SAVITRIBAI PHULE PUNE UNIVERSITY
(Formerly University of Pune)

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

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

SEMESTER 5 : (CREDITS : 30)

NO.	TITILE	CREDITS	MARKS			NOS
	GENERAL EDUCATION		INTERNALS	EXAM	TOTAL	
BMC 01	INTRODUCTION TO FILMS	04	50	50	100	
BMC 02	SHORT FILM AND DOCUMENTARY	04	50	50	100	
BMC 03	INTRODUCTION TO THEATER & CRAFT	04	50	50	100	
	SKILL COMPONENT					
BMC 04	INTRODUCTION TO CINEMATOGRAPHY	06	100	50	150	**1)** MES / N 0601 (Determine Visual Style &Prepare Shoot Plan) **2)** MES / N 0602 (Carry out Location Recess & Finalise Locations)
BMC 05	TRENDS IN SOCIAL MEDIA	06	100	50	150	
BMC 06	NEW MEDIA	06	100	50	150	**1)** MES / N 0702 (Conceptualise Creative Ideas For Production) **2)** MES / N 2809 (Coordinate Production Activities)
	TOTAL CREDITS	**30**			**750**	

- **BACHELOR OF JOURNALISM - THIRD YEAR SYLLABUS**

❖ **BMC 01 : INTRODUCTION TO FILMS**
- **Unit I**

Overview: Growth of film international and national perspective i.e. Hollywood, World Cinema, Bollywood, Indian regional cinema, Opportunities globally need to tap these opportunities, Business of cinema, genres in cinema, Emergence of additional content monetizing avenues like merchandising, gaming, theme parks etc . Case study Disney, Hanuman, Krish, 3 idiots, Ghajini,Ra – one.

- **Unit II**

Visualizing & Scripting a Story and Identifying Themes, Screen Equations, Viewing the story from a moviemaker's eye, Shooting Projects.

- **Unit III**

Introduction to Direction of Films and Work of famous Film Directors in the World. Production :developing a Crew, Producing a Shooting Script, Before the Camera Rolls, Roll Camera, Location Sound, Continuity, Directing the Actors, Directing the Crew, Monitoring Progress

- **Unit IV**

1. A discussion of early narrative cinema
2. A screening and discussion on Early Indian Cinema like Dadasaheb Phalke's films and Prabhat Talkies' films, along with a discussion of early Indian Cinema, and the development of the studio system in India.
3. Screening and discussion on Early Hollywood Cinema like Gone with the Wind, Sound of Music, Citizen Kane, with lecture and clips on evolution of Hollywood Studio System.
4. A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened)
5. Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.
6. A discussion of Indian-global cinema like Salaam Bombay, Namesake, Provoked
7. Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray/Adoor Gopalkrishnan
8. Screening and Discussion on cross-over films and film makers like Shyam Benegal/ Madhur Bhandarkar
9. The Business of Cinema – Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.
10.Major Film Awards and Institutions.
11.Lecture-demonstrations on technical aspects of film: cinematography, editing, special effects, miseen scene, sound .

❖ **BMC 02 : SHORT FILM AND DOCUMENTARY MAKING**
• **UNIT – I The film pipe line an overview-**

Creative Process: Concept- Research- ideation, Structuring a Story-Story. Boarding-Characters-screen play- Dialogues- Casting, Shoot-Edit- Re- Recording- Final Print/DVD

• **UNIT - II**

Understanding the needs of cinematographer/Sound designer/ editor/ client s ervicing executive.Contribution by Lighting-Lenses-VFX-RRCompositing The film pipe line an overview- Production Process: Formation of Team- Location Survey.

• **Unit III**

Auditions-Planning the shoot-Production Management. Hiring of facilities-Cost Control, Managing crew & artists. Art of Film Making: Importance and power of Audio visual communication,48 Strength of a still picture-Requisites of good still- How to shoot a good still.

• **Unit IV**

The Word-Spoken & Written: Writing for visuals How to use words effectively, Study of some significant literary works, Balance between words and visuals, Power of silence.

❖ **Unit V**

Being an Advertising Film maker: The advertising mind frame-Achieving the impossible, Various genres of films like corporate-viralmarketing videos, Films in preparation general vs. ad film making the key differentiators,| Studying proven ad films campaign, Creating 3 ad/social message films-Production Management of ad /film making, Understanding the specific needsof TV/Film/Web/Mobile audiences, Optimizing resources, Deciding on the rightpitch- Thinking out of the box. Intrapersonal communication skills.

❖ **BMC 03 : INTRODUCTION TO THEATER & CRAFT**

• **UNIT - I**

Acting and basic elements Naturalness and lifelikeness, freshness, unity, consistency, harmony, stage movement, emphasis, balance, proportion, sincerity, rhythm, grace.

- **UNIT - II**

Acting and improvisationImprovisation and mime, improvisation and scenario improvisation andinterpretation, improvisaion and suggestions.49

- **UNIT - III**

Types of Acting Vachik abhinaya, Angik abhinaya, Aharya abhinaya, Satvik abhinaya. Actor and his body knowing the anatomy and purpose, understanding the significance of relaxation, physical action and its necessity, body, mind and rhythm, Postures, Gestures and body movements, body language, voice culture.

- **UNIT - IV**

Theatre : Local & Global Indian Theatre : Regional, Traditional, Modern Indian, Study of Post Independent Indian Plays (Ashadh ka Ek Din, Ghashram Kotwal, Haywadan, Pagala Ghoda, Andhayug), Greek Theatre, Elizbethan Theatre, Modern Western Theatre.

- **UNIT - V**

Trends in Theatre Amateur & Professional theatre, publicity/Management, Change in Subjects, theme, Production Technique.

Practicals

Make up Techniques, stage acting performance costume design process Set design techniques Computer aided design, Conceptual Visualization, woodwork Stage lighting - colour, chroma, language of light

Books for Reference

1. Theaters of Independence Drama by Aprna Bhargava
2. Art of History by Marlyin Stokstad
3. History of India Theatre by M. L. Vardpande
4. International Encyclopedia of Dance by Janne Cohen

❖ BMC 04 : INTRODUCTION TO CINEMATOGRAPHY
- **Unit I**

Introduction to Cinematography &Understanding a Frame:Shooting a good Still picture, Composition-Framing, Understanding & Use of color, Capturing the Drama, Black and white Photography.

- **Unit II**

Lights & Lighting Techniques with various types of lights : Tungsten lamps, Cool Lights, HMI, Cyclorama/background lights, Soft Box lights. Use of cutter stand, black cloth and Camera filters. Lighting – Situations, Studio lighting for three

cameras set up: Talk Show, Game Show, Available day light situations, Shooting for Documentary style, Face, Key, Fill, Back, High key lighting, Low key lighting.

- **Unit III**

Various types of Lenses and its significance : Type of Lenses, Power of Lenses, Understanding the shot requirement and usage of a lens, Idea of perspective: Depth Of Field, Depth of focus, Critical understanding of Fixed Lens Vs. Zoom Lens, Focus pulling, 18% grey card, Metering, Colour temperature meter.

- **Unit IV**

Camera Movements: Basic grammar of shots, Primary Camera Movement: Pan, Tilt, Zoom, Character, Movement, Usage and need of Track and trolley, Crane, Jimy Gip, Poll Cam, Managing Movements, Single camera& Multi camera setup Continuity Exercise | Do's and don'ts of camera movements and more.

- **Unit V**

Understanding digital video recording : Principle of video recording, Digital Recording Formats, Editing and compression, Digital sampling and storage, Technical formats of 52 video- PAL, NTSC, "Time Code" in Video Recording, Film Stock and Processing

Practicals

Viewing Cinema Samples (Scene),

Set initial production schedule, Rating a camera's ASA/ISO.

Mounting & using a matte box, Camera Filter Exercise &Zone Lighting Exercise, Finalize Production Schedule & Final Scene Fragment Exercise.

- ❖ **BMC 05 : TRENDS IN SOCIAL MEDIA**

Individual Blog: News stories, features, opinion pieces, pictures and video; Group weblog: Working on different themes and issues and posting it on a team's blog; Contribution to a Group or Community on any of the Social Network Sites

- ❖ **BMC 06 : NEW MEDIA**

- **UNIT 1: SPREAD OF INTERNET**

What is internet?, Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and Mobile

- **UNIT 2: WHAT IS ONLINE COMMUNICATION**

Earlier websites of newspapers, E-books and E-publishing, Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multimediality and interactivity, Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online communication today 53

- **UNIT 3: DIGITAL STORYTELLING**

Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media, Feature writing for online media: Story idea, development and news updates, Podcast and Webcast

- **UNIT 4: NEW SOCIAL MEDIA**

Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends

Reference books
1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
2. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
3. Michael M. Mirabito, New Communication Technologies : Application, Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295

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➤ **FOR SEMISTER 5 : MEDIA CONVERGENCE**

❖ **BCN 001 : DIRECTION FOR TV**

- **Unit I**

Importance & Role of a Director for Television. 54 "Director" - Conductor of an Audio Visual orchestra: What it means to be a Director , Managing creativity of colleagues and managing a creative team, Understanding of roles & responsibilities of the crew, Understanding the Emotional Aspect & Technological Aspects of Actors, Cinematographer, Editor, Music Director, Sound Engineer, Makeup Man, How to bring the effects of Music &Picture together.

- **Unit II**

Different TV Programmes, types of Viewers, Prime Time, TRP Related Themes.

- **Unit III**

Still Pictures to Motion Movies: Impact of a still picture, Analyzing a picture, Critical Ingredients-Leonardo Da Vinci, Composition - Framing, Function and proper use of lenses, Understanding & Use of colour.
Aesthetics of Painting and Spatial Arts, Moving Image-
Motion Picture, Impact of collective moving Images, Motion Picture Dynamics, Primary Movement-Secondary Movements, Managing Movements, Tonal Value-Depth of Field, Aesthetics and Psychological Impact of Moving Images.

- **Unit IV**

Role of Sound & Music in making a Motion Picture : Association of sound, Listening to Sound, Contribution and impact of sound, Understanding rhythm, melody, drama, Knowing various instruments, Impact of Sound-Moods, Role of notes and beats, Tonal Quality Pitch - Volume-Perspective, The concept of Music, Glimpses of World Music, Voice culture- for speech, Acoustics, Harmony Symphony, Rhythm-various Types of Rhythm - Indian and Western, Concepts55 Permutations & Combinations of Notes & Rhythm, The formation of Music-Glimpses of World Music - Combo of Music & Effects-Background score.

- **Unit V**

Implication of Lights : What makes a good picture parts played by composition, light, contrast and drama, Lightcontrast-Volume-Foreground-Midground Background-Propenquity-Distance-Colour-angle, Dynamism involved in motion/action-Setting dynamism in action-Creating action.

Books for Reference:
1. Film Directing Fundamentals (3rd Edition), Nicholas Proferes.
2. The Directors Idea, Ken Dancyer.
3. Film Directing Shot by Shot, Steven D. Katz

4. Course Pack for Filmmaking Dept., Kevin Bui
5. Notes of a film director By Sergei Eisenstein.

❖ BCN 002 : MEDIA CONVERGENCE

Understanding the technology
• Introduction to concepts of digitization and convergence.
• Application software: Word processing, Spreadsheet, Image Editing.
• Introduction to Internet, World Wide Web (WWW), Search Engines.
• Overview of New Media Industry
• Introduction to Web-designing: Role of Navigation, Color, Text, Images,56
  Hyperlinks, Multimedia elements and Interactivity.
• Web Content Management System, Wordpress/Joomla
• Digital Tools for Journalists (Document Cloud - Drop Box, Overview, Timelines,
  Wordle, etc.)
• Overview of open source culture and software, Open Source Licenses (Creative
  Commons)
• Security issues in using digital technology (Malware, Phishing, Identity Thefts)
• Convergence and Journalism
• News on the web: Newspapers, magazines, radio and TV newscast on the web
• Changing paradigms of news; emerging news delivery vehicles; integrated
  newsroom;
• Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data,36
  Open source data collection and analysis.
• Challenges and opportunities for a newsman - gatekeepers to news guides
• Awareness regarding techniques of Digital Marketing: Search Engin
  Optimization, Search Engine Marketing and Email Marketing

❖ BCN 003 : MEDIA CONVERGENCE IN PRACTICE
• Convergence and Journalism
• News on the web: Newspapers, magazines, radio and TV newscast on the web
• Changing paradigms of news; emerging news delivery vehicles; integrated
  newsroom;
• Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data,36
  57 Open source data collection and analysis.
• Challenges and opportunities for a newsman - gatekeepers to news guides
• Awareness regarding techniques of Digital Marketing: Search Engine
  Optimization, Search Engine Marketing and Email Marketing Writing for a
  Whole range of Media
• (Hyper) Text
• Audio
• Video
• Still images

- Animation
- Flash interactivity
- Blogs
- Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- Poll surveys/Email etc.
- Digital Story telling Formats
- Content writing, editing, reporting and its management
- Structure of a web report
- Planning and designing of WebPages, Blogs, web channels, e-Newspaper, e-Magazine.

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SEMESTER 6 : (CREDITS : 30)

NO.	TITILE	CREDITS	MARKS			NOS
	GENERAL EDUCATION		INTERNALS	EXAM	TOTAL	
BMC 06	INTRODUCTION TO TECHNICAL WRITING & INSTRUCTIONAL DESIGN	04	50	50	100	
BMC 07	CREATIVE WRITING	04	50	50	100	
BMC 08	MEDIA MANAGEMENT	04	50	50	100	
	SKILL COMPONENT					
BMC 09	TEAM PRIJECT (SHORT FILM)	06	100	50	150	
BMC 10	INDIVIDUAL PROJECT	06	100	50	150	
BMC 11	INTERNSHIP / ON JOB CREDITS	06	100	50	150	
	TOTAL CREDITS	**30**			**750**	

❖ BMC 07 : INTRODUCTION TO TECHNICAL WRITING & INSTRUCTIONAL DESIGN

- **Unit - I**

Concept 58 : Providing information to users who need assistance to accomplish a defined goal or task is called as Technical communication or techincal writing. The purpose of technical communication is not to entertain people. The focus of technical communication is to assist users who need specific information on using products, completing tasks, operating equipment, and completing other types of activities.

- **Unit II**

Purpose : Technical communicators work with other professionals to maintain the quality ofproduct documentation. Technical communicators work collaboratively with sales personnel, engineers, programmers, graphic designers, quality control personnel, and client support personnel to ensure that product documentation meets the needs of users.

- **Unit III**
- ➢ **Skills**

The field of technical communication encompasses a number of related disciplines that include:

I. Information design
II. Technical writing
III. Technical editing
IV. Instructional design
V. User experience design
VI. Document design
VII. Training design
VIII. Marketing
IX. Web design

- **Unit IV**
- ➢ **Skills**

I. Determine the needs of the audience
II. Organize the structure of technical documents
III. Write information that meets the needs of the audience
IV. Write so that users can easily find and understand information
V. Use page elements such as tables, lists, and headings appropriately
VI. Edit and proofread to produce documents without grammar or typographical errors

Technical writers interpret the thoughts and ideas of engineers, programmers, and marketing managers by translating complex concepts and procedures into simple English. As a technical writer, you are a technical "interpreter" since you must:

I. Know two "languages" intimately and understand their cultures. If you don't understand computers, computer jargon, and the culture of computer programers, you can never understand a complex computer application well enough to explain it. If you don't know the things that challenge novice computer users, you can't effectively explain tasks like installation or configuration.

II. Be accurate since mistakes can be costly or even dangerous. You don't want to miss a step when writing emergency procedures for a nuclear reactor.

III. Understand the audience. If you can't understand the audience and interpret their needs, you will never produce the document they need or want.

> **Computer skills**

In addition to writing skills, technical writers should have solid computer skills. Technical writers should have basic knowledge of using applications that are typically used in a technical writing environment. Popular applications include Microsoft Office, Adobe Framemaker, Robo Help, Madcap Flare, Adobe Photoshop, Snagit, HTML editors, and XML editors. You don't need to be an expert in all of these applications, but you should have a basic ability to use software applications to write technical content.

- **Unit V**
> **Scope**

Technical writing is not limited to user manuals. Technical writers may be called on to produce different types of technical documents. These technical documents have many similar features and requirements, but some documents, such as websites, have more specific requirements.

Technical writers produce documents that include:

> User manuals
> Quick reference guides
> Proposals
> Annual or quarterly reports
> Newsletters
> White papers
> Marketing documents
> Websites
> Training materials
> Simulations
> Online help
> User assistance (FAQs)

Books for Reference
Donald C. Samson Jr. : Editing Technical Writing
Gordon H. Mills & John A Walter : Technical Writing
McGehee Brad : The complete Guide to Writing Software User Manuals

Patricia A. Robinson : Fundamentals of Technical Writing
Peter J MGuire and Sara M. Putzell : A Guide to Technical Writing
Robert W Bly and Gary Blake : Technical Writing : Structure, Standard and Style
Susan Grimm : How to Write Computer Documentation for Users

❖ BMC 08 : CREATING WRITING

- **Unit I**

Introduction to Creative Writing:
Forms, Styles, How to build creative writing skills

- **Unit II**

Introduction to Indian Literature:
Introduction of Indian Writers in English Literature & their Important Work
1. Vikram Seth, 2. Chetan Bhagat, 3. Rashmi Bansal, 4. Jhumpa Lahiri
5. R. K. Narayan

- **Unit III**

Introduction to Novella / Short Story : Novella / Short Story as a Genre, Historical
Background, Introduction to the short stories by
1. Sadat Hasan Manto,
2. 2. Gangadhar Gadgil,
3. 3. Khushwant Singh

- **Unit IV**

Understanding Characteristics of Poetry & Drama
Poetry-
1. Rabindranath Tagore
2. Keki N. Daruwala,
3. HarvanshRaiBacchan
4. Gulzhar,5. Parsoon Joshi
Drama- AsgharWajahat, DharmavirBharati, Salim Khan. Javed Akhtar.

- **Unit V**

Indian Literature: Critical Appreciation of Any of the Genres 62 Explanation on 2 contemporary short stories may be analyzed, which will enable the student to attempt to write short stories,

Story Writing As a Genre : Theme, Plot, Character, Point of View, Setting, Tone & Symbolism. Scripting, Screenplay &Dialogue Writing, Writing Internet content,

Featuring 5 Short Film of different genres for students and giving them assignment related to the same.

Books for Reference

1. Marden, Orison: Hints for young Writers, N.Y: Thomas & Crowell Co.
2. Burack, A.S. (Ed) Boston: The Writen Handbook: The written INC, Boston
3. Geoffrey Ashe: The Art of Writing Made Simple
4. Hughes, Ted: Poetry in the Making
5. Bowles, Borden: Creative Writing
6. Boulton, Marjorie: The Anatomy of Drama
7. Burnett, Hallie: On Writing the Short Story Harper & Row
8. Dev, Anjana, AnnadhaMarwah, Swati Pal; Creative Writing a Beginner's Manual, New Delhi: Pearson Longman, 2009

❖ **BMC 09 : MEDIA MANAGEMENT**
- **UNIT I**
  o Types of ownership and their agendas
  o Ideal management structure to ensure free flow of information, informed comment and analysis for an ideal -newspaper or broadcast channel
  o Management role in ensuring editorial freedom.
  o Organisational structure, delegation of responsibilities and coordination between departments

- **UNIT II**

Financial management
  o Break up of expenditure for the year
  o Raw material costs, human resource inputs, various allocations 63
  o Fixed and variable costs
  o Unforeseen factors

Specialized training for skilled workers, HRD, advertising revenues, without compromising quality or commitment to high, professional standards.
Marketing strategies:
Meeting consumer demands without pandering to baser instincts.
Public relations, brand building
Identification with readers'/ viewers'
Eschew exaggeration or debasement of truth, honesty or professional integrity
Creation of goodwill, brand building Sales promotion.

Challenges of globalization, liberalization
Foreign Direct Investment [FDI]
Convergence

Cross – media ownership
Digital revolution and its impact on media
Commercialisation of media.

Legal aspects
The press and registration of Books Act 1867
Company Law as applicable to media

Case Studies
- o BBC
- o 'Sakaal, Maharashtra Times, Lokmat' and other new papers their marketing and development strategies
- o Organisational bodies: IENS, NRS, ILNA, ABC

Recommended books
-Ben Badgikian: Media Monopoly
-Rucket and Williams: Newspaper Orgranisation and management, IOWA State University Press,1974
-Nicholas Coleridge: The Paper Tigers
-P.K.Ravindranath: News media management, English Edition, Mumbai 2004

BMC 10 : TEAM PROJECT (SHORT FILM)

BMC 11 : INDIVISUAL PROJECT

BMC 12 : INTERNSHIP / ON JOB TRAINING

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