit - 2 New tools and new values:

- New tools and sources for news gathering new gadgets for rural journalists
- Changing news values, What Next factor, Need for more analysis and context
- Changing focus on news beats: Health, Environment, Weather, Community, Urban Infrastructure & Development, etc.
- Changes in news writing styles: Brevity, verification, more storytelling, Re-emergence of long form journalism
- Changes in news presentation and newspaper design, infographics, integration with social media platforms

Unit - 3 Data Journalism

- Growth and development of digital media, its impact on society
- Content Management System and various ways of Digital Storytelling
- Digital analytics and Search Engine Optimization
- What is data? Significance and interpretation of data
- Basic skills and procedures for data analysis and data journalism
- Examples and practices of Data Visualization

Unit — 4 Mobile Journalism:

- Understanding the features of Smart- phones.
- Telling compelling stories / photo stories using mobile devices,
- rich multi-media enabled apps, storytelling methods for mobile consumers.
- Tools and best practices for editing and posting videos for mobile platforms.
- Mobile Journalism and its advantages.
- Understanding the skills required for mastering in mobile journalism.
- Managing the journalistic workflow with mobile

Unit - 5 Multi-media Journalism

- Growth of multi-media environment and blurring boundaries of media platforms
- multi-media production skills, Backpack and Collaborative Journalism
- Use of social media for Journalism: From sourcing news to 'promotion

- Artificial Intelligence, Internet of Things, and its possible use in journalism
- Entrepreneurship in multi-media space

Course Outcomes

1. Students know about the basics of news writing.
2. Students will be having the knowledge of the theory, methods, and practice of gathering information and writing news.
3. Students would be able to understand Data journalism and mobile journalism.

References:

- Briggs, Mark. Journalism 2.0. J Lab and Knight Citizen News Network.
- Feldman, Tony. An Introduction to Digital Media. Routledge.
- Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
- Handbook for Media, General Elections to The 17th Lok Sabha 2019, Election Commission of India
- New Media and Politics, Sage
- Digital Journalism: Making News, Breaking News, Open Society Foundation
- The Routledge Handbook of Developments In Digital Journalism Studies
- The Handbook of Global Online Journalism, Wiley-Blackwell

गरुड, ळवश्वनार्थ (२०१९), ळडळजिल पत्रकाररि, गमभन प्रकाशन.

Broadcast Journalism

General education

Maximum Marks: 100

Teaching Period: 2/week

Paper No. – PBMS122

Credits: 4

Teaching Load: 60 Theory Period

- **Course Objectives**
- **1. To understand the working pattern of electronic media platform.**
- **2. To familiarize the students with techniques of broadcasting.**
- **3. To create understanding of electronic media content creation.**
- **4. To inculcate the knowledge of script writing.**

CONTENT:

Unit 1 TV News & Historical Perspective

- TV News- Historical Perspective
- 1970s and Early 1980s – Golden years
- Transition in Technology

Unit 2 TV & Radio Newsroom terms

- Basic News scripts, Reader, Character, Generator, Voice-over, Sound Bite, Voiceover/Sound Bite.
- Story Types- Spot News, Hard News, Backgrounder, Side bar, Documentary, Item selection and order
- Important Terms: Editing, Land line, Closed circuit, teleprompter, Network ability, market, Ratings, consultant, cut ins
- Writing for Broadcast- conventional, News writing, broadcast style Book

Unit 3 Structure of a 24-hour News Channel

- Organization, Operation & Management
- Economics: Ad spent, Sponsorship, News share
- Technology: Ever fast changing.
- Facilities: studio / editing, uplink-Satellites, Earth stations, MW links, Archival facilities
- Collaboration / Competition with other News channel / News Agencies from abroad
- Camera crew members

Unit 4 Roles and responsibilities of personals in news organization

- News Reader / Anchors, Weather caster, Sports caster, News Director
- Assistant News Director, Assignment Editor, Executive Producer
- Producer - Assistant Producer, Reporter/correspondent, Photographer/Video Cameraman, Production Assistant, Video Archivist, News Reading mechanics

Unit 5 News Gathering, News Broadcasting

- In Normal Routine Day & Special situations
- Daily News and News analysis
- Special events, Political coverage

- War / Conflicts, & Crime, disasters etc
- Elections: National, regional, Civil Disturbance, riots, ethnic violence, acts of terrorism
- Cultural festivals, social functions

Unit 6 Presentation and Production

- Anchoring
- Interviewing
- Current affair programs and group debates
- Live coverage

Unit 7 Business Aspects of TV News

- T.V. Market
- Market size and career
- Raising revenues and sponsorships

Unit 8 Ethics in broadcast Journalism

- Need for code of ethics for journalists
- Relations with business and advertising
- Code of publication for advertisements
- Relation with state and central government
- Code for Commercial Broadcasting]
- Self-regulation by news channels

Course Outcomes:

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will be able to familiarize the students with the basic techniques of broadcasting.
3. Students will be able to understand electronic media content creation.
4. Students will be having the knowledge of script writing.

Recommended Readings:

1. TV News, Building a Career in Broadcast Journalism, Ray White
2. Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd
3. Ethics for Media, William Reeves, and Cleave Mathews
4. Ethics in Journalism, Jeffrey Olen

Script Writing

Skill component

Paper No. - PMMS 124

Maximum Marks: 100

Credits: 4

Teaching Period: 2 /week

Teaching Load: 15 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=shortfilm, 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.

Content:

Unit-1 Experimental Journal

- Production of Laboratory Journal
- Minimum 60% content should be news based
- Design and layout news paper
- Publication on various digital Platforms

Unit-2 Blog

- Creating individual Blogs- Blogger, WordPress
- Writing a News stories, and feature
- Writing with hyperlinks
- Publish content on Social media Platforms

Unit-3 Podcast

- Introduction of Podcasting
- Content creation and writing for Podcasts
- Different types of Podcasting
- Production of Podcasts

Unit-4- Digital Storytelling

- Storytelling structures that work on the Web
- Storytelling using text and Image,
- Storytelling using Audio and Video

Unit-5 Fake News and facts checking

- Video and Photo verification
- Digital hygiene
- Use of 5W1H to find fake information

Camera Techniques- II

Skill component

Paper No. - PMMS 126

Maximum Marks: 100

Credits: 4

Teaching Period: 2 /week

TeachingLoad:15 Practical's/Semester

Content:

1) Controls of Camera

- Exposure
- Shutter Speed
- 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

- Introduction of 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 locations
- shooting an interview with audio on Different locations

First Year
Skill component
Maximum Marks: 100
Teaching Period: 2 /week

Mobile Production

Paper No. - PMMS 127
Credits: 4
TeachingLoad:15 Practical's/Semester

Content:

Unit-1 News Production on Mobile

- News coverage on mobile
- Interviews / Bites
- PTC
- Woxpop

Unit-2 Short Video Production on Mobile

- Reels Video for Instagram
- IGTV Videos Instagram
- Short Video for Youtube
- Video for Moj & Josh

Unit-3 Short Advertising production on Mobile

- Advertising for Facebook
- Advertising for Instagram
- Advertising for Youtube

Unit-4 Short Videos production on Mobile

- Department events coverage
- Coverage other departments events
- College Event Coverag

Unit-5 Live Video Production

- Video production of Pandharpur Wari
- Video production of Moropanat debate Competition
- Video Production of Ganapati Festival
- Video Production of any political Local Program in Baramati

Unit-6 Exercises

- Short video of 1 minute
- short-film of around 3 minutes as a group activity

Unit-1 Compulsory Post Internship Presentation/ Report

(Details expected in the post internship presentation :

- A. Name of the Organization where the Internship was carried out.
- B. Contents of what was proposed to be learnt during internship.
- C. Allocation of 45 days Internship Programme.
- D. Name and Designation of Supervising authority.
- E. Work Profile assigned for the Internship Programme.
- F. Skills acquired.
- G. Skills required in completing the given task which was not taught in the syllabus.
- H. Problems encountered and problems solved while Interning
- I. Contribution of students towards better functioning of the organization.

Unit-2 Internship Diary/ Log Sheet

- A. 45 Days compulsory Internship Diary.
- B. Each day has to be mentioned with a date.
- C. Details of work allotted and done has to be mentioned every day.
- D. Working hours are also to be mentioned.

Unit-3 Internship Programme Certificate

- A. Internship certificate given from the respective organization of completed internship days.

Unit-3 Feedback Form

- A. Feedback from duly signed and stamped by the internship provider from the organization.