

MES ABASAHEB GARWARE COLLEGE (AUTONOMOUS)

S.Y B.VOC MASS COMMUNICATION

S.Y B.VOC MEDIA CONVERGENCES

Faculty:-Interdisciplinary Studies

Subject: - MASS COMMUNICATION AND JOURNALISM

Structure and syllabus of- Sem. III and IV to be run from AY 2023-24

SEMESTER-III (CREDITS 30)

NO.	TITLE	CREDITS	MARKS		
			INTERNALS	EXAM	TOTAL
	<u>GENERAL EDUCATION</u>				
UAMC-231	NATIONAL AND INTERNATIONAL AFFAIRS - I	04	50	50	100
UAMC-232	ADVERTISING	04	50	50	100
UAMC-233	PUBLIC RELATION	04	50	50	100
	<u>SKILL COMPONENT</u>				
UAMC-234	AUDIO VIDEO EDITING	06	100	50	150
UAMC-235	COPY WRITING & DESIGN IN ADVERTISING	06	100	50	150
UAMC-236	SOFT SKILLS & BASICS OF EVENT MANAGEMENT	06	100	50	150
	TOTAL CREDITS	30			TOTAL:750

SEMESTER 4: (CREDITS 30)

NO.	TITLE	CREDITS		MARKS	
		THEORY	INTERNALS	EXAM	TOTAL
	<u>GENERAL EDUCATION</u>				
UAMC-241	NATIONAL AND INTERNATIONAL AFFAIRS - II	04	50	50	100
UAMC-242	INTRODUCTION TO PRINTING & PUBLICATION	04	50	50	100
UAMC-243	MEDIA ETHICS & LAWS	04	50	50	100
	<u>SKILL COMPONENT</u>				
UAMC-244	TV / R J ANCHORING SKILLS	06	100	50	150
UAMC-245	BASICS OF PRINT TECHNOLOGY & DIGITAL PLATFORMS	06	100	50	150
UAMC-246	Project/ ON JOB TRAINING	06	150		150
	TOTAL CREDITS	30			TOTAL : 750

UAMC-231
NATIONAL AND INTERNATIONAL AFFAIRS - 1

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

**UAMC-232
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

**UAMC-233
PUBLIC RELATION**

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. Wilcoxe & Glen T Public Relations, Pearson, New Delhi Cameron

UAMCP-234
BASICS OF AUDIO VIDEO EDITING

UNIT-I

Storytelling : what is story telling, 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 softwares 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 co-ordination, Planning with virtual studios, animation & graphics and archival inputs.

UAMCP-235
COPY WRITING & DESIGN IN ADVERTISING

Writing ad 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

- Head lines
- 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

UAMCP-236
SOFT SKILLS & BASICS OF 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 abovecomponents 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

**UAMC-241
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 secessionism, Elections in India: understanding election process, opinion and exit polls, landmarks in electoral process – 52, 77,89 elections.

**UAMC-242
INTRODUCTION TO PRINTING &
PUBLICATION**

UNIT - I

What is publication, History 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 tentative chapterization 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, challenge of online business to traditional counter sale. art of Translating books, best seller books. types of books like autobiography, Poems, fiction, nonfiction, informative, cookerie etc. catalogue, 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 sahitya 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

**UAMC-243
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-the-record. 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

UAMCP-244
TV / R J 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.

UAMCP-245
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

UAMCP-246
Project/ 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.