



Deccan Education Society's
Fergusson College, (Autonomous) Pune
B. Voc. Media and Communication
Syllabus for Sem. I (Autonomous)
2017-2018

Semester I		Credits	Marks	L	T	P
General Components						
BVM1101	Introduction to Communication	4	100	3	1	-
BVM1102	Introduction to Media	4	100	3	1	-
BVM1103	Basics of Visual Communication	4	100	3	1	-
Skill Component						
BVM1104	Communication Skills	6	150	2	-	4
BVM1105	Image Processing	6	150	2	-	4
BVM 1106	Basics of Photography	6	150	2	-	4

Dept. of Media and Communication

Semester II						
General Components						
BVM1201	Social Issues and Ideas	4	100	3	1	-
BVM 1202	Introduction to Journalism	4	100	3	1	-
BVM1203	Introduction to Audio- Visual Narrative (Genre)	4	100	3	1	-
Skill Component						
BVM1204	Voice Over Techniques	6	150	2	-	4
BVM1205	Photography for Journalism	6	150	2	-	4
BVM1206	Basic of Visual Composition	6	150	3	-	3

L- Lecture, T- Tutorial, P- Practical

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SEM I

Subject: Introduction to Communication (BVM1101)

Unit 1: Introduction to Communication

- a) What is Communication? Importance and Scope in day to day life
- b) Communication Process
- c) Types of Communication
- d) Models and Barriers in Communication
- e) Role and functions of Media
- f) Characteristics of Media

Unit 2: Communication Theories

- a) Introduction to Communication Theories
- b) Agenda Setting Theory
- c) Bullet Theory
- d) Uses and Gratification Theory

Unit 3: Introduction to Mass Media

- a) Print Media: Media Content, form and Style
- b) Electronic Media- Radio
- c) Television Media Content, form and Style
- d) Audio-Visual Media and Cinema
- e) Internet as a New Media

Unit 4: Media as a Democratic Institution

- a) Media and State
- b) Media and Democracy
- c) Laws and Ethics in Media Practice
- d) Media and Politics

Unit 5: Media Literacy

- a) What is Media Literacy
- b) How to `Read` Media Texts
- c) Media Content and Style

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SEM I

Subject: Introduction to Media (BVM1102)

Unit 1: What is mass media?

- Nature of Media
- Function, brief historical overview of media evolution.

Unit 2: Types of Media: Nature formats and content

- Print Media: newspapers, periodicals, books
- Audio-visual media: Television, Radio and Cinema
- New Media: Internet and Mobile Phone-based

Unit 3: The business of Media:

- Media industry
- Business operations and contemporary scene of Indian Media.

Unit 4: Society and Media:

- Media and society: their impact on each other
- Media and democracy
- Media laws, ethics and principle

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SEM I

Subject: Basics of Visual Communication (BVM1103)

Unit 1: Introduction to Visual Communication

- Visual language
- Visual grammar- perception, composition, grouping and organization, balance, ratio and proportion, rule of thirds, light, colour harmony and contrast
- Classification of shots
- Principles of visual grammar
- Film, video, e books, art, modern ways

Unit 2: Socio cultural history of Visual Communication

- History of visual communication
- Visual literacy
- How to read visuals
- Impact of Visual Communication on society

Unit 3: Presentation Methods of Visual Communication

- Forms of visual communication
- Approaches to visual communication
- Design principles
- Design processes

Unit 4: Visual analytics and models

- Colour theory
- Visual analysis (motion, static)
- Visual aids and advance techniques
- Models (SCAMPER, etc.)

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SEM I

Subject: Communication Skills (BVM1104)

Presentation Skills:

The course aims to train the students with different modes of oral Communication in the context of modern life and help them become effective and efficient users of language. In the beginning the course will aim to build the vocabulary skills of students by including the language activities like Separating the Fine Senses of words, Literal and Figurative Use of Words, Word Parallels Alternatives, and Synonyms, Antonyms, Homonyms. The course will further mark gradual progression with the activity based learning of Word and Sentence Stress, Intonation, Making Presentation, Preparing, Planning and Performing.

This module will include Forms of non-verbal communication; interpreting body-language cues; Kinesics; Effective use of body language. The presentation and oral communication skill will be imparted through **Group Discussion**, Differences between group discussion and debate; **Presentation Skills**, Oral presentation and public speaking skills; The course also includes training and skill of **Technology-based Communication**, power-point presentation. Activities/tasks like role playing, group discussion, public speaking, extempore presentation and interviews will be conducted on regular basis.

Writing Skills:

The activities will include: Writing Task: identifying the focus, generating ideas, outlining, etc. Paragraph Structure and Linking Sub-points in a Paragraph Cohesion and unity in a paragraph, Minding Punctuation and Proofreading, Summarising, Reviewing and Aspects of Creative Writing. Activities / tasks to be conducted like paragraph writing, essay writing, writing a review of a literary text, writing a summary of a literary text, comprehension and analysis of a literary text, preparing an advertisement.

- **Evaluation**

The evaluation pattern will be the same as is adopted for other Skill Component courses in the B.Voc. Media and Communication Course.

• **Reference Books:**

1. Seely (2006), Oxford Guide to English speaking and writing [OUP]
2. Dutt, P. Kiranmal, Geetha Rajeevan, CLN Prakash (2008), A Course in Communication Skills [Foundation Books]
3. Anderson, Keith, John Maclean, Tony Lynch (2007), Study Speaking [CUP]
4. Goodale, Malcolm (2008), Professional Presentations [CUP]
5. Morley, David (2007), The Cambridge Introduction to Creative Writing [CUP]
6. Dutt, P. Kiranmal and Geetha Rajeevan (2007), A Course in Listening and Speaking (Vol. I & II) [Foundation Books]
7. Sasikumar, V. P. Kiranmal Dutt and Geetha Rajeevan (2007), Basic Communication Skills [Foundation Books]
8. O'Connor, J. D. - Better English Pronunciation (Latest Edition with CD)
9. Narayanswamy - Strengthen Your Writing (OBS)

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SEM I

Subject: Image Processing (BVM1105)

This practical component draws on the theoretical course of 'Basics of Visual Communication' and practical components of 'Image Processing' and 'Basics of Photography'. Students should be able to understand **Photoshop software, Corel Draw software**. e.g. for practical exercises for students.

1. Setup a 800 x 600 px (desktop default) canvas. Use different brush styles & colors and draw anything.

2. Import various images and mix theme in each other, should have a theme.

Image Importing, Selection & Transformation

3. Compose a processed image on a suitable background.

4. Apply blending effect to a text. Use paint bucket or gradient tool to add a background.

5. Draw various shapes (Nos. 5-6) and clip different images in it.

6. Apply lighting effect and flare to a suitable picture.

7. Retouch portrait photography and apply glamour effect on it.

8. Design a greeting card for Diwali festival. Size : 6" x 4" or 4" x 6" or customize

9. Apply motion effects to appropriate picture.

10. Apply motion effects to appropriate picture.

11. Paint black and white picture in color.

12. Shoot photographs for panorama & stitch it. (Min 3 photos require)

13. Record any action and apply it on a entire folder.

14. Design a cover on given subject

15. Design Visiting Card, Letter Head & Envelope

These kind of practical works are expected to be done.

Under this practical component, students are expected to understand how images can be processed. Students will be taught a technical skill of basic photography the practical involves exercises like capturing theme-based images. Other details of the assignments should be concerned by the faculties. These assignments can be carried out as individual or group activity.

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SEM I

Subject: Basics of Photography (BVM1106)

1. What is Photography?

1. Definition
2. Attributes of a subject
3. Brightness
4. Contrast
5. Sharpness
6. Blur (motion)
7. Colour
8. Size
9. Composition
10. Framing

B. Qualities of photographic image.

C. Details of all qualities.

2. History of Camera

1. Evolution {transition in film and digital}
2. Camera format
3. Camera sensor sizes and crop factor

3. Camera Controls

1. Camera controls in detail
2. Aperture, Depth of field. etc.
3. Shutter, panning, sync speed etc.
4. ISO.
5. Operations {DOF, Panning, Sync etc }
6. Camera cross section diagram
7. Total internal reflection`

4. Detail study of DSLR.

1. DSLR camera
2. Operation of camera
3. Description of parts of DSLR
4. Functions of parts of DSLR
5. Advantages and disadvantages of DSLR camera.

5. Camera lenses

1. Comparison of lenses with format.
2. Types of lenses.
3. Comparison of lenses.
4. Lenses and Lens defects, crop factor
5. Focusing.

6. Light

1. Properties of light

7. Laws

1. Inverse square law
2. Law of reciprocity, equivalent exposure.
3. Circle of confusion
4. Hyper focal distance

Outdoor Activities

1. Outdoor portrait with reflector
2. Effects of aperture (DOF)
3. Effects of shutter speed: Fast shutter, Slow shutter, Panning
4. Group photo: Formal, Informal
5. Silhouette
6. Night photography
7. News photography
8. Sports photography
9. Architectural photography
10. Perspective: Linear, Aerial
11. Pattern: Natural, Artificial

Indoor Activities

1. Lighting techniques for portrait

1. Use of K, F, B together
2. Use of K, F, B separately
3. Combinations of K, F, B

2. Still Life: Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewellery

3. Lighting for Rough & Smooth Texture
4. Lighting for form & shape
5. Silhouette
6. Portrait
7. High key
8. Low key



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SEM II

Subject: Social Issues and Ideas (BVM1201)

- **Unit 1: Important Concepts:** Understanding Society in Indian Context, Characteristics of Indian Society, Nation State and Nationalism, Modernism, Post Modernism, Feminism.
- **Unit 2: Indian Social Movements:** Social Reformers in India, Role of Media in Social Movements
- **Unit 3: Globalization:** Global Issues, Technology and social divide, Digital divide, Information Rich and Information Poor. E-waste, Environmental issues and Global warming.
- **Unit 4: National Issues:** Poverty, Economic disparities, Urban issues, Rural Issues, Communal issues, Geo politics, and Political issues, Migration, Malnutrition, Women and Children`s Issues, Unemployment.
- **Unit 5: Conflict Areas:** Naxalism, Terrorism, Religious Conflicts, And Caste Conflicts, Law and order
- **Unit 6: Social and Contemporary issues:** within the period of course will be considered in the course. It may include social, political, cultural, national and international issues.

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SEM II

Subject: Introduction to Journalism (BVM1202)

Unit 1: Basics of news:

- What is news?: meaning, definition, nature
- The process of news: from the event to the audience
- Basic components of a news story
- The news questions: 5Ws and 1H

Unit 2: History of news:

- Origins of newspaper and global milestones in the field.
- India's journalistic scene- newspapers in the British Era, rise of nationalist press, press in post-independence era, ban on press during emergency, press in globalized era, important regional and national publications, and important names in the field.

Unit 3: Basic journalistic writing:

- Organization of a news story, the classic inverted pyramid structure
- Types of news, hard news Vs. Soft news
- Principles of news selection
- Formats of basic journalistic writing: news stories, features, interviews, op-eds, editorials.

Unit 4: Journalism and society:

- Press and democracy- the fourth pillar, role of press in society
- Relationship between audience and media
- Changing trends and contemporary journalism: overview with special reference to India

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SEM II

Subject: Audio Visual Narratives (BVM1203)

Unit 1: Storytelling

- a) What is storytelling
- b) Types of storytelling
- c) Characteristics of effective storytelling
- d) The power of visual storytelling

Unit 2: Narrative Techniques

- a) What is narration and narrative structure?
- b) 3 Act Structure
- c) Narrative treatment of the space
- d) Narrative treatment of the time

Unit 3: Genres & Formats

- a) TV genres
- b) Film genres (action, adventure, comedy, drama, epic/historical, horror, musical, romantic thriller)
- d) Digital Media (Computer games, electronic lit., digital art, animation stories,
- e) e-learning

Unit 4: New Approaches

- a) New trends shaping TV industry (Content, strategy)
- b) New trends shaping Film industry (Content, strategy, Technology)
- c) New Narrative forms (Online shots, flash fiction, web series, viral videos, Interactive comics, digital trailers)
- d) Film Appreciation
- e) Current trends and methods in Audio Visual Narratives

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SEM II

Subject: Voice over Techniques (BVM1204)

The following components will be covered in this practical. Assessment will be done as per the rule:

Introduction to Voice

- Introduction to Human Voice
- 5 P's of Voice. i.e.
- Pitch
- Pace
- Pause
- Projection
- Punch

Breathing

- Breathing & Voice relationship
- How to Breathe
- Controlling the Airflow
- When to breathe
- Noisy breathing
- The diaphragm.
- Breathing Exercises, Pranayam

Introduction to the Art of Public Speaking & Presentation

- Understanding the Audience
- Preparation of Subject
- Scripting
- Presentations

Reading for Microphone & Presentation

- Introduction to Micro-phone
- Use of Mike
- Voice Modulations
- Characterization
- Language & Dialects.

Conversational Writing

- Understanding the medium i.e Television, Radio, New Media
- Basics of dialogue
- Importance of Spoken Language & its Usage in Media
- Importance of dialect & its use.

Voice-Over

- Voice Over for different Audio-Visual genres i.e Documentaries, Walk-through, Programs etc
- Voice Over for Audio Programs
- Voice Over for Commercials
- Techniques of Voice recording & editing.

Dubbing

- Introduction to Dubbing
- Understanding of Character
- Dubbing as Art
- Role of Dubbing Artist
- Introduction to Dubbing Studio's
- Dubbing Exercises
- Reviewing Dubbed Films & other genre

New Media & Dubbing

- Sparklers
- Promo's
- Hello Tunes
- IVR (Interactive Voice Response) & Voice Artist
- Audio Branding Opportunities.

Voice Industry & Opportunities

- Introduction to Industry
- Preparing Individual voice Profile
- Preparing Commercial Projects etc

Suggested Readings

1. Introduction to Broadcast Voice – Jenny Mill
2. The Art of Public Speaking- McGraw-HiLL International Edition
3. Introduction to Broadcast Journalism- Dr.Keshav Sathaye
4. श्रीतेहो – P.L. Deshpande
5. Biographies of distinguished Performers & Actors like Shreeram Lagoo, Dada Kondke, Amitabh Bachhan and many more.
6. Introduction to Advertising- Oxford university Press

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SEM II

Subject: Photography for Journalism (BVM1205)

This practical component draws on the theoretical course of 'Introduction to Journalism' and practical components of 'Image Processing' and 'Basics of Photography'.

Under this practical component, students are expected to understand how images can be intentionally crafted and used to compliment the news story. They will also get the technique of storytelling through images.

Students will be taught technical skills of basic photography, Image Importing, Selection & Transformation. They should learn the practical skill of how to work with a reporter, and professional code of ethics for a photojournalist.

The practical involves exercises like capturing theme-based images, exploring narratives through photos or making photo-stories and photo-essays.

Other details of the assignments should be concerned by the faculties. These assignments can be carried out as individual or group activity.

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SEM II

Subject: Basics of Visual Composition (BVM1206)

This practical component draws on the theoretical component named 'Introduction to AV narrative'. Visual composition- that is arrangement or placement of visual elements in any work- of art will be dealt with.

What is good composition? How to composite a frame for effective storytelling? Such questions will be handled here. Software named *Adobe after Effects* will be taught to students- with following elements included:

Compositing stream, colour grading, animated camera movement, interfaces, 2D and 3D text, text animations and so on.

Other details of the assignments should be concerned by the faculties. These assignments can be carried out as individual or group activity.