

Deccan Education Society's
FERGUSSON COLLEGE, PUNE
(AUTONOMOUS)

SYLLABUS UNDER
AUTONOMY

SECOND YEAR B.VOC. Media
& Communication SEMESTER -

III

SYLLABUS FOR S.Y. B.VOC. Media &

Communication

Academic Year

2020-2021

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

Department: S.Y. B.Voc. Media and Communication

Particulars	Name of Paper	Code	Title of Paper	No. of Credits
S.Y. Semester III	Media & Society	BVM2301	Media & Society	4
	Basic of Management	BVM2302	Basics of Management	4
	Script Writing	BVM2303	Script Writing	4
	Practical in Creative Writing	BVM2304	Practical in Creative Writing	6
	Practical in Audio Production	BVM2305	Practical in Audio Production	6
	Practical in Video Editing	BVM2306	Practical in Video Editing	6
S.Y. Semester IV	Introduction to Digital Media	BVM2401	Introduction to Digital Media	4
	Basics of Advertising	BVM2402	Basics of Advertising	4
	Film Appreciation	BVM2403	Film Appreciation	4
	Practical in Translation Skills	BVM2404	Practical in Translation Skills	6
	Practical in Page Design	BVM2405	Practical in Page Design	6
	Practical in Camera Exercises	BVM2406	Practical in Camera Exercises	6

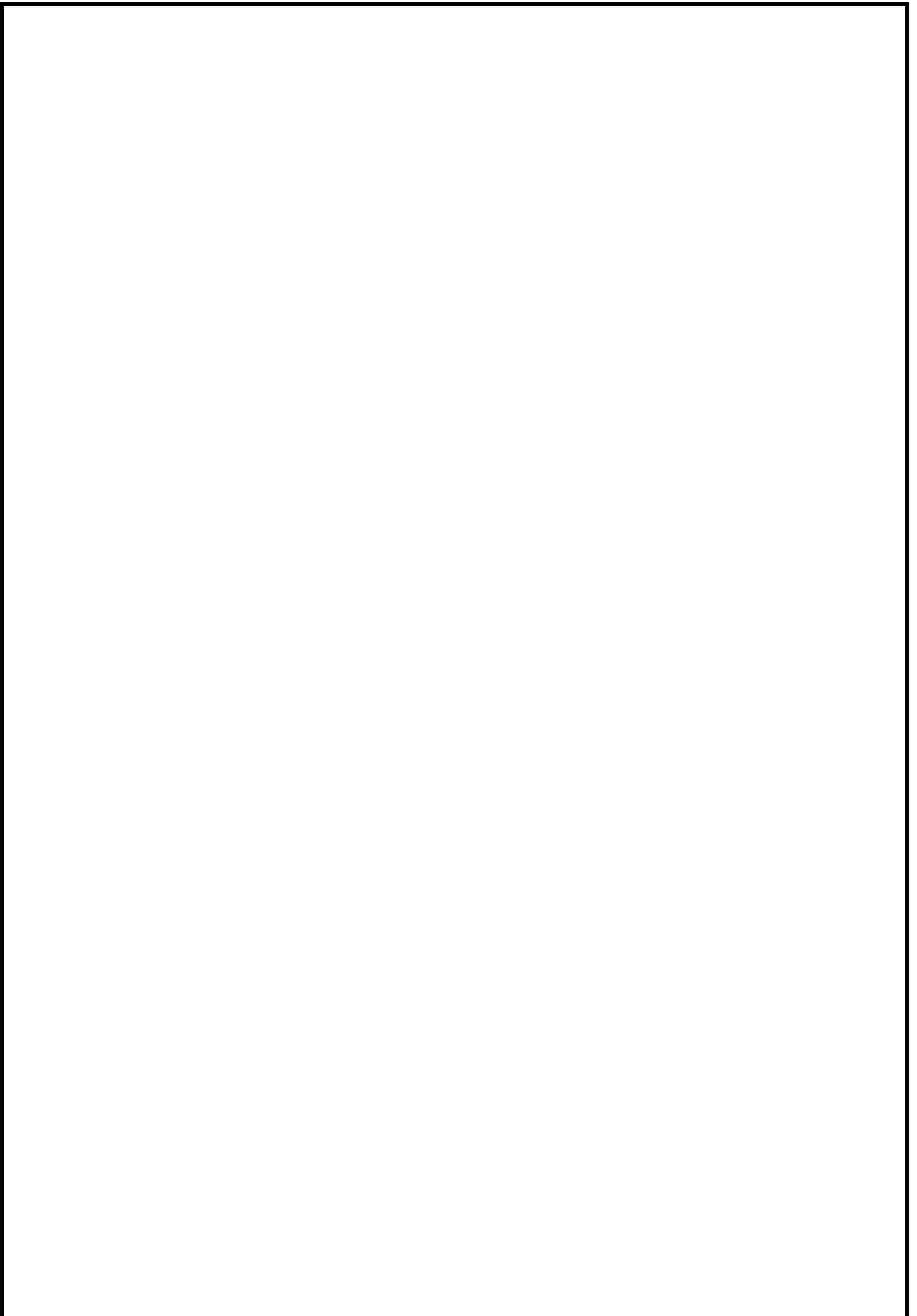
S. Y. B. Voc. SEMESTER III

Title of the Course and Course Code	Media and Society (BVM 2301)	Number of Credits: 4
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Define nature of Mass Communication and describe history, characteristics of mass media.	
CO2	Discuss relationship between society and media, media norms and social institutions. Classify media according to types. Give examples of media content of various types.	
CO3	Examine effects of media on children, women, and youth. Outline different stereotypes depicted by media.	
CO4	Analyze role of media in bringing social and economic development. Explain significance of media in the process of rural/community development.	
CO5	Appraise culture as a distinguishing factor of any society. Assess influence of media in projecting culture and discuss type of culture.	
CO6	Develop an understanding about the need of media literacy. Formulate media texts.	

Unit No.	Title of Unit and Contents	No. of Lectures
I	Concepts of Mass Communication a) Nature of Mass Communication b) Characteristics of Mass Media c) Brief History of Mass Media (Indian Context) d) Role of Media and Society	8
II	Media Norms a) Norms and Social Institutions b) Media Content- c) Print/ Electronic and New Media d) Media Content stereotypes	8
III	Social Shaping of Media (Media Effects) a) Media and Children b) Media and Women c) Media and Youth	8
IV	Media and Development a) Social Development and Media b) Economic Development and Media c) Rural/Community Development and Media	8
V	Culture and Society a) Introduction to Culture b) Elements Definitions and Styles c) Types of Culture	8
VI	Media Literacy a) What is Media Literacy b) Need of Media Literacy c) Analyzing Media Texts	8

Learning Resources:

1. Mass Communication in India by Keval Kumar
2. Mass Communication Theory by Denis McQuail
3. Media Culture and Society by Paul Hodkinson

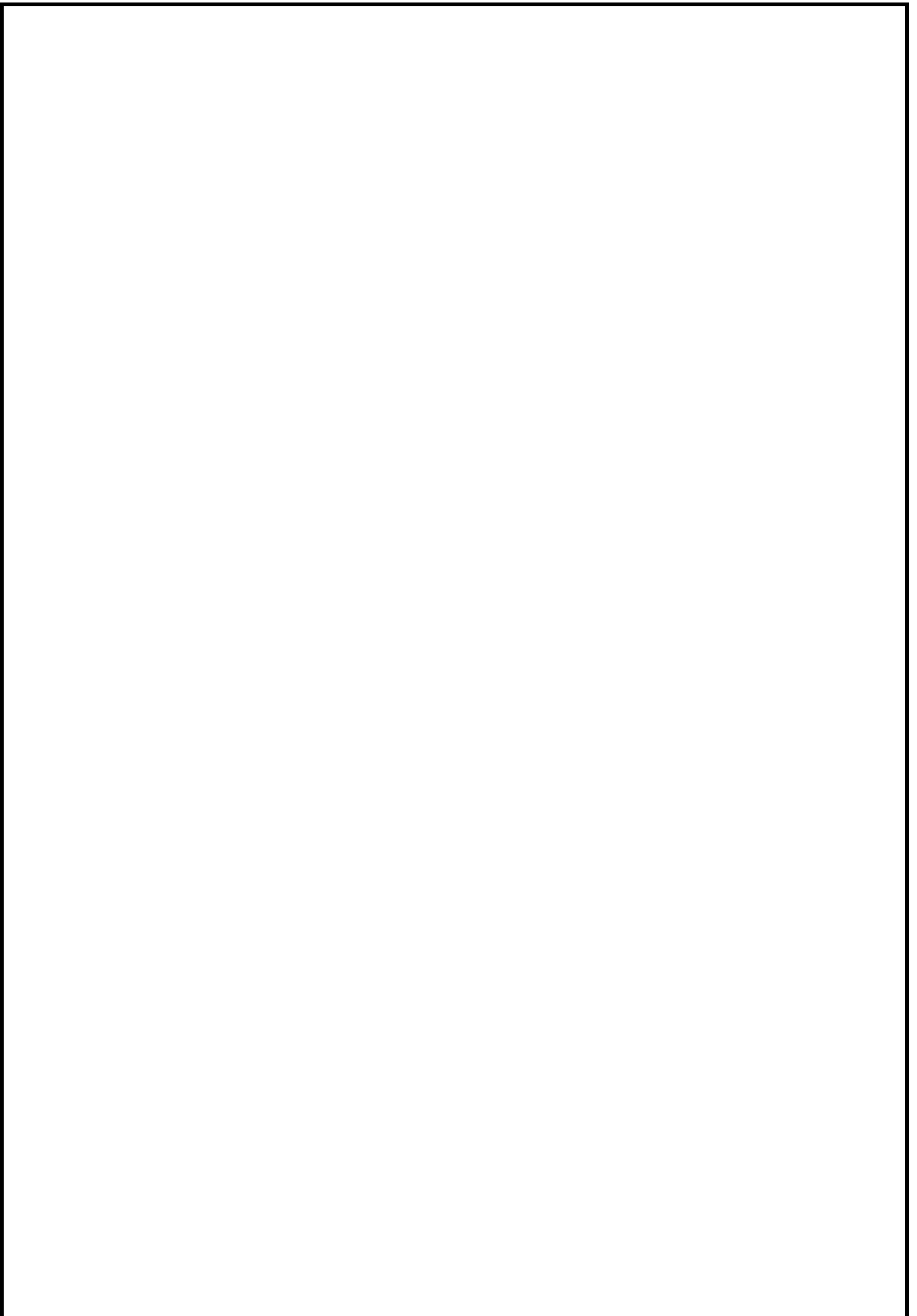


Title of the Course and Course Code	Basics of Management (BVM 2302)	Number of Credits: 4
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Recall nature of management, its functions and describe principles and need for it.	
CO2	Discuss scope and nature of media management. Explain media as an industry & profession and articulate its types.	
CO3	Classify newspaper ownership and organizational patterns of print media. Outline functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper.	
CO4	Analyze various factors associated with Newspaper Economics. Explain importance of circulation & advertising as source of revenue.	
CO5	Review functional framework of broadcasting organizations. Compare revenue patterns in different new organizations. Justify digital media management as a newly emerged trend.	
CO6	Specify role of media management division in the any media organization. Build understanding regarding the current challenges and opportunities in the sector media management.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Management: Functions and Principles a) Management –Definition & Nature b) Principles and Need for Management c) Management Functions	12
II	Media Management a) Media Management: Definition & Concept b) Scope and Nature c) Media as an industry & profession d) Principles & Significance of Media	12
III	Management of Print Media Organization a) Organizational Patterns of a Print Media b) Types of newspaper ownership pattern in India c) Functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper d) Newspaper economics: Circulation & Advertising as source of revenue	12
IV	Management of Audio-Visual Media Organizations a) Introduction to Functional Framework of Broadcasting Organizations b) Radio/TV Industry in India from the Media Perspective: Evolution and Current Stage c) Revenue Patterns, Role of Management Division d) Management for Digital Media	12

Learning Resources:

Editing Media Management: Strategy, Business Models and Case Studies by Bernd W. Wirtz



Title of the Course and Course Code	Script Writing (BVM 2303)	Number of Credits: 4
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Recall basic concepts related to script writing. Describe norms and practices of Script Writing.	
CO2	Discuss fundamental principles of storytelling. Explain principles of action and dialogue writing. Give examples of Script formats and styles.	
CO3	Classify elements of a script. Generalize importance of theme, plot, character profiles, scene design and dialogue in a script.	
CO4	Analyze the relationship between characters and plots. Explain basics of dramaturgy including nature of conflict, escalating confrontation, resolution delivering dramatic satisfaction	
CO5	Review different genres of scripts and the entertaining elements. Select any genre out of action, children, comedy, crime, drama, family, history, horror, romance, science fiction, teens, and thriller and discuss script written for the particular genre.	
CO6	Build an understanding about different styles and formats of script writing. Design a script based on particular genre.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Introduction to Script Writing <ol style="list-style-type: none"> a) Fiction and Non Fiction Scripts b) The norms and practices of Script Writing c) The Fundamental Principles of Story Telling d) The principles of action and dialogue writing, and how to use timing, pacing and characterization effectively 	10
II	Script formats and styles <ol style="list-style-type: none"> a) Scene headings, b) Parenthesis, c) Description, d) Scene transitions, e) Action, dialogue, light and sound 	10
III	Elements of the script <ol style="list-style-type: none"> a) The story premise, b) Theme, c) Plot, d) Character profiles, e) Scene design, f) Dialogue and key turning points 	10
IV	The basics of dramaturgy <ol style="list-style-type: none"> a) The nature of conflict, b) How characters and plots drive each other, c) Escalating confrontation d) A resolution delivering dramatic satisfaction 	9

V	The different genres of scripts and the entertaining elements <ul style="list-style-type: none"> Genres could include action, children, comedy, crime, drama, family, history, horror, romance, science fiction, teens, and thriller 	9
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Learning Resources:

The Complete book of Script Writing by Michael Straczynski

Title of the Course and Course Code	Practical in Creative Writing (BVM 2304)	Number of Credits: 6
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Identify basic concepts related to creativity and creative writing.	
CO2	Discuss fundamental principles of creative writing. Explain relationship between creative thought and writing.	
CO3	Carry out creative writing exercises. Modify a write-up by adding creativity.	
CO4	Detect and classify different creative write-ups according to mediums and styles. Explain relationship between target audience and creative writing.	
CO5	Review different genres of creative write-ups. Select a particular write-up and discuss applied creativity to the content.	
CO6	Write creative write-ups in different styles and for different mediums. Perform creative writing tasks designed for specific target audience.	

Sr. No.	Title of Practicals	No. of Practical / Hrs.
1	Creativity and Creative Thinking	15
2	Power of Writing	15
3	Creative Writing Tasks	15
4	Writing for Media, Advertisements	15

Title of the Course and Course Code	Practical in Audio Production (BVM 2305)	Number of Credits: 6
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Identify basic concepts related to sound and technology.	
CO2	Discuss key components related to audio production process	
CO3	Use pro-tools related to audio production. Carry-out exercises related to post production.	
CO4	Analyze the importance of audio-production with respect to different genres.	
CO5	Appraise the role played by emerging and existing sound technologies in the overall process of audio production	
CO6	Perform specific tasks related to audio-production.	

Sr. No.	Title of Practicals	No. of Practical / Hrs.
1	Basics of Sound and Technology	15
2	Audio Production Process	15
3	Post-Production / Basics of Pro-Tools	15
4	Sound Technologies	15

Title of the Course and Course Code	Practical Video Editing (BVM 2306)	Number of Credits: 6
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Identify basic concepts related to video editing. State key components related to video editing.	
CO2	Discuss advantages offered by Editing Software (Premier Pro CC). Use this software.	
CO3	Execute fiction video editing.	
CO4	Analyze and classify skills needed for video editing. Discuss general nature of video editing.	
CO5	Appraise the importance of video editing for Dramatic Sequence, Action Sequence, Documentary News Editing & Ad Editing	
CO6	Perform video editing of different types effectively.	

Sr. No.	Title of Practicals	No. of Lectures
1	Introduction to Editing Software (Premier Pro CC)	15
2	Fiction Video Editing	15
3	Dramatic Sequence, Action Sequence	15
4	Documentary News Editing & Ad Editing	15

S.Y.B.VOC. SEMESTER IV

Title of the Course and Course Code	Introduction to Digital Media (BVM 2401)	Number of Credits: 4
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Describe process of digitalization. Show significance of digital technologies and define nature of social networking.	
CO2	Explain significance of Internet as a medium. Discuss Communication in the era of Digitalization. Give examples of impact caused by digitalization on the society.	
CO3	Examine nature and scope of Mobile Communication in India. Interpret relationship between Mobile Communication & Development.	
CO4	Analyze concept and nature of space in digital era. Classify mobile communication technologies (1G to4G) in terms of reach and impact.	
CO5	Appraise the importance of newly emerged new media. Evaluate influence of new media on identity projection. Review social institutions on the background of virtual space	
CO6	Develop an understanding regarding key elements associated with digital media. Write about the social effects, advantages and concerns about digital media.	

Unit No.	Introduction to Digital Media	No. of Lectures
I	Understanding Network Media a) Introduction to Digital Technologies b) Digitalization and Its social effects (Case Studies) c) Understanding the nature of Social Networking	12
II	Digital Cultures a) Communication in the era of Digitalization b) Understanding Internet as a Medium c) Future of Digital technologies d) Impact on society (Case Studies)	12
III	Mobile Communication and Development a) Nature and Scope of Mobile Communication b) Mobile Communication Technologies (1G to4G) c) Mobile Communication in India d) Mobile Communication & Development (Case Studies)	12
IV	Virtual Space / Cyber Space a) Understanding Space b) Nature of Space in digital era c) New Media and Identities d) Social Institutions and Virtual Space (Case Studies)	12

Learning Resources:

1. Understanding Virtual Words by P. Nayar
2. Digital Cool by P. Nayar
3. Mobile Communications by Rich Ling

Title of the Course and Course Code	Basics of Advertising (BVM 2402)	Number of Credits: 4
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe Origin and History of Advertising. State types of advertising. Understand creative process involved in advertising.	
CO2	Classify different types of media for advertising. Give examples of copy writing for advertisements. Discuss factors that affect Marketing and Advertising.	
CO3	Examine Creative Ads, Structure, Emerging Areas of Growth, Shifting Patterns of Consumption. Classify specialized department in an Ad. Agency: (Account. Planning, Account Servicing, Creative, Media Planning HRD)	
CO4	Detect client related issues. Explain key factors associated with business and brand development.	
CO5	Appraise relationship between brand management and audience psychology. Assess the general process branding product.	
CO6	Specify importance of brand personalities, marketing in brand development. Write a copy for an advertisement with specific target audience.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Introduction of Advertising a) Origin and History of Advertising b) Classified Ads., Creative Process, Copy Writing c) Product Research, Different Media of Advertising d) Types of Advertising, Tagline, Brand, Campaign, Audience, Marketing Mix.	12
II	Indian Scenario of Ad Industry a) Creative Ads., Copy Writing for Ads. b) Structure, Emerging Areas of Growth, Shifting Patterns of Consumption c) Factors that affect Marketing and Advertising	12
III	Ad Agency Management a) Various Specialized Department in an Ad. Agency: (Account. Planning, Account Servicing, Creative, Media Planning HRD) b) Client related issues and the process, Business Development	12
IV	Branding a) Brand and Product, Brand Management b) Brand Attributes and Audience Psychology c) Brand Personality, Marketing d) Case Studies (Mass Media and Digital)	12

Learning Resources:

1. Advertising Basics by J. Vilanilam.
 2. Basics of Advertising Copywriting by Rob Bowdery.
 3. Pandemonium by Piyush Pande
- Basics of Marketing by Sheehan

Title of the Course and Course Code	Film Appreciation (BVM 2403)	Number of Credits: 4
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Describe basic concepts related to cinema. Show film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting.	
CO2	Discuss relationship between film and 20th-century art movements: impressionism, cubism, surrealism. Explain vocabulary of film, tools of expression and film formats.	
CO3	Classify different film styles and genres like action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war.	
CO4	Analyze recurrent themes, images, and narrative structures. Identify other formats i.e. short films: fiction & nonfiction, promotional, propaganda, corporate, educational, advertising films.	
CO5	Appraise development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and film. Review Development and contribution of important Film Makers (Global/Indian).	
CO6	Specify importance of Film appreciation, analysis, criticism as well as need and relevance of Censorship. Write about key components related to Film as an industry.	

Unit. No.	Title of Unit and Contents	No. of Lectures
I	Definition and Scope of Cinema <ol style="list-style-type: none"> a) What is Cinema? b) Film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. c) The relationship between film and 20th-century art movements: impressionism, cubism, surrealism. 	8
II	Film Vocabulary <ol style="list-style-type: none"> a) Visual literacy: The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. b) The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and color, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings. c) Film formats: celluloid and digital, Element of sound: dialogues, background score, music, silence, ambience. 	8

III	Film Styles and Genres <ul style="list-style-type: none"> a) Film styles and Genres: Image and editing. To what extent does film manipulate reality? b) Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war etc. c) Other formats i.e. short films: fiction & nonfiction, promotional, propaganda, corporate, educational, advertising films. 	8
IV	Film history <ul style="list-style-type: none"> a) Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films. b) World cinema: Development and contribution of important Film Makers. c) Indian cinema: Development and Contribution of important Film Makers 	12
V	Film Studies and Media <ul style="list-style-type: none"> a) Film appreciation, analysis, criticism etc. Reviewing films for various media. b) Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts. c) Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals. d) Films as an industry. 	12

Title of the Course and Course Code	Practical in Translation Skills (BVM 2404)	Number of Credits: 6
Course Outcomes (COs)		
On completion of the course, the students will be able to:		
CO1	Describe basic concepts related to translation skills and importance of translation as a necessary skill.	
CO2	Discuss and practice key skills required for translation. Articulate language structure, flow and tone.	
CO3	Carry out basic translation exercises. Apply skills in order to translate content of different types (Article, News, Feature, Interview, story)	
CO4	Analyze flow of original content and translated content. Detect inconsistencies and work on it.	
CO5	Compare different copies of translation. Break down sentences where specific translation skills have been applied.	
CO6	Design and perform specific tasks related to translation skills. Translate copies of different types.	

Sr. No.	Title of Practical	No. of Practical / Hrs.
1	Introduction to Translation	15
2	Basics of Translation	15
3	Language Understanding	15
4	Basic Exercises	7
5	Advanced Exercises	8

Title of the Course and Course Code	Practical in Page Designing (BVM 2405)	Number of Credits: 6
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe basic concepts related to page design.	
CO2	Understand and discuss importance of page design.	
CO3	Carry out basic exercises related to page designing. Use In-Design Software.	
CO4	Analyze types of page design. Modify patterns in page designing to suit the content.	
CO5	Evaluate importance of tools required for page designing. Specify advanced skills necessary for page designing.	
CO6	Design and perform specific tasks related to page designing. Design content of various types.	

Sr. No.	Title of Practical	No. of Practical / Hrs.
1	Introduction to Page Design	15
2	Basics of In Design Software	15
3	Tools	15
4	Basic Exercises/Advanced Exercises	15

Title of the Course and Course Code	Practical in Camera Exercise (BVM 2406)	Number of Credits: 6
Course Outcomes (COs) On completion of the course, the students will be able to:		
CO1	Describe basic concepts related to camera	
CO2	Understand and discuss relationship between lighting and camera	
CO3	Carry out basic exercises related to photography. Discuss importance of studio lighting in photography.	
CO4	Analyze types of photography. Carry out exercises related to photography in different environments.	
CO5	Evaluate importance of skills required for advanced photography.	
CO6	Design and perform specific tasks related to advanced photography.	

Sr. No.	Title of Practical	No. of Practical /Hrs.
1	Basics of Lighting and Camera	15
2	Studio Lighting	15
3	Advanced Photography I	15
4	Advance Photography II	15