Anekant Education Society's

TULJARAM CHATURCHAND COLLEGE,
(Autonomous)
BARAMATI, DIST- PUNE – 413102

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

Proposed Syllabus For
F.Y. M.Voc. Media Studies
(Semester I)

2019-Pattern

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 fourgeneral education courses and threeskill 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 streamor 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%)

Programme Outcomes (POs)

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.

Programme Specific Outcomes (PSOs)

PSO1 Media and Society: Enhance the knowledge about the role of media in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a media.Regular presentations, group discussions and other class activities help in better understanding.

PSO 2 The Concept of broadcasting news and various news roles: Understand what news all is about and have an insight into the working of various news roles. This helps the students to have a clear idea about the functioning of a media news broadcasting organization.

PSO 3 Training for digital media and audio-visual content writing: Students learn about various types of writing for digital journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Under the brand name 'Anekant Times' department published audio visual content, digital content, and campus newspaper.

PSO 4 The concept of photography and photo editing: Students get a good idea about the various aspects of photography and photo editing which are crucial requirements in the job market. Editing contents is also a greater perspective in current media industry.

PSO 5 Knowledge about various aspects of audio-video production: Students getprofessional knowledge about audio-visual production which helps them to build career. Internship program for students creates bridge between academics and media and entertainment industry.

PSO 6 Knowledge about social media and digital journalism: Students get professional knowledge about digital media which helps them to apply skills in journalism and content creation. Understanding eco system of digital media and consumption of content by audience.

PSO 7 Widening Options for Jobs by Learning about Advertising and Political communication: Knowledge about advertising and political communication help in widening options for jobs. Students get opportunities in advertising, political PR and media research.

PSO 8 Core knowledge about media laws, ethics, and media economy: Core knowledge about media law, economy which helps the students to understand crucial aspects related to working on the field as journalists. Having a good idea, about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

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

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

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

INTRODUCTION TO MEDIA STUDIES

General education   **Paper No. - MS 101**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 4/week   **Teaching Load: 60 Hours**

Course Objectives:

1. To understand the significance of communication in various aspects of life
2. To identify and classify different types and forms of communication, including verbal/non-verbal and visual/olfactory communication.
3. To gain insights into Indian perspectives on communication.
4. To comprehend the goals of semiotic analysis, learn about signs, codes
5. To analyze semiotic interpretations in the context of culture
6. To gain insights into the origin, functions, and key elements of rhetoric.
7. To develop skills in rhetorical presentation, including the use of schemes and devices, elements of presentation analysis.

CONTENT   **Teaching Hours**

Unit 1: Revisiting the World of Communication   **6 Hours**
- 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   **6 Hours**
- 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   **8 Hours**
- 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   **8 Hours**
- 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   **8 Hours**
- Metaphors
- Myths: Concept and Debates

- Communication as Text/Discourse
- Ideology: Link to Meaning Making

Unit 6: Introduction to Rhetoric Perspective   **8 Hours**
- Origin and Evolution
- Functions of Rhetoric
- Key Elements of Rhetoric
- Introduction to Indian Thoughts on Rhetoric

Unit 7: Rhetoric Presentation and Effects   **8 Hours**
- Rhetorical Schemes and Devices
- Elements of Rhetoric Presentation
- Analyzing Rhetorical Presentation
- Making Rhetorical Presentation

Unit 8: Massification and Evolution of Mass Communication   **8 Hours**
- 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

Course Outcomes:

1. Students will appreciate the vital role of communication in daily life.
2. Students will be able to categorize and describe various communication types and forms, facilitating a nuanced understanding of communication processes.
3. Students will have a comprehensive understanding of the academic discipline of communication studies.
4. Students will develop skills in semiotic analysis, enabling them to interpret signs, codes, and the process of signification in communication.
5. Students will critically analyze and interpret semiotic aspects in cultural contexts, recognizing the role of metaphors, myths, and ideology in communication.
6. Participants will gain insights into rhetoric, including its functions, elements, and perspectives from Indian traditions.
7. Students will acquire practical skills in creating and analyzing rhetorical presentations, enhancing their ability to communicate effectively in various situations.

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.

Choice Based Credit System Syllabus (2019 Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc (Sem-I) **Subject:** Media Studies
Course: Introduction to Media Studies **Course Code**: MS101

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1					2				
CO2			3						
CO3							2	1	
CO4		3		3					1
CO5						2			
CO6	3								
CO7									

Justification of mapping

POs1. Disciplinary Knowledge:
CO6: Emphasizes gaining a comprehensive understanding of communication studies, including Indian perspectives on communication and the origin, functions, and key elements of rhetoric.

POs2. Critical Thinking and Problem Solving:
CO4: Encouraging students to critically analyze semiotic aspects, interpret signs, codes, and analyze rhetorical presentations. This fosters critical thinking skills and the ability to evaluate creative solutions in communication.

POs3. Social Competence:
CO2: Emphasizes effective communication, including understanding various communication types, forms, and gaining insights into Indian perspectives on communication. This contributes to social competence.

POs4. Research-Related Skills:
CO4; Students will promote skills in semiotic analysis, including the ability to plan, execute, and report results. This aligns with research-related skills in interpreting signs, codes, and rhetorical presentations.

POs5. Personal and Professional Competence:
CO1: Emphasizing the importance of communication in daily life, developing personal and professional competence, and participating in team activities. Rhetorical presentation skills also contribute to personal and professional competence.

POs6. Effective Citizenship and Ethics:
CO5: Emphasizing empathetic social concern, ethical communication, and recognizing the role of metaphors, myths, and ideology in communication.

POs7. Environment and Sustainability:
CO3: Emphasizing the impact of scientific solutions in societal and environmental contexts, contributing to an understanding of communication in various aspects of life.

POs8. Self-directed and Life-long learning:
CO3: Encouraging students to appreciate the vital role of communication, gain insights into communication studies, and engage in life-long learning in the context of socio-technological changes.

POs9. Trans-disciplinary Research Competence:
CO4: This course encouraging students to create new conceptual, theoretical, and methodological innovations in interpreting signs, codes, and rhetorical presentations, transcending discipline-specific approaches.

First Year   **Semester I**
                    INTRODUCTION TO JOURNALISM
General education   **Paper No. - MS 102**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 4/week   **Teaching Load: 60 Theory Period**

Course Objectives:
1. Grasp the historical origins and growth of the press in India, from its advent to its contemporary development.
2. Comprehend the core concepts, dimensions, and functions of journalism, and critically analyze the nature of different media platforms.
3. Explore the role, responsibilities, and challenges of journalists in the Indian context, focusing on objectivity, fairness, and ethical conduct.
4. Examine the contemporary Indian press, including leading newspapers, journalists, and the influence of vernacular language publications.
5. Understand the role and importance of news agencies like Reuters, AP, UNI, etc., and their functioning methods.
6. Gain knowledge of the Indian Constitution, press laws, and their impact on journalistic practices, including parliamentary privileges and contempt of court.
7. Analyze the role of media in a democracy, its responsibilities to society, and engage in contemporary debates and issues related to media ethics and journalism education.

CONTENT   **Teaching Hours**

Unit 1: Origin and Growth of the Press in India   **6 Hours**
   • Advent of Printing Press in India and Newspaper
   • Role of the Press in India's social awakening in 19th century
   • Role of the Press in India's Freedom Movement
   • Historical Development of the Press as a media Institution in India.

Unit 2: Journalism   **6 Hours**
   • 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   **8 Hours**
   • 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   **8 Hours**
   • Reuters, AP, AFP, UNI, PTI, ANI,
   • Role and importance of news agencies
   • Functioning of news agencies

Unit 5 -Different forms of print-   **8 Hours**
- 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   **8 Hours**
- 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   **8 Hours**
- 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   **8 Hours**
- Social media and e-Journalism
- Mapping the News App Ecosystem
- Marginalization and Journalism
- Ethics, Pedagogy, and the Public Sphere in Journalism

Course Outcomes:
1. Students will be able to briefly trace the historical progression of the press in India and evaluate its contribution to social awakening and the freedom movement.
2. Students will be able to define and explain key concepts of journalism, analyze the nature of print, electronic, and online media, and interpret their content critically.
3. Students will be able to discuss the role, responsibilities, and challenges of journalists in India, assess their adherence to objectivity and fairness, and identify potential career paths.
4. Students will be able to critically analyze the contemporary Indian press landscape, including prominent newspapers, journalists, and the significance of the vernacular press.
5. Students will be able to explain the role and functioning of major news agencies in India and globally, including their impact on newsgathering and dissemination.
6. Students will be able to analyze the main features of the Indian Constitution and press laws, evaluate their impact on journalistic practices, and identify relevant regulations like parliamentary privileges and contempt of court.
7. Students will be able to critically analyze the role of media in a democracy, identify its responsibilities towards society, engage in discussions about contemporary media debates and issues, and apply ethical principles to journalistic practice.

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*

Choice Based Credit System Syllabus (2019 Pattern)
Mapping of Program Outcomes with Course Outcomes
Class: M.Voc- (Sem-I)   **Subject:** Media Studies
Course: INTRODUCTION TO JOURNALISM   **Course Code**: MS 102
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2								
CO2	2	2	2			2	2	2	
CO3		3	2	2	2				
CO4	2			2				2	
CO5	2				2				
CO6	2	2		2			1		1
CO7		2	2		3	1	1	2	1

PO1. Disciplinary Knowledge: CO1, CO2, CO4, CO5, CO6
These COs directly contribute to acquiring and demonstrating comprehensive knowledge about journalism as a discipline in India. They explore historical development, key concepts, media landscapes, news agencies, and legal frameworks.

PO2. Critical Thinking and Problem Solving:CO2, CO3, CO6, CO7:
 These COs encourage critical analysis of media content, journalist roles, and ethical dilemmas. Students learn to evaluate various aspects of the press, assess challenges, and identify potential solutions.

PO3. Social Competence: CO2, CO3, CO7:
These COs involve effective communication skills through discussions, presentations, and media analysis. Students learn to express their ideas clearly, engage in dialogue, and connect with a broader audience.

PO4. Research-Related Skills:CO3, CO4, CO6:

These COs involve research elements like exploring historical information, analyzing media content, and understanding legal regulations. Students learn to ask relevant questions, gather information, and report their findings.

PO5. Personal and Professional Competence: CO3, CO5, CO7:
These COs encourage professionalism through discussions about journalist responsibilities, career paths, and ethical principles. Students learn to work independently, contribute to teams, and demonstrate commitment to their field.

PO6. Effective Citizenship and Ethics: CO2, CO6, CO7: These COs promote ethical awareness and responsible citizenship. Students learn to analyze media's role in democracy, identify ethical concerns, and apply ethical principles to journalistic practice.

PO7. Environment and Sustainability:CO2, CO7:
 These COs, to a lesser extent, can contribute to understanding the environmental impact of media production and consumption. Discussions about responsible reporting and ethical practices can touch upon this area.

PO8. Self-directed and Life-long Learning:CO2, CO4, CO7:
 These COs encourage critical thinking, questioning, and engagement with contemporary media debates. This fosters a continuous learning mindset and awareness of evolving media landscapes.

PO9. Trans-disciplinary Research competence:CO6, CO7:
Understanding press laws and media's role in democracy require interdisciplinary thinking, drawing connections between legal, political, and social aspects. This can contribute to developing trans-disciplinary research skills.

First Year   **Semester I**

INTRODUCTION TO VIDEO PRODUCTION

General education   **Paper No. - MS 103**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 4/week   **Teaching Load: 60 Theory Period**

Course Objective:

1) Understand the fundamental elements and historical evolution of moving images.

2) Explore the synergy between image and sound, delving into the physics and cultural elements of sound.

3) Develop proficiency in visual composition by exploring shot composition, scene and sequence design.

4) Master the grammar and genres of screen production, including camera angles.

5) Navigate the production process from ideation to screen by evaluating feasibility, conducting research.

6) Understand the roles of creative and technical personnel in the production process.

7) Gain proficiency in production equipment and technology, including camera types and functions, lighting, sound, and editing equipment.

CONTENT	Teaching Hours
Unit 1: Moving Image Dynamics	**6 Hours**

- 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	**6 Hours**

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

Unit 3: Visual Composition	**8 Hours**

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

Unit 4: Screen Grammar and Genres	**8 Hours**

- Camera Angles
- Continuity
- Transitions: Cuts, Wipes etc

- Basic TV Genres

Unit 5: Production Process I- From Idea to Screen   **8 Hours**
- Idea: Feasibility and Research
- Pre-production: Script Development, production planning
- Production Work
- Post Production Process

Unit 6: Production Process II- People and Work   **8 Hours**
- 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   **8 Hours**
- Camera Types and Functions
- Lighting Equipments
- Sound Equipments
- Editing Equipments

Unit 8: Management and Distribution of Video   **8 Hours**
- Studio Based and Outdoor
- Funding and Accounting
- Permissions and Administration
- Various Platforms of Video Distribution
- Promotion

Course Outcome:

1) Demonstrate knowledge of the key elements and technical aspects of moving images through analytical comparisons and historical context.
2) Apply an in-depth understanding of sound physics and cultural elements to effectively synchronize and integrate audio-visual components.
3) Demonstrate adept visual storytelling skills through the application of shot composition, scene design, and narrative techniques in visual mediums.
4) Exhibit proficiency in utilizing various camera angles, ensuring continuity, and employing transitions to effectively convey narrative and genre conventions in screen productions.
5) Demonstrate the ability to contribute to the entire production process, from idea generation to post-production, incorporating effective planning and execution.
6) Display competency in working collaboratively within a production team, understanding the roles of various creative and technical personnel, and managing production processes effectively.
7) Demonstrate the ability to operate and choose appropriate production equipment, applying technical knowledge to enhance the visual and auditory quality of screen productions.

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

Choice Based Credit System Syllabus (2019 Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: FY.M.Voc.MS (Sem-I)   Subject: Media Studies
Course: Introduction to Video Production   Course Code: **MS 103**

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	3								
CO2		3							
CO3			2						
CO4				3					
CO5					3				
CO6						3			
CO7							3	2	2

Justification for the mapping

PO1: Disciplinary Knowledge:
CO1: Demonstrate knowledge of key elements and technical aspects of moving images aligns with the need for comprehensive knowledge in the chosen discipline of moving image dynamics. This involves understanding the theoretical and practical aspects of the field.

PO2: Critical Thinking and Problem Solving:
CO2: Applying an in-depth understanding of sound physics and cultural elements to synchronize audio-visual components requires critical design thinking. Choosing appropriate camera angles, transitions, and continuity in screen productions involve predicting creative solutions and evaluating the most suitable options for design problems.

PO3: Social Competence:
 CO3: Adept visual storytelling and effective communication through writing and oral presentations reflect the ability to exhibit thoughts and ideas effectively. It aligns with building effective interactive and presenting skills to meet global competencies.

PO4: Research-Related Skills:
CO4: Demonstrate knowledge of moving image dynamics through analytical comparisons and historical context reflects research-related skills. This involves a sense of inquiry, planning, execution, and reporting of results, aligning with the ability to ask relevant questions and employ knowledge for research in the chosen field.

PO5: Personal and Professional Competence:
CO5: Contributing to the entire production process, from idea generation to post-production, demonstrates personal and professional competence. It involves performing independently, participating in team activities, and improving personal and team performance levels.

PO6: Effective Citizenship and Ethics:
 CO6: Demonstrating empathy in visual storytelling and commitment to professional ethics in production management aligns with effective citizenship and ethics. It involves acting with an informed awareness of moral and ethical issues.

PO7: Environment and Sustainability:
 CO7: Understanding the impact of scientific solutions on societal and environmental contexts aligns with the knowledge of and need for sustainable development. Applying technical knowledge to enhance the visual and auditory quality sustainably relates to the environmental and sustainability aspects.

PO8: Self-directed and Life-long Learning:
CO8: The ability to contribute to the entire production process and operate production equipment reflects engagement in independent and life-long learning. It involves adapting to socio-technological changes, aligning with the broader context of socio-technological changes.

PO9: Trans-disciplinary Research Competence:
 CO9: Creating new conceptual, theoretical, and methodological innovations in visual storytelling and production management transcends beyond discipline-specific approaches. It aligns with trans-disciplinary research competence, addressing common problems in a holistic manner.

First Year   **Semester I**
                             Writing for Media
General education   **Paper No. - MS 104**
Maximum Marks: 150   **Credits: 6**
Teaching Period: 2/week   **Teaching Load: 90 Practical Period**

Course Objectives:

1. To introduce the students to writing other than journalism.
2. To understand the development of drama and emotions in stories.
3. To know the scope of various audio – visual contents
4. To know the basic elements of audio – visual content writing.
5. To understand the various types of genres in writing.
6. To understand fictional stories
7. To lead students to the world of video- production contents.

CONTENT	**Teaching Hours**

1) Introduction to writing Skills Teaching Hours   **10 Hours**
- Different forms of writing
- Elements of Good Writing
- Searching ideas and nurturing them
- Writing CV's and minutes

2) Study Skills   **10 Hours**
- Memorizing Vs Internalizing
- Reading Skills: Skimming and Scanning Skills
- Non linear Study methods
- Thinking: Vertical and lateral, Lateral thinking in practice

3) ICT Skills   **10 Hours**
- Microsoft Office: Word, Excel, Power Point
- File Transfer and Sharing Resources
- Internet application: Email, important Websites
- Social Networks: use and application

4) Communication Skills   **10 Hours**
- Interpersonal Communication
- Group Communication
- Interview Skills
- Communication with Special Group

5) Writing for media environment   **10 Hours**
- Conventions and practices
- Writing for an audience, development; transitions
- Writing assignments, leads, short news

6) Writing for Print   10 Hours
- News sense and news values
- News lead, Body of News
- Feature Writing
- Types of feature

7) Writing for broadcasting media   15 Hours
- TV writing style
- Writing for TV news
- Radio writing style
- Writing radio news

8) Writing for online media   15 Hours
- 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 Nileson, Communication Skills
5. Juluis, Fast Body Language

Course Outcomes:

1. Introduce the students to writing other than journalism.
2. Understand the development of drama and emotions in stories.
3. Know the scope of various audio – visual contents
4. Know the basic elements of audio – visual content writing.
5. Understand the various types of genres in writing.
6. Understand fictional stories
7. Lead students to the world of video- production contents.

Mapping of Program Outcomes with Course Outcomes

Class: FY M. Voc (Sem I)   Subject: Media Studies
Course: Writing for Media   Course Code: **MS 104**
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	3								
CO2		3							
CO3			2						
CO4				3					
CO5									3
CO6						2			
CO7							3		

Justification for the mapping

PO1: Disciplinary Knowledge: Writing is a fundamental skill across various disciplines. This outcome ensures students have a comprehensive understanding of different writing styles and genres beyond journalism.
CO1: Introduce the students to writing other than journalism.

PO2: Critical Thinking and Problem Solving: Understanding the development of drama and emotions requires critical thinking skills to analyze and interpret narratives effectively.
CO2: Understand the development of drama and emotions in stories.

PO3: Social Competence: Knowledge of audio-visual content is crucial for effective communication in various social and professional settings.
CO3: Know the scope of various audio-visual contents.

PO4: Research-Related Skills: Understanding the basic elements involves research into effective audio-visual communication strategies and techniques.
CO4: Know the basic elements of audio-visual content writing

PO9: Trans-disciplinary Research Competence: Different writing genres often cut across disciplines. This outcome encourages students to create innovative and trans-disciplinary approaches to writing.

CO5: Understand the various types of genres in writing.

PO6: Effective Citizenship and Ethics: Fictional stories often carry moral and ethical themes. This outcome ensures students can engage with stories that contribute to ethical and moral understanding.

CO6: Understand fictional stories.

PO8: Self-directed and Life-long Learning: Video production involves various technical skills that require continuous learning. This outcome encourages students to engage in life-long learning to keep up with evolving technologies.

CO7: Lead students to the world of video-production contents.

First Year   **Semester I**
                          PHOTOGRAPHY
Skill component   **Paper No. – MS 105**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 2 /week   **Teaching Load: 20 Practical's/Semester**

Course Objective:

1. To explore the history and growth of photo cameras, while gaining knowledge of various camera types

2. To learn the internal structure and mechanisms of DSLR cameras, enabling proficient control and handling to capture high-quality images.

3. To familiarize with camera modes such as Auto, Manual, and Night, exploring various scenes

4. To gain in-depth knowledge of ISO, shutter speed, and aperture in manual mode to control exposure and achieve desired photographic effects.

5. To learn composition rules, framing techniques, and understand depth of field to create visually appealing

6. To explore different types of portraits, emotions, expressions, and property use, and understand the key elements of landscape photography

CONTENT   **Teaching Hours**
1. **Photo camera Introduction**   **6 Hours**
   History
   Growth
   Types

2. **DSLR camera controls and handling**   **7 Hours**
   Internal structure
   Mechanism

3. **Modes and Scenes:**   **7 Hours**
   Auto mode
   Manual mode
   Night mode

4. **Working with Manual mode**   **7 Hours**
   ISO
   Shutter
   Aperture

5. **Composition and Framing**   **7 Hours**
   Composition rules
   Framing
   Depth of field

6. **Portrait**   **7 Hours**
   Types of portrait
   Emotions and expression
   Property use

7. **Landscape**   **7 Hours**
   Foreground, Background
   Golden hours

8. **Other types of photography**   **7 Hours**
   Event photography
   Product photography
   Macro photography
   Fashion photography
   Travel photography
   Photojournalism

9. **Lighting**   **7 Hours**
   Position plays the role
   Soft light Vs Hard light
   Temperature: Kelvin scale

10. **Black and white photography**   **7 Hours**
    Contrast
    Tone
    Shadow
    Texture

11. **Image processing I**   **7 Hours**
    Capturing
    Cropping

12. **Image processing II**   **7 Hours**
    Color correction
    Retouching
    Export

13. **Employment in photography**   **7 Hours**
    Portfolio
    Finding employment
    Photography job
    Visit of photo studio

Course Outcome:

1. Students will demonstrate a comprehensive understanding of the historical development and growth of photo cameras, distinguishing between different types and their significance in photography.

2. Students will demonstrate proficiency in operating DSLR cameras, understanding their internal structure and mechanisms, ensuring effective control for optimal image capture.

3. Students will apply diverse camera modes and scenes, showcasing the ability to adapt to various shooting conditions and select appropriate settings for different scenarios.

4. Students will demonstrate proficiency in manual mode, manipulating ISO, shutter speed, and aperture settings effectively to control exposure and achieve specific photographic outcomes.

5. Students will apply composition rules, employ effective framing techniques, and utilize depth of field, producing visually compelling and well-framed photographs.

6. Students will demonstrate proficiency in capturing various types of portraits and landscapes, incorporating emotions, expressions, and understanding the significance of key elements.

7. Gain insights into different photography genres such as event, product, macro, fashion, travel, and photojournalism, understanding the specific requirements and techniques associated with each.

8. Students will diversify their photography skills, demonstrating competence in capturing images for different genres and understanding the unique techniques and considerations for each

Mapping of Program Outcomes with Course Outcomes

Class: FY.M.Voc.MS (Sem-I)   Subject: Media Studies
Course: Photography   Course Code: **MS 105**
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	3								
CO2		3				2			3
CO3									
CO4		3						3	
CO5									
CO6					2	3			
CO7			3	2					

Justification for the mapping

PSO1. Disciplinary Knowledge:
Justification: CO1 - Students will demonstrate a comprehensive understanding of the historical development and growth of photo cameras, distinguishing between different types and their significance in photography. This aligns with the need for students to have a strong theoretical understanding of photography as part of their disciplinary knowledge.

PSO2. Critical Thinking and Problem Solving:
Justification: CO4 - Students will demonstrate proficiency in manual mode, manipulating ISO, shutter speed, and aperture settings effectively to control exposure and achieve specific photographic outcomes. This requires critical thinking skills to adapt to different shooting conditions and problem-solving abilities to manipulate camera settings for desired outcomes.

PSO3. Social Competence:
Justification: CO2 - Students will demonstrate proficiency in operating DSLR cameras, understanding their internal structure and mechanisms, ensuring effective control for optimal image capture. Effective communication and understanding of technical aspects contribute to social competence in the field.

PSO4. Research-Related Skills:
Justification: CO7 - Gain insights into different photography genres such as event, product, macro, fashion, travel, and photojournalism, understanding the specific requirements and techniques associated with each. This involves research-related skills, as students need to explore and understand various photography genres.

PSO5. Personal and Professional Competence:
Justification: CO6 - Students will apply composition rules, employ effective framing techniques, and utilize depth of field, producing visually compelling and well-framed

photographs. This demonstrates personal and professional competence in producing high-quality and aesthetically pleasing photographs.

PSO6. Effective Citizenship and Ethics:
Justification: CO2 - Students will diversify their photography skills, demonstrating competence in capturing images for different genres and understanding the unique techniques and considerations for each. This involves ethical considerations related to different photography genres.

PSO8. Self-directed and Life-long Learning:
Justification: CO4 - Students will gain insights into different photography genres, creating new conceptual, theoretical, and methodological innovations. This demonstrates the ability to engage in self-directed and life-long learning, staying updated with evolving photography techniques.

PSO9. Trans-disciplinary Research Competence:
Justification: CO2 - Students will create new conceptual, theoretical, and methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem. This aligns with the trans-disciplinary research competence required in exploring and understanding various photography genres.

First Year   **Semester I**
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**

Course Objectives;

1. Develop a foundational understanding of Photoshop's interface and essential tools.
2. Effectively utilize layers for advanced photo manipulation and retouching.
3. Adjust and enhance image colors for optimal visual impact.
4. Explore photo blending techniques to create visually compelling compositions.
5. Confidently design and modify shapes and objects with precision.
6. Implement a color palette and apply it effectively within your designs.
7. Gain fundamental knowledge of the Adobe After Effects workspace and timeline.

CONTENTS   **Teaching Hours**

PHOTOSHOP

1 Introduction   **7 Hours**
  • Introduction to Photoshop
  • Working with images
2 Basic editing   **7 Hours**
  • Resizing and cropping images
  • Working with basic selection
3 Layers   **7 Hours**
  • Getting started with layer
  • Photo retouching
4 Colour   **7 Hours**
  • Adjusting to colour correction
  • Mixing the photos

ILLUSTRATOR
5 Introductions   **7 Hours**
  • Introduction to Illustrator
  • Draw and Transform objects
6 Basics   **7 Hours**
  • Shapes and Objects
  • Working with Color
7 Layers   **8 Hours**
  • Working with points and path
  • Working with layers

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8 Effects   **8 Hours**
- Using Illustrator effects

ADOBE AFTER EFFECTS
9 Introduction   **8 Hours**
- Introduction to Adobe After Effects
- Creating projects, compositions, and layers

10 Basics   **8 Hours**
- Creating animation for shapes, objects, and layers
- Adding and animating text

11 Special Effects   **8 Hours**
- Creating special effects using the Effects menu
- Animating Layers

12 3D work   **8 Hours**
- Introducing the Puppet Tools
- Working in 3D

Course Objectives:
1.   Students will be able to independently open and navigate Photoshop, utilizing core tools.
2.   Students will create layered photo manipulations, including retouching and enhancements.
3.   They will be able to manipulate and adjust image colors for different creative intents.
4.   Students will confidently transform and modify objects with accuracy and control.
5.   They will effectively apply color palettes to create visually appealing designs.
6.   They will build compositions and layers within After Effects for video projects.
7.   Students will animate shapes, objects, and layers with various techniques.

Mapping of Program Outcomes with Course Outcomes
Class: M.Voc- (Sem-I)   **Subject:** M.Voc-Media Studies
Course: INTRODUCTION TO MEDIA SOFTWARE   Course Code: MS 106
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3		2		2			2	
CO2	3			3		3		2	2
CO3	3			3		3		2	2
CO4	3	3			2			2	
CO5	3	3	2		2		2	2	
CO6			2		2			2	
CO7			2		2			2	

PO1 - Disciplinary Knowledge: CO1, CO2, CO3, CO4, CO5
The course outcomes (CO1 to CO5) focus on developing students' comprehensive knowledge and practical skills in using Photoshop. These skills contribute to their disciplinary knowledge in visual design and photo manipulation.

PO2 - Critical Thinking and Problem Solving CO2, CO4
CO2 emphasizes creating layered photo manipulations, requiring critical design thinking. CO4 involves transforming and modifying objects with accuracy, showcasing problem-solving skills.

PO3 - Social Competence: Mapped COs: CO1, CO5, CO6, CO7
Communication skills are essential in using Photoshop (CO1), applying color palettes (CO5), and building compositions and layers in After Effects (CO6). Additionally, animation of shapes and layers (CO7) requires effective communication of ideas.

PO4 - Research-Related Skills:CO2, CO3
CO2 involves evaluating and choosing appropriate options for design problems, reflecting research-related skills. CO3 includes manipulating and adjusting image colors for different creative intents, demonstrating a sense of inquiry and experimentation.

PO5 - Personal and Professional Competence:: CO1, CO4, CO5, CO6, CO7
Performing independently (CO1), transforming and modifying objects with accuracy and control (CO4), applying color palettes for visually appealing designs (CO5), building compositions and layers (CO6), and animating shapes and layers (CO7) collectively contribute to personal and professional competence.

PO6 - Effective Citizenship and Ethics:CO2, CO3

CO2 involves choosing the most appropriate design solutions, reflecting ethical considerations. CO3 emphasizes effective communication, which includes being aware of moral and ethical issues.

PO7 - Environment and Sustainability: CO5
Applying color palettes for visually appealing designs (CO5) may include considerations for environmental sustainability and societal impact in design choices.

PO8 - Self-directed and Life-long Learning: CO1, CO2, CO3, CO4, CO5, CO6, CO7
Mastering Photoshop tools (CO1), critical design thinking (CO2), effective communication (CO3), accurate object transformation (CO4), applying color palettes (CO5), building compositions and layers (CO6), and animating shapes and layers (CO7) collectively contribute to self-directed and lifelong learning in the rapidly changing field of visual design.

PO9 - Trans-disciplinary Research Competence: COs: CO2, CO3
CO2 involves predicting a range of creative solutions, showcasing the ability to think beyond discipline-specific approaches. CO3 includes effective communication and presentation skills, which are crucial in interdisciplinary contexts.

First Year   **Semester I**
<div align="center">

CAMERA TECHNIQUES-I
</div>

Skill component   **Paper No. - MS 107**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 2 /week   **Teaching Load: 20 Practical's/Semester**

Course objective:

1. To familiarize participants with fundamental camera controls and settings for effective image capture.
2. To educate participants on various types of lenses, their applications, and the use of filters for creative photography.
3. To instruct participants on recording high-quality audio using camcorders, understanding microphones, and managing audio levels.
4. To train participants in the principles and techniques of composition for compelling visual storytelling.
5. To instruct participants on the principles of lighting, its manipulation, and its application in different shooting scenarios.
6. To guide participants in location selection and observation of light for optimal shooting conditions.
7. To enable participants to effectively shoot interviews with appropriate audio-visual techniques.

CONTENT   **Teaching Hours**
1) **Introduction to Camera**   **12 Hours**
   Understanding history of image recording
    Basics of camera Film and digital Cameras
    Body and lens Formats of Still and videos
2) **Basics for Camera**   **12 Hours**
   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**   **12 Hours**
   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   **12 Hours**
   Camera movements
   Camera angles
5) **Basic operations of camera**   **14 Hours**
   Focus, Zoom in Zoom out

Recording with different video formats
Audio recording in camera

6) Spatial Continuity Rules: **14 Hours**

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   **14 Hours**

Indoor field observation
Outdoor observation
Lights observation of different location

Course Outcomes:

1. Participants will demonstrate proficiency in controlling camera settings and capturing images with desired exposure, focus, and composition.
2. Participants will be able to select and utilize appropriate lenses and filters to achieve desired photographic effects.
3. Participants will exhibit competence in recording clear and high-quality audio using camcorders and microphone techniques.
4. Participants will apply principles of composition to create visually engaging and effective storytelling images.
5. Participants will demonstrate proficiency in lighting techniques and their application in various shooting environments.
6. Participants will be able to effectively select shooting locations and manage available light for optimal visual results.
7. Participants will produce interviews with clear audio and compelling visual content using appropriate shooting techniques.

Choice Based Credit System Syllabus (2019 Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc.MS (Sem-I)   Subject: Media Studies
Course: Camera techniques -I   Course Code: **MS 107**
Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1								2	
CO2	3								
CO3		3							
CO4				3					
CO5									3
CO6					2				
CO7			3			2	2	3	

Justification for the mapping

PO1: Disciplinary Knowledge
CO2: Demonstrating proficiency in controlling camera settings involves applying comprehensive knowledge of the technical aspects of photography, aligning with the theoretical and practical understanding generated from the B.Voc program.

PO2: Critical Thinking and Problem Solving
CO3 : Selecting and utilizing appropriate lenses and filters require critical design thinking to predict creative solutions and evaluate them. Students are expected to choose the most suitable options for achieving desired photographic effects.

PO3: Social Competence
CO7 : Producing interviews with clear audio and compelling visual content involves effective communication, both in writing and orally. Building interactive and presenting skills aligns with the need for effective storytelling and communication in the field of media production.

PO4: Research-Related Skills
CO4 : Demonstrating a sense of inquiry and the ability to plan, execute, and report the results of an experiment is essential for recording clear and high-quality audio. Students are expected to understand research ethics and issues related to intellectual property rights and plagiarism.

PO5: Personal and Professional Competence
CO6 : Performing independently and participating in team activities aligns with demonstrating proficiency in lighting techniques and their application in various shooting environments. Students are expected to improve personal and team performance levels to achieve visual goals.

PO6: Effective Citizenship and Ethics

CO7: Demonstrating empathetic social concern and acting with an informed awareness of moral and ethical issues relate to creating visually engaging and effective storytelling images through proper composition.

PO7: Environment and Sustainability

CO7: Understanding the impact of scientific solutions in societal and environmental contexts is crucial for creating visually engaging content. Knowledge of sustainable development is particularly relevant when applying lighting techniques and composition principles.

PO8: Self-directed and Life-long Learning

CO1 and CO7 Acquiring the ability to engage in independent and life-long learning aligns with mastering camera settings and continuously improving skills in interview production, which involves staying updated with the latest techniques and technologies.

PO9: Trans-disciplinary Research Competence

CO5: Creating new conceptual, theoretical, and methodological innovations that integrate beyond discipline-specific approaches aligns with applying principles of composition for effective visual storytelling, which involves a combination of artistic and technical knowledge.