

Deccan Education Society's  
**FERGUSON COLLEGE, PUNE**  
**(AUTONOMOUS)**

**SYLLABUS UNDER AUTONOMY**

**THIRD YEAR B. Voc. Media and Communication**  
**SEMESTER - V**

**Academic Year 2018-2019**

**Deccan Education Society's  
FERGUSSON COLLEGE (AUTONOMOUS), PUNE 411004  
Scheme of Course Structure (Faculty of Science)  
2018-2019**

**T. Y. B. Voc. - Media & Communication**

<b>Semester</b>	<b>Course Code</b>	<b>Title</b>	<b>Paper No.</b>	<b>Credits</b>	<b>Exam (I / E)</b>	<b>Marks</b>
V	BVM3501	Media Research	I	4	I / E	50/50
	BVM3502	Basics of Advertising	II	4	I / E	50/50
	BVM3503	Radio Programming	III	4	I / E	50/50
	BVM3511	Video Production	IV	6	I / E	75/75
	BVM3512	Audio Production	V	6	I / E	75/75
	BVM3513	Research Seminar	VI	6	I / E	75/75
VI	BVM3601	Media Laws & Ethics	I	4	I / E	50/50
	BVM3602	Public Relations	II	4	I / E	50/50
	BVM3603	Current Affairs	III	4	I / E	50/50
	BVM3611	Film Appreciation	IV	6	I / E	75/75
	BVM3612	Vocational Project	V	12	I / E	150/150

<p style="text-align: center;"><b>T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - V</b>  <b>PAPER - I</b>  <b>TITLE: MEDIA RESEARCH</b>  <b>PAPER CODE: BVM3501</b></p> <p style="text-align: right;"><b>[CREDITS - 4]</b></p>		
<p><b>Learning Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To understand the importance of Research.</li> <li>2. To study Research in Media.</li> <li>3. To go through the Research process.</li> </ol>		
	<b>Title and Contents</b>	<b>No. of Lectures</b>
<b>Unit - I</b>	<p><b>Introduction to Research</b></p> <ul style="list-style-type: none"> <li>• What is research</li> <li>• Understanding search and research</li> <li>• Scope of research</li> <li>• Scientific enquiry</li> </ul>	12
<b>Unit - II</b>	<p><b>Types of Research</b></p> <ul style="list-style-type: none"> <li>• Quantitative research</li> <li>• Qualitative research</li> <li>• Survey research</li> <li>• Case studies</li> </ul>	12
<b>Unit - III</b>	<p><b>Research Design</b></p> <ul style="list-style-type: none"> <li>• Literature Review</li> <li>• Data Collection</li> <li>• Drafting Research Proposal</li> </ul>	12
<b>Unit - IV</b>	<p><b>Data Analysis &amp; Report Writing</b></p> <ul style="list-style-type: none"> <li>• Analysing Data</li> <li>• Approaches to data analysis</li> <li>• Writing Research Report</li> </ul>	12
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Basics of Research by Ranjit Kumar.</li> <li>2. Mass Media Research by Wimmer and Dominic.</li> <li>3. Research Methods the basics by Nicholad Walliman.</li> <li>4. Qualitative Research by David Silverman.</li> </ol>		

<p style="text-align: center;"><b>T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - V</b>  <b>PAPER - II</b>  <b>TITLE: BASICS OF ADVERTISING</b>  <b>PAPER CODE: BVM3502</b></p>		
<b>[CREDITS - 4]</b>		
<b>Learning Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To understand Advertising Industry</li> <li>2. To write for Advertising and Branding.</li> <li>3. To create Advertising for various products.</li> </ol>		
	<b>Title and Contents</b>	<b>No. of Lectures</b>
<b>Unit - I</b>	<b>Introduction of Advertising</b> <ul style="list-style-type: none"> <li>• Origin and History of Advertising</li> <li>• Classified Ads., Creative Process, Copy Writing</li> <li>• Product Research, Different Media of Advertising</li> <li>• Types of Advertising, Tagline, Brand, Campaign, Audience, Marketing Mix.</li> </ul>	12
<b>Unit - II</b>	<b>Indian Scenario of Ad Industry</b> <ul style="list-style-type: none"> <li>• Creative Ads., Copy Writing for Ads.,</li> <li>• Structure, Emerging Areas of Growth, Shifting Patterns of Consumption</li> <li>• Factors that affect Marketing and Advertising</li> </ul>	12
<b>Unit - III</b>	<b>Ad Agency Management</b> <ul style="list-style-type: none"> <li>• Various Specialized Department in an Ad. Agency: (Account. Planning, Account Servicing, Creative, Media Planning HRD)</li> <li>• Client related issues and the process, Business Development</li> </ul>	12
<b>Unit - IV</b>	<b>Branding</b> <ul style="list-style-type: none"> <li>• Brand and Product, Brand Management</li> <li>• Brand Attributes and Audience Psychology</li> <li>• Brand Personality, Marketing</li> <li>• Case Studies (Mass Media and Digital)</li> </ul>	12
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Advertising Basics by J. Vilanilam.</li> <li>2. Basics of Advertising Copywriting by Rob Bowdery.</li> <li>3. Pandemonium by Piyush Pande.</li> <li>4. Basics of Marketing by Sheehan.</li> </ol>		

<p style="text-align: center;"><b>T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - V</b>  <b>PAPER - III</b>  <b>TITLE: RADIO PROGRAMING</b>  <b>PAPER CODE: BVM3503</b></p>		
<b>[CREDITS - 4]</b>		
<b>Learning Objectives:</b>		
<ol style="list-style-type: none"> <li>1. To understand Radio as a medium.</li> <li>2. To understand the skills for writing for Radio.</li> <li>3. To learn about Radio Production and Programming.</li> </ol>		
	<b>Title and Contents</b>	<b>No. of Lectures</b>
<b>Unit - I</b>	<b>Introduction to Radio as a Medium</b> <ul style="list-style-type: none"> <li>• Brief history of Radio</li> <li>• News and Entertainment and Music based Programmes, F. M. Radio, Importance of Sound</li> <li>• Qualities for R. J., Production Process of Radio Programmes</li> </ul>	12
<b>Unit - II</b>	<b>Writing for Radio</b> <ul style="list-style-type: none"> <li>• Writing Styles</li> <li>• Writing for Programme</li> <li>• Radio Commercials illustrating copy with sound effects</li> <li>• News writing, structuring radio-copy, reporter's copy</li> </ul>	12
<b>Unit - III</b>	<b>Radio Programming</b> <ul style="list-style-type: none"> <li>• Radio Programming Styles</li> <li>• Basics of Radio and Sound Technologies (AM / FM / MW / SW)</li> <li>• Functioning of Radio Stations, Satellite Radio, Community Radio, Case Studies</li> </ul>	12
<b>Unit - IV</b>	<b>Radio Production</b> <ul style="list-style-type: none"> <li>• Radio Production</li> <li>• Working with Audio</li> <li>• Producing Radio Programs</li> </ul>	12
<b>References:</b>		
<ol style="list-style-type: none"> <li>1. Mass Communication in India by Keval Kumar.</li> <li>2. Radio Programming by Eric Norberg.</li> <li>3. Programming Radio by Jackson Smith.</li> </ol>		

<b>T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - V</b> <b>PAPER / PRACTICAL - I</b> <b>TITLE: VIDEO PRODUCTION</b> <b>PAPER CODE: BVM3511</b>		
		<b>[CREDITS - 6]</b>
<b>Sr. No.</b>	<b>Title and Contents</b>	<b>No. of Practicals</b>
1.	<b>Basics of Video Production</b> i. Image Making, Camera Operations, Compositions, Camera Movements, Visual Techniques ii. Pre-production iii. Production Design - I (Pre-Production)	16
2.	<b>Production</b> i. Single Camera Shooting Techniques, Art Direction, Setups, Casting, Indoor and Outdoor Shooting ii. Production Design - II (Production)	16
3.	<b>Post Production</b> i. Video Editing, Sound, Voice Over and Background Music, Titles and Subtitles Video Formatting ii. Production Design - III (Post-Production)	16

<b>T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - V</b> <b>PAPER / PRACTICAL - II</b> <b>TITLE: AUDIO PRODUCTION</b> <b>PAPER CODE: BVM3512</b>		
		<b>[CREDITS - 6]</b>
<b>Sr. No.</b>	<b>Title and Contents</b>	<b>No. of Practicals</b>
1.	<b>Basics of Sound and Technology</b> i. Types of Microphones ii. Frequencies iii. Types of Speakers iv. Modulations v. Recording with multiple Microphones	16
2.	<b>Audio Production Process</b> i. Sound Mixing ii. Voice Over iii. Folly Sound iv. Track Compositing v. Dubbing	16
3.	<b>Post-Production / Basics of Pro-Tools</b> i. Mixing Soundtracks ii. Sound formats iii. Sound Editing Tools iv. Sound Technologies v. Mono Stereo and Dolby	16

<b>T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - V</b> <b>PAPER / PRACTICAL - III</b> <b>TITLE: RESEARCH SEMINAR</b> <b>PAPER CODE: BVM3513</b>		
		<b>[CREDITS - 6]</b>
<b>Sr. No.</b>	<b>Title and Contents</b>	<b>No. of Practicals</b>
1.	<b>Media Survey Report</b> i. Media Coverage ii. Secondary data iii. Framing research	16
2.	<b>Data Collection Exercises</b> i. Primary data collection ii. Secondary data collection iii. Data Display iv. Data Classification	16
3.	<b>Report Writing</b> i. Report Design ii. Chapters of Report iii. References and Bibliography	16



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**THIRD YEAR B.VOC. Media and Communication)**  
**SEMESTER - VI**

**Academic Year 2018-2019**

**T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - VI**  
**PAPER - I**  
**TITLE: MEDIA LAWS AND ETHICS**  
**PAPER CODE: BVM3601**

**[CREDITS - 4]**

**Learning Objectives:**

1. This course will cover the fundamental legal regulations, which any media professional will encounter.
2. Additionally, several ethical issues arising in media practice will be addressed. Interplay of laws, ethical concerns and media behaviour in context of India and rest of the world will be explored.

	<b>Title and Contents</b>	<b>No. of Lectures</b>
<b>Unit - I</b>	<b>Indian Constitution and Media Laws</b> <ul style="list-style-type: none"> <li>• Freedom of speech, Article 19a, rights given to media, restrictions on media, Books and Newspapers Registration Act</li> <li>• Working Journalists Act, Press Council Act, Copyright Act, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharati Act</li> <li>• Major court cases concerning media laws in India</li> </ul>	12
<b>Unit - II</b>	<b>Convergence</b> <ul style="list-style-type: none"> <li>• Emerging formats in new media, Cyber content, piracy, Cyber Laws</li> <li>• Intellectual Property Laws: Trademarks and Copyrights</li> </ul>	12
<b>Unit - III</b>	<b>Ethics</b> <ul style="list-style-type: none"> <li>• Philosophy of Journalism and its Ethics, Evolution of Ethics, Press Council of India and its role in maintaining ethical journalistic standards.</li> <li>• Code of Conduct, Ethics for broadcast, radio and advertising</li> <li>• Major debates and court cases concerning ethics</li> </ul>	12
<b>Unit - IV</b>	<b>Organizations concerning Media Regulations</b> <ul style="list-style-type: none"> <li>• International Bodies: WTO, role of UNESCO</li> <li>• National Bodies: Press Council, TRAI, BRAI, Censor Board, INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA</li> </ul>	12

**References:**

1. Basu, D. D., Law of the Press in India, Prentice Hall of India, 2003.
2. Media Ethics: Truth, Fairness and Objectivity, Paronjay Guha Thakurta, OUP, India.
3. Television in India - Satellites, Politics and Cultural Change, Nalin Mehta.
4. Press Laws and Media Ethics, Anil K. Dixit, Reference Press, Delhi, 2006.

**T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - VI**  
**PAPER - II**  
**TITLE: PUBLIC RELATIONS**  
**PAPER CODE: BVM3602**

**[CREDITS - 4]**

**Learning Objectives:**

1. To understand Public Relation Practices.
2. To understand difference between Journalism and Public Relations.
3. To understand practices of Public Relations Professionals.

	<b>Title and Contents</b>	<b>No. of Lectures</b>
<b>Unit - I</b>	<b>Introduction to Public Relations</b> <ul style="list-style-type: none"> <li>• Meaning, definition, nature and scope</li> <li>• History and evolution of Public Relations, the models of public relations</li> <li>• Public relation practices in India</li> </ul>	12
<b>Unit - II</b>	<b>Journalism and Public Relations</b> <ul style="list-style-type: none"> <li>• Journalism as a basic tool of Public Relations and corporate communication</li> <li>• Media relations, media liasioning, News agencies</li> <li>• Role of a journalist in Public Relations (Public Sector and Private Sector)</li> </ul>	12
<b>Unit - III</b>	<b>Corporate Communications (CC)</b> <ul style="list-style-type: none"> <li>• The need for it, stakeholders of Corporate Communications, Internal and External Communication</li> <li>• Practices and Tools of a CC professional: Media management, house journals, press releases, press kits, corporate websites, social media</li> <li>• Case studies examining corporate communication</li> </ul>	12
<b>Unit - IV</b>	<b>Application of Public Relations (PR)</b> <ul style="list-style-type: none"> <li>• Crisis Communication, Corporate Branding, corporate image management, Investor relations, Corporate Social Responsibility, events, trade shows, lobbying, spin - doctoring, roles and responsibilities of Public Relation Officer (PRO)</li> <li>• PR practices for Film and Digital World.</li> <li>• Case Studies</li> </ul>	12

**References:**

1. Handbook of Public Relations and Communications - Lesly Philip.
2. Public Relations in India - Vilanium J. V.
3. Public Relations in India - Kaul J. M.
4. Public Relations Strategy - Sandra Oliver.
5. Mass Communication Theory - Dennis McQuail, 2010.

**T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - VI**  
**PAPER - III**  
**TITLE: CURRENT AFFAIRS**  
**PAPER CODE: BVM3603**

**[CREDITS - 4]**

**Learning Objectives:**

1. This course aims at learning to critically analyze the incidents around with various perspectives, a must skill for any journalist.
2. These perspectives include geo-political, economic, social, cultural, humanitarian, global, historical and even futuristic.

	<b>Title and Contents</b>	<b>No. of Lectures</b>
<b>Unit - I</b>	<b>Indian Scenario</b> <ul style="list-style-type: none"> <li>• Political overview of last seven decades: Political parties, important leaders, major political happenings.</li> <li>• Economic Development: Mixed economic model, Five year plans, Green Revolution, LPG in 1991, rising service sector</li> <li>• Rise of IT sector and its consequences</li> </ul>	12
<b>Unit - II</b>	<b>Basics</b> <ul style="list-style-type: none"> <li>• Socio-economic development, Terrorism, social problems, economic problems</li> <li>• Gender issues in the World and India with contemporary situations</li> </ul>	12
<b>Unit - III</b>	<b>Introduction to Ideologies</b> <ul style="list-style-type: none"> <li>• Political Ideologies</li> <li>• Religious Ideologies</li> <li>• Ideology and Policies</li> </ul>	12
<b>Unit - IV</b>	<b>Latest Developments</b> <ul style="list-style-type: none"> <li>• Background and analysis of all events in sports and culture politics</li> <li>• Science and Technology, Healthcare, Industry, Agriculture, which have taken place during the course period</li> </ul>	12

**References:**

1. Indian Society, Institutions and Change by R. K. Sharma.
2. Sociology of Indian Society by C. N. S. Rao.
3. News Papers and Magazines.

**T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - VI**  
**PAPER/PRACTICAL-I**  
**TITLE: FILM APPRECIATION**  
**PAPER CODE: BVM3611**

**[CREDITS - 6]**

<b>Sr. No.</b>	<b>Title and Contents</b>	<b>No. of Practicals</b>
1.	<b>Film Language: Time and Space</b> i. Regional Cinema ii. Indian Cinema iii. World Cinema iv. Cinematic Terms	16
2.	<b>Aesthetics</b> i. Visual Compositions ii. Music and Songs iii. Direction iv. Semiotics	16
3.	<b>Visual Language</b> i. Visual Logic and Context ii. Narrative Complexities iii. Documentaries iv. Screen Language, Editing, Cinematography, Lights etc.	16

**T. Y. B. Voc. (MEDIA AND COMMUNICATION) SEMESTER - VI**  
**PAPER/PRACTICAL-II**  
**TITLE: VOCATIONAL PROJECT**  
**PAPER CODE: BVM3612**

**[CREDITS - 12]**

**Guidelines:**

1. Students have choice for the vocational project as per their interest. (1. OR 2.)
2. Students should understand and learn the overall working of media products.
3. This Project is for 300 Marks, which is equivalent of two practical subjects.
4. Students should have their portfolio.

<b>Project</b>	<b>General Guidelines</b>
<p>1. Audio Visual Production Project</p>	<ol style="list-style-type: none"> <li>1. This project can be done in a group. There should not be less than 2 and more than 4 members in a group.</li> <li>2. Student can produce Fiction, Non-Fiction Audio Visual content.</li> <li>3. Duration of the content should not be <b>more than 10 minutes</b> including start and end titles.</li> <li>4. Student should communicate with the respective teacher regarding pre-production process. (Story and Script)</li> <li>5. After finalizing the script, the group can start shooting by giving all the details in a written File with the Shoot Schedule.</li> <li>6. Pre-Production process will be evaluated for <b>maximum 100 Marks.</b></li> <li>7. The final project will be evaluated for <b>200 Marks.</b></li> <li>8. <b>Official 24 Hours (from 8.00. a.m. to 5.00. p.m.)</b> will be given for actual Shooting - Production.</li> <li>9. Group should inform about their timings in advance and confirm or book the time slots.</li> <li>10. <b>Official 16 - 24 Hours (from 8.00. a.m. to 5.00. p.m.)</b> will be given for editing. (Post-Production)</li> <li>11. Group should inform about their timings in advance and confirm or book the time slots.</li> <li>12. Submit the Final Copy in DVD Format (.mov)</li> </ol>
<p>2. Journalism Project Print / Broadcast / Photofeature / Research</p>	<ol style="list-style-type: none"> <li>1. In this practical component is aimed to develop depth reporting skills for journalism.</li> <li>2. Students will have to take a contemporary issue and present it by doing 3 - 5 serial episodes features.</li> <li>3. The main objective of the depth reporting is to understand the overall process of Depth Reporting and learning out of it.</li> <li>4. Students should submit Synopsis related to their news story / themes in a report project.</li> <li>5. Students will be evaluated on the basis of the planning of the reporting, execution and final documentation.</li> </ol>