



SAVITRIBAI PHULE PUNE UNIVERSITY
(Formerly University of Pune)

B. Voc. MASS COMMUNICATION & MEDIA CONVERGENCE SYLLABUS
(First Year Syllabus)

Revised Syllabus will be implemented with effect from the
Academic Year : 2020-2021, 2021-2022, 2022-2023

SEMESTER 1 : (CREDITS : 30)

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	GENERAL EDUCATION					
DMC 01	LANGUAGE SKILLS ENGLISH/MARATHI -I	04	50	50	100	
DMC 02	INTRODUCTION TO JOURNALISM	04	50	50	100	
DMC 03	INTRODUCTION TO MASS COMMUNICATION	04	50	50	100	
	SKILL COMPONENT					
DMC 04	TRANSLATION	06	100	50	150	
DMC 05	PAGE DESIGNING	06	100	50	150	
DMC 06	COMPUTER SKILLS FOR MEDIA	06	100	50	150	MES / N 1908 Computer Skills for Journalism and Media
	TOTAL CREDITS	30			750	

DMC 01: LANGUAGE SKILLS FOR MEDIA (ENGLISH)

Unit 1: Vocabulary

Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.

Unit 2: Sentence

Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences : Active & Passive, Simple, Complex, Compound and punctuation. Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.

Unit 3 : paragraph

Principles of organizing & developing a paragraph, Topic sentence, Argument-Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity.

Unit 4 : Types of writing

Essay, Feature, Business Letter, Editorial comment and translations.

Unit 5: Reading/Writing (English, Marathi)

Types of reading (skimming and scanning) ,Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi), Letter Writing, Application Letter, Resume, Personnel Correspondence, Informal.

PRACTICAL ASSESSMENT :

At least 5 home assignments, 5 class tests of 10 marks each, covering different aspects of the subject.

Reference books :

1. A.S.Hornby Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.
2. Prof. V.S.Sreedharan How to write correct English, Goodwill Publications, New Delhi.
3. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.

4. Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College
Pb. Orlando.
5. Taylor, Shirley Communication for Business, Pearson Education Ltd.,
Edinburgh Gate, Hareon, Essex, England.
6. R. Michelson Sentences, IIVY Publishing House, New Delhi-95.
7. Neira Anjana Dev, Anuradha, Marwah and Swati Pal Creative Writing A
Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi
2009.
8. Wren & Martin High School English Grammar & Composition, S.Chand
9. Thomas S. Kane Oxford Essentials Guide To Writing
10. Collins Collins Grammar Punctuation
11. George.A.Hough News Writing , Kanishka
12. Robert Mc. Lesh Radio Production , Focal Press
13. Joseph Sugarman The Ad Week Copy Writing Hand Book, Wiley.

DMC 02 : INTRODUCTION TO JOURNALISM

UNIT 1: BASICS OF PRINT MEDIA

Newspaper structure and working of a newspaper office, functioning of editorial department, content of newspapers.

UNIT 2 : NEWS EDITING

Role of Sub-editor, need for editing, proof-reading, editing different copies, gate keeping, skills of editing, Copy writing, style, writing lead, headline, deadlines.

Unit 3: NEWS REPORTING

News reporting and writing: inverted pyramid, focus, lead, quoting sources, style.

UNIT 4: FEATURE WRITING

Feature writing : types of features, sources and ideas, writing style, types of leads, types of summary.

Unit 5: WRITNG FOR MAGAZINE

Understanding Magazine, History of Magazines, Newspaper supplement and Magazines. Types of magazines, New trends like glossy magazines. Online and Web magazines.

PRACTICAL ASSESSMENT:

Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc.

EXPERIMENTAL JOURNAL: Each student must be involved in the production of at least two issues of the experimental journal wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer.

DMC 03: INTRODUCTION TO MASS COMMUNICATION

Unit 1: Key concepts in communication

Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc, Elements and process of communication, Functions of Mass Communication, Barriers of Mass Communication, concept of mass, characteristics of mass communication, effects of mass communication: short term, long term. Meaning and need for Mass Communication.

Unit 2 : Evolution of mass media

Technological, economic, political development; role of mass media in a democracy, public opinion, social change and development, culture.

Unit 3 : Media content processes

Media content formats (genre), news as a genre, Gatekeeping, effects of organisational structure on journalistic content; mass communication as an academic discipline.

Unit 4: Media Convergence:

Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions, Implications to 'Mass Communication'. developments in the Economy, Society, and Culture and its impact on current communication media. Impact of social media on Mass Communication.

Unit 5 : Impact of Mass Media

Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience, Differentiate between Mass Communication & Mass Media, Means & Tools of Mass Communication: Traditional & Folk Media: Types, importance of traditional media: Print: Books, Newspapers, Magazines, Broadcast: Television, Radio, Films, Internet, Advertising, Public Relations, Other outdoor media.

PRACTICAL ASSESSMENT:

Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

Reference books:

1. Dan Laughey Key Themes in Media Theories, Rawat Publication.
2. Taylor, Rosegrant, Meyrs Communicating, Prentice Hall
3. Allan and Barbara Pease The Definitive Book of Body Language, Munjal Publishing House
4. D.M. Silveira Personal Growth Companion, Classic Publishing
5. Edward De Bono How to Have a Beautiful Mind, Vermillion.

DMC 04 : TRANSLATION**Unit I**

Grammar and vocabulary of source language and target language, lexicography, Exercises in essential grammar, use of dictionary, using online dictionary.

Unit II

Theories of translation, principles and techniques of translation, translating complex, lengthy sentences precisely. Interaction with professional translators. Study of some famous translational works-Ignited Minds by Dr. A. P. J. Abdul Kalam, Ek Hota Carver by Veena Gavankar Practice sessions for translation of simple, complex as well as peculiar sentences.

Unit III

Registers in language: e.g. register of law. Translation of literature from print media, legal documents, government circulars Practice sessions on translation of newspaper articles, legal documents.

Unit IV

Study of popular commercials from source language, attractive captions, maximum information in minimum words Translating popular commercials, writing attractive captions

DMC 05 : PAGE DESIGNING**Unit I**

PageMaker -tool bar, Settings, Opening, saving and closing publications Inserting and removing pages , Flowing text, resizing the object, Adjusting graphics or text objects, Select multiple elements, Selecting elements behind the others, Mask and group, unmask and ungroup. Constrain move vertically/horizontally, Paste items, editing objects, rotating text, box Layout window, viewing pages, changing, previous and next pages, zooming and hyperlinks Font style, size, case Subscript and superscript, Inserting Special characters, bullets, page numbering Spacing of character, line, word and paragraph Breaking and non breaking, Text editing – selecting word, paragraph

and a range of text Indenting/Tabs Find and change dialogue box , Text recomposition Compress paint, JPG and GIF files, Using Palletes control, colour palletes, styles palet and master pages pallet, Removing master page objects from pages, control pallets, Making tables, editing data in tables. Filing, stroking, frames, arranging, text Wrapping, grouping and ungrouping, locking and unlocking, mask/unmask image, polygon setting, rounded corners, introduction to various versions, concepts and applications of Page Maker.

Unit II

Indesign introduction to various versions, concepts and applications of In design.

Unit III

Corel Draw Use of various tools such as Pick tools, Zoom tools, Free hand tool, square tool, rectangle tool, Text tool, Fill tool etc. and all fonts used in designing of monograms, logos, posters, stickers, greeting cards, visiting cards, etc.

Unit IV

Photo Shop Photo editing /inserting starting with Setting Up, The Interface, Managing Palettes, Working With Photoshop Tools, Working With Layers

DMC 06 : COMPUTER SKILLS FOR MEDIA

UNIT I

Computer basics - Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker. -Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer - Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts -File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc. -Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.

UNIT II

Networking Basics -Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture. -Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans. Typography (fonts & typefaces, type of fonts), Observation & visualization, perspective Unicode, installing and using Unicode.

UNIT III

Introduction to Internet -Domain names, webservers, URL and parts of a URL. Types of websites – Static and Dynamic websites, Portals (Horizontal and vertical portals). -Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges - copyright issues, technology issues, political issues, social issues; economic issues ethical issues -Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet : advantages, limitations.

UNIT IV

Text & Documents Editing & Presentation Microsoft Word - Creating, Saving documents Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index) -Language Tools (spelling, grammar thesaurus) -Inserting images, cut, copy, paste -Creating Tables -Mail merge, Use of keyboard shortcuts.

UNIT V

Microsoft Excel : -Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet,-Entering data, Formulae, functions, Editing sheets, Formatting. -Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts. Power Point : Introduction to presentations, create, save -Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, organization charts, charts, etc. -Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds, -Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.

SEMESTER 2 : (CREDITS : 30)

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	GENERAL EDUCATION					
DMC 07	INTRODUCTION TO RADIO	04	50	50	100	
DMC 08	INTRODUCTION TO TELEVISION	04	50	50	100	
DMC 09	BASICS OF PHOTOGRAPHY	04	50	50	100	
	SKILL COMPONENT					
DMC 10	AUDIO VISUAL NEWS GATHERING	06	100	50	150	MES/ N 1907 Understand Audio Visual Aids
DMC 11	BASICS OF CAMERA (PRACTICALS)	06	100	50	150	1. MES / N 0601 (Determine Visual Style and Prepare Shoot Plan) 2) MES/ N 2812 (Manage Content Archival)
DMC 12	INTERNSHIP/ ON JOB TRAINING	06	100	50	150	
	TOTAL CREDITS	30			750	

DMC 07 : INTRODUCTION TO RADIO

UNIT 1: UNDERSTANDING THE MEDIUM

Invention and development, strengths and weaknesses of the medium, production and transmission technology. Audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting.

UNIT 2: ALL INDIA RADIO/AKASHWANI

Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations News Services Division: functioning, network, Regional News Units Critical evaluation of contemporary programming strategy, reach and impact.

UNIT 3: RADIO NEWS REPORTING AND WRITING

Skills of a radio news reporter, interview skills, sound recording and editing, anchoring and news reading skills, rights and responsibilities of a reporter. Characteristics of radio writing style. Radio Advertising: advantages, disadvantages; types, appeal Programme promos, Public Service Announcements.

UNIT 4 : PRIVATE RADIO STATIONS AND COMMUNITY RADIO

Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio, university radio channels.

UNIT 5 : OTHER FORMATS OF RADIO

Radio report, newsreel, features, documentaries; phone-in program, entertainment program, social awareness program, overview of an introduction to all programme formats in fiction, non-fiction/ news-based/entertainment, talk shows, phone-in programmes.

PRACTICAL ASSESSMENT:

Visits to FM channels; production of radio programs; critical analysis of radio programs. Basic sound recording and editing software, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

Reference books

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press

UNIT 5 : OTHER FORMATS OF RADIO

Radio report, newsreel, features, documentaries; phone-in program, entertainment program, social awareness program, overview of an introduction to all programme formats in fiction, non-fiction/ news-based/entertainment, talk shows, phone-in programmes.

PRACTICAL ASSESSMENT:

Visits to FM channels; production of radio programs; critical analysis of radio programs. Basic sound recording and editing software, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

Reference books

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press

DMC 08 : INTRODUCTION TO TELEVISION

UNIT 1: UNDERSTANDING THE MEDIUM

Television Broadcasting: Characteristics as a medium of communication, History of TV in India, Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends, Color TV, Cable and Satellite, Channel Distribution, TV on Mobile 3G & Notebook, Prospects of 4G

Unit 2: TV NEWS CHANNELS

Organizational structure of TV news channels Modern, TV newsroom: Input/output and Assignment Desks TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB.

UNIT 3: TV GENERS/FORMATS

To study TV genres like- documentary, soap, holiday/travel, cartoon, drama, news, cookery, adventure, spiritual etc. Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production.

UNIT 4 : WRITING SKILLS FOR TV PROGRAMS

TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, Script writing and editing for various TV Formats. Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format: indoor/outdoor;

personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer.

UNIT 5: BASICS OF TV CAMERA

Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition T.V. shooting technique, Shot classification, Framing, Movement Television camera optics, Television production Crew.

PRACTICAL ASSESSMENT:

Basic function of camera, news reading and anchoring exercises, analysis and discussion of news bulletins etc. TV interview exercise, watching and analyzing documentaries; critical analysis of TV programmes; small research projects to understand impact of TV etc.

Reference books

1. Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press
2. Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
3. R.Parthasarathy Journalism in India , Sterling Publishers
4. H.R.Luthra Indian Broadcasting
5. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India.

DMC 09: BASICS OF PHOTOGRAPHY

UNIT I:

History of Photography & Basic Principles of Photography

UNIT II:

Types of Cameras & Output Formats

UNIT III:

Color Photography & Black & White Photography Concepts of Compositions & Camera Techniques.

UNIT IV:

Various aspects of Lighting, Movement in Art & Photography

Books for Reference:

1. Art as Witness by Parthiv Shah
2. The Art of Color Photography by Mitchell Beazley
3. Digital Photography by Steve Bavister
4. Coming of Photography in India by Christopher Penny

5. Basics of Photography by John Hedgecoe

DMC 10 : AUDIO VISUAL NEWS GATHERING

Unit-I:

Reporting & Presenting electronic news TV News reporting skills, understanding audio-visual newsworthiness, exploring the visual angle, understanding deadlines, gathering information, cultivating sources.

Unit - II

Presentation skills : screen presence, body language, voice modulation, presence of mind, diction, working with the cameraman, interview skills. News presentation : structure of a news bulletin, writing headlines, anchor leads, appropriate usage of visuals, anchor's responsibility, live broadcasts.

Unit III

Content in electronic news : Various formats of TV news content, Bulletines, panel discussions, special features, documentaries, interviews etc. Writing for the visual medium : words should match the copy, broadcast styles and techniques of writing.

Unit IV

Procuring newsworthy material, bytes, visuals and packaging into a TV story. Considerations, laws and ethics to be followed for the news content. News reading and anchoring practices. Anchoring exercises for television program formats.

DMC 11 : BASICS OF CAMERA (PRACTICALS)

Unit I

Camera functions & operations of camera Exposure, : Mechanics of photography: apertures, shutter speeds, focus, and focal lengths.

Unit II

Depth of Field, Factors affecting Depth of field.

Unit III

Camera lens types, special lens, camera format, Lighting, compositionCaption Writing, Digital archive and management of photographs.

Unit IV

Introduction to photo-editing software such as Adobe Photoshop Elements, and ACDSee Photoeditor, Use and misuse of technology, Understanding of printing pattern requirement, CMYK, and RGB pattern, ink used for printing multiple

publishing platforms.

Unit V

New Trends , Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime, Photographs for photo features, photo stories and photo essays.

Reference Books :

1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall
3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
4. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
5. Seely John. The Oxford Guide to Writing & Speaking.
6. Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.
7. Lewis James. The Active Reporter. Vikas Publication.

DMC 12 : INTERNSHIP/ON JOB TRAINING

This internship has to be done at the end of every Semester. It is mandatory to do it in a **newspaper office** for the II Semester. The minimum requirement is 60 hours of work for 15 days @four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature work, copies of published and unpublished material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted.
