



**SAVITRIBAI PHULE PUNE UNIVERSITY**  
(Formerly University of Pune)

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

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

**SEMESTER 3 : (CREDITS : 30)**

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	<b>GENERAL EDUCATION</b>					
<b>ADMC 01</b>	<b>NATIONAL AND INTERNATIONAL AFFAIRS - I</b>	04	50	50	100	
<b>ADMC 02</b>	<b>ADVERTISING</b>	04	50	50	100	
<b>ADMC 03</b>	<b>PUBLIC RELATION</b>	04	50	50	100	
	<b>SKILL COMPONENT</b>					
<b>ADMC 04</b>	<b>AUDIO VIDEO EDITING</b>	06	100	50	150	MES / N 3003 (Adapt the script to production requirements)
<b>ADMC 05</b>	<b>COPY WRITING &amp; DESIGN IN ADVERTISING</b>	06	100	50	150	
<b>ADMC 06</b>	<b>SOFT SKILLS &amp; BASICS OF EVENT MANAGEMENT</b>	06	100	50	150	
	<b>TOTAL CREDITS</b>	<b>30</b>			<b>750</b>	

## **ADMC 1 : NATIONAL AND INTERNATIONAL AFFAIRS – I**

### **Unit-I**

[Indian Constitution]

1. Indian Constitution: Salient Features & preamble
2. Fundamental Rights and Fundamental duties.
3. Directive Principles of state policy.
4. States and Union Territories & Centre-State Relations

### **Unit-II**

[Power and functioning of democratic Institutions]

1. President and Vice President: Election and power
2. Prime Minister and the cabinet
3. Governor: Power & functions
4. Chief Minister and the cabinet
5. Parliament – Functions and powers

### **Unit-III:**

[Judicial System]

1. State legislature – Functions and powers
2. Superior Judiciary

### **Unit-III:**

[Judicial System]

1. State legislature – Functions and powers
2. Superior Judiciary - Supreme Court, High Courts
3. Subordinate Judiciary

### **Unit-IV:**

[Electoral System]

1. Election Commission – Functions and powers
2. General Elections, Mid-Term Elections, By Elections
3. Elections of upper and lower houses
4. Election of President and Vice President
5. Multi-Party System - National and Regional Parties

### **Reference books:**

1. Shyam Benegal Bharat Ek Khoj (Series)
2. Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. Ghosal An Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2

6. A.N. Aggarwal Indian Economy
7. Rajni Kothari Caste in Indian politics
8. Ministry of I &B Facts about India
9. Pandit Jawahar Lal Nehru The Discovery of India
10. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
11. Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
12. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
13. D. D. Basu An introduction to the Constitution of India
14. J.C. Johri Indian Political System

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## **ADMC 02 : ADVERTISING**

### **UNIT 1: BASICS OF ADVERTISING**

Purpose, development, nature, role in economy. International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.

### **UNIT 2: ADVERTISING AS MARKETING COMMUNICATION**

Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing, Brand management and building brand equity, developing brand personality

### **UNIT 3: TYPES OF ADVERTISING**

Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc. Different advertising media and their comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.

### **UNIT 4: ADVERTISING PLANNING AND EXECUTION**

Brand positioning. Importance of research inputs market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying.

### **UNIT 5: ADVERTISING CREATIVITY**

Creative brief. Elements of good advertising. Copy and art. Importance of visual

thinking. Appeals and promises. Importance of design and layout. Use of typography, graphics etc.

**PRACTICAL ASSESSMENT:**

Quiz on advertising, scrap book of ads, analyzing social effects of ads, study of an ad agency, copywriting exercises: writing headlines, slogans, body copy etc.

**Reference books**

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai
5. Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
6. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
7. Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley
8. Douglas Torin The Complete Guide to Advertising: MacMilan, London
9. Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

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**ADMC 03 : PUBLIC RELATIONS**

**UNIT 1: UNDERSTANDING PR**

Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of ‘Communication audit’.

**UNIT 2: ROLE OF PR IN DIFFERENT SECTORS**

Government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

**UNIT 3: TYPES OF PR**

Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy

#### **UNIT 4: PR TOOLS**

Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc. Programmes and events, CSR projects; PR during crisis: some recent case studies.

#### **UNIT 5: MEDIA RELATIONS AS A PR FUNCTION**

Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

#### **PRACTICAL ASSESSMENT:**

Preparing a PR plan for an organization, evaluating media publicity given to various organizations, writing Press Releases etc.

#### **Reference books**

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
6. Heath Robert L Handbook of Public Relations, Sage Publications, New Delhi
7. K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons
8. Philip Hens lowe Public Relations : A Practical Guide to the Basics, Crest Publishing House
9. Dennis L. Wilcoose & Glen T Public Relations, Pearson, New Delhi Cameron

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#### **ADMC 04 : BASICS OF AUDIO VIDEO EDITING**

##### **UNIT-I**

Storytelling : what is storytelling, types, characteristics of effective storytelling, the power of visual storytelling.

## **UNIT-II**

Compositing stream, colour grading, animated camera movement, interfaces, 2D & 3D texting, text animations etc.

## **UNIT-III**

Editing software's Adobe after Effects, FCP and so on

## **UNIT-IV**

The process of producing radio programs, concept to production: script writing, Recording, editing software's, broadcasting. Voice over, dubbing.

## **UNIT-V**

Basics of field production, Different types of cameras, Audio and Video Switchers, Video Transmission and Production Servers, Different types of Video Recorders, Graphics Systems, Video Editing, multi camera coverage and multidimensional feeds, Coverage (Live/Recorded) spanning several continents using satellites, Skype, mobile phones, etc. Planning several anchors and production coordination, Planning with virtual studios, animation & graphics and archival inputs.

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## **ADMC 05 : COPY WRITING & DESIGN IN ADVERTISING**

Writing and copy for different media. Types of headlines and body copy, slogans; taglines. Translation of copy. Writing for brochures, mailers etc.

### **UNIT I**

Introduction, Responsibility of Copy writer, Attributes of a good copywriter, Principles of copywriting

### **UNIT II**

#### **Creative Strategy : Planning & Development**

Developing an Advertising Plan, Advertising Creativity: The five stages of creativity, Creative Thought Process, Who is a creative person?, Creative Strategy: Components of the Creative Strategy, Putting the Strategy in writing, Combining Creativity and Strategy, Organizing the Creative Task, The Creative Plan (Copy Platform)

### **UNIT III**

Phases of campaign Creation

Understanding the psychographics of target audience

Finding out what to say -Understanding the barriers to purchase

Interrogating a product or service –Outlining the rational benefit and emotional benefit Developing an ear for ‘human insights’

How to get an idea -Choosing the idea that effectively communicates the emotional/rational benefit

#### **UNIT IV**

**Brief** - Taking the brief, Product brief, Marketing brief, Agency brief, Converting into creative brief The Big Idea, Arriving at the proposition, From proposition to head line, Understanding tone of voice, The positioning statement

#### **UNIT V**

Writing for print media, Headlines, Base line, Sub headlines, Body copy, Slogan, Captions, Structuring the copy, Understanding the medium and writing for TV, Cinema, Radio, Innovative Medium, Internet, SMS, Principles of writing press release copy, Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising

#### **Different types of copy**

Advertorial, Infomercial, Comparative copy, Copy for different languages

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### **ADMC 06 : SOFT SKILLS & EVENT MANAGEMENT**

#### **Unit I**

Concept of Event Management 5 G’s of Events, Event Designing Relationship Building, Creating Opportunities for Better Deals with Different Media, Events and the Economy

#### **Unit II**

Facets of Event Management Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Set Objectives for the Event, Negotiating Contracts with Event Organisers, Locating Interaction Points, Banners , Displays etc., at the Event, Preparing the Staff for the Event, Post-event Follow-up Event Organisers Targeting Clients, Selecting Event Categories to Serve, Selecting and Contracting with Other Key Elements in Chosen Categories. Venue: In-house Venue, External Venue

#### **Unit III**

Activities in Event Management Networking Components, Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Marketing, Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Activities in Event Management, Pre-event Activities, During-event Activities, Post-event Activities, Planning, Organizing, Staffing, Leading



and Coordination, Controlling, Event Management Information System, Setting Objectives, Development of the Strategic Market Plan, Environmental Assessment, Competitive Assessment, Gaining Competitive Advantages, Business Potential, Assessment, Market Attractiveness, Business Strengths.

#### **Unit IV**

Practical Manage carry out an event with appropriate systems as described in above components such as advertising, staffing, networking etc.

#### **Reference books**

1. Bruce E Skinner Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002, ISBN 0471126012
2. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
3. Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000

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**SEMESTER 4 : (CREDITS : 30)**

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	<b>GENERAL EDUCATION</b>					
<b>ADMC 07</b>	<b>NATIONAL AND INTERNATIONAL AFFAIRS - II</b>	04	50	50	100	
<b>ADMC 08</b>	<b>INTRODUCTION TO PRINTING &amp; PUBLICATION</b>	04	50	50	100	
<b>ADMC 09</b>	<b>MEDIA ETHICS &amp; LAWS</b>	04	50	50	100	
	<b>SKILL COMPONENT</b>					
<b>ADMC 10</b>	<b>TV / R J ANCHORING SKILLS</b>	06	100	50	150	
<b>ADMC 11</b>	<b>BASICS OF PRINT TECHNOLOGY &amp; DIGITAL PLATFORMS</b>	06	100	50	150	
<b>ADMC 12</b>	<b>INTERNSHIP/ ON JOB TRAINING</b>	06	100	50	150	
	<b>TOTAL CREDITS</b>	<b>30</b>			<b>750</b>	

## **ADMC 07 : NATIONAL AND INTERNATIONAL AFFAIRS II**

### **UNIT-I**

Environmental issues : World without borders, Resource use and sustainability, Environmental degradation– ozone depletion pollution

### **UNIT-II**

Universal human rights – universal declaration (1949); declaration of the right to development (1986; examining the concept of universal human rights and the individual context : Self determination–issues Of secession; issues and antistate violence, Population, consumption and sustainability, Emancipator movements, Trade union, Peasants movements (with global vision), Environment movements –chipko movement, Rachel Carson silent spring ; 72UN summit on environment, Women’s movement, Homosexual rights, The development debate, anti large movements, rehabilitation, development choices, people’s involvement, Tribal movements.

### **UNIT-III**

Governance and related issues: Decline of law, Corruption, Nexus between crime and politics, Political apathy, Secularism, Issues of accountability. Concept: State, Society, Nation.

### **UNIT-IV**

Political ideologies: Liberalism, Fascism, Socialism, Communism, Democracy. Indian Constitution: Brief history of Indian constitution, Salient features, Preamble, Fundamental rights and duties, Indian federalism.

### **UNIT-V**

Indian Political System: Features of Indian political system, Nature of Indian political system - Political parties, features of Indian political parties, significant political parties, Identity politics : caste, reservation, politics parties, Regionalism and secessi onism, Elections in India: understanding election process, opinion and exit polls, landmarks in electoral process – 52, 77,89 elections.

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## **ADMC 08 : INTRODUCTION TO PRINTING & PUBLICATION**

### **UNIT - I**

What is publication, Histry of Marathi, English and other regional publication business. Major Marathi Publications e. g. Majestic, Mouj, Manovikas,

Continental, Raajhans, Mehata, Padmgandha etc. Publication business in English (Oxford, Harper colline, Rupa etc) and other regional languages. Their role in literature world

#### **UNIT - II**

General Structure of Publication house-Editorial, Production, sales & Marketing, Research, Event, Legal etc, Importance and co-relation between Editorial and other departments. Editorial board and its responsibility, Process of book publishing (Sample chapters or taintative chaptrization sending to publisher, Editorial board meeting, Suggestions/Discussions, agreement, DTP, proofreading, rechecking, final reading, Cover design, printing, publication, marketing etc ).

#### **UNIT - III**

basics of Printing-letterpress, offset etc, types of paper, sizewise types of books (Coffeytable, cutsize etc), Print on Demand, network of booksellers, challege of online business to traditional couter sale. art of Translating books, best seller books. types of books like autobiography, Poems, fiction, nonfiction, informative, cookerie etc. catloge, library world.

#### **UNIT - IV**

Plagiarism - Plagiarism is the use of others' published and unpublished ideas or words (or other intellectual property) without attribution or permission, and presenting them as new and original rather than derived from an existing source. Plagiarism is serious scientific misconduct. Pirated Copies,-ISBN,-Copyrights - author, publisher, translator, -Law and Order

#### **UNIT - V**

Online, e-book, websites,amazon, bookganga etc. case studies, Government schemes, Government agencies related to publication industry like NBT, Sahitya Akedeme, Prominant Prizes for books , dnyanpeeth, saraswati sanmaan, saahitya Akademi, lit fests - Delhi lit fest, Jaypur lit fest etc, Akhil Bharatiya marathi saahitya sammelan and book sale. ethics of publication industry.

#### **Reference books**

1. K.S. Duggal Book Publishing
2. A.K. Dhar Printing and Publishing
3. N. N. Sarkar Art and Production, Sagar Publishers, New Delhi, 2001
4. N.N. Sarkar Designing Print Communication, Sagar Publishers, New Delhi, 1998

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## **ADMC 09: MEDIA ETHICS & LAWS**

### **UNIT 1: CONSTITUTION AND FREEDOM OF SPEECH AND EXPRESSION**

Indian constitution, freedom of speech and expression, Meaning of defamation, Contempt of court, Right to information

### **UNIT 2: STUDY OF ACTS**

Press and Registration of Books Act 1867, Working, Copyright act 1957, Cinematography Act 1952, Prasar Bharti Act 1990 Cable Television Networks (Regulations) Act 1995, I T Act 2000

### **UNIT 3: ETHICS IN MEDIA**

Invasion of privacy and vulgarity, Advertising and ethics Issues of ethics in media, violation of ethics in various mediums, case studies. Paid news, Page-Three culture, plagiarism, revealing confidential sources, hoax, off-the-record, on-therecord. Ombudsman.

### **INTERNAL ASSESMENT:**

Case studies, debates about current ethical issues in the media, analytical essay/s about change in journalistic practices etc.

### **Reference books**

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194)The Law Dictionary, Universal
3. Vidisha Barua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi
5. R.K.Ravindrana Press in the Indian Constitution
6. K.S. Venkateshwaran Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi Pvt. Ltd. Bombay
7. Dr. Ambrish Saxena Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi

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## **ADMC 10 : TV & RJ ANCHORING SKILLS**

### **Unit I**

Basics of News reading presentation, Fundamentals of Anchoring, Process of Electronic News gathering ,Electronic field production ,etc . understanding different audience How to Anchor programs involving audience categories/levels, interest and participation. Medium, skills required for being a News anchor, News Anchor presenting news in the broadcast, Role and responsibilities of a News reader.

### **Unit II**

Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; RJ'ing for FM Channels, voice over, voice culture, dubbing.Audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting.

### **Unit III**

Process of Electronic News gathering .  
What is the news here?  
why should readers care?  
what does this mean to the audience?  
what question the reader will have?

### **Unit IV**

Electronic field production, etc, basic production elements Required:  
(1) the camera, (2) lighting,(3) audio,  
(4) switching, (5) videotape Recording,  
(6) tapeless system  
(7) post production editing, and  
(8) special effects.

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## **ADMC 11 : BASICS OF PRINT TECHNOLOGY & DIGITAL PLATFORMS**

### **Unit I**

Introduction to Printing  
Letter printing, screen printing, Digital Printing, Printing Process

### **Unit II**

Relief Printing Process Fundamentals of Computer (OS, MS Office) Graphic Design and Typography Computer Application in Printing Industries DTP (Word Process)

**Unit III**

Photoshop, Coral Draw, Pagemaker, Print Finishing

**Unit IV**

Packaging Technology, Printing Science (Paper & Ink) Gravure Printing Process

**Unit V**

Fundamentals of Management Accounting Costing & estimating Print on demand

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**ADMC 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 **public relation company 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.

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