



Anekant Education Society's

**TULJARAM CHATURCHAND COLLEGE,
(Autonomous)
BARAMATI, DIST- PUNE – 413102**

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

**Proposed Syllabus For
S.Y. M.Voc. Media Studies**

Sponsored by

University Grant Commission

Under

**National Skill Qualification Framework
(NSQF)**

To be implemented from
June 2023-24

Title of the Course: M. Voc. Media Studies
(To be implemented from Academic Year - 2023-2024)

Course structure:

- M.Voc. is two year post graduate program with four general education courses and three skill components courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods.
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course there will be one visit to the relevant industry/ institute.
- This M.Voc. Programme offers two specializations from third semester namely Digital Journalism and Video Production.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

1) First Year M.Voc. (Post Graduate Diploma): A student who has passed the graduation degree (10+2+3) in any stream or its equivalent examination.

2) Second Year M.Voc. (Post Graduate Degree): Satisfactorily keeping terms of First Year of M. Voc. and if they fulfill the eligibility conditions.

Note: Admissions will be given as per the selection procedure / policies adopted by the college, in accordance with conditions laid down by the Savitribai Phule Pune University, Pune.

Examination Pattern:

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, and IV Semester
- Skill Component (Practical Course): Practical examination will be conducted
- Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

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TULJARAM CHATURCHAND COLLEGE, (Autonomous) BARAMATI
Dist. – Pune-413102
M. Voc. Media Studies Proposed Syllabus Structure
Academic year 2023-24

Second Year: Semester-III

Subj. Code	Subject Name	No. of Credits	Marks
Semester III - Video Production			
General Education			
PMMS 231A	Direction	Credits 04	100
PMMS 232A	Sound and Post-production	Credits 04	100
PMMS 233A	Understanding Documentary	Credits 04	100
Skill Component			
PMMS 234A	Group Project	Credits 06	150
PMMS 235A	Video Editing	Credits 06	150
PMMS 236A	Lighting Techniques	Credits 06	150
Semester III – Digital Journalism			
General Education			
PMMS 231B	Digital Advertising and Marketing	Credits 04	100
PMMS 232B	New Media Studies & Digital Culture	Credits 04	100
PMMS 233B	New Frontiers of Digital Journalism	Credits 04	100
Skill Component			
PMMS 234B	Group Project	Credits 06	150
PMMS 235B	Audio Production	Credits 06	150
PMMS 236B	Digital Content Development-I	Credits 06	150

Second Year: Semester-IV

Subj. Code	Subject Name	No. of Credits	Marks
Semester IV - Video Production			
Skill Component			
PMMS 241A	Industrial Internship	Credits 10	250
PMMS 242A	Study Visits and Report	Credits 06	150
PMMS 243A	Video Production Project	Credits 14	350
Semester IV – Digital Journalism			
Skill Component			
PMMS 241B	Industrial Internship	Credits 10	250
PMMS 242B	Study Visits and Report	Credits 06	150
PMMS 243B	Research Project/In-depth Reporting	Credits 14	350

Direction

General education

Paper No- PMMS 231A

Maximum Marks: 100

Credits: 4

Teaching Period: 4/Week

Teaching Load: 60 Theory Period

Course Objectives

- To provide students with theoretical and conceptual aspects of Direction.
- To give knowledge on the roles and responsibilities of the directorial team.
- To enable students to understand relation between the director and the entire crew.
- To introduce students with various ideas of stories.
- To provide an understanding of fictional and nonfiction works.

CONTENT:

Unit1 The Core of Screen Writing: Genesis of an Idea

- Visualization: 'Seeing' and 'Hearing' before writing
- Conscious attention to surroundings/Listening carefully, reading, observing, writing a Diary regularly
- Types of Ideas: Event-led, character-based, reality-based, concept-led
- Choosing and Formulating the Theme: Choosing Characters and their Points of Views.
- The Concept/Idea diary

Unit 2 Basic structure of Story

- The Nature and Characteristics of Script Writing
- Understanding the written word as a blue-print for visuals
- Chain of linear, chronological cause-effect event structure.
- The Three Act Structure: Beginning-middle-end (Character-Setting-Problem-Resolution)
- Forming familiar associations with the written word: Short Story = short film, Novel = Feature film, Research paper/essay (with human touch) = Documentary.
- Other Parts of the Story: Character Back stories, Sub-story arcs

Unit 3 Forms and Format: Fiction, Non-Fiction

- Formulating the Visual Narrative: Story + Plot Order
- The Treatment: Plotting Scenes and Scene Flow
- Types of Narratives
- What is a Scene? What is a Unit? (Fiction v/s Non-Fiction)
- Screenplay without Dialogue: The Scene/Unit Skeletal Structure.
- Dialogue: Types, Rules, Methods
- Formatting the Screenplay: Introduction to Celtx /various drafts

Unit 4 Role of the Director:

- Understanding and Adapting to the Medium: Film, Television, Other A/V Projects
- Skill of the Director: Balancing resources with Creative Intent
- Process of a Direction: Finding and Interpreting the Core of the Script.
- Planning of a Director: Choice of Crew, Talent, etc.
- Planning for Directing Unscripted Material.

Unit 5 Directing Single Camera and Multi Camera

- Skill of the Director, Process of the Direction, Method of the Direction
- Visualization: Shot Selection, Shot Planning, Segmentation Visualization.
- Shooting: Execution, Adaptation, Time and Human Resource Management
- Inspiring and/or Managing the Talent.
- Formulating the Floor Plan or Working with an existing one.
Camera Positioning, The Setup, Recording: Online Direction v/s Offline Direction

Unit 6 Putting Together a Project

- The Pitch: Proposal Writing and Presentation Basics and interpreting Target Audience
- Production Management, Production Strategies.
- Budgeting and Financial Management

Unit 7 The Director's Team: Understanding the Chain of Command

- The Associate Director and/or the Second Unit Director
- The Wall: The First Assistant Director: Tasks, Responsibilities and Skills
- Other Assistants and their Tasks: During the three stages of Production.
- Building Basic Skills: Logging, Clap, Continuity, Property /Costume Management
- Working with Actors: Casting, Auditions, Directing during rehearsals, Directing Actors on the set

Course Outcomes:

- Students will be able to grasp the concept of Direction.
- Students will understand the roles and responsibilities of the directorial team.
- Students will understand the various works of director in pre production to post production stage.
- Students will understand how audio-visual production influences mass audience.
- Students will be able to produce short films to documentaries.

Recommended Reading:

1. Hilliard, R. L. (1976). Writing for television and radio. New York: Hastings House.
2. Thomas, J. M. (2005). Script analysis for actors, directors, and designers. Boston: Focal Press
3. Wainwright, C. A. (1966). The television copywriter: How to create successful TV commercials. New York: Hastings House
4. Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press,(2010)
5. Single-Camera Video Production, Musburger, Robert, B., Focal Press (2010)
6. From Script to Screen: The Collaborative Art of Filmmaking, Seger, Linda and Whetmore, Edward, J., Lone Eagle Publishing Company (2004)
7. Studio and Outside Broadcast Camera Work, Ward, Peter, Focal Press (2001)
8. World of Film and Video Production: Aesthetics and Practice, Dancyger, Ken, Wadsworth Publishing (1999)
9. Television Programme Making: Everything you need to know to get started, Hart, Colin Focal Press (1999)
10. Vales Technique of Screen and Television writing, Vale, Eugene, Focal Press (1998)
11. Studio Drama: Processes and Procedures (Multiple Camera Video Series), Schihl, Robert, J.,(1991)
12. Directing the Documentary 5th Edition

Sound and Post Production

General Education

Maximum Marks:100

Teaching Period: 4/Week

Paper Code- PMMS 232A

Credits: 4

Teaching Load: 60 Theory Period

Course Objective:

- This course introduces students to the audio chain, necessary to design and produce audio programmes.
- Students will learn the various techniques of digital recording that will be suited for Studio, television, film or live productions.
- Students will learn the various audio editing software and post production techniques of digital recording that will be suited for Studio, television, film or live productions.
- It introduces the fundamentals of audio media production from pre-production, production, to post-production stages.

CONTENT:

Unit1. Sound Basics

- History of Sound in Film
- Use of Sound
- Analogue & Digital Technologies

Unit 2. Introduction to sound Equipment

- Audio Signal Routing
- Recording methods and workflow
- Microphones
- Studios and Acoustics

Unit 3. Digital Audio Workstations

- Introduction to Protools/ Nuendo/Audacity etc
- Audio Editing Software: features, routing, setup options
- Using Protools/ Nuendo/Audacity for Post production sound

Unit 4. Location Recording

- Study of location recording equipment and workflows
- Dialogue recording on location
- Production sound to DAW

Unit 5. Sound Editing

- Setting up DAW for post-production
- Dialogue Editing and cleaning
- Track Laying
- Basics of Sound Design

Unit 6. Advanced Post Production

- Noise reduction for dialogue
- Dialogue dubbing
- Foley recording and mixing
- Use of equalizer, reverb, compression, etc.

Unit 7. Post Production Mixing

- Basics of sound mixing
- Sound Design and use of psychoacoustics in Sound
- Re-Recording

Unit 8. Advanced Recording

- Music recordings
- Multi track mixing
- Out-puts for different formats

Course Outcomes:

- Students will be able to grasp the concept of Sound
- The student will understand what are necessary skills and techniques to design sound.
- Students will understand the various works of Sound director, Designer.
- Students will understand sound recording editing and mixing skills.
- The student will create all types of sound required for different programs.

Recommended Readings:

1. The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford University Press (2013)
2. The Recording Engineer's Handbook, Owsinski, Bobby, Cengage Learning PTR (2013)
3. Audio Engineering 101: A Beginner's Guide to Music Production, Dittmar, Tim, Focal Press (2011)
4. What is Music Production?: A Producers Guide: The Role, the People, the Process, Hepworth- Sawyer, Russ and Golding, Craig, Focal Press (2010)
5. Creative Recording Volume 1: Effects and Processors, White, Paul, Music Sales America
6. Creative Recording Volume 2: Microphones, Acoustics, Soundproofing and Monitoring, White, Paul, Music Sales America (2006)

Understanding Documentary

General Education

Maximum Marks: 100

Teaching Period: 2/week

Paper No.–PMMS233 A

Credits: 4

Teaching Load: 60 Theory Period

Course Objectives:

- Students will gain an understanding of the skills necessary to produce interesting and creative documentary films.
- Students will become skilled in executing all aspects of documentary production.
- Students will experience how to critically analyze contemporary documentary films and will engage in debate over content, style and subject matter.

CONTENT:

Unit 1.Introduction: Exploring the concept of documentary film

- Understanding the concept of documentary film
- Fiction v/s Non-fiction
- Different types of Documentaries
- situating documentary film in social sciences

Unit 2.Social, political and historical issues to documentary film

- Docu-drama
- Social issues related Documentaries
- Political Documentaries
- Historical Documentaries

Unit 3.Film Analysis

- Proposal/Treatment/Synopsis writing.
- Pitching
- Observation.
- Visual documentation: photo/multimedia project.

Unit 4.Interviewing: exercises, interview analysis.

- Finalizing treatment
- further pre-production activities: filming schedule
- Locations.
- Characters, schedule.

Unit 5. Post-Production of Documentary

- Transcript editing
- preparing film logs
- script editing
- rough cutting, fine cutting

Course Outcomes:

- Distinguish between, and critically evaluate, the principle ‘modes’ of documentary making
- Be able to read a documentary text closely and write about how it communicates meaning
- Understanding documentary production in its social and historical context
- Be conversant with, and sensitive to, current debates about documentary ethics and aesthetics.
- Produce their own short film, making informed and creative decisions at every stage of production process.

Second Year**Semester III- Video Production****Group Project -Video Production****Skill Component****Maximum Marks: 150****Teaching Period: 2/week****Paper No – PMMS234 A****Credits: 6****Teaching Load: 90 hours****CONTENT:****1. Idea Pitching**

- One -linear
- Story and Synopsis
- Narrative Story and Research Paper
- PPT Presentation of Idea Pitch

2. Script Writing to Screenplay

- Final Draft of Narrative Story
- Script Fiction or Non Fiction
- Drafting of Script without Dialogue
- Drafting of Screenplay

3. Crew Finalization and Final Draft of Screenplay

- Final Draft of Screenplay with Dialogue
- Art Direction and Property List
- Costume Designing and List
- Crew Finalization and Budgeting

4. Production

- Location finalization
- Colour Palette submission
- Master sheet and Scheduling
- Production Shoot

5. Post-Production

- Conversion of footage
- Rough Cut
- Dubbing and Sound Designing
- Colour Correction and Subtitles

6. Final Submission

- Final Edit
- Presentation of Group Project
- Final Submission of Paper works
- Final Submission of Project

Second Year

Semester III- Video Production

Video Editing

Skill Component

Paper Code- PMMS 235A

Maximum Marks: 150

Credits: 6

Teaching Period: 2/Week

Teaching Load: 90 hours

Course Objectives:

- To learn how to combine basic design principles in video editing.
- To learn Editing software which is use for professionally
- To Understand the fundamental concepts of digital video
- To Know how to perform video editing on a basic level

CONTENT:

Unit1. Intro to Video-editing Techniques

- The types of machines and software involved
- Various formats of cards & Recording devices
- Video editing- set up and editing-studio

Unit2. Start-up of Video Editing

- Understanding basic formats and project set up
- Setting of the sequence
- Arranging the footage

Unit3. Video Editing

- Introduction to the software interface
- Audio video- Tracks
- Tools of editing
- Marring sound sync sound

Unit4. Aesthetics of Editing

- Right Cut-Timing
- Dynamics of Arrangement of Shot
- Rhyme of Edit
- Editing with reference to sound
- Transition

Unit5. Special treatment in editing

- Color Adjustment

- Multi-track editing
- The Effects
- Rendering

Unit6. Packaging of the Video

- Titles and Credits
- Controlling motion
- Importing from graphics software
- Importing Sound effects

Unit7. Other aspects of Editing

- Multi-camera footage
- Reading vector-scope and histogram
- Audio meter and its filters
- Simple audio leveling
- Exporting in various formats-Tapes and HD
- Exporting video for a broadcast

Course Outcomes:

- Students will gain the knowledge of editing software
- Students will be able to grasp the concept of video editing
- The student will understand what are necessary skills and techniques of post production
- Students will understand the packaging of video
- Students will understand aesthetics of editing
- The student will learn the editing techniques of all types of program.

Recommended Readings:

1. In the Blink of an eye 2nd Edition: Walter Murch, 2001: Publisher: Silman-James
2. Adobe Premiere Pro CC Classroom in a Book 2018 Release: Maxim Jago:
3. Final Cut Pro X Beyond the Basics: Advanced Techniques for Editors, Tom Wolsky
4. Art of the Cut: Conversations with Film and TV Editors, by Steve Hullfish
5. Color Correction for Video: Using Desktop Tools to Perfect Your Image, by Jaime Fowler and Steve Hullfish
6. The Technique of Film and Video Editing: History, Theory, and Practice 5th Edition: Ken Dancyger
7. Grammar of the Edit 2nd Edition: Roy Thompson Christopher J. Bowen: Focal Press

Lighting Techniques**Skill Component****Maximum Marks: 150****Teaching Period: 2/Week****Paper Code - PMMS 236A****Credits: 6****Teaching Load: 90 hours****Course Objectives:**

- To learn light sense and techniques for video production.
- To developed skills for analysis light of different times and situation.
- To be familiar with all types of lights and lighting equipments
- To understand the working of indoor lighting and outdoor lighting.
- To learn the techniques of lighting for single camera and multi camera.

CONTENT:**Unit 1 Understanding Light**

- Observing available lights in different time
- Observing different locations
- Observing indoor light vs. outdoor light
- Selecting location

Unit 2 Understanding and Handling the Lighting Equipments

- Types of lights; LED, Florescent, Tungsten
- Handling different types of lights
- Handling different types of lights stands
- Handling different types of light reflectors and light Cutters
- Handling other accessories of lights

Unit 3 Basics of lights

- Three-Point Lighting
- Studio Lighting
- Color temperature
- Reflected Light, Bounce Light

Unit 4 Elements of lights

- Light Intensity, Quality, Quantity etc.
- Placements of Lights
- Hard Light, Soft light
- High key
- Low Key

Unit 5 Lighting in Studio

- Interview, News
- Penal discussion
- Lighting for single camera
- Lighting for multi camera

Unit 6 Shooting

- Shooting indoor with lights
- Shooting outdoor in available lights
- Shooting outdoor with lights
- Matching indoor and outdoor

Unit 7 Exercise for fiction

- Situation based lighting
- Lighting for one shot
- Lighting for five shot
- Lighting for night scene

Course Outcomes:

- Students will gain the knowledge of different types of lights
- Students will be able to grasp the concept lighting for fiction and nonfiction programs
- The student will understand what are necessary skills and techniques required for lighting and for camera
- Students will understand the lighting for indoor and outdoor program.
- Students will understand aesthetics and designing of lighting
- The student will learn the lighting skills required for film, Television programs

Recommended Readings:

1. Video Production Handbook by Gerald Millerson, Jim Owens
2. The Five C's of Cinematography by Joseph V. Mascelli
3. Painting with Light by John Alton
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloc.

Digital Advertising and Marketing

General education

Maximum Marks: 100

Teaching Period: 2/week

Paper No. – PMMS 231B

Credits: 4

Teaching Load: 60 Theory Period

Course Objectives:

- To be acquaint with multimedia content and history of digital journalism.
- To be familiar with internet settings and web terminologies.
- To acquire the knowledge of various social media applications.
- To understand the working of websites, web portals and blogs.

CONTENT:

Unit- 1. What is digital Media?

- How social media developed
- Managing Information
- Aggregators
- Google Alerts

Unit- 2. Content

- Getting your company ready for social media
- Content Management
- Touch point analysis
- Scheduling
- Creating content
- Managing content programs

Unit- 3. Social media advertising

- Set-up and usage
- Tips and Guides
- Platform specific Content creation
- Promotion and advertising

Unit-4 Social Media Data management and Measurement

- Understanding social media
- Changes in Content Production to Consumption
- Social Media for Consumer Insight
- Social Data Management

Unit-5. SEO

- What is it?
- How it is determined
- How to affect it
- Google's role
- Organic search

Unit- 6. Video streaming platforms

- Digital Entertainment and OTT platforms
- Long-form video platforms
- Setting up a channel on youtube
- Managing content

Unit- 7. Consumer-generated content

- Encouraged
- Organic
- ZMOT b. Guidelines c. Metrics & ROI

Unit-8 Advent of Hybrid Advertising

- Various case studies : Successful and Disasters
- Brand presence on social media
- Open Resources
- Artificial intelligence

Course Objectives:

1. Students would be able to acquaint themselves with the history of digital journalism..
2. Students would be able to enhance understanding of the various social media applications.
3. Students would be able to acquaint themselves with Digital Advertising
4. Students would be able to throw light on the Marketing strategies for digital media.

Second Year

Semester III- Digital Journalism

New Media Studies & Digital Culture

General Education

Maximum Marks: 100

Teaching Period: 2/week

Paper No.–PMMS 232B

Credits: 4

Teaching Load: 60 Theory Period

Course Objectives:

- To provide an understanding of the digital media landscape.
- To provide understanding of etiquette of various social media
- To understand how to create own presence on digital media professionally.
- To understand basic strategies of brand Management on digital media.

CONTENT:

Unit 1. Media in digital era:

- Introduction to Digital media
- Concept of internet and its functioning
- Web 2.0 and interactivity
- Concept of media convergence
- Types of convergence in media

Unit 2. Media convergence

- Concept of media convergence;
- Four types of convergence in media
- Multimedia content
- Web browsers and RSS Feed;

Unit 3. Digital Story Telling:

- Cross-media news production processes
- Content management systems (CMS);
- Multi-media content generation techniques-
- Interactive content generation
- Crowd sourcing and aggregation

Unit 4 social media

- Introduction to Social Media
- Social Media Users
- Participatory Culture
- Video Cultures of Social Media

UNIT 5 : Digital Media Theories

- Digital media: Impersonal, Interpersonal, Hyper-personal
- Concept and theories of Virtual Identity
- Social and Para-social media
- CMC and theories of Digital Media: Network theory, Meditation theory and actor network theory, Online Distribution

Paper 6: Emerging Technologies

- Artificial Intelligence
- Augmented Reality
- Virtual Reality
- Entrepreneurship and Innovation
- Creating Interactive Content in Unity, Co Spaces, etc

Unit 7. Digital Journalism:

- Shrinking size of newsrooms and digital news business.
- Economics of digital journalism.
- Understanding the business models,
- Emerging trends related with business.
- Corporate and their interests in Digital Journalism:
- Face book Journalism Project, Google News Initiative.

Course Outcomes:

- Students would gain understanding of the concepts of digital and social media.
- Students would be able to utilize digital social media tools for different developmental Activities.
- Students will comprehend the functionalities of social media.
- Students would be able to know about the risk and challenges of digital media.

Second Year

Semester III- Digital Journalism

New Frontiers of Digital Journalism

General Education

Paper No–PMMS233B

Maximum Marks: 100

Credits: 4

Teaching Period: 2/week

Teaching Load: 60 Theory Period

Objective

- To impart practical knowledge about writing for digital media
- To enable students to understand the story telling formats for digital media.
- To inculcate the knowledge of ethical concerns in digital media

CONTENT:

Unit-1 Writing for New Media

- Linear vs. nonlinear form
- Writing for the screen
- Storytelling structures for web
- Content writing, editing
- Case Study

Unit 2- Social media- I

- Creative writing- one liner, normal post
- Writing on Political, personal, sport, technology topics
- Create Face book page and promotion
- Analysis of Professional Face book pages, Content on the page, posts frequency
- Case Study

Unit 3- Social media- II

- Story Telling though photo and visuals
- Twitter and advanced search
- Instagram (Content creation, analysis, Use of tags)
- YouTube (Premium Content & Normal Content)

Unit- 4 Google tools.

- Google Shorter or Bitly
- Google Analytics
- Google Drive
- Google Maps
- Reverse Search
- Google News

UNIT 5 : Ethical Concerns in Digital Age

- Post-Truth
- Understanding Fake News, Issues and Challenges
- Hate Speech
- Right to Privacy and digital surveillance; Issues of anonymity
- Cyber bullying, Trolling, Stalking
- Hacking v/s ethical hacking
- Dark Web and the challenges of cyber security
- Communication using robots (& Artificial Intelligence) Digital piracy, Plagiarism and Issues of copyright.
- Obscenity and Pornography: Issues of representation of women and children

UNIT 6: Open Sources/Resources Movement in Digital Age

- Open-Source Movement and need for open resources in communication.
- Creative Commons Licenses
- Open-source platforms (Wiki-leaks, Wikipedia), Open Access Journals
- Open access in Indian Education Sector (Inflibnet, National Digital Library, Repositories etc.)
- Cases related to Open Sourcing: Aaron Swartz, DU Photocopy Case etc
- Criticism of Open Access
- Open-source Repositories

Course Outcome:

- Students would be able to develop the knowledge of storytelling formats.
- Students would be able to acquaint with ethical concerns in digital media
- Students would be able to inculcate knowledge of digital Journalism.

Second Year

Semester III – Digital Journalism

Group Project

Skill Component

Paper No.PMMS234B

Maximum Marks: 150

Credits: 6

Teaching Period: 2/ weak

Teaching Load: 90 hours

Course Objective

- To know about basic working of social media tools
- To understand creative writing for digital media
- To know about basic purpose of digital platform

Project

In this semester students will be assigned group project. These projects should be aligned with following subject

1. Create News Portal

News reporting - editing - publishing- bite wise content creation - scripting - executing- creative content developing - current and local issue -writing editorial- feature- blog and web stories

2. Create YouTube Channel

Idea generation-basic of writing- short term and long term- content format-informative, news, interview and explainer base video shoot-editing -published- specific content for publicity -create short video- Instagram stories- vlog

3. Create Face book Page

Create platform for specific content -use different form of content - video - text- photos - used for image building - personal branding - campaign -publicity - social media for Marketing

Course Outcome:

- Students will have the basic knowledge of various video and audio editing tools.
- Students will have understand writing techniques for various platform
- Students will be able to handling various social media platforms.

Second Year

Semester III- Digital Journalism

Audio Production

Skill Component

Paper Code- PMMS 235B

Maximum Marks: 150

Credits: 6

Teaching Period: 2/Week

Teaching Load: 90 hours

Objective:

- This course introduces students to the audio chain, necessary to design and produce audio programmes.
- Students will learn the various techniques of digital recording that will be suited for Studio, television, film or live productions.
- It is a blend of traditional radio production and the latest Podcasting techniques to equip the students with the technical, creative and communication skills of audio production.
- It introduces the fundamentals of audio media production from pre-production, production, to post-production stages.

CONTENT:

Unit 1 Introduction

- Introduction to Audio and Radio Technology (Analogue/Digital and radio transmission)
- Sound - Characteristics, quality, propagation, measurement, noise, distortion,
- Voice Production - (pitch, quality, tone, timbre)
- Acoustics and room treatment.

Unit 2 Audio Chain

- Use of Microphones - types, characteristics, responses designs and uses
- Use of Audio cables and connectors
- Use of Audio mixers and its different parts,
- Use of Equalization and types of Equalizers,
- Use of Loudspeakers and Monitors,
- Use of Dolby sound system

Unit 3 Sound Production

- Different types of recording with emphasis on Multi Track Recording,
- Audio Sweetening and Editing,
- Sound production Crew for Studio and Location
- Sound Perspective - creating an aural space with the help of Music, Sound effects and voice.

Unit 4 Sound for Program

- Introduction to various sound software and basic editing Software
- Setting up audio for interviews, vox-pop
- Setting audio for documentary films and fiction films
- Understanding the importance of music and sound effects in film.

Unit 5 Production for Radio Program

- News Production
- Promos Production
- Interview Production
- Music Program

Unit 6 Production of Podcast

- Continue listening to your selected podcasts, consider content, and host personality, delivery and audience engagement through social media.
- Create a podcast, at least 5 minutes in length, in the style of your choosing.
- Record an expert on a topic relevant to your podcast 10-15 minutes in length.
- Create a podcast, at least 10 minutes in length, incorporating sound, scene, visual writing and interview

Unit 7 Advertising production

- Product Ad Production
- Social awareness Ad Production

Course Outcomes:

Students will be able to demonstrate these much-needed skills in the job market today:

- Professional knowledge and skills - to work in a radio station/ audio studio.
- Entrepreneurial skill - to start a podcast and market it to earn revenue.
- Marketing skills - to brand themselves and as an employee, they will be able to market brands through the audio medium with the creative skills they have acquired through this course.
- Communication skills - to give out a message in the most effective way.

Suggested Readings

- Alten, S. R. (2005). Audio in Media: Principles, Technology and Production. Wadsworth Cengage Learning. New Delhi.
- Nesbit, A. (1979). The Sound Studio, Focal, London.
- Runstein, R. E., (1984). Modern Recording Techniques. Howard Sams. New York.
- Holman, & Tomlinson, (2010). Sound for film and television, Focal Press.
- Rumsey, F., & McCormick, T. (2006) Sound and recording: An introduction, Focal Press.

Second Year

Semester III- Digital Journalism Digital Content Development I

Skill Component

Maximum Marks: 150

Teaching Period: 2/week

Paper No–PMMS236 B

Credits: 6

Teaching Load: 90 hours

Course Objectives:

- To understand how to capture the attention of and persuade your audience through storytelling
- To learn the latest multimedia and online content creation techniques
- To know about broadcast and multimedia journalism
- To understand techniques for capturing basic audio, using zoom recorders and popular audio editing software for radio or podcasting
- To learn how to capture video on mobile technology, edit footage and publish to social media
- To understand Social media: strategy, tools, analytics, and best practices

CONTENT:

Unit1. Different forms of Digital Contents

- Understanding the platforms
- Algorithms of the platforms
- Understanding the contents on these platforms
- Understanding the audience

Unit2. Content curation for YouTube

- Developing YouTube channel
- Understanding YouTube contents
- YouTube shorts
- Creating YouTube video

Unit3. Content Development for News portal

- Developing News portal
- Managing the website
- Developing Articles and News Stories
- Content Strategies of News portal

Unit4. Photo features for Digital Platforms

- Photo Stories for Instagram
- Photo Vlogs for Face book
- Photo Vlogs for YouTube shorts

Unit5. Developing SEO Contents

- Understanding SEO Contents
- Understanding Keywords
- Developing Keyword Contents

Unit6. Social media: strategy, tools, analytics

- Understanding the social media algorithms
- Tools for uploading
- Finding out analytics
- Creating Digital Presence

Course Outcomes:

- The student will learn to do Research, write, produce, and publish meaningful content
- The student will learn Capture and engage larger audiences
- The student will learn to Edit on standard editing software
- The student will understand to Produce a blog
- The student will learn to manage Vlogs and understand YouTube monetization