



**Fergusson College (Autonomous)
Pune**

**Curriculum for
T. Y. B. Voc. Media and Communication**

With effect from June 2021

Programme Structure

| Semester | Course Code | Course Title | Course Code | No. of credits |
|----------|-------------|---------------------------------|-------------|----------------|
| I | BVM1101 | Introduction to Communication | BVM1101 | 04 |
| | BVM1102 | Introduction to Journalism | BVM1102 | 04 |
| | BVM1103 | Basics of Visual Communication | BVM1103 | 04 |
| | BVM1104 | Writing Skills | BVM1104 | 06 |
| | BVM1105 | Image Processing | BVM1105 | 06 |
| | BVM1106 | Basics of Photography | BVM1106 | 06 |
| II | BVM1201 | Social Issues and Ideas | BVM1201 | 04 |
| | BVM1202 | News Reporting | BVM1202 | 04 |
| | BVM1203 | Audio Visual Narratives | BVM1203 | 04 |
| | BVM1204 | Voice Over Techniques | BVM1204 | 06 |
| | BVM1205 | Communication Skills | BVM1205 | 06 |
| | BVM1206 | Journalism Project | BVM1206 | 06 |
| III | BVM2301 | Media and Society | BVM2301 | 04 |
| | BVM2302 | Basics of Management | BVM2302 | 04 |
| | BVM2303 | Script Writing | BVM2303 | 04 |
| | BVM2304 | Practical in Creative Writing | BVM2304 | 06 |
| | BVM2305 | Practical in Audio Production | BVM2305 | 06 |
| | BVM2306 | Practical in Video Editing | BVM2306 | 06 |
| IV | BVM2401 | Introduction to Digital Media | BVM2401 | 04 |
| | BVM2402 | Basics of Advertising | BVM2402 | 04 |
| | BVM2403 | Film Appreciation | BVM2403 | 04 |
| | BVM2404 | Practical in Translation Skills | BVM2404 | 06 |
| | BVM2405 | Practical in Page Design | BVM2405 | 06 |
| | BVM2406 | Practical in Camera Exercises | BVM2406 | 06 |

| Semester | Course Code | Course Title | Course | No. of credits |
|-----------------|--------------------|-----------------------------------|---------------|-----------------------|
| V | BVM3501 | Media Research | BVM3501 | 04 |
| | BVM3502 | Introduction to Indian Polity | BVM3502 | 04 |
| | BVM3503 | Radio Programming | BVM3503 | 04 |
| | BVM3511 | Video Production | BVM3511 | 06 |
| | BVM3512 | Podcast Programmes and Techniques | BVM3512 | 06 |
| | BVM3513 | In-Depth Reporting | BVM3513 | 06 |
| VI | BVM3601 | Media Laws and Ethics | BVM3601 | 04 |
| | BVM3602 | Public Relations | BVM3602 | 04 |
| | BVM3603 | Current Affairs | BVM3603 | 04 |
| | BVM3611 | Practical in Social Media | BVM3611 | 06 |
| | BVM3612 | Final Vocational Project | BVM3612 | 06 |
| | BVM3612 | Final Vocational Project | BVM3612 | 06 |

T.Y. B.VOC. Semester 3

| Title of the Course and Course Code | Media Research (BVM3501) | Number of Credits: 04 |
|---|---|------------------------------|
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Describe basic concepts related to media research. Understand scope and nature of research. State components related to scientific enquiry. | |
| CO2 | Classify research according to types. Discuss methods of research. Explain key differences between qualitative and quantitative approach. | |
| CO3 | Examine case studies which followed different research approaches. Discuss importance of literature review and data collection while pursuing research. | |
| CO4 | Analyze key elements associated with a research proposal. Understand care needs to be taken while drafting a research proposal. | |
| CO5 | Appraise importance and utility of different approaches to data analysis. Discuss the need of research in media. | |
| CO6 | Formulate a research question. Write a research report. Specify methodology and approach which has been followed. | |

| Unit No. | Title of Unit and Contents | No. of Lectures |
|-----------------|---|------------------------|
| I | Introduction to Research What is Research, Understanding search and research, Scope of research, Scientific enquiry | 12 |
| II | Types of Research Quantitative research, Qualitative research, Survey research, Case studies | 12 |
| III | Research Design Literature Review, Data Collection, Drafting Research Proposal | 12 |
| IV | Data Analysis & Report Writing Analysing Data, Approaches to data analysis, Writing Research Report | 12 |

References:

1. Basics of Research by Ranjit Kumar.
2. Mass Media Research by Wimmer and Dominic.
3. Research Methods the basics by Nicholad Walliman.
4. Qualitative Research by David Silverman.

T.Y. B.VOC. Semester 3

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|---|--|------------------------------|
| Title of the Course and Course Code | Introduction to Indian Polity (BVM3502) | Number of Credits: 04 |
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Describe Approaches to Study Indian Politics. State and explain nature and components of the Indian State. Understand the process regarding formation of the Indian State in the historical perspective. | |
| CO2 | Discuss Key Components of Indian Constitution. Analyse Key Issues regarding Indian Judiciary and give examples of Landmark Verdicts pertaining to Indian Politics. | |
| CO3 | Examine Key Issues in Indian Politics. Classify challenges according to their nature. | |
| CO4 | Examine the role of major Political Parties in India. Discuss the role and significance of these parties. | |
| CO5 | Appraise Challenges to Indian Polity. Analyze the debate of Development and Governance in the Indian context. | |
| CO6 | Specify the key debates shaping Indian Politics. Build and understanding regarding the relevance of Indian Political System. | |

| Unit No. | Title of Unit and Contents | No. of Lectures |
|------------|--|-----------------|
| I | Introduction to Indian Polity Approaches to Study Indian Politics, State of India - Nature, Key Components, Role of Various Institutions, Formation of Indian State in a Historical Perspective: Studying Important Influences on the Indian State | 12 |
| II | Understanding Indian Constitution Key Components of Indian Constitution: Preamble, Fundamental Rights, Directive Principles, Citizenship, Introduction to Structure of Indian Constitution, Drafting Indian Constitution: Debates, Ideological Basis, Principle of Secularism, Key Issues regarding Indian Judiciary and Landmark Verdicts pertaining to Indian Politics | 12 |
| III | Key Issues in Indian Politics Regionalism in Indian Politics - Issues and Influences, Religion in Indian Politics - Issues and Influences, Caste in Indian Politics - Issues and Influences, Political Parties in India: Role, Significance, Contribution and Relevance | 12 |
| IV | Key Challenges to Indian Political System Debate of Development and Governance, Challenges to Indian Polity - Issues like Poverty, Un-Employment, Communalism etc., Key Debates shaping Indian Politics, Future of Indian Political System: Challenges and Relevance | 12 |

References:

1. Constitution of India - Subhash Kashyap
2. India After Independence - Bipin Chandra
3. Seven Decades of Independent India: Vinod Rai and Dr. Amitendu Palit

T.Y. B.VOC. Semester 3

| Title of the Course and Course Code | Radio Programming (BVM3503) | Number of Credits: 04 |
|---|---|------------------------------|
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Describe Brief history of Radio. State qualities required for R. J. Understand production process of radio programmes. | |
| CO2 | Discuss different writing styles for radio, writing for a specific programme. Understand relationship between sound effects and text in a radio commercial. | |
| CO3 | Examine way of new writing for radio. Classify different radio programming styles. | |
| CO4 | Detect and explain basics of Radio and Sound Technologies (AM / FM / MW / SW). Analyze functioning of radio stations, satellite radio, and community radio. | |
| CO5 | Appraise the overall process of radio production. Evaluate the importance of radio as a significant medium | |
| CO6 | Write copies for radio commercials or programmes. Design a radio programme. | |

| Unit No. | Title of Unit and Contents | No. of Lectures |
|-----------------|--|------------------------|
| I | Introduction to Radio as a Medium Brief history of Radio, News and Entertainment and Music based Programmes, F. M. Radio, Importance of Sound, Qualities for R. J., Production Process of Radio Programmes | 12 |
| II | Writing for Radio Writing Styles, Writing for Programme, Radio Commercials illustrating copy with sound effects, News writing, structuring radio-copy, reporter's copy | 12 |
| III | Radio Programming Radio Programming Styles, Basics of Radio and Sound Technologies (AM / FM / MW / SW), Functioning of Radio Stations, Satellite Radio, Community Radio, Case Studies | 12 |
| IV | Radio Production Radio Production, Working with Audio, Producing Radio Programs | 12 |

References:

1. Mass Communication in India by Keval Kumar.
2. Radio Programming by Eric Norberg.
3. Programming Radio by Jackson Smith.

| T.Y. B.VOC. Semester 3 | | |
|---|---|------------------------------|
| Title of the Course and Course Code | Video Production (BVM3511) | Number of Credits: 06 |
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Describe basic concepts related to video production. Understand key elements - Image Making, Camera Operations, Compositions, Camera Movements, Visual Techniques | |
| CO2 | Discuss components related to Pre-production and Production Design (Pre-Production) | |
| CO3 | Apply Single Camera Shooting Techniques, Art Direction, Setups, Casting, Indoor and Outdoor Shooting in the process of production. Identify Production Design (Production) | |
| CO4 | Detect and apply process related to post production - Video Editing, Sound, Voice Over and Background Music, Titles and Subtitles Video Formatting | |
| CO5 | Appraise the overall process of video production. Apply skills necessary for Production Design (Post Production) | |
| CO6 | Perform specific tasks related to video production. | |
| Unit No. | Title of Unit and Contents | No. of Sessions |
| I | Basics of Video Production Image Making, Camera Operations, Compositions, Camera Movements, Visual Techniques, Pre-production, Production Design - I (Pre-Production) | 20 |
| II | Production Single Camera Shooting Techniques, Art Direction, Setups, Casting, Indoor and Outdoor Shooting, Production Design - II (Production) | 20 |
| III | Post Production Video Editing, Sound, Voice Over and Background Music, Titles and Subtitles Video Formatting, Production Design - III (Post-Production) | 20 |

References:

1. 'Video Production' by Vasuki Belavadi, Oxford University Press.
2. 'Video Production Handbook' by Gerald Millerson and Jim Owens, Focal Press.
3. 'शॉर्टकट' डॉ. प्रसाद नामजोशी, मनोविकास प्रकाशन.

T.Y. B.VOC. Semester 3

| Title of the Course and Course Code | Podcast Programmes and Techniques (BVM3512) | Number of Credits: 06 |
|---|--|-----------------------|
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Identify basic concepts related to Podcast and Digital Media | |
| CO2 | Discuss key components related to Audio Podcasting. | |
| CO3 | Use various platforms like Spotify for audio podcasting | |
| CO4 | Explain the process of live audio podcast. Analyze the important components necessary for Podcast Setup. | |
| CO5 | Appraise the scope and nature of Scope of Video Podcast. Understand the components related to Video Podcast. | |
| CO6 | Perform specific tasks related to podcasting techniques. | |

| Unit No. | Title of Unit and Contents | No. of Sessions |
|------------|--|-----------------|
| I | Introduction to Digital Media Platforms Understanding Digital Media as medium for writing, Writing for various Digital Platforms, Designing for Portals | 20 |
| II | Introduction to Audio Podcasting Scope of Audio Podcast, Web Radio, Content for podcast, Spotify, Audible, YouTube Web Streaming, Live Audio Podcast, Podcast Setup for Audio | 20 |
| III | Video Podcast Scope of Video Podcast, YouTube Channel content & Management, Video Podcast Setup (Camera, Lights, Editing application), Video Streaming, Multi Camera Streaming | 20 |

References:

1. 'The Business Podcasting Book', Editor in Chief, Michael Geoghegan.

| T.Y. B.VOC. Semester 3 | | |
|---|--|------------------------------|
| Title of the Course and Course Code | In-Depth Report (BVM3513) | Number of Credits: 06 |
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Identify basic concepts related to in-depth report. Identify skills required to write for various formats. | |
| CO2 | Discuss possibilities of Specialized Reporting based on local socio-economic and political situations. | |
| CO3 | Apply skills in the process of data collection. Use data in order to write an in-depth report. | |
| CO4 | Analyze the importance of new techniques of reporting. | |
| CO5 | Compare and assess new ways of reporting - Open Source, Data Based and Citizen Journalism | |
| CO6 | Write at least two in-depth reports on different topics | |

| Unit No. | Title of Unit and Contents | No. of Sessions |
|-----------------|--|------------------------|
| I | Basics of Writing a Report Contemporary Issues and Report Writing, Writing for various formats, News values and Principles of News Writing, Introduction to Investigative Journalism | 20 |
| II | Specialized Reporting Approaches to Specialized Reporting based on local socio-economic and political situations, Open-Source Journalism, Data Based Journalism, Citizen Journalism | 20 |
| III | Report Writing Report Design, Title Page, Certificate, Preface/Forward, Index, References | 20 |

References:

1. 'News Reporting and Editing' by K. M. Shrivastava.
2. 'Professional Journalism' by K. V. Kamath.

T.Y. B.VOC. Semester 4

| Title of the Course and Course Code | Media Laws and Ethics (BVM3601) | Number of Credits: 04 |
|---|--|-----------------------|
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Understand fundamental legal regulations with special emphasis on Media. State laws related to media, Working Journalists Act, Press Council Act, Copyright Act, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharati Act | |
| CO2 | Discuss Emerging formats in new media, Cyber content, piracy, Cyber Laws, Intellectual Property Laws: Trademarks and Copyrights | |
| CO3 | Examine Philosophy of Journalism and its Ethics, Evolution of Ethics, Press Council of India and its role in maintaining ethical journalistic standards. Understand Code of Conduct, Ethics for broadcast, radio and advertising. | |
| CO4 | Analyze Major debates and court cases concerning ethics. | |
| CO5 | Appraise the role of International Bodies: WTO, UNESCO as well as National Bodies: Press Council, TRAI, BRAI, Censor Board, INS, Editor's Guild in articulating laws and ethics. | |
| CO6 | Write a well-articulated response addressing issues concerning media laws and ethics. Build an understanding about the ethical concerns and media behavior in context of India | |

| Unit No. | Title of Unit and Contents | No. of Lectures |
|------------|--|-----------------|
| I | Indian Constitution and Media Laws Freedom of speech, Article 19a, rights given to media, restrictions on media, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act, Copyright Act, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharati Act, Major court cases concerning media laws in India | 12 |
| II | Convergence Emerging formats in new media, Cyber content, piracy, Cyber Laws, Intellectual Property Laws: Trademarks and Copyrights | 12 |
| III | Ethics Philosophy of Journalism and its Ethics, Evolution of Ethics, Press Council of India and its role in maintaining ethical journalistic standards, Code of Conduct, Ethics for broadcast, radio and advertising, Major debates and court cases concerning ethics | 12 |
| IV | Organizations concerning Media Regulations International Bodies: WTO, role of UNESCO, National Bodies: Press Council, TRAI, BRAI, Censor Board, INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA | 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. Semester 4 | | |
|---|---|------------------------------|
| Title of the Course and Course Code | Public Relations (BVM3602) | Number of Credits: 04 |
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Understand fundamental concepts related to Public Relations. Describe History and evolution of Public Relations, the models of public relations. | |
| CO2 | Discuss Public relation practices in India. Explain the relationship between journalism, Corporate Communication and Public Relations. Discuss importance of Media Relations for a PRO. | |
| CO3 | Examine significance of corporate communication. Identify stakeholders of Corporate Communications. Discuss types of corporate communication (Internal and External) | |
| CO4 | Analyze Case studies examining corporate communication. Identify Practices and Tools of a CC professional. | |
| CO5 | Appraise the importance of PRO in any organization. Review his role and responsibilities. Evaluate importance of Crisis Communication, Corporate Branding, corporate image management, Investor relations in a corporate organization | |
| CO6 | Build an understanding about the significance of PR, corporate communication and crisis communication in today's world. Discuss role of technology in maintaining communication. | |

| Unit No. | Title of Unit and Contents | No. of Lectures |
|-----------------|---|------------------------|
| I | Introduction to Public Relations Meaning, definition, nature and scope, History and evolution of Public Relations, the models of public relations, Public relation practices in India | 12 |
| II | Journalism and Public Relations Journalism as a basic tool of Public Relations and corporate communication, Media relations, media liasioning, News agencies, Role of a journalist in Public Relations (Public Sector and Private Sector) | 12 |
| III | Corporate Communications (CC) The need for it, stakeholders of Corporate Communications, Internal and External Communication, Practices and Tools of a CC professional: Media management, house journals, press releases, press kits, corporate websites, social media, Case studies examining corporate communication | 12 |
| IV | Application of Public Relations (PR) 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), PR practices for Film and Digital World, Case Studies | 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. Semester 4 | | |
|---|---|------------------------------|
| Title of the Course and Course Code | Current Affairs (BVM3603) | Number of Credits: 04 |
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Understand fundamental concepts related current issues in geo-political, economic, social, cultural, humanitarian, global and historical terms. Describe Political overview of last seven decades | |
| CO2 | Discuss Economic Development: Mixed economic model, Five-year plans, Green Revolution, LPG in 1991, rising service sector. Explain socio-political challenges, security challenges like terrorism or naxalism, economic challenges for India. | |
| CO3 | Examine India's role at the global level. Discuss India's foreign policy in the historical context. | |
| CO4 | Analyze key challenges before India at the national level. Explain the impact of such challenges on the polity of India. | |
| CO5 | Appraise the doctrine of National Security in the Indian context. Review key issues with relevance in sectors like Science and Technology, Healthcare, Industry, Agriculture. | |
| CO6 | Build an understanding about the significance of current issues. Develop a response to challenges concerning India's security, development, political structure and economy. | |

| Unit No. | Title of Unit and Contents | No. of Lectures |
|-----------------|--|------------------------|
| I | Indian Scenario Political overview of last seven decades: Political parties, important leaders, major political happenings, Economic Development: Mixed economic model, Five-year plans, Green Revolution, LPG in 1991 | 12 |
| II | India at the Global Forum India's Foreign Policy - Evolution and Nature, India and World, Strategic Issues | 12 |
| III | Key Challenges at the National Level Agriculture, Doctrine of National Security and India, Ideology and Policies | 12 |
| IV | Latest Developments Background and analysis of all events in sports and culture politics, Science and Technology, Healthcare, Industry, Agriculture, which have taken place during the course period | 12 |

References:

1. India After Independence - Bipin Chandra
2. Sociology of Indian Society by C. N. S. Rao.
3. Newspapers and Magazines.
4. India's Foreign Policy - JN Dixit

T.Y. B.VOC. Semester 4

| Title of the Course and Course Code | Practical in Social Media (BVM3611) | Number of Credits: 06 |
|---|---|-----------------------|
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Understand fundamental concepts related to social media. Describe key platforms of social media. | |
| CO2 | Discuss the relationship between Types of Social Media and Business. Explain dynamics and nature of social media. | |
| CO3 | Interpret business funnel of social media. Apply right social media platform according to need of the business idea. | |
| CO4 | Analyze importance of Creating and Curating Content for Social Media. Explain importance of Social listening and audience research. | |
| CO5 | Assess significance of ecosystem behaviour. Discuss approaches to strategic thinking. | |
| CO6 | Select a particular product and design a social media strategy for it. | |

| Unit No. | Title of Unit and Contents | No. of Sessions |
|------------|--|-----------------|
| I | Introduction to Social Media Understanding the nature of Social media, The key platforms in social media, Analyzing the relationship between Types of Social Media and Business | 20 |
| II | Audiences and Social media Understanding the business funnel of social media (Awareness -> Trust -> Action), Choosing the right platform based on target audience, Creating and Curating Content for Social Media, Case studies & group exercises | 20 |
| III | Applying Social media for Business gains Analyzing category and ecosystem behaviour, Social listening and audience research, Approach to strategic thinking, Preparing and presenting a strategic pitch, Group exercises with Canva, Pitch creation and deployment - exercises | 20 |

References:

1. 'Social Marketing in India' by Samir Deshpande.
2. 'Social Media Marketing Brand ROI' by Ananthnarayan V.

T.Y. B.VOC. Semester 4

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|---|--|------------------------------|
| Title of the Course and Course Code | Vocational Project (BVM3612) | Number of Credits: 12 |
| Course Outcomes (COs) On completion of the course, the students will be able to: | | |
| CO1 | Understand and use fundamental concepts related to various sectors of media in order to complete a vocational project. | |
| CO2 | Articulate a plan to accomplish the project - Audio Visual Production Project or Journalism Project (Print / Broadcast / Photo feature / Research) | |
| CO3 | Apply skills learnt in the course which are relevant to the project | |
| CO4 | Analyze importance of skills and abilities in accomplishment of the vocational project | |
| CO5 | Review and evaluate the plan devised in order to complete the project. Synchronize all the skills to finalize the project. | |
| CO6 | Design and complete the project. Specify type of the project, skills applied and build an understanding about relevance of the project. | |

| Project | General Guidelines |
|---|---|
| 1. Audio Visual Production Project | <ol style="list-style-type: none"> 1. This project can be done in a group. There should not be less than 2 and more than 4 members in a group. 2. Student can produce Fiction, Non-Fiction Audio Visual content. 3. Duration of the content should not be more than 10 minutes including start and end titles. 4. Student should communicate with the respective teacher regarding pre-production process. (Story and Script) 5. After finalizing the script, the group can start shooting by giving all the details in a written File with the Shoot Schedule. 6. Pre-Production process will be evaluated for maximum 100 Marks. 7. The final project will be evaluated for 200 Marks. 8. Official 24 Hours (from 8. 00. a. m. to 5. 00. p. m.) will be given for actual Shooting - Production. 9. Group should inform about their timings in advance and confirm or book the time slots 10. Official 16 - 24 Hours (from 8. 00. a. m. to 5. 00. p. m.) will be given for editing. (Post- |

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| | <p>Production)</p> <ol style="list-style-type: none"> 11. Group should inform about their timings in advance and confirm or book the time slots. 12. Submit the Final Copy in DVD Format (.mov) |
| <p>2. Journalism Project Print / Broadcast / Photofeature / Research</p> | <ol style="list-style-type: none"> 1. In this practical component is aimed to develop depth reporting skills for journalism. 2. Students will have to take a contemporary issue and present it by doing 3 - 5 serial episodes' feature. 3. The main objective of the depth reporting is to understand the overall process of Depth Reporting and learning out of it. 4. Students should submit Synopsis related to their news story / themes in a report project. 5. Students will be evaluated on the basis of the planning of the reporting, execution and final documentation. |