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 II)

2019-Pattern

Under

National Skill Qualification Framework (NSQF)

To be implemented from
2019-20

<p align="center">**Title of the Course: M. Voc. Media Studies**</p>

<p align="center">**(To be implemented from Academic Year - 2019-2020)**</p>

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

VISUAL COMMUNICATION

General Education   **Paper No. – MS 201**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 4/week   **Teaching Load: 60 Hours**

Course Objectives:

1. Develop a foundational understanding of visual communication
2. Explore various visual communication tools and techniques
3. Analyze visual messages and their impact
4. Understand the role of visuals in storytelling
5. Create effective visual content
6. Examine the influence of visuals on public perception
7. Collaborate on visual communication projects

CONTENT   **Teaching Hours**

1) Understanding Visual culture   **8 Hours**
   • Elements of Visual Communication: Line, Shape, Colour and texture
   • Light and form
   • Depth and movement
   • Visual Theories

2) Visual Design   **8 Hours**
   • Contrast: Size, symbolism, Time, Sound
   • Balance, Symmetry, Rhythm
   • Harmony, unity, layout, Grid
   • Point of View

3) Visual Art   **8 Hours**
   • Visual art History
   • Painting
   • Architecture and Sculpture
   • Artistic Styles

4) Modes of Aesthetic Experience   **8 Hours**
   • Basics of Aesthetic values
   • Aesthetics of Thinking and Creativity
   • Taste and Aesthetes
   • Aesthetics of Symbols and Language

5) Photography and Moving Images   **8 Hours**
   • Historical, Technical and Cultural Perspective
   • Ethical and Critical Perspective
   • Motion Pictures
   • Television and Video
   • Reality Shows.

6) Visual Theories   **10 Hours**
  • Sensory theories of visual communication
  • Gestalt Theory
  • Constructivism
  • Perceptual theories of visual communication
  • Semiotics Theory
  • Cognitive Theory

7) Visual Analysis   **10 Hours**
  • Personal Perspective
  • Historical Perspective
  • Technical Perspective
  • Ethical Perspective
  • Cultural Perspective
  • Critical Perspective

Course Outcomes:

1. Define and explain key concepts in visual communication.
2. Utilize various tools and techniques in visual communication.
3. Critically analyze visual messages and identify visual rhetoric.
4. Apply visual elements to enhance storytelling in media.
5. Create visually appealing and ethically sound media content.
6. Evaluate the societal impact of visual communication.
7. Collaborate effectively on visual communication projects.

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

Mapping of Program Outcomes with Course Outcomes

Class: FY M. Voc (Sem II)   Subject: Media Studies
Course: Visual Communication   Course Code: **MS 201**
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						2			
CO6							3		
CO7								3	

Justification for the mapping

PO1: Disciplinary Knowledge (3): Comprehensive knowledge of key concepts in visual communication directly aligns with the objective of acquiring discipline-specific knowledge.
CO1: Define and explain key concepts in visual communication.

PO2: Critical Thinking and Problem Solving (3): The utilization of various tools and techniques requires critical thinking skills to select, apply, and evaluate creative solutions in visual communication.
CO2: Utilize various tools and techniques in visual communication.

PO4: Research-Related Skills (3): Critical analysis of visual messages involves research skills to inquire, ask relevant questions, and report the results, aligning with research-related skills.
CO3: Critically analyze visual messages and identify visual rhetoric.

PO5: Personal and Professional Competence (2): Applying visual elements to enhance storytelling requires personal and professional competence in crafting narratives that effectively communicate.
CO4: Apply visual elements to enhance storytelling in media.

PO6: Effective Citizenship and Ethics (3): Creating visually appealing and ethically sound content involves demonstrating social concern, ethical considerations, and commitment to professional ethics and responsibility.
CO5: Create visually appealing and ethically sound media content.

PO7: Environment and Sustainability (2): Evaluating the societal impact of visual communication involves an understanding of societal and environmental contexts, aligning with the impact of scientific solutions.
CO6: Evaluate the societal impact of visual communication.

PO8: Self-directed and Life-long Learning (3): Effective collaboration requires self-directed and life-long learning skills, adapting to socio-technological changes and evolving project requirements.

CO7: Collaborate effectively on visual communication projects.

First Year   **Semester II**
MEDIA, SOCIETY AND CULTURE
General education   **Paper No. - MS 202**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 4/week   **Teaching Load: 60 Theory Period**

Course Objective:

1. To exploring the academic origin, and the role of culture, technology, economy, power, and effects in mass communication.

2. To identify characteristics of mass communication, and trace the development of media technologies within the context of modernity

3. To evaluate functionalist and normative issues, understand political-economic perspectives.

4. To understand policy aspects such as freedom, regulation, protection, and diversity.

5. To analyze various forms and goals of media organizations and explore the dynamics of pressure groups.

6. To understand the aesthetics of mass art and ideologies in modernity and post-modernity.

7. To study audience behavior through the lens of uses and gratifications, and understand the need to reach, know, and measure audiences.

CONTENT   **Teaching Hours**

1) The Framework of Discussion about Mass Communication   **6 Hours**
- The process of mass communication
- Various issues in popular and academic discussions.
- Academic origin and concerns
- Culture, Technology, Economy, Power and Effects
- Media as an important social institution

2) The Rise of Mass Communication   **6 Hours**
- Modernity and mass communication
- The concept of 'mass'
- Characteristics of mass communication
- Development of media technologies
- Mass communication without modernity and media

3) Ideas, Issues and Perspectives   **8 Hours**
- The functionalist and normative issues
- The political-economic perspectives
- Marxist view and the concept of cultural hegemony
- Information society perspective and technological influence
- Paradigm of study- Dominant and Alternative

4) Media Structure and Institution   **8 Hours**
- Features of media economy
- Competition and concentration
- Ownership and control
- Policy issues: Freedom, Regulation, Protection, Diversity
- Public interest, economic pressures and cultural issues

5) Media Organizations in its Context   **8 Hours**
- Organization- forms and goals
- Pressure groups and dynamics of interests
- Content: Freedom and gate-keeping
- Relations with society, clients and audiences
- Professional views, dilemmas and conflicts

6) Media Content   **8 Hours**
- Content production- cultural production
- Standardization and Genres
- Issues- Bias, Representation, Commercialization
- Aesthetic of mass art
- Ideologies- modernity and post-modernity

7) Mass Audiences   **8 Hours**
- Centrality of audiences in communication discourse
- Locating audiences- society, media, content etc
- Three tradition of audience studies
- Audience behaviour- Uses and gratification
- Need to reach, know and measure audiences

8) Media Effects   **8 Hours**
- The premise of the central concern
- Campaign and propaganda- the case of politics
- Phases of effect discourses
- Agenda setting, Cultivation, Diffusion
- Ideology and Effects

Course Outcome:

1. Students will demonstrate a holistic understanding of the foundational concepts in mass communication, analyzing its multifaceted nature and recognizing its significance as a social institution

2. Students will illustrate a comprehensive understanding of the historical development and characteristics of mass communication, linking it to the broader context of societal and technological changes.

3. Students will critically analyze various perspectives in mass communication, developing a nuanced understanding of its complex socio-political and cultural dimensions.

4. Students will develop a deep understanding of the structural aspects of media institutions, discerning the economic, regulatory, and cultural dimensions that shape media landscapes.

5. Students will gain insights into the organizational dynamics of media institutions, recognizing the complexities and ethical dilemmas faced by professionals in the field.

6. Students will demonstrate a critical understanding of media content production, recognizing the influence of cultural, commercial, and ideological factors on content creation.

7. Students will develop a comprehensive understanding of the role and behavior of mass audiences, critically analyzing the effects and implications of media on society and individuals.

Recommended Readings:

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

Mapping of Program Outcomes with Course Outcomes

Class: FY.M.Voc.MS (Sem-II)   Subject: Media Studies
Course: Media society and culture   Course Code: **MS202**
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		2	1					2
CO2	3						3	3	
CO3		2		3					2
CO4					3				
CO5					1	3			
CO6		3							
CO7			2			3			

Justification for the mapping

PO1 - Disciplinary Knowledge:
COs 1 and 2: CO 1 mentions a holistic understanding of foundational concepts in mass communication, and CO 2 refers to the historical development and characteristics of mass communication. Both align with the comprehensive knowledge of disciplines mentioned in PO1.

PO2 - Critical Thinking and Problem Solving:
COs 3 and 6: CO 3 involves critically analyzing various perspectives in mass communication, while CO 6 focuses on critical understanding of media content production. Both require the application of critical design thinking, as emphasized in PO2.

PO3 - Social Competence:
COs 1 and 7: CO 1 involves recognizing the significance of mass communication as a social institution, and CO 7 involves critically analyzing the effects and implications of media on society and individuals. Both relate to effective communication and interpersonal skills as highlighted in PO3.

PO4 - Research-Related Skills:
COs 1 and 3: CO 1 emphasizes understanding foundational concepts, and CO 3 involves critically analyzing various perspectives. Both require research-related skills as mentioned in PO4, such as the ability to ask relevant questions and report results.

PO5 - Personal and Professional Competence:
COs 4 and 5: CO 4 involves understanding the structural aspects of media institutions, and CO 5 involves recognizing ethical dilemmas faced by professionals. Both align with the personal and professional competence outlined in PO5.

PO6 - Effective Citizenship and Ethics:
COs 5 and 7: CO 5 involves recognizing ethical dilemmas, and CO 7 involves critically analyzing the effects and implications of media on society. Both relate to acting with informed awareness of moral and ethical issues as emphasized in PO6.

PO7 - Environment and Sustainability:
CO 2: CO 2 involves understanding the historical development and characteristics of mass communication in societal and technological contexts. This aligns with the need for understanding the impact of scientific solutions in societal and environmental contexts as mentioned in PO7.

PO8 - Self-directed and Life-long Learning:
CO 2: CO 2 involves linking mass communication to broader societal and technological changes. This aligns with the ability to engage in independent and life-long learning, as highlighted in PO8.

PO9 - Trans-disciplinary Research Competence:
COs 1 and 3: CO 1 involves understanding foundational concepts, and CO 3 involves critically analyzing various perspectives. Both require trans-disciplinary research competence as mentioned in PO9 to address common problems.

First Year   **Semester II**
                        Media Research Methods
Skill component   **Paper No. - MS 203**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 4 /week   **Teaching Load: 60 Lecture/Semester**

Course Objectives:
- Critically evaluate various methods of knowing and explore the concept of research within the context of science and social sciences.
- Analyze the influence of scientific methods on social sciences, identify challenges to objectivity, and examine new paradigms of research.
- Gain a comprehensive understanding of the historical development of research methods and extract valuable lessons learned for effective research practices.
- Differentiate between qualitative and quantitative research approaches in communication studies and apply them to specific research questions.
- Master the fundamental elements of research, including variables, hypotheses, concepts, measurements, and the relationship between theories and facts.
- Develop a thorough understanding of the research process, including design, formulating research issues, selecting research topics, and managing resources.
- Explore various data collection methods and techniques commonly used in communication research, such as surveys, focus groups, interviews, and field observations.

CONTENT	Teaching Hours
1. Science and Research Methods	**5 Hours**
· Different method of knowing	
· Concept of research	
· Nature of scientific enquiry	
· Historical development of research methods	
· Lessons learnt from scientific methods	
2. Social Sciences and Research Methods	**5 Hours**
· Influence of scientific methods on 'social sciences'	
· Challenges to objectivity	
· Theories shaping observations	
· New paradigms of research	
· The qualitative and the quantitative	
3. Research in Communication	**5 Hours**
· Working towards 'science of communication'	
· Early methods and models	
· Four stages of effect research	
· Main issues of research- audience, content, effect	
· Applications of research in media industry	
4. Approaches to Research in Communication	**5 Hours**
· Reductionist and holistic	
· Qualitative and Quantitative	
· Analytical and Descriptive	
· Fundamental and Applied	
· One time and longitudinal	
5. Elements of Research	**5 Hours**
· Variables and constants	
· Hypothesis	
· Concepts and constructs	

· Measurements and scales
· Theories and facts

6. The Research Process-I   **6 Hours**
· The concept of research design
· Research issues
· Deciding the research topic- relevance
· Importance of theory, literature review
· Time, money and personnel

7. The Research process- II   **6 Hours**
· Types of research design- exploratory, experimental, explanatory etc.
· Aims and objectives
· Approaches to research
· Methods of data collection
· Analysis to conclusions

8. Sampling   **6 Hours**
· Basic concept
· Representativeness
· Probability and non probability sample- concepts
· Types of probability and non probability samples
· Practical guidelines for sampling

9. Data Collections Methods 8 Hours   **6 Hours**
· Quantitative surveys
· Focus Group Discussion
· Personal Interviews
· Field Observations
· Comparative advantages and disadvantages

10. Focus on Survey and Content Analysis   **6 Hours**
· Surveys- advantages and disadvantages, types
· Questionnaire
· Uses of surveys in media industries
· Content Analysis- basic concepts, uses
· Characteristics of quantitative content analysis

11. Introduction to Statistical Analysis   **6 Hours**
· Importance of statistics in media research
· Descriptive statistics
· Correlations
· Inferential statistics- chi square, t test
· Practical examples

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

Course Outcomes:

1. Students will be able to distinguish between different methods of acquiring knowledge and confidently employ research methods in social science and communication studies.
2. Students will critically assess the limitations of objectivity in social science research and demonstrate an understanding of new research paradigms.
3. Students will gain historical perspective on the evolution of research methods and apply key lessons learned to enhance their own research practices.
4. Students will confidently differentiate between qualitative and quantitative research approaches, and will be able to select and apply the appropriate approach for specific research questions.
5. Students will demonstrate proficiency in identifying and defining research elements such as variables, hypotheses, concepts, measurements, and theories.
6. Students will be able to design and execute a research project through careful consideration of research issues, topic selection, resource management, and appropriate research design.
7. Students will effectively utilize various data collection methods, including surveys, focus groups, interviews, and field observations, to gather relevant data for their research projects.

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc- (Sem-II)   **Subject:** M.Voc-Media Studies
Course: Media Research Methods   **Course Code**: MS 203

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
CO2		2				3			
CO3	3							2	
CO4	3			2					2
CO5			2		2				
CO6		2		2	2	3	2	2	
CO7			2	1			2		

Justification for the mapping

PO1. Disciplinary Knowledge: CO1, CO3, CO4

CO1 involves distinguishing between different methods of acquiring knowledge, which aligns with the need for comprehensive knowledge in a discipline. CO3 emphasizes gaining a historical perspective on the evolution of research methods, contributing to a deeper understanding of disciplinary knowledge. CO4 deals with differentiating between qualitative and quantitative research, a critical aspect of disciplinary knowledge.

PO2. Critical Thinking and Problem Solving:CO2, CO6

Justification: CO2 focuses on critically assessing the limitations of objectivity in social science research, demonstrating critical thinking skills. CO6 involves designing and executing a research project, which requires critical design thinking to address various research issues.

PO3. Social Competence: CO5, CO7

CO5 involves demonstrating proficiency in identifying and defining research elements, which is crucial for effective communication. CO7 emphasizes the effective utilization of various data collection methods, aligning with the need for effective communication skills.

PO4. Research-Related Skills:CO1, CO4, CO6, CO7

Justification: CO1 involves employing research methods in social science and communication studies, contributing to research-related skills. CO4 emphasizes the sense of inquiry and the ability to plan, execute, and report the results of an experiment. CO6 involves designing and executing a research project, and CO7 involves utilizing various data collection methods, all contributing to research-related skills.

PO5. Personal and Professional Competence:CO5, CO6

Justification: CO5 involves demonstrating proficiency in identifying and defining research elements, contributing to personal competence. CO6 involves designing and executing a research project, contributing to both personal and professional competence.

PO6. Effective Citizenship and Ethics:CO2, CO6

Justification: CO2 involves understanding new research paradigms, contributing to an informed awareness of moral and ethical issues. CO6 involves designing and executing a research project with a commitment to professional ethics and responsibility.

PO7. Environment and Sustainability:CO6, CO7

Justification: CO6 involves considering resource management in research project design, aligning with the understanding of sustainable development. CO7 involves understanding the impact of scientific solutions in societal and environmental contexts, contributing to environment and sustainability awareness.

PO8. Self-directed and Life-long Learning:CO3, CO6, CO8

Justification: CO3 involves gaining a historical perspective on the evolution of research methods, contributing to a broader context of socio-technological changes. CO6 involves designing and executing a research project, and CO8 involves acquiring the ability to engage in independent and life-long learning.

PO9. Trans-disciplinary Research Competence:CO1, CO4, CO9

Justification: CO1 involves employing research methods in social science and communication studies, contributing to a trans-disciplinary approach. CO4 involves demonstrating a sense of inquiry and capability for asking relevant/appropriate questions. CO9 involves creating new conceptual, theoretical, and methodological innovations.

First Year   Semester II
                              Camera Techniques- II
Skill component   **Paper No. - MS 204**
Maximum Marks: 150   **Credits: 6**
Teaching Period: 2 /week   **Teaching Load:30 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) Controls of Camera	**15 Hours**

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

2) Understanding lens	**15 Hours**

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

3) Recording Audio in Camcorder	**15 Hours**

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

4) Composition	**15 Hours**

- Understanding Composition
- Elements of Composition
- Composition for different aspect ratio

- Effect of Visual Balance
- Application of Composition
- Composing moving image Communication through visuals

5) Lights   **15 Hours**
- Revisiting Light
- Basics: 6 Elements
- Lighting techniques
- Matching indoor and outdoor
- High key and low key
- Situation based lighting
- Use of lighting control accessories

6) Shooting   **15 Hours**
- Selecting location
- Observing available light
- Shooting indoor with lights
- Shooting outdoor in available lights
- Shooting outdoor with lights
- Observing different location2
- Different locations Shooting an interview with audio

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.

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc.MS (Sem-II)   Subject: Media Studies
Course: Camera techniques -II   Course Code: **MS 204**
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.

First Year   **Semester II**

Experimental Journal

Skill component   **Paper No. - MS 205**

Maximum Marks: 150   **Credits: 4**

Teaching Period: 2 /week   **Teaching Load: 30 Practical's/Semester**

Course Objectives:

1. To acquire skills in reporting, editing, and computer-based page layout for the production of a laboratory journal.
2. To provide students with practical experience in producing a laboratory journal.
3. To ensure a minimum content in the experimental journal in news-based.
4. To enable students to prepare layouts for the front, back, and other pages of a newspaper, emphasizing design principles.
5. To develop the skill of rewriting reports, articles, and features, local news reporting.
6. To equip students with the skills to design and layout news reports with using publishing software such as Page Maker or In Design.
7. To upload the experimental newspaper on new media platforms.

CONTENT   **Teaching Hours**

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

Course Outcome:

1. Students will demonstrate proficiency in the editorial process, including news reporting, editing.

2. Students will gain hands-on experience in the complete process of producing a laboratory journal, from planning and reporting to editing and layout.

3. Students will demonstrate the ability to prioritize news content, enhancing their skills in news gathering, writing, and reporting.

4. Students will showcase proficiency in designing and laying out newspaper pages.

5. Students will demonstrate the ability to rewrite and adapt news content for the laboratory journal, with a focus on local relevance.

6. Students will be proficient in using digital tools for creating and designing content.

7. Students will showcase their ability to adapt to modern communication methods, contributing to the online presence of the laboratory journal.

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc (Sem-II)   **Subject:** Media Studies
Course: Experimental Journal   **Course Code**: **MS205**
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								
CO2					3				
CO3		3		3					
CO4									
CO5						3			
CO6									
CO7			3						

Justification of mapping

PSO1. Disciplinary Knowledge:
CO1: Emphasizing the acquisition of skills in reporting, editing, and computer-based page layout for the production of a laboratory journal. This involves a deep understanding of editorial processes and practical experience in producing a journal.

PSO2. Critical Thinking and Problem Solving:
CO3: Emphasizing the ability to prioritize news content, gather relevant information, and adapt news content with a focus on local relevance. Critical thinking is required in selecting and presenting information effectively.

PSO3. Social Competence:
CO7: Emphasizing the demonstration of proficiency in news reporting and writing, this contributes to effective communication in a social context. Additionally, adapting to modern communication methods reflects social competence.

PSO4. Research-Related Skills:
CO3 and CO4: Acquisition of skills in reporting, editing, and the production of a laboratory journal. This involves research-related skills in gathering, verifying, and presenting information accurately.

PSO5. Personal and Professional Competence:
CO2: Emphasizing the development of skills in layout design, rewriting, and adapting news content. This contributes to personal and professional competence in the field of journalism.

PSO6. Effective Citizenship and Ethics:
CO5: Emphasizing the ability to prioritize news content ethically and demonstrate proficiency in news reporting and editing, contributing to effective citizenship in journal

First Year   **Semester II**
                                              Script Writing
Skill component   **Paper No. - MS 206**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 2 /week   **Teaching Load: 20 Practical's/Semester**

Course Objectives:

1. To familiarize the students with script writing.
2. To create understanding of various styles of scripts in audio- visual production.
3. To develop storytelling skills for screen.
4. To identify the genres and forms of fiction
5. To understand the aesthetics of audio- visual production.
6. To take a story from paper to screen
7. To learn the visual narrative of screenplay

CONTENT   **Teaching Hours**

1) Writing for the Screen   **15 Hours**
   • The Nature and Characteristics of Media Writing
   • Literary text v/s text written for the screen
   • Understanding the written word as a blue-print for visuals
   • Visualization: 'Seeing' and 'Hearing' before writing

2) The Core of Screen Writing: Genesis of an Idea   **15 Hours**
   • Conscious attention to surroundings/Listening carefully, reading, observing, writing a diary regularly
   • Types of Ideas: Event-led, character-based, reality-based, concept-led
   • Choosing and Formulating the Theme: Choosing Characters and their Points of Views. The Concept/Idea diary

3) Basic structure of Story   **20 Hours**
   • Chain of linear, chronological cause-effect event structure.
   • The Three Act Structure:
   • Beginning-middle-end(Character-Setting-Problem-Resolution)
   • Formingfamiliarassociationswiththewrittenword:ShortStory=shortfilm,Novel= feature film, Research paper/essay(with human touch)=Documentary.
   • Other Parts of the Story: Character Backstories, Sub-story arcs

4) Form   **20 Hours**
   • Formulating the Visual Narrative: Story+ Plot Order
   • The Treatment: Plotting Scenes and Scene Flow
   • Types of Narratives The First Draft and going beyond

5) Format: Fiction, Non-Fiction   **20 Hours**
   • What is a Scene? What is a Unit?(Fiction v/s Non-Fiction)
   • Screenplay without Dialogue: The Scene/Unit Skeletal Structure. Dialogue: Types, Rules, Methods
   • Formatting the Screenplay: Introduction to Celts /Final draft.

Course Outcomes:

1. Familiarize the students with script writing
2. Create understanding of various styles of scripts in audio- visual production
3. Develop storytelling storytelling skills for screen.
4. Identify and explore the genres and forms of fiction
5. Understand the aesthetics of audio- visual production.
6. Take a story from paper to screen
7. Learn the visual narrative of screenplay

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

Class: FY M. Voc (Sem II)   Subject: Media Studies
Course: Script Writing   Course Code: **MS 206**
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						1			
CO6								3	
CO7			2						

Justification for the mapping

PO1: Disciplinary Knowledge (3): Scriptwriting involves comprehensive knowledge of storytelling techniques, industry standards, and narrative structures.
CO1: Familiarize the students with script writing.

PO2: Critical Thinking and Problem Solving (3): Understanding various styles of scripts requires critical thinking to analyze and evaluate creative solutions in scriptwriting.
CO2: Create understanding of various styles of scripts in audio-visual production.

PO5: Personal and Professional Competence (2): Developing storytelling skills for the screen involves personal and professional competence in crafting narratives that engage and resonate with the audience.
CO3: Develop storytelling skills for screen.

PO9: Trans-disciplinary Research Competence (2): Exploring genres and forms of fiction requires a trans-disciplinary approach, integrating different storytelling elements.

CO4: Identify and explore the genres and forms of fiction.

PO6: Effective Citizenship and Ethics (2): Understanding the aesthetics of audio-visual production involves considerations of ethical and aesthetic choices in storytelling.
CO5: Understand the aesthetics of audio-visual production.

PO8: Self-directed and Life-long Learning (3): Taking a story from paper to screen requires continuous learning, adapting to technological changes and industry trends.
CO6: Take a story from paper to screen.

PO3: Social Competence (2): Learning the visual narrative of screenplay involves effective communication through visual storytelling, aligning with social competence.
CO7: Learn the visual narrative of screenplay.

First Year   **Semester II**
VOICE MODULATION AND ANCHORING SKILLS
Skill component   **Paper No. - MS 207**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 2 /week   **Teaching Load: 30 Practical's/Semester**

Course Objectives:

1. To understand the components of the voice, including the lungs, rib cage.
2. To learn and practice various breathing techniques lower.
3. To explore the basics of voice modulation and tone quality, while considering the influence of physical and mental fitness.
3. To understand the fundamentals of anchoring, including self-awareness of one's voice.
4. To familiarize students with various types of anchoring, including voice-over, radio jockeying (RJ), dubbing, event hosting, reporting, and interviewing.
5. To apply practical tips and techniques for live studio sessions, microphone usage,
6. To develop key qualities such as communication skills, passion, investigative ability, stress management, social media usage, leadership, and a human connection.

CONTENT   **Teaching Hours**
1 The anatomy of the voice   **10 Hours**
- The lungs, rib cage
- Intercostal muscles, diaphragm
- Larynx, vocal chords
- Pharynx and other principal resonators

2 Breathing   **10 Hours**
- The function of the lungs, rib cage
- Intercostal muscles, diaphragm –
- Different methods of breathing and their usage –upper chest or clavicular lower chest or abdominal method –
- whole chest or intercostal diaphragmatic method

3 Basics of Voice Modulation   **10 Hours**
- Pitch, pace, pause, tone quality
- Physical and Mental Fitness
- Hearing, Basics of Classical Music including the knowledge of Swara
- Vocal Health- negative effect of smoking, drugs, alcohol, the importance of good diet.

4   Introduction to Anchoring: **10 Hours**
- Know your voice
- Scope for voicing, Need of anchoring
- Basics Of Anchoring.

5 Types of Anchoring: **10 Hours**
- Voice over
- RJ , Anchoring
- Dubbing, Events
- Reporting, Interview.

6 Tips And Techniques: **10 Hours**
- Practical's live in our studio (mike facing),
- Introduction To Microphones, Dress Code For Men And Women
- Make-Up and other things.

- Writing tips for Anchoring.

7 Qualities of Anchor :   **15 Hours**
- Communication skill, Passion, Investigative skill, Ability to handle pressure,
- Using Social media, Leadership Skill, Humanity.
- Starting out on a positive note, Admiring the audience,
- Mingling with the audience, Having an effective speech.

8 Exercises for Quality Voice and Pronunciation :   **15 Hours**
- Breathing exercises to improve volume
- Voice Exercises –Yoga and other elements
- Methods for voice relaxation
- Lip exercises, Tongue exercises, Jaw exercises
- Extending and controlling your Pitch.
- Recording your voice and analyze
- Story reading and pronunciation
- Enhance performance on the stage and in a recording studio

Course Outcome:

1. Students will acquire in-depth knowledge of the anatomy of the voice, laying the foundation for effective voice control and modulation.
2. Students will master breath control, enabling them to use different breathing methods strategically for various vocal and anchoring situations.
3. Students will develop the ability to modulate their voice effectively, conveying emotions and expression.
4. Students will be equipped with the foundational knowledge required for successful anchoring in diverse settings.
5. Students will gain insights into the specific skills and techniques needed for different anchoring roles.
6. Students will gain hands-on experience in applying learned techniques, enhancing their on-air performance.
7. Students will emerge with a well-rounded skill set and personal qualities necessary for success in anchoring.

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc (Sem-II)   **Subject:** Media Studies
Course: Anchoring skill & voice modulation   **Course Code**: MS 207
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								
CO2									
CO3		3		2					
CO4									
CO5			3			2			
CO6						1		6	
CO7				2					

Justification of mapping

PSO1. Disciplinary Knowledge:
CO1: PSO1 aligns with COs by emphasizing the understanding of the components of the voice, breathing techniques, voice modulation, and the fundamentals of anchoring. This involves acquiring comprehensive knowledge of the discipline related to anchoring and voice modulation.

PSO2. Critical Thinking and Problem Solving:
CO3: PSO2 is reflected in COs by encouraging students to explore voice modulation, considering the influence of physical and mental fitness. Critical thinking is required in applying practical tips and techniques for live studio sessions and different anchoring roles.

PSO3. Social Competence:
 CO5: PSO3 aligns with COs by emphasizing the development of key qualities such as communication skills, investigative ability, and a human connection. Social competence is essential for effective anchoring in diverse settings.

PSO4. Research-Related Skills:
CO3: PSO4 is reflected in COs by requiring students to understand the anatomy of the voice, learn and practice breathing techniques, and explore voice modulation. This involves research-related skills in understanding the fundamentals of voice control and modulation.

PSO5. Personal and Professional Competence:
CO7: PSO5 aligns with COs by emphasizing the foundational knowledge required for successful anchoring, applying practical tips and techniques, and gaining hands-on experience. This contributes to personal and professional competence in anchoring and voice modulation.

PSO6. Effective Citizenship and Ethics:
CO5: PSO6 is reflected in COs by encouraging students to develop qualities such as stress management, social media usage, and leadership. Effective citizenship and ethical considerations are essential in the field of anchoring.

PSO8. Self-directed and Life-long Learning:
CO6: PSO8 is reflected in COs by requiring students to understand the anatomy of the voice, practice various breathing techniques, explore voice modulation, and apply practical tips and techniques. This promotes self-directed and life-slong learning in anchoring and voice modulation.