



Rayat Shikshan Sanstha's
Mahatma Phule Mahavidyalaya,
Pimpri ,Pune-17.

Proposed Syllabus For
B. Voc. (Mass Communication)
(For Third Year)

Submitted to
Savitribai Phule Pune University, Pune

Sponsored by
University Grant Commission

Under
National Skill Qualification Framework (NSQF)

To be implemented from
2020-21

**Rayat Shikshan Sanstha's
Mahatma Phule Mahavidyalaya, Pimpri, Pune-17.
Title of the Course: B. Voc. (Mass Communication)**

(To be implemented from Academic Year - 2018-2019)

Eligibility:

First Year B. Voc. (Diploma): A student who has passed the Higher Secondary School Certificate (10+2) in any stream or its equivalent examination.

Second Year B. Voc. (Advanced diploma): Keeping terms of First Year of B. Voc. And if they fulfill the eligibility conditions.

Third Year B. Voc. (Degree): Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.

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

Theory courses Paper I, II, III, IV, V and VI: Semester

Practical Course: Practical examination will be conducted

Marks Division

All Theory Subject

Maximum Marks: 100

(Internal Assessment: 50 Marks, Term End Theory Exam: 50 Marks)

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period

All Practical Subjects

Maximum Marks: 150

(Internal Assessment: 75 Marks, Term End Practical Exam: 75 Marks)

Credits: 6

Teaching Period: 2 /week

Teaching Load: 30 Practical/Semester (4 Period each)

**Syllabus for Third Year B. Voc. Mass Communication
Implemented for 2020-21**

Course structure:

B.Voc. is three year course with three theory and three practical courses in each semester. Each theory course will be of four credits and each credit is of 15 periods

Each practical course will be of six credits and each credit is of 15 periods each period is of one clock hour. In each practical course there will be one visit to the relevant industry/ institute. In addition to the regular practicals based on the theory course, special emphasis will be on communications and soft skills development of the students.

Standard of Passing

Theory Subject: Minimum 15 Marks in Internal + Minimum 15 Marks in Term End Exam But Total Require Marks for Passing 40 Out of 100

Practical Subject: Minimum 23 Marks in Internal + Minimum 23 Marks in Term End Exam But Total Require Marks for Passing 60 Out of 150

Third Year: Semester-V

Subj. Code	Subject Name	No. of Credits	Marks
Theory			
MC 501	Media Research	4	100
MC 502	Script Writing	4	100
MC 503	Basics of Advertising	4	100
Practical			
MC 504	Research Seminar	6	150
MC 505	Video Production	6	150
MC 506	Internship	6	150

Third Year: Semester-VI

Subj. Code	Subject Name	No. of Credits	Marks
Theory			
MC 601	Media Management, Laws & Ethics	4	100
MC 602	Current Affairs	4	100
MC 603	Media Society & Culture	4	100
Practical			
MC 604	Vocational Project- I	6	150
MC 605	Vocational Project- II	6	150
MC 606	Vocational Project- III	6	150

Third Year	Semester V
Media Research	
Practical	Subject Code: MC501
Maximum Marks: 100	Credits: 4
Teaching Period: 4/week	Teaching Load: 60 Theory Period/Semester

Objective: To understand the importance of Research, to study Research in Media, to go through the Research process.

Unit 1. Introduction to Research (Period- 15)

- What is research?
- Understanding search and research
- Scope of research
- Scientific enquiry

Unit 2. Types of Research (Period- 15)

- Quantitative research
- Qualitative research
- Survey research
- Case studies
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Unit 3. Research Design (Period- 15)

- Literature Review
- Data Collection
- Drafting Research Proposal

Unit 4. Data Analysis & Report Writing (Period- 15)

- Analyzing Data
- Approaches to data analysis
- Writing Research Report

Suggested Readings:

- Basics of Research by Ranjit Kumar.
- Mass Media Research by Wimmer and Dominic.
- Research Methods the basics by Nicholad Walliman.
- Qualitative Research by David Silverman.

Third Year		Semester V	
Script Writing			
Practical		Subject Code: MC502	
Maximum Marks: 100		Credits: 4	
Teaching Period: 4/week		Teaching Load: 60 Theory Period/Semester	

Objective: This course will give the basics understanding of script writing especially nonfiction productions like documentaries. It includes generating idea into script, styles. At the end of the course the student should able to understand the importance of writing script, procedures, styles and finally should able to write scripts for nonfiction production.

Unit 1. Introduction to Script Writing **(Period- 12)**

- The norms and practices of script-writing
- The fundamental principles of story-telling
- Character psychology
- The principles of action and dialogue writing, and
- How to use timing, pacing and characterization effectively

Unit 2. Script formats and their Styles **(Period- 12)**

- Scene headings,
- Parenthesis,
- Description,
- Scene transitions,
- Action, dialogue, light and sound

Unit 3. Elements of the script **(Period- 12)**

- The story premise,
- Theme,
- Plot,
- Character profiles,
- Scene design,
- Dialogue and key turning points

Unit 4. The basics of dramaturgy **(Period- 12)**

- The nature of conflict,
- How characters and plots drive each other,
- Escalating confrontation and
- A resolution delivering dramatic satisfaction
- The different genres of scripts and the entertaining elements

Unit 5. Genres could include action, children, comedy, and crime **(Period- 12)**

- drama, family, history, horror, romance, science fiction, teens, and thriller

Suggested Readings:

- The Complete book of Script Writing by Michael Straczynski

Third Year	Semester V
Basics of Advertising	
Practical	Subject Code: MC503
Maximum Marks: 100	Credits: 4
Teaching Period: 4/week	Teaching Load: 60 Theory Period/Semester

Objective: To understand Advertising Industry, to write for Advertising and Branding, To create Advertising for various products.

Unit 1. Introduction of Advertising **(Period- 15)**

- Origin and History of Advertising
- Classified Ads., Creative Process, Copy Writing
- Product Research, Different Media of Advertising
- Types of Advertising, Tagline, Brand, Campaign,
- Audience, Marketing Mix.

Unit 2. Indian Scenario of Ad Industry **(Period- 15)**

- Creative Ads. Copy Writing for Ads.
- Structure, Emerging Areas of Growth, Shifting Patterns of Consumption
- Factors that affect Marketing and Advertising

Unit 3. Ad Agency Management **(Period- 15)**

- Various Specialized Department in an Ad.
- Agency: (Account. Planning, Account Servicing,
- Creative, Media Planning HRD)
- Client related issues and the process, Business Development

Unit 4. Branding **(Period- 15)**

- Brand and Product, Brand Management
- Brand Attributes and Audience Psychology
- Brand Personality, Marketing
- Case Studies (Mass Media and Digital)

Suggested Readings:

- Advertising Basics by J. Vilanilam.
- Basics of Advertising Copywriting by Rob Bowdery.
- Pandemonium by Piyush Pande.
- Basics of Marketing by Sheehan.

Third Year	Semester V
Research Seminar	
Practical	Subject Code: MC504
Maximum Marks: 150	Credits: 6
Teaching Period: 6/week	Teaching Load: 90 Theory Period/Semester

Objective: To understand the importance of Research, to study Research in Media, to go through the Research process.

Unit 1. Media Survey Report **(Period- 30)**

- Media Coverage
- Secondary data
- Framing research

Unit 2. Data Collection Exercises **(Period- 30)**

- Primary data collection
- Secondary data collection
- Data Display
- Data Classification

Unit 3. Report Writing **(Period- 30)**

- Report Design
- Chapters of Report
- References and Bibliography

Suggested Readings:

- Basics of Research by Ranjit Kumar.
- Mass Media Research by Wimmer and Dominic.
- Research Methods the basics by Nicholad Walliman.
- Qualitative Research by David Silverman.

Third Year		Semester V	
Video Production			
Practical		Subject Code: MC505	
Maximum Marks: 150		Credits: 6	
Teaching Period: 6/week		Teaching Load: 90 Theory Period/Semester	

Objective:

Unit 1. Basics of Video Production (Period- 30)

- Image Making, Camera Operations, Compositions, Camera Movements, Visual Techniques
- Pre-production
- Production Design - I (Pre-Production)

Unit 2. Production (Period- 30)

- Single Camera Shooting Techniques, Art Direction, Setups, Casting, Indoor and Outdoor Shooting
- Production Design - II (Production)

Unit 3. Post Production (Period- 30)

- Video Editing, Sound, Voice Over and Background Music, Titles and Subtitles Video Formatting
- Production Design - III (Post-Production)

Suggested Readings:

- Monaco, J. (1981). How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
- Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
- Burrows, T. D., & Wood, D. N. (1986). Television production: Disciplines and techniques. Dubuque, Iowa: W.C. Brown.
- White, G. (1982). Video techniques. London: Newnes Technical Books
- Peter. Combs and John Tiffin(1978). TV production for Education.Focal Press.196 pages.

Third Year	Semester V
Internship	
Practical	Subject Code: MC506
Maximum Marks: 150	Credits: 6
Teaching Period: 6/week	Teaching Load: 90 Theory Period/Semester

Objective: Develop and improve skills in communication, technology, and teamwork. Observe and participate in operations and decision-making of media house. Meet professional role models and potential mentors who can provide guidance, feedback, and support. Expand network of professional relationships and contacts.

Norms of internship are as follows:

It should be done before end of Sem. V in any Media organization for minimum 60 days (240 hrs.).

Students may work in two different types of organization min 30 days each.

After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proof of work done, and evaluation report duly signed by relevant authority in the respective organization.

Third Year		Semester V	
Media Management, Laws & Ethics			
Practical		Subject Code: MC 601	
Maximum Marks: 100		Credits: 4	
Teaching Period: 4/week		Teaching Load: 60 Theory Period/Semester	

Objective: To study the general knowledge of basic concepts, models, and theories relevant to the scientific study of human communication and the mass media. Understand the role of communication and the media in the shaping and development of culture and society. To understand the role of the media in the lives of individuals.

Unit 1. Contemporary media scenario (Period- 30)

- Proliferation of Media in India, digital technology,
 - Fast moving media market, new technology, convergence and its effect on consumer behavior and potential of content. Striking a balance between business and ‘mission’.
- MJMC- Credit
- Point Pattern

Unit 2. What is Media management? (Period- 12)

- Media unit as a corporate entity. Organizational structure of print, broadcast and social media.
- Different management functions- Editorial management, Business management, Human Resources Management and Technical Management.
- Ownership of media houses: Types of ownership: proprietary, family-owned, run by trust, cross-media ownership, media chains. Role of Managing Director. Editorial Board and Editorial Policy,
- Role of Managing Editor.

Unit 3. Economics of Print and electronic media (Period- 12)

- Management, business, legal and financial aspects of media management. Revenue generation strategy.
- Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, competition and survival, evolving a strategy; and plan of action, operations, production schedule and process, evaluation, and PR for building and sustaining business and audience.

Unit 4. Constitution of India (Period- 12)

- Fundamental rights, freedom of speech and expression; and their limits.
- Directive principles of state policy; provisions of declaring emergency and its effects on media.
- Provisions for amending the constitution. Provisions for legislature reporting; parliamentary privileges and media.
- Media and public interest litigation. The Press Council Act 1985-provisions, scope etc.

Unit 5. Media Laws (Period- 12)

- History of press laws in India- Contempt of Courts Act 1971- civil and criminal law of defamation.

- Relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity; Official Secrets
- Act, 1923, vis-à-vis Right to Information Act. Press and Registration of Books Act, 1867.
- Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; -Cinematograph Act, 1953; Prasar Bharati Act; WTO agreement and Intellectual Property Right legislations, including Copyright Act, Trade
- Marks Act and Patent Act. IT Act- information technology, convergence. Nature of Cyber
- Crimes. Legislations including cyber laws and Cable Television Act. Relations with society, clients and audiences
- Professional views, dilemmas and conflicts

Suggested Readings:

- Basu, D. D., Law of the Press in India, Prentice Hall of India, 2003.
- • Media Ethics: Truth, Fairness and Objectivity, Paranjay Guha Thakurta, OUP, India.
- • Television in India - Satellites, Politics and Cultural Change, Nalin Mehta.
- • Press Laws and Media Ethics, Anil K. Dixit, Reference Press, Delhi, 2006.

Third Year		Semester V	
Current Affairs- World, India, Maharashtra			
Practical		Subject Code: MC602	
Maximum Marks: 100		Credits: 4	
Teaching Period: 4/week		Teaching Load: 60 Theory Period/Semester	

Objective: Keep the students up to date information. To prepare the students for tomorrow. To develop insight into the democratic process. To prepare the alert citizen. To develop interested, attitude and skillfully students. To develop abroad mental horizon. To prepare students for better social living.

Unit 1. Economical scenario of world (Period- 7)

- Current global economic situation
- World economic situation and prospect
- Economy reports and surveys
- Current news on economic scenario

Unit 2. Economical scenario of India and Maharashtra (Period- 7)

- Indian economic growth rate and statistics,
- Information About Maharashtra: Industries, Exports, Aguricultuar
- Economy survey of Maharashtra.

Unit 3. Political scenario of world (Period- 7)

- World Politics Review
- Latest news on political scenario
- Global political issues

Unit 4. Political scenario of India and Maharashtra (Period- 7)

- Politics of India,
- Present political condition.
- Politics of Maharashtra
- Latest news on India and Maharashtra politics.

Unit 5. Regional issues in India (Period- 7)

- Shaming, Intolerance – Everything From Religion And Art To Personal Choices,
- Air, Sound and Water Pollution, Hygiene And Sanitation, Women’s Safety, Poverty in India
- Population Stabilization, Climate Change, Renewable Energy – Solar Energy
- A Terrible Mistake: Equating “Dharma” with “Religion, disparities in India and
- Human development.

Unit 6. Social issues in India and Maharashtra (Period- 7)

- Social Problems: Conceptual understanding, Illiteracy, Poverty,
- Unemployment and Population Growth. Child Abuse,
- Child Labour and Violence against Women.

- Casteism, Communalism, Regionalism and Language Conflicts. Crime, Criminal, Criminology and Juvenile Delinquency. Alcoholism, Drug Abuse and Corruption.

Unit 7. Agricultural issues in India and Maharashtra

(Period- 7)

- Small and fragmented land-holdings, Seeds, Manures,
- Fertilizers and Biocides, Irrigation, Lack of mechanization,
- Soil erosion, inadequate storage facilities,
- Inadequate transport, Scarcity of capital.

Unit 8. Security issues of India, Terrorism, Nasalized movements

(Period- 7)

- Traditional and Nontraditional issues.
- History of Terrorism, Foreign terrorist originations,
- Terrorism in India, Terror group in India, Naxial movement in India, Maoist,
- Naxalism: grounds, ideology and power.

Suggested Readings:

- Current affairs magazines India today
- Frontline
- The Caravan
- Economical and Political weekly Daily Newspapers.

Third Year	Semester V
Media Society & Culture	
Practical	Subject Code: MC603
Maximum Marks: 100	Credits: 4
Teaching Period: 4/week	Teaching Load: 60 Theory Period/Semester

Objective: To study the general knowledge of basic concepts, models, and theories relevant to the scientific study of human communication and the mass media. Understand the role of communication and the media in the shaping and development of culture and society. To understand the role of the media in the lives of individuals.

Unit 1. The Framework of Discussion about Mass Communication (Period- 8)

- The process of mass communication
- Various issues in popular and academic discussions.
- Academic origin and concerns
- Culture, Technology, Economy, Power and Effects
- Media as an important social institution

Unit 2. The Rise of Mass Communication (Period- 8)

- Modernity and mass communication
- The concept of „mass“
- Characteristics of mass communication
- Development of media technologies
- Mass communication without modernity and media

Unit 3. Ideas, Issues and Perspectives (Period- 8)

- The functionalist and normative issues
- The political-economic perspectives
- Marxist view and the concept of cultural hegemony
- Information society perspective and technological influence
- Paradigm of study- Dominant and Alternative

Unit 4. Media Structure and Institution (Period- 8)

- Features of media economy
- Competition and concentration
- Ownership and control
- Policy issues: Freedom, Regulation, Protection, Diversity
- Public interest, economic pressures and cultural issues

Unit 5. Media Organizations in its Context (Period- 8)

- Organization- forms and goals
- Pressure groups and dynamics of interests
- Content: Freedom and gate-keeping
- Relations with society, clients and audiences
- Professional views, dilemmas and conflicts

Unit 6. Media Content**(Period- 8)**

- Content production- cultural production
- Standardization and Genres
- Issues- Bias, Representation, Commercialization
- Aesthetic of mass art
- Ideologies- modernity and post-modernity

Unit 7. Mass Audience**(Period- 8)**

- Centrality of audiences in communication discourse
- Locating audiences- society, media, content etc.
- Three tradition of audience studies
- Audience behavior- Uses and gratification
- Need to reach, know and measure audiences Unit

Unit 8. Media Effects**(Period- 8)**

- The premise of the central concern
- Campaign and propaganda- the case of politics
- Phases of effect discourses
- Agenda setting, Cultivation, Diffusion
- Ideology and Effects

Suggested Readings:

- Mass Communication Theory- McQuail Denis (Sage Publication)
- Questioning the Media: Downing John et al (Sage Publication)
- Mass Communication in India- Kumar Keval (Jaico Publication)
- The Audiences and Its Landscape- Hay James et al (Westview Press)
- Desperately Seeking the Audiences- Ang Ien (Routledge Publications)

Third Year	Semester VI
Vocational Project- I	
Practical	Subject Code: MC604
Maximum Marks: 150	Credits: 6
Teaching Period: 6/week	Teaching Load: 90 Theory Period/Semester

Audio Visual Production

Objective: To acquire a basic knowledge about the main events and messages that shape current audiovisual systems, as well as about the visual and sound representations that modern society recognizes, and the ways in which they can be linked to create audiovisual messages.

This project can be done in a group. There should not be less than 2 and more than 4 members in a group. Student can produce Fiction, Non-Fiction Audio Visual content. Duration of the content should not be more than 10 minutes including start and end titles.

Student should communicate with the respective teacher regarding pre-production process. (Story and Script)

After finalizing the script, the group can start shooting by giving all the details in a written File with the Shoot Schedule. Pre-Production process will be evaluated for maximum 100 Marks.

The final project will be evaluated for 200 Marks. Official 24 Hours (from 8.00. a.m. to 5.00. p.m.) will be given for actual Shooting - Production.

Group should inform about their timings in advance and confirm or book the time slots. Official 16 - 24 Hours (from 8.00. a.m. to 5.00. p.m.) will be given for editing. (Post-Production)

Group should inform about their timings in advance and confirm or book the time slots. Submit the Final Copy in DVD Format (.mov)

Third Year	Semester VI
Vocational Project- II	
Practical	Subject Code: MC605
Maximum Marks: 150	Credits: 6
Teaching Period: 6/week	Teaching Load: 90 Theory Period/Semester

Mini Dissertation

Objective: To acquire the basic knowledge of dissertation. To know the all elements related to dissertation. To get the actual knowledge data collection, research tool and other elements of the dissertation.

Every student has to work on a research project under the supervision of a faculty member. The research must be about journalism or mass communication. A written dissertation, of 8000-10000 words must be submitted by the end of the semester. The written dissertation has to be evaluated by the research guide and External Examiner, appointed by University of Pune for 30 marks each. Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks out of 20 each for the viva-voce.

Third Year	Semester VI
Vocational Project- III	
Practical	Subject Code: MC606
Maximum Marks: 150	Credits: 6
Teaching Period: 6/week	Teaching Load: 90 Theory Period/Semester

In-depth Reporting

Objective: To study to go beyond the basic facts related to an event and provide more in-depth news coverage. To find a deeper reality, to answer questions that may never have been raised before, or at least have never been answered satisfactorily.

Every student has to work on a research project under the supervision of a faculty member. The research must be about journalism or mass communication. A written dissertation, of 8000-10000 words must be submitted by the end of the semester. The written dissertation has to be evaluated by the research guide and External Examiner, appointed by University of Pune for 30 marks each. Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks out of 20 each for the viva-voce.