

**Anekant Education Society's**  
**TULJARAM CHATURCHAND COLLEGE, (Autonomous) BARAMATI**  
**Dist. – Pune-413102**  
**M. Voc. Media Studies Proposed Syllabus Structure**  
**Academic year 2022-23**

**First Year: Semester-I**

Subj. Code	Subject Name	No. of Credits	Marks
General component			
PMMS111	Introduction to Media Studies	04	100
PMMS112	Introduction to Journalism	04	100
PMMS113	Introduction to Video Production	04	100
Skill component			
PMMS114	Writing for Media	06	150
PMMS115	Photography	04	100
PMMS116	Introduction to Editing Software	04	100
PMMS117	Camera Techniques- I	04	100

**First Year: Semester-II**

Subj. Code	Subject Name	No. of Credits	Marks
General component			
PMMS121	Understanding Cinema	04	100
PMMS122	Media, Society and Culture	04	100
PMMS123	Media Research Methods	04	100
Skill component			
PMMS124	Script Writing	04	100
PMMS125	Digital Content Publication	04	100
PMMS126	Camera Techniques- II	04	100
PMMS127	Mobile Production	04	100
PMMS128	Internship-I /Project Assistance	02	50

**M. Voc. Media Studies Proposed Syllabus Structure**  
(w.e.f. from June -2022)  
**For Academic year 2022-23**

**First Year**

**Semester I**

**INTRODUCTION TO MEDIA STUDIES**

**General education**

**Paper No. - PMMS111**

**Maximum Marks: 100**

**Credits: 4**

**Course Objectives**

1. To develop the knowledge of basic elements of Communication.
2. To inculcate the knowledge of communication models.
3. To introduce students to the Semiotic Perspective.

**Detailed Course**

**Unit 1: Revisiting the World of Communication**

Centrality of Communication in the Living World  
Communication as Site of Culture  
Communication a Site of Social Relations  
Communication and Technology

**Unit 2: Types and Forms of Communication**

Types based on Number of Participants  
Types based on Medium  
Types based on Purpose  
Forms of Communication-Verbal/Non-Verbal, Visual/ Olfactory

**Unit 3: Academic Study of Communication**

Evolution of Academic Discipline of Communication Studies  
Process and Semiotic Perspectives  
Basic Communication Models: Shannon & Weaver, Gerbner, Osgood, Newcomb  
Indian Perspectives on Communication

**Unit 4: Introduction to Semiotic Perspective**

Goals of Semiotic Analysis  
Sign: Concept and Types  
Codes: Concepts, Types and Sharing  
Process of Signification: Connotation and Denotation

**Unit 5: Semiotic Interpretations and Culture**

Metaphors  
Myths: Concept and Debates  
Communication as Text/Discourse  
Ideology: Link to Meaning Making

**Unit 6: Introduction to Rhetoric Perspective**

Origin and Evolution  
Functions of Rhetoric  
Key Elements of Rhetoric  
Introduction to Indian Thoughts on Rhetoric

**Unit 7: Rhetoric Presentation and Effects**

Rhetorical Schemes and Devices  
Elements of Rhetoric Presentation  
Analyzing Rhetorical Presentation  
Making Rhetorical Presentation

## **Unit 8: Massification and Evolution of Mass Communication**

The Process of Massification and Rise of Mass Society

Mass Communication as Political and Economic Need

Mass Communication as Cultural Expression

Technological Phases of Media of Mass Communication

### **Course Outcomes**

1. Students would be able to introduce themselves to the theories of Communication.
2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of Semiotic Perspective.

### **Recommended Readings:**

- Williams, Raymond. (2002) *The Technology and the Society. The Anthropology of Media, a Reader*, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers.
- Chakravarti, Uma (2006) *Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India*. Tulika Books, NewDelhi.
- Lewis, J. (2002). *Cultural studies: The basics*. London: SAGE Publications.
- Kumar, K. J. (2000). *Mass communication in India*. Mumbai: JaicoPub.House.
- Watson, J. (1985). *What is communication studies?* London: EdwardArnold.
- Berko Roy (1989) *Basically Communicating*. Wm. C. Brown Publishers, 312pages
- Roloff, M. E., & Miller, G. R. (1987). *Interpersonal processes: New directions in communication research*. Newbury Park, Calif: SagePublications.
- Carey, J. W. (1989). *Communication as culture: Essays on media and society*. Boston: Unwin Hyman.
- Ghanekar, A (1998) *Communication skill for effective management*. Everest Publishing House. Gilligan, Pune.
- Fiske, J. (1982). *Introduction to communication studies*. London, Angleterre:Methuen.
- Chandler Daniel (2017) *Semiotics: The Basics*, New york, Routledge

**INTRODUCTION TO JOURNALISM**

**General education**

**Paper No. - PMMS112**

**Maximum Marks: 100**

**Credits: 4**

**Objectives**

1. To create conceptual understanding about the Press: Its role and functioning in society
2. To introduce students to legal and ethical aspects of the Press, its values and responsibility
3. To enable students to write for all kinds of media.

**Detailed Course**

**Unit 1: Origin and Growth of the Press in India**

Advent of Printing Press in India and Newspaper  
Role of the Press in India's social awakening in 19th century  
Role of the Press in India's Freedom Movement  
Historical Development of the Press as a media Institution in India.

**Unit 2: Journalism**

Concepts, dimensions, and functions of journalism.  
Nature of the media and content: Print, electronic and online newspapers.  
Journalism as a profession: role and responsibilities and challenges  
objectivity and fairness.  
the responsibility of the press.

**Unit 3: Contemporary Indian Press**

Study of leading newspapers  
The vernacular Press in India  
Development of news agencies  
Contemporary development in Indian Press

**Unit-4 Defining news**

The concept of news  
News values, 5 Ws and 1 H  
News Sources  
News Beats

**Unit-5 News in Print Media**

News writing for print  
feature writing  
Inverted Pyramid structure  
Headline, Intro, Body of news, Soft news, Hard News

**Unit 6 News in Broadcast media**

Tell your story through visuals  
Writing for Visual  
News format for TV (AV, AVB, PKG)  
Breaking News, news Flash

**Unit-7 Digital Media and News**

Emergence and development of digital media  
Writing for digital media,  
Why Headline and intro important  
Web journalism, news on social media

**Unit 8 Legal and ethical Framework:**

Intellectual property rights  
Defamation, sedition, slander, IT Act  
Statutory and self-regulatory bodies  
Fundamental Rights and duties, Directive Principles

**Course Outcomes**

1. To create conceptual understanding about the Press: Its role and functioning in society
2. To introduce students to legal and ethical aspects of the Press, its values and responsibility
3. To enable students to write for all kinds of media.

**Recommended Readings:**

- Mass Communication In India: Keval Kumar (2011). Jaico Publication
- Broadcast journalism: Techniques of radio and TV news: Boyd, A. (2001).FocalPress.
- Writing Feature Stories: Matthew Ricketson (2004): Allen &UnwinWhite, R. (1990).
- TV news: Building a career in broadcast journalism. Boston: FocalPress.
- Rivers, W. L., & Mathews, C. (1988). Ethics for the media. Englewood Cliffs, N.J:PrenticeHall.
- Olen, J. (1988). Ethics in journalism. Englewood Cliffs, N.J:Prentice-Hall.
- Visit:[www.thehoot.org/presscouncil.nic.in](http://www.thehoot.org/presscouncil.nic.in)

**INTRODUCTION TO VIDEO PRODUCTION**

**General education**

**Paper No. - PMMS113**

**Maximum Marks: 100**

**Credits: 4**

**Course Objectives**

1. To create conceptual understanding about video production
2. To provide knowledge of latest multimedia technologies.
3. To provide extensive hands on training in the latest digital audio, video and multimedia Technologies

**Detailed Course**

**Unit 1: Moving Image Dynamics**

Still and Moving Image Comparison  
Elements of Moving Image  
A brief history of moving image: Still to Video  
Camera: Analog to Digital

**Unit 2: Image and Sound Combination**

Basic Physics of Sound  
Cultural Elements of Sound  
Image and Sound Synchronization  
Technical Aspects of Audio-Visual Combination

**Unit 3: Production Process I- From Idea to Screen**

Idea: Feasibility and Research  
Pre-production: Script Development, production planning  
Production Work  
Postproduction Process

**Unit 4: Production Process II- People and Work**

Creative Personnel- Director, Script Writer  
Technical Personnel- Camera, Lights, Makeup, Choreographer, Sound Recordist, Music  
Director, Graphic Designer, Editor  
Teamwork  
Elements of Production Management

**Unit 5: Visual Composition**

Elements of Shot Composition  
Scene and Sequences  
Elements of Writing for Visual medium  
Time and Space Dimensions

**Unit 6: Screen Grammar and Genres**

Camera Angles  
Continuity  
Transitions: Cuts, Wipes etc  
Basic TV Genres

## **Unit 7: Production Equipment and Technology**

Camera Types and Functions  
Lighting Equipment  
Sound Equipment  
Editing Equipment

## **Unit 8: Management and Distribution of Video**

Studio Based and Outdoor  
Funding and Accounting  
Permissions and Administration  
Various Platforms of Video Distribution  
Promotion

### **Course Outcomes**

1. Learner will have the basic knowledge of various audio editing tools.
2. Learner will have hands on experience on video editing techniques.
3. Learner will be able to create content on various platforms.

### **Recommended Readings:**

- Monaco, J. (1981). How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
- Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Burrows, T. D., & Wood, D. N. (1986). Television production: Disciplines and techniques. Dubuque, Iowa: W.C. Brown. White, G. (1982). Video techniques. London: Newness Technical Books
- Peter Combs and John Tiffin (1978). TV production for Education. Focal Press.
- Richard Lindheim. (1991) Inside TV Producing. Focal Press. 328 pages.
- Harcourt, A. (1986). The Independent producer: Film and television. London: Faber and Faber.
- Kindem, G. A., & Musburger, R. B. (1997). Introduction to media production: From analog to digital. Boston: Focal Press.
- Fairweather, R. (1998). Basic studio directing. Oxford: Focal Press.
- Rowlands, A., & Rowlands, A. (1994). The continuity handbook: A guide for single camera shooting. Oxford: Focal Press.
- Owens, J., & Millerson, G. (2012). Video production handbook. Burlington, MA: Focal Press.
- Ferncase, R. K. (1995). Film and video lighting terms and concepts. Boston: Focal Press.

**Writing for Media**

**General education**  
**Maximum Marks: 150**

**Paper No. - PMMS114**  
**Credits: 6**

**Course Objectives**

1. To familiarize the students with the basics of writing
2. To create understanding of various media content.
3. Develop storytelling skills for mass media and strategic communication.

**CONTENT**

**1. Fundamentals of Writing**

The Blank Page and Overcoming Fear of Writing  
Three Step Process of Writing: Write-Review-Destroy- Repeat  
Reading Techniques for faster review: Speed and Comprehension  
An Introduction to Creative Writing

**2. Identifying Writing in Audio-Visual Content**

Reading v/s watching Audio-Visual content  
Tools of Reading Audio-Visual content  
Identifying Structure  
Identifying Drama and emotion

**3. Story Writing**

Elements of a Story  
Characters and Characterisation  
Structuring a Story: Emotion and Drama  
Idea to Narrative: Practical Story Writing

**4. Introduction to Various Types of Media Writing**

Writing for Television: Fiction vs Nonfiction  
Writing for Advertising: Print vs TVC  
Writing on the Internet: Blogs, Marketing Content, Social Media  
Writing for Streaming Services: The Webseries

**5. Writing for Print**

News sense and news values  
News lead, Body of News  
Feature Writing  
Types of feature

**6. Writing for broadcasting media**

TV writing style  
Writing for TV news  
Radio writing style  
Writing radio news



## **7. Writing for online media**

- Blog Writing
- Writing for Social media
- Digital storytelling
- Writing for Website

## **8. Preparation of CV and Minutes**

- Writing CV
- Writing minutes
- Writing assignments

### **Course Outcomes.**

1. Students would be able to familiarize themselves with the basics of writing.
2. Students would be able to create understanding of various media content.
3. Students would be able to develop storytelling skills for mass media and strategic communication.

### **Recommended Readings:**

1. Hilliard Robert L. (2015) Writing for Television, Radio and New Media
2. Witt Leonard (1991) Complete Book of Feature Writing
3. Brande Dorothea (1934) Becoming a Writer
4. Lamott Anne (1994) Bird by Bird: Some Instructions on Writing and Life
5. Standage Tom (2013) Writing on the Wall: Social Media – The First 2000 years

**PHOTOGRAPHY**

**Skill component**

**Paper No. – PMMS115**

**Maximum Marks: 100**

**Credits: 4**

**Course Objectives**

1. To develop the knowledge of photography.
2. Encourage creative skills in photography
3. To Encourage self-employment

**1. Photo camera Introduction**

History  
Growth  
Types

**2. DSLR camera controls and handling**

Internal structure  
Mechanism

**3. Modes and Scenes:**

Auto mode  
Manual mode  
Night mode

**4. Working with Manual mode**

ISO  
Shutter  
Aperture

**5. Composition and Framing**

Composition rules  
Framing  
Depth of field

**6. Portrait and Landscape**

Types of portrait  
Emotions and expression  
Property use  
Foreground, Background  
Golden hours

**7. Other types of photography**

Event photography  
Product photography  
Fashion photography  
Travel photography

**8. Lighting**

Position plays the role  
Soft light Vs Hard light  
Temperature: Kelvin scale

## **9. Black and white photography**

Contrast

Tone

Shadow

Texture

## **10. Image processing- I**

Capturing

Cropping

### **Course Outcomes**

1. Learner would learn the concepts and importance of photography
2. Learner would know different branches of photography and may be self-employed.
3. Learner would be to ready to join any media organization as photographer

**INTRODUCTION TO EDITING SOFTWARE**

**Skill component**

**Paper No. – PMMS116**

**Maximum Marks: 100**

**Credits: 4**

**Course Objectives**

1. To familiarize and equip them with a range of technical skills
2. To provide extensive hands on training in the latest digital audio, video and multimedia technologies
3. To provide extensive hands on training of adobe photoshop

Detailed Course

**Mobile Based Application**

**Unit-1 Mobile- A multi-tasking Device**

Know your Mobile  
Operating Systems of Mobile  
User Generated Content  
Business around the mobile

**Unit-2 Capturing image on Mobile**

Applications/tools for photography  
Application for Photo editing  
Graphics and Special effects  
Colour Correction

**Unit 3- Capturing Video on Mobile**

Applications/tools for Video  
Application for Video editing  
Special effects, Graphics and Text  
Colour Correction

**Computer based Software**

**Adobe Photoshop**

**Unit4–Getting Started**

Zooming  
Scrolling  
Getting around  
Tools  
Copying & pasting

**Unit- 5 Photo Retouching**

Spot Healing Brush  
Healing Brush  
Clone Stamp  
Content-Aware Fill

## **Unit-6 Cropping Photos**

- Cropping Photos
- Straightening Photos
- Straightening a Layer
- Replacing Backgrounds

## **Unit 7 Creating Graphics: Combing Photos, Text, & Graphics**

- Adding Type
- Smart Objects
- Importing Vector Graphics (Such as Logos)
- Type Anti-Aliasing
- Replacing Backgrounds

## **Unit-8 Color Correction Using Color Balance**

- Creating adjustment layers for color correction
- Adjusting color balance
- Adjusting brightness/contrast, setting white, black, & gray point
- Color Correction Using Levels

## **Unit-9 Preparing Digital Photos for Print**

- Viewing/setting image size
- Resampling pros & cons
- Saving as PSD
- Saving as TIFF

## **Unit-10 Saving Photos for the Web as JPEG**

- Resizing images for the web
- Reducing image size with resampling
- Setting JPEG quality

## **Course Outcomes**

1. Learner will have the basic knowledge of various audio editing tools available on mobile
2. Learner will have hands on experience on photo and video editing techniques.
3. Learner will have hands on experience on adobe photoshop