



**Anekant Education Society's**

**Tuljaram Chaturchand College of Arts Commerce and  
Science, Baramati**

**(Autonomous)**

**M.Voc- Media Studies**

**(Faculty of Vocational Studies)**

**CBCS Syllabus**

**M.Voc- Media Studies, Semester -I**

**For Department of Media and Communication Studies**

**Tuljaram Chaturchand College, Baramati**

**Choice Based Credit System Syllabus (2023 Pattern)**

**(As Per NEP 2020)**

**To be implemented from Academic Year 2023-2024**

## Preamble

AES's Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati has made the decision to change the curriculum of across various faculties since June 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. By integrating general (academic) education, vocational education, and experiential learning, the NEP hopes to advance education on every aspect and increase its efficiency. The NEP unveils a comprehensive and multidisciplinary educational approach that will aid in the students' intellectual, scientific, social, physical, emotional, ethical, and moral development. For the growth of the pupils, the NEP 2020 calls for adaptable curricular structures and a learning-based outcome strategy. The NEP 2020 aspires to promote academic excellence, facilitate seamless academic mobility, and increase the global competitiveness of Indian students by providing a nationally recognized and internationally comparable credit structure and course framework. As a result, more chances and doors are opened for students to follow their dreams on a worldwide scale. It also develops a system where educational achievements can be acknowledged and respected both nationally and internationally.

In response to the rapid advancements in media, journalism, communication and technology and the evolving approaches in various domains of media and related subjects, the Board of Studies in M.Voc Media Studies at Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati- Pune, has developed the curriculum for the first semester of FY M.Voc Media Studies, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21<sup>st</sup> century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrf, NHEQF, Prof. R.D Kulkarni's Report, Government of Maharashtra's General Resolution dated 20<sup>th</sup> April and 16<sup>th</sup> May 2023, and the Circular issued by SPPU, Pune on 31<sup>st</sup> May 2023.

A Media Studies post-graduation equips students with the knowledge and skills necessary for a diverse range of fulfilling media career paths. Post-Graduates in Media Studies finds opportunities in various media fields, including Print Media, Electronic Media, Digital Media, social media, Marketing, Advertising, Public Relations, Video Production, Cinematography, Photography, Editing, Script Writing, Anchoring, Creative Content

Writing, Direction, and many other media domains. Throughout their two-year post-graduate program, students explore the media organization of both Journalism and Video Production across different scales, from local to global. They learn to analyse and write news reports, capture images and visuals, edit the news stories or contents in various levels. The curriculum also delves into the intricate relationship between society and media, examining how communication system evolve over time. Students also covers creative writing skills, advertising, public relations and they create stories for video production. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of our world and address the challenges of our ever-changing society.

Overall, revising the Media Studies curriculum to align with NEP 2020 ensures that students receive a relevant, thorough education that equips them to successfully traverse the fast-paced, globally connected world of today. It gives them the knowledge, abilities, and competences required to achieve their academic and professional objectives in a constantly changing global environment while making a significant contribution to society.

## Programme Specific Outcomes (PSOs)

**PSO1. Disciplinary Knowledge:** Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc program Execute strong theoretical and practical understanding generated from the chosen B.Voc program.

**PSO2. Critical Thinking and Problem solving:** Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.

**PSO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally:** communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.

**PSO4. Research-Related Skills:** Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.

**PSO5. Personal and Professional competence:** Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.

**PSO6. Effective Citizenship and Ethics:** Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.

**PSO7. Environment and Sustainability:** Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

**PSO8. Self-directed and Life-long learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

**PSO9. Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

**Anekant Education Society's**  
**Tuljaram Chaturchand College, Baramati**  
*(Autonomous)*

**Board of Studies (BOS) in Department of  
Media and Communication Studies**

From 2022-23 to 2024-25

<b>Sr.No.</b>	<b>Name</b>	<b>Designation</b>
1.	<b>Mr. Rahul P. Chaudhari</b>	Chairman
2.	<b>Mr. Ranjeet V. Pandit</b>	Member
3.	<b>Ms. Gayathri Nandhakumar</b>	Member
4.	<b>Ms. Rutuja S. Agam</b>	Member
5.	<b>Dr. Sanjay Vishnu Tambat</b>	Vice-Chancellor Nominee
6.	<b>Mr. Mithunchandra Chaudhari</b>	Expert from other University
7.	<b>Dr. Radheshyam Jadhav</b>	Expert from other University
8.	<b>Mr. Akash Dhopeswarkar</b>	Industry Expert
9.	<b>Ms. Ankita Khane</b>	Meritorious Alumni
10.	<b>Mr. Ravi Mane</b>	Meritorious Alumni

Year	Level	Semester	Major		Research Methodology (RM)	OJT/FP	RP	Cum. Cr.
			Mandatory	Electives				
I	6.0	Sem-I	MS-501-MJM: Introduction to Media Studies (T) (Credit 04)	MS-511-MJE (A) Understanding Cinema (T) (Credit 02)	MS-521-RM Media Research Methodology (T) (Credit 04)	--	--	22
			MS-502-MJM: Introduction to Journalism Studies (T) (Credit 04)	OR MS-511-MJE (B) Political Communication (T) (Credit 02)				
			MS-503-MJM: Introduction to Video Production (T) (Credit 02)	MS-512-MJE (A) Video Camera Techniques (P) (Credit 02)				
			MS-504-MJM: Writing for Media (P) (Credit 02)	OR MS-512-MJE (B)				
			MS-505- MJM Photography and Photo Editing (P) (Credit 02)	Advanced News Reporting and Editing Practices (P) (Credit 02)				
		Sem-II	MS-551-MJM: Media Society and Culture (T) (Credit 04)	MS-561-MJE (A)Script Writing (T) (Credit 02)	--	MS-581-OJT/FP Credit 04	--	22
			MS-552-MJM: Advertising (T) (Credit 04)	OR MS-561-MJE (B)Digital Journalism (T) (Credit 02)				
			MS-553-MJM Introduction to Digital Media (T) (Credit 02)	MS-562-MJE (A)Mobile Production (P) (Credit 02)				
			MS-554-MJM Studio Production (P) (Credit 02)	OR				
			MS-555-MJM Video Editing Techniques (P) (Credit 02)	MS-562-MJE (B)Digital Content Production (P) (Credit 02)				
<b>Cum. Cr.</b>			28	8	4	4	-	44

## Course Structure for F.Y. M.Voc. Media Studies -2023 Pattern

Sem	Course Type	Course Code	Course Title	Theory/ Practical	No. of Credits
<b>I</b>	Major (Mandatory)	MS-501-MJM	Introduction to Media Studies	Theory	04
	Major (Mandatory)	MS-502-MJM	Introduction to Journalism	Theory	04
	Major (Mandatory)	MS-503-MJM	Introduction to Video Production	Practical	02
	Major (Mandatory)	MS-504-MJM	Writing for Media	Practical	02
	Major (Mandatory)	MS-505- MJM	Photography and Photo Editing	Practical	02
	Major (Elective)	MS-511-MJE (A)	Understanding Cinema	Theory	02
		MS-512-MJE (A)	Camera Techniques	Practical	02
		MS-511-MJE (B)	Political Communication	Theory	02
		MS-512-MJE (B)	News Reporting and Editing Skills	Practical	02
	Research Methodology	MS-521-RM	Media Research Methodology	Theory	04
<b>Total Credits Semester I</b>					<b>22</b>
<b>II</b>	Major(Mandat ory)	MS-551-MJM	Media Society and Culture	Theory	04
	Major (Mandatory)	MS-552-MJM	Advertising	Theory	04
	Major (Mandatory)	MS-553-MJM	Introduction to Digital Media	Theory	02
	Major (Mandatory)	MS-554-MJM	Studio Production	Practical	02
	Major (Mandatory)	MS 555 MJM	Video Editing Techniques	Practical	02
	Major (Elective)	MS-561-MJE (A)	Script Writing	Theory	02
		MS-562-MJE (A)	Mobile Production	Practical	02
		MS-561-MJE (B)	Digital Journalism	Theory	02
		MS-562-MJE (B)	Digital Content Production	Practical	02
	On Job Training (OJT)/Field Project (FP)	MS-581-OJT/FP	On Job Training/Field Project relevant to the major course.	Training/Pro ject	04
	<b>Total Credits Semester-II</b>				
<b>Cumulative Credits Semester I and II</b>					<b>44</b>

## CBCS Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

<b>Name of the Programme</b>	: M.Voc-M.S
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc.-M.S
<b>Semester</b>	: I
<b>Course Type</b>	: Major Mandatory (Theory)
<b>Course Code</b>	: MVMS-501-MJM
<b>Course Title</b>	: Introduction to Media Studies
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 60

### Course Objectives:

1. To develop the knowledge of basic elements of Communication.
2. To inculcate the knowledge of communication models.
- 3 To develop skills to encourage the production of creative media messages.
- 4 To introduce students to various career opportunities in mass media.

### Course Outcomes:

**By the end of the course, students will be able to:**

**CO1.**Students would be able to introduce themselves to the theories of Communication.

**CO2.**Students would be able to inculcate the knowledge of Communication models.

**CO3.**Students would be able to understand of the mass communication process.

**CO4.**Students will know about historical growth, development and trends of different media

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### Topics and Learning Points

#### UNIT 1: Basics of Communication

**Teaching hours 8**

- 1.1 Communication and its Importance
- 1.2 Effects of Communication
- 1.3 Elements in the Process of Communication (Input, sender, channel, Noise, Receiver, output)
- 1.4 Forms and Method of Communication



<b>Unit 2: Types and Forms of Communication</b>	<b>10</b>
2.1 Types on the Basis of Number of Participants	
2.2 Types on the Basis of Medium	
2.3 Types on the Basis of Purpose	
2.4 Forms of Communication-Verbal/Non Verbal, Visual/ Olfactory	
<b>UNIT 3: Role of Media in Human Society</b>	<b>10</b>
3.1 Role of Media in our Life	
3.2 Evolution and Development	
3.3 Mass communication and Media	
3.4 Role of Media in a Democracy	
<b>UNIT 4: Media and Development</b>	<b>10</b>
4.1 Understanding the Role of Media in Development	
4.2 Development Communication Initiatives in India	
4.3 Writing on Development Issues	
3.4 Citizen Journalism	
<b>UNIT 5: Media as Social Institute</b>	<b>10</b>
5.1 Media as Public Sphere	
5.2 Media as Public Service	
5.3 Media and Civil Society	
5.4 Media and Government	
<b>UNIT 6: Communication Theories</b>	<b>12</b>
6.1 Definition, Elements, Process and Scope of Communication	
6.2 Indian Philosophy of Communication: Sadharanikaran, Sahridaya, Natya Shastra	
6.3 Normative Theories of Press	
6.4 Understanding Media as Text: Signs and Codes in Media	

### References:

1. Malhan P.V.Communication Media Yesterday, Today & Tomorrow, Publication Div, New Delhi,1985
2. Kumar Keval J, Mass Communication in India, Jayco, 2001.
3. McLuhan Marshall understanding Media Rutledge & Kegan Paul, 1964.
4. Schramm Wilbur, the Process and effects of Mass Communication, Uty &Illinois, 1965.
5. Dr. Pawar Sudhakar, Sanvad Shastra, Mansamman Prakashan, Pune

6. McQuail, D. 2010. McQuail's Mass Communication Theory. 6th Edition. London: Sage. Baran, S.J.
7. Adhikari N., Theory and Practice of Communication – Bharat Muni, Makhanlal Chaturvedi
8. Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya 10 Fiske, J. 1982.
9. Introduction to Communication Studies. Routledge. & Peter R. 2014. The Digital Media Handbook. 2nd Edition. Routledge. Oxon. Lipshultz, J.H. 2014.
10. Social Media Communication: Concepts, Practices, Data, Law. New York: Routledge. Sharma, R., (2015). „Media Literacy and Governance: A study of Sangrampur Block in Bihar“. In Democracy and Good Governance: Reinventing the Public Service Delivery System in India, Rumki Basu, M. Badrul Alam and Furqan Ahmad. (eds.). India: Bloomsbury.
11. Thussu, D. K. 2010. International Communication: A Reader. London: Routledge.
12. Sreberny, A. 1997. Media in global context: A reader. London: Arnold.
13. Seargent, P. and Tagg, C. 2014. The Language of Social Media: Identity and Community on the Internet. New York: Palgrave Macmillan. Grant, A.E.& Wilkinson, J. 2009.
14. Understanding Media Convergence: The State of the Field. United Kingdom: Oxford University Press Silverblatt, A, Yadav, Anubhuti & Kundu, V. (2022). Media Literacy: Keys to Interpreting Media Messages (Indian Edition)

### CBCS Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

<b>Name of the Programme</b>	: M.Voc-M.S
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc-M.S-I
<b>Semester</b>	: I
<b>Course Type</b>	: Major Mandatory (Theory)
<b>Course Code</b>	: MVMS-502-MJM
<b>Course Title</b>	: Introduction to Journalism studies
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 60

#### Course Objectives:

- 1. To create conceptual understanding about the Press: Its role and functioning in society**
- 2. to introduce students to legal and ethical aspects of the Press, its values and Responsibility**
- 3. To enable students to write for all kinds of media.**

## Course Outcomes:

- CO1. Students would be able to understand the basics of journalism.  
CO2. Students would be able to inculcate the knowledge of student elements of journalism.  
CO3. Students would be able to acquaint them with important aspects of the process of journalism.

## Topics and Learning Points

<b>Unit 1: Fundamentals of Journalism studies</b>	<b>10</b>
1.1 Concepts, dimensions, and functions of journalism.	
1.2 Nature of the media and content: Print, electronic and online newspapers.	
1.3 Journalism as a profession: role and responsibilities and challenges	
1.4 Objectivity and fairness.	
<b>Unit 2: Contemporary issues in Indian Journalism</b>	<b>10</b>
2.1 Study of leading newspapers	
2.2 The vernacular Press in India	
2.3 Development of news agencies	
2.4 Contemporary development in Indian Press	
<b>Unit-3: Politics, Economics and Sociology of Journalism</b>	<b>10</b>
3.1 Formulating Public Opinion and Role of Citizenship	
3.2 Journalism: Issues and Contemporary Debates	
3.3 Journalism in Changing Times: As a Mission, Profession and Business	
3.4 Business models and Ownership of Media	
<b>Unit-4: Critical approach of journalism</b>	<b>10</b>
4.1 Four theories of press	
4.2 Gate keeping practices	
4.3 Political economy of media	
4.4 Fake News: Issues, Challenges	
<b>Unit-5 Media Organizations and Professional bodies</b>	<b>10</b>
5.1 Press Council of India	
5.2 International Bodies: IPI, UNESCO	
5.3 Broadcast Regulatory bodies and TRAI, BRAI , IBF,	
5.4 Media Associations and Organizations: INS, Editors Guild, IFWJ, NUJ (I), IJU, NBA, BEA, etc.	
<b>Unit 6 Legal and ethical Framework:</b>	<b>10</b>
6.1 Intellectual property rights	
6.2 Defamation, sedition, slander, IT Act	
6.3 Statutory and self-regulatory bodies	
6.4 The responsibility of the press.	

## References:

- Mass Communication In India: Keval Kumar (2011). Jaico Publication
- Broadcast journalism: Techniques of radio and TV news: Boyd, A. (2001). Focal Press.
- Writing Feature Stories: Matthew Ricketson (2004): Allen & Unwin
- White, R. (1990). TV news: Building a career in broadcast journalism. Boston: Focal Press.
- Rivers, W. L., & Mathews, C. (1988). Ethics for the media. Englewood Cliffs, N.J.: Prentice Hall.
- Olen, J. (1988). Ethics in journalism. Englewood Cliffs, N.J.: Prentice-Hall.
- Visit: [www.thehoot.org/presscouncil.nic.in](http://www.thehoot.org/presscouncil.nic.in)

## CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

**Name of the Programme:** M.Voc. Media Studies

**Programme Code** : PVMS

**Class** : M.Voc. Media Studies

**Semester** : I

**Course Type** : Major Mandatory (Practical)

**Course Code** : MS-503-MJM

**Course Title** : Introduction to Video Production

**No. of Credits** : 02

**No. of Teaching Hours:** 60

## Course Objectives:

1. To create conceptual understanding about video production
2. To provide knowledge of latest multimedia technologies.
3. To provide extensive hands on training in the latest digital audio, video and multimedia Technologies

## Course Outcomes:

**By the end of the course, students will be able to:**

**CO1.** Learner will have the basic knowledge of various audio editing tools.

**CO2.** Learner will have hands on experience on video editing techniques.

**CO3.** Learner will be able to create content on various platforms

## Topics and Learning Points

### UNIT 1: Moving Image Dynamics

Teaching hours 6

- 1.1 Still and Moving Image Comparison
- 1.2 Elements of Moving Image
- 1.3 A brief history of moving image: Still to Video
- 1.4 Camera: Analog to Digital

### UNIT 2: Image and Sound Combination

6

- 2.1 Basic Physics of Sound
- 2.2 Cultural Elements of Sound
- 2.3 Image and Sound Synchronization
- 2.4 Technical Aspects of Audio-Visual Combination

### UNIT3: Production Process I- From Idea to Screen

6

- 3.1 Idea: Feasibility and Research
- 3.2 Pre-production: Script Development,
- 3.3 Production planning Production Work
- 3.4 Postproduction Process

### UNIT4: Production Process II- People and Work

6

- 4.1 Creative Personnel- Director, Script Writer
- 4.2 Technical Personnel- Camera, Lights, Makeup, Choreographer, Sound Recordist, Music
- 4.3 Director, Graphic Designer, Editor Teamwork
- 4.4 Elements of Production Management

### UNIT5: Visual Composition

6

- 5.1 Elements of Shot Composition
- 5.2 Scene and Sequences
- 5.3 Elements of Writing for Visual medium
- 5.4 Time and Space Dimensions

### References:

- Williams, Raymond. (2002) The Technology and the Society. The Anthropology of Media, a Reader, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers.
- Chakravarti, Uma (2006) Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India. Tulika Books, NewDelhi.
- Lewis, J. (2002). Cultural studies: The basics. London: SAGE Publications.

- Kumar, K. J. (2000). Mass communication in India. Mumbai: JaicoPub.House.
- Watson, J. (1985). What is communication studies? London: EdwardArnold.
- Berko Roy (1989) Basically Communicating. Wm. C. Brown Publishers, 312pages
- Roloff, M. E., & Miller, G. R. (1987). Interpersonal processes: New directions in communication research. Newbury Park, Calif: SagePublications.
- Carey, J. W. (1989). Communication as culture: Essays on media and society. Boston: Unwin Hyman.
- Ghanekar, A (1998) Communication skill for effective management. Everest Publishing House. Gilligan, Pune.
- Fiske, J. (1982). Introduction to communication studies. London,
- Angleterre:Methuen.
- Chandler Daniel (2017) Semiotics: The Basics, New york, Routledge

### Syllabus as per NEP 2020 for M.A./M.Sc. I (2023 Pattern)

<b>Name of the Programme</b>	: M.Voc.MS
<b>Programme Code</b>	: PVMS
<b>Class</b>	: F.Y M.Voc MS
<b>Semester</b>	: 1
<b>Course Type</b>	: Major Mandatory (Practical)
<b>Course Code</b>	: MS-503-MJM
<b>Course Title</b>	: Writing for Media
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 60

#### Course Objectives:

1. To familiarize the students with the basics of writing.
2. To create understanding of various media content.
3. To develop storytelling skills for mass media and strategic communication.
4. To identify the genres, forms, and aesthetics of writing

#### Course Outcomes:

**By the end of the course, students will be able to:**

- CO1.** Familiarize themselves with the basics of writing.
- CO2.** Create understanding of various media content.
- CO3.** Develop storytelling skills for mass media and strategic communication.
- CO4.** Identify and explore the genres, forms, and aesthetics of writing.

## Topics and Learning Points

### Teaching Hours

<b>UNIT 1: Fundamentals of Writing</b>	<b>: 10</b>
1.1 The Blank Page and Overcoming Fear of Writing	
1.2 Three Step Process of Writing: Write-Review-Destroy- Repeat	
1.3 Reading Techniques for faster review: Speed and Comprehension	
1.4 An Introduction to Creative Writing	
<b>UNIT 2: Identifying Writing in Audio-Visual Content</b>	<b>15</b>
2.1 Reading v/s watching Audio-Visual content	
2.2 Tools of Reading Audio-Visual content	
2.3 Identifying Structure	
2.4 Identifying Drama and emotion	
<b>UNIT 3: Story Writing</b>	<b>15</b>
3.1 Elements of a Story	
3.2 Characters and Characterization	
3.3 Structuring a Story: Emotion and Drama	
3.4 Idea to Narrative: Practical Story Writing	
<b>UNIT 4: Introduction to Various Types of Media Writing</b>	<b>20</b>
4.1 Writing for Television: Fiction vs Nonfiction	
4.2 Writing for Advertising: Print vs TVC	
4.3 Writing on the Internet: Blogs, Marketing Content, Social Media	
4.4 Writing for Streaming Services: The Webseries	

### References:

1. Hilliard Robert L. (2015) Writing for Television, Radio and New Media
2. Witt Leonard (1991) Complete Book of Feature Writing
3. Brande Dorothea (1934) Becoming a Writer
4. Lamott Anne (1994) Bird by Bird: Some Instructions on Writing and Life
5. Standage Tom (2013) Writing on the Wall: Social Media – The First 2000 years

## CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

**Name of the Programme:** M.Voc. Media Studies

**Programme Code** : PVMS

**Class** : M.Voc. Media Studies

**Semester** : I

**Course Type** : Major Mandatory (Practical)

**Course Code** : MS-505-MJM

**Course Title** : Photography and Photo editing

**No. of Credits** : 02

**No. of Teaching Hours:**60

### Course Objectives:

1. To develop the knowledge of photography.
2. To develop the photography editing skills
3. To Encourage self-employment
4. To Encourage creative skills in photography

### Course Outcomes:

**By the end of the course, students will be able to:**

**CO1.**Learner would learn the concepts and importance of photography

**CO2.** Learner would know different branches of photography and may be self-employed.

**CO3.**Student will be able to learn skills of photography editing

**CO4.** Learner would be to ready to join any media organization as photographer

### Topics and Learning Points

**UNIT 1: DSLR camera controls and handling**

**Teaching hours 10**

1.1 Camera introduction

1.2 Auto mode and Manual mode



1.3 Exposure	
1.4 ISO, Shutter Speed, Aperture	
<b>UNIT 2: Aesthetic of photography</b>	<b>10</b>
2.1 Composition Rules, Framing	
2.2 Depth of field	
2.3 Foreground, background	
2.4 Photography with lighting	
<b>UNIT3: Types of photography</b>	<b>10</b>
3.1 Landscape Photography	
3.2 Portrait Photography	
3.3 Nature Photography	
3.4 Black and White Photography	
<b>UNIT4: Photoshop</b>	<b>10</b>
4.1 Software introduction	
4.2 Understanding and use of tools	
4.3 Editing, effects, Colure correction, masking etc	
4.4 Exporting, Presentation	
<b>UNIT 5: Photography for Photo stories</b>	<b>20</b>
5.1 Developmental Story	
5.2 Environmental Story	
5.3 Human stories	
5.4 Social Story	

## References:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloc.Paul M. (2006)
7. Visual Communication: Images with Messages

## CBCS Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

<b>Name of the Programme</b>	: M.Voc.MS
<b>Programme Code</b>	: PVMS
<b>Class</b>	: F.Y M.Voc MS
<b>Semester</b>	: 1
<b>Course Type</b>	: Major Elective
<b>Course Code</b>	: MS-511-MJE (A)
<b>Course Title</b>	: Understanding Cinema
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### Course Objectives:

1. To describe the concept of the moving images and visual communication.
2. To understand the origin and history of cinema
3. To discuss the characteristics of visual language and its elements.
4. To identify the genres, forms, and aesthetics of cinema.
- 5.

### Course Outcomes:

**By the end of the course, students will be able to:**

- CO1.** Accurately describe the concept of the moving images and visual communication.
- CO2.** Comprehensive knowledge on the evolution, origin and history of cinema.
- CO3.** Discuss the characteristics of visual language and its elements.  
Identify and explore the genres, forms, and aesthetics of cinema

### Topics and Learning Points

#### UNIT 1: Origin and History of Cinema

**Teaching Hours: 5**

- 1.1 The beginning and the experiments.
- 1.2 Lumiere Brothers, Thomas Edison, Georges Méliès, Edwin S. Porter. W. K. L. Dickson, David W. Griffith and Charlie Chaplin
- 1.3 Development of cinema
- 1.4 Silent cinema - The birth of the Talkies

#### UNIT 2: Visual Language and Elements

**7**

- 2.1 Film Visual Language – Shot, Scene, Sequence
- 2.2 Continuity, Editing, Montage
- 2.3 Use of Color, Structure, Theme and Sound
- 2.4 Plot, Character, Emotional Effect or Mood  
(Auteur Films: In the Mood for Love (2000) Dir Wong Kar Wai (Hongkong))

**UNIT 3: Film Aesthetics****8****3.1 Story & Screenplay**

(Narrative Study: Parasite (2019) Dir Bong Joon-ho)

**3.2 Direction, cinematography, Editing****3.3 Acting, analysis, dramatic structure**

(Super 30 (2019) Dir Vikas Bahl) (Kahani (2012) Sujoy Ghosh)

**3.4 Review writing****UNIT 4: Film Genre, Form and Style****10****4.1 Different genres: Action, adventure, comedy**

(Postmodern Perspective: Pulp Fiction (1994) Dir Quentin Tarantino)

(Psychoanalytical Perspective: Black Swan (2010) Dir Darren Aronofsky)

**4.2 Drama, epic/historical Horror, Sci-fi, war etc**

(The Dark Knight (2008) Dir Christopher Nolan)

**4.3 Film Form and Style: German Expressionism, Film Noir****4.4 Italian Neo-realism, French New Wave****References:**

1. The Last Lear 2007 Dir Rituparno Ghosh (Bengali queer auteur director).
2. 15 Park Avenue (2005) Dir Aparna Sen
3. Gendered Perspective : The Day I Became a Woman (2000) Dir Marzieh Meshkini (Iranian)
4. Nude (2018) Dir Ravi Jadhav
5. Disability Studies: Margarita with a Straw (2014) Dir Shonali Bose,
6. Yellow (2014) Dir Mahesh Limaye
7. Spirited Away (2001) (anime) Dir Hayao Miyazaki
8. Drishyam (2015) Nishikant Kamat

## CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

**Name of the Programme:** M.Voc. Media Studies

**Programme Code** : PVMS

**Class** : M.Voc. Media Studies

**Semester** : I

**Course Type** : Major elective (Practical)

**Course Code** : MS-512(A)-MJE

**Course Title** : Video Camera Techniques

**No. of Credits** : 02

**No. of Teaching Hours:** 60

### Course Objectives:

1. To learn the basics technique of video camera and handling skills.
2. Develop skills for workflow in audio visual production.
3. To learn aesthetic skills of camera language
4. To practice and execute audio visual production.

### Course Outcomes:

**By the end of the course, students will be able to:**

**CO1.** Student would be able to understand the camera technique and its handling process

**CO2.** Students would be able to develop skills for workflow in audio visual production.

**CO3.** Students will learn the language of camera to express to scripted story.

**CO4 .** Students would be able to practice and execute audio visual production.

### Topics and Learning Points

#### UNIT 1: Basics for Camera

- 1.1 Functioning of auto mode of camera and Practice
- 1.2 Functioning of manual mode of camera and Practice
- 1.3 White-balance exploring manual mode
- 1.4 Tripod handling, camera mounting

**Teaching Hours**

**10**

**UNIT 2: Camera Language** **10**

- 2.1 camera shot, movement and angles
- 2.2 Action axis, 180 degree rule.
- 2.3 Frame v/s Field of Vision: Lansing
- 2.4 Focus v/s Depth of Field

**UNIT3: Light and Exposure**

- 3.1 Aperture, Shutter speed, ND filter, ISO/gain
- 3.2 Revisiting light **10**
- 3.3 Basic: 6 elements
- 3.4 Lighting techniques
- 3.5 Matching indoor and outdoor
- 3.6 High key and low key
- 3.7 Situation based lighting
- 3.8 Use of Lighting control accessories

**UNIT4: Composition** **10**

- 4.1 Understanding composition
- 4.2 Element of Composition
- 4.3 Composition for different aspect ratio
- 4.4 Effect of visual balance
- 4.5 Application of composition
- 4.6 Composing moving image communication through visual

**UNIT 5: Recording Audio in camcorder** **10**

- 5.1 Understanding Microphones
- 5.2 Controlling Audio in the Camera
- 5.3 Monitoring Audio level Selecting Audio Tracks

**UNIT 6: Shooting Exercise** **10**

- 6.1 Selecting location
- 6.2 Observation Available light
- 6.3 Shooting indoor with light
- 6.4 Shooting outdoor with available light
- 6.5 Shooting outdoor with light
- 6.6 Observing different locations

**References:**

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton
3. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloch. Paul M. (2006)
7. Visual Communication: Images with Messages

## Syllabus as per NEP 2020 for M.A./M.Sc. I (2023 Pattern)

**Name of the Programme:** M.Voc. Media Studies

**Programme Code** : PVMS

**Class** : M.Voc. Media Studies

**Semester** : I

**Course Type** :Major elective (Theory)

**Course Code** : MS-511(B)-MJE

**Course Title** :Political Communication

**No. of Credits** :02

**No. of Teaching Hours:**30

### Course Objectives:

1. Articulate a core understanding of political communications and its primary functions.
2. Critically analyze historic and current political messaging based on this framework.
3. Develop a comprehensive strategic communications plan.

### Course Outcomes:

**CO1.** Students would be able to understand political communications and its primary functions.

**CO2.** Students would be able to critically analyze historic and current political messaging based on this framework.

**CO3.** Students would be able to develop a comprehensive strategic communications plan.

## Topics and Learning Points

### Unit 1: Understanding Politics.

Teaching Period 6

- 1.1 Nature of politics expected in a democratic set-up;
- 1.2 Characteristics of Indian Politics;
- 1.3 Various political ideologies and their nature of politics
- 1.4 Important factors for Politics:

### Unit 2: Political Communication.

6

- 2.1 Importance of communication for politics;
- 2.2 Targeted and specific communication for politics;
- 2.3 Political symbolism

2.4 Communication the political image.

**Unit 3: Communicating Politics. 6**

- 3.1 Understanding the language of politics and political messages;
- 3.2 Selecting proper form of content; Political news, views and opinion pieces;
- 3.3 Events and media coverage;
- 3.4 Building a political campaign;
- 3.5 Social and digital media for political campaigning;

**Unit 4: Political Campaigns and Propaganda. 6**

- 4.1 Political advertisements
- 4.2 ; Various Political campaigns in India and their respective impacts;
- 4.3 Propaganda: characteristics, types and its use
- 4.4 Political PR and image management

**Unit 5: Media and Political Communication. 6**

- 5.1 Political economy of media;
- 5.2 Media as the opinion maker;
- 5.3 Use Media for Political Communication;
- 5.4 Media and politics in India:

**References:**

**Amale, R. (2020). Propaganda. Pune: Manovikas Prakashan.**

**Borate, Y. (2020). The Pagebook. Jalgaon: Atharva Prakashan**

**Brants, K., & Voltmer, K. (Eds.). (2011). Political Communication in Postmodern Democracy. London:Palgrave Macmillan.**

**Chakrabarti, B., & Hazra, S. (2018). Winning the Mandate: The Indian Experience . New Delhi: Sage .**

**Chaturvedi, S. (2016). I Am A Troll. New Delhi: Juggernaut Books .**

**Harvey, K. (Ed.). (2014). Encyclopaedia of Social Media and Politics (Vol. 1). Los Angeles : SagePublications .**

**Lal, A. (2017). India Social: How Social Media Is Leading The Charge And Changing The Country.Gurugram: Hachette India.**

**Perloff, R. M. (2014). The Dynamics of Political Communication- Media and Politics in a Digital Age .New York: Routledge.**

**Prasad, K. (Ed.). (2003). Political Communication: The Indian Experience. Delhi: B. R. PublishingCorporation.**

**Sardesai, R. (2014). 2014 The Election That Changed India . New Delhi: Penguin Books .**

**Sardesai, R. (2020). 2019 How Modi Won India .Noida : Harper Collins Publishers .**

### **Has Media Become a Tool of Political Mobilisation?**

<https://www.youtube.com/watch?v=9erbnSuNEBw>

### **Political Communication**

[https://www.youtube.com/playlist?list=PLQLmNVnDjUNHseD\\_w7qpIpvZvnj1LghNU](https://www.youtube.com/playlist?list=PLQLmNVnDjUNHseD_w7qpIpvZvnj1LghNU)

### **Media & Politics**

[https://www.youtube.com/watch?v=FX3eSQjO4gA&list=PLIIIbdaSzgusN2rSQy\\_YL-HjhNiP7kFa2](https://www.youtube.com/watch?v=FX3eSQjO4gA&list=PLIIIbdaSzgusN2rSQy_YL-HjhNiP7kFa2)

### **New Media and Political Communication**

<https://www.youtube.com/watch?v=v6l5QGuHqOY>

### **How the Internet is Changing Politics | Vinay Nayak | TEDxKingsCollegeLondon**

<https://www.youtube.com/watch?v=BrvpD-5zwqk>

### **How to Win an Election: Political Campaign**

<https://www.youtube.com/watch?v=d-X09-gbtyQ>

### **Political campaigning in the digital age: Lucian Despoiu at TEDxBucharest**

<https://www.youtube.com/watch?v=sTgOUL0iYW8>

### **How Social Media is Shaping Our Political Future | Victoria Bonney | TEDxDirigo**

<https://www.youtube.com/watch?v=9Kd99IIWJUw>

### **The impact of social media in political debate | Mark Shephard | TEDxGlasgow**

<https://www.youtube.com/watch?v=I-YUVP7G524>

### **Unboxing with Prashant Kishor | What it takes to plan, execute and win an election**

<https://www.youtube.com/watch?v=IldCA4JLehw>



## Syllabus as per NEP 2020 for M.A./M.Sc. I (2023 Pattern)

**Name of the Programme:** M.Voc. Media Studies

**Programme Code** : PVMS

**Class** : M.Voc. Media Studies

**Semester** : I

**Course Type** : Major elective (Practical)

**Course Code** : MS-512(B)-MJE

**Course Title** : Advanced News Reporting and Editing practices

**No. of Credits** : 02

**No. of Teaching Hours:**60

### Course Objectives:

1. To impart practical knowledge about reporting, editing and translation of news.
2. To enable students to understand the design and layout of newspaper.
3. To provide students practical knowledge of photography and photo editing.

### Course Outcomes:

- CO1. Students would be able to be reporting, editing and translation of news.
- CO2. Students would be able to design and layout of newspaper.
- CO3. Students would be able to +do photography and photo editing.

### Topics and Learning Points

#### Unit 1 - News Reporting

- 1.1 Speech/ meeting reporting, event reporting, covering writing based on press releases, press Conferences
- 1.2 Interviews, profiles based on field assignments.

#### Unit-2 - Specialized Writing

- 2.1 Writing features and human-interest stories, backgrounders
- 2.2 Op-ed articles/ Editorials/ Articles/ Middles/ Columns/ Research articles for academic journals

#### Unit-3 - Writing across media

- 3.1 Writing for news magazines/ Writing for websites /Writing for blogs/ Writing for mobile/
- 3.2 Letters to the Editor/Comments on website

#### Unit-4 - Editing Assignments

- 4.1 Copy editing
- 4.2 Writing Headlines
- 4.3 Intro/lead writing
- 4.4 Rewriting assignments

#### **Unit-5 - Layout and design**

- 5.1 Using Templates and Making Dummy Sheets
- 5.2 Preparing the layout of the front, back and other pages of a newspaper and a Magazine (using Quark Xpress, Adobe CS)

#### **Unit-6 - Photojournalism**

- 6.1 Photo coverage of news events on the campus or outside
- 6.2 Shooting and preparing Photo Feature along with write-up
- 6.3 Photo editing and caption writing

#### **Unit7 -Translation**

- 7.1 Translation of news from Marathi to English and Hindi and vis versa
- 7.2 Translation of feature
- 7.3 Translate the news English to Marathi or Marathi to English

#### **References:**

- 1.Kumar, Keval J.; Mass Communication in India, Jaico Publishing House, Fourth edition 2010
2. Ravindranath, P. K.; Indian Regional Journalism, Authorspress Publications, 2005
3. Shukla, Prakash, The DBS Handbook of Reporting, DBS Publication, First Edition 2013
4. Singh, Bhanu Pratap, News Writing, Anmol Publication, First Edition, 2011
5. Bal, Ameya Sunildatta, Introduction to journalism, Sheth Publication, first edition, Nov 2015
6. Web links: <https://www.copyrightuser.org/understand/exceptions/news-reporting/> 3rd April 2022, 10:30 <https://anthaberler.com/what-is-investigative-journalism/> 3rd April 2022,

## Syllabus as per NEP 2020 for M.Voc-MS- I (2023 Pattern)

Name of the Programme: M.Voc. Media Studies

Programme Code : PVMS

Class : M.Voc. Media Studies

Semester : I

Course Type : Research Methodology

Course Code : MS-521-RM

Course Title : Media Research Methodology

No. of Credits : 04

No. of Teaching Hours:60

### Course Objectives:

1. To impart the definitions and basic concepts of research, communication research, media research, social research and difference between communication research, media research and social research.
2. To understand the need, role, importance functions and ethics of research.
3. To know the elements of research.
4. To learn the types of research.
5. To impart the knowledge of basics of statistics and media metrics.

### Course Outcomes:

- CO1. Students would learn the definitions and basic concepts of research, communication research, media research and social research.
- CO2. Students would know the difference between communication research, media research and social research.
- CO3. Students would gain knowledge about the need, role importance, functions and ethics of research.
- CO4. Students would learn the concept of each element of research and the interrelations between elements.
- CO5. Students would learn the various types of research.

### Topics and Learning Points

#### Unit-I: Science and Research

Teaching hours 05

- 1.1 Different Methods of Knowing
- 1.2 Concept of Science and Research
- 1.3 Characteristics of Science
- 1.4 Nature of Scientific Enquiry

<b>Unit-II: Research in Communication</b>	<b>08</b>
2.1 Nature of Communication Research	
2.2 Area of communication Research	
2.3 Main issues of Research- Audience, Content, Effect	
2.4 Applications of research in media industry	
<b>Unit-III: Elements of Research</b>	<b>8</b>
3.1 Variables and Constants	
3.2 Aim, Objectives, Hypothesis	
3.3 Operational Definitions	
3.4 Logic : Inductive and Deductive	
<b>Unit-IV: Research Methods</b>	<b>8</b>
4.1 Qualitative Methods- Semiotic analysis, Rhetoric analysis, Discourse analysis Qualitative Methods- Focus Group Discussion, In-depth Interviews, Field Observations	
4.2 Quantitative Methods- Survey Method, Content Analysis	
4.3 Data Analysis of Qualitative and Quantitative Content	
<b>Unit-V: The Research Process</b>	<b>8</b>
5.1 Research Issues, Deciding the Research Topic	
5.2 Stages of Research, Scope and Limitations	
5.3 Research Methodology	
5.4 Reference Writing Methods, Appendix	
<b>Unit-VI: Sampling and Data Collection Methods</b>	<b>8</b>
6.1 Sampling: Basic Concept	
6.2 Probability and Non-Probability Sample: Subtypes	
6.3 Data Collection: Basic Concept	
6.4 Types of Data Collection Methods	
<b>Unit-IV: Research Design</b>	<b>8</b>
7.1 Concept and Types of Research Design	
7.2 Components of Research Design	
7.3 Approaches to Research	
7.4 Writing Format (Font Size, Spacing, etc.) of RD	
<b>Unit-VIII: Research using online tools</b>	<b>8</b>
8.1 Online Surveys Method, Online Questionnaire	
8.2 Online Interviews and FGD	
8.3 Online Data collection and Analysis Techniques	
8.4 Online Referencing and Plagiarism	

## References:

1. Wimmer, R. D., & Dominick, J. R. (2000). *Mass media research: An introduction*. Belmont, Calif: Wadsworth Pub. Co.
2. Hansen, A. (2009). *Mass communication research methods*. New Delhi: Log angeles.
3. Babbie, E. R. (1992). *The practice of social research*. Belmont, Calif: Wadsworth Pub. Co.
4. Kothari, C. R. (2004). *Research methodology: Methods & techniques*. New Delhi: New AgeInternational (P) Ltd.
5. [www.indianstat.com](http://www.indianstat.com)
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)
11. डॉ. आगलावेप्रदीप, सामाजिकसंशोधनपद्धतीशास्त्रवतरे, ववद्याप्रकाशननागपूर, जानेवारी २०००.
12. प्रा. धुरीनीलम, संशोधनपद्धती, फडकेप्रकाशन, कोल्हापूर, जूलै २००८.