



**MAHARASHTRA EDUCATION SOCIETY
ABASAHEB GARWARE COLLEGE
(AUTONOMOUS)
(AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY)**

**T.Y. B.Voc Mass Communication
(Faculty of Humanities)**

SYLLABI UNDER AUTONOMY

**T.Y. B.Voc
Media Convergence**

**Choice Based Credit System Syllabus
To be implemented from Academic Year 2024-2025**

Structure and syllabus of- Sem. V and VI to be run from AY 2024-25

SEMESTER 5: (CREDITS 30)

NO.	TITLE	CREDITS	MARKS			NOS
		THRORY	INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
UAMC 501	INTRODUCTION TO FILMS	04	50	50	100	
UAMC 502	SHORT FILM AND DOCUMENTARY MAKING	04	50	50	100	
UAMC 503	INTRODUCTION TO THEATRE & CRAFT	04	50	50	100	
	<u>SKILL COMPONENT</u>					
UAMC 504	INTRODUCTION TO CINEMATOGRAPHY	06	100	50	150	1) MES / N 0601 (Determine Visual Style and Prepare Shoot Plan) 2) MES / N 0602 (Carry out Location Recess and Finalise Locations)
UAMC 505	TRENDS IN SOCIAL MEDIA	06	100	50	150	
UAMC 506	NEW MEDIA	06	100	50	150	1) MES/ N 0702 (Conceptualise Creative Ideas for Production) 2) MES/ N 0709 (Coordinate Production Activities)
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 6: (CREDITS 30)

NO.	TITLE	CREDITS	MARKS			NOS
		THEORY	INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
UAMC 601	INTRODUCTION TO TECHNICAL WRITING & INSTRUCTIONAL DESIGN	04	50	50	100	
UAMC 602	DATA JOURNALISM	04	50	50	100	
UAMC 603	MEDIA MANAGEMENT	04	50	50	100	
	<u>SKILL COMPONENT</u>					
UAMC 604	COMMUNITY FIELD PROJECT	06	100	50	150	
UAMC 605	DISSERTATION/ IN-DEPTH REPORTING	06	100	50	150	
UAMC 606	INTERNSHIP/ ON JOB TRAINING	06	150		150	
TOTAL CREDITS		30			TOTAL: 750	

INTRODUCTION TO FILMS

COURSE CODE UAMC 501

CREDITS 4

Unit I

Film and Entertainment An 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.

What is the news here?

Why should readers care?

What does this mean to the audience?

What question the reader will have?

Unit V

Electronic field production, etc., basic production elements required:

- (1) Camera,
- (2) Lighting,
- (3) Audio,
- (4) Switching,
- (5) Videotape Recording,
- (6) Tapeless system
- (7) Post production editing, and
- (8) Special effects.

SHORT FILM MAKING

COURSE CODE UAMC 502

CREDITS 4

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 servicing executive. Contribution by Lighting-Lenses-VFX-RR-

Compositing 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, 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-viral-

marketing 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 needs of

TV/Film/Web/Mobile audiences, Optimizing resources, Deciding on the right

pitch- Thinking out of the box. Intrapersonal communication skills.

INTRODUCTION TO THEATER & CRAFT**COURSE CODE UAMC 503****CREDITS 4****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 improvisation

Improvisation and mime, improvisation and scenario improvisation and interpretation, improvisation and suggestions.

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, Elizabethan 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. Theatres of Independence Drama by Aprna Bhargava
2. Art of History by Marlyin Stokstad
3. History of India Theatre by M. L. Vardpande
4. International Encyclopaedia of Dance by Janne Cohen

INTRODUCTION TO CINEMATOGRAPHY

COURSE CODE UAMC 504

CREDITS 6

Unit I

Introduction to Cinematography & Understanding a Frame:

Shooting a good Still picture, Composition-Framing, Understanding & Use of colour, 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, Jimmy Gop, Pull 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 video- PAL, NTSC, "Time Code" in Video Recording, Film Stock and Processing **practical** 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.

TRENDS IN SOCIAL MEDIA

COURSE CODE UAMC 505

CREDITS 6

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

NEW MEDIA

COURSE CODE UAMC 506**CREDITS 6****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, Multi- medality and interactivity, Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online communication today

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

SEMESTER VI
INTRODUCTION TO TECHNICAL WRITING & INSTRUCTIONAL DESIGN

COURSE CODE UAMC 607

CREDITS 4

Unit I Concept

Providing information to users who need assistance to accomplish a defined goal or task is called as Technical communication or technical 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 of product 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:

- Information design
- Technical writing
- Technical editing
- Instructional design
- User experience design
- Document design
- Training design
- Marketing
- Web design

Unit IV Skills

- Determine the needs of the audience

- Organize the structure of technical documents
 - Write information that meets the needs of the audience
 - Write so that users can easily find and understand information
 - Use page elements such as tables, lists, and headings appropriately
 - 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:
- Know two “languages” intimately and understand their cultures. If you don’t understand computers, computer jargon, and the culture of computer programmers, 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.
 - 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.
 - 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 Frame maker, RoboHelp, 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:

Unit 1

- User manuals
- Quick reference guides
- Proposals

Unit 2

- Annual or quarterly reports
- Newsletters
- White papers

Unit 3

- Marketing documents
- Websites
- Training materials

Unit 4

- 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 M Guire 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.

Creative writing

COURSE CODE UAMC 608

CREDITS 4

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. Gangadhar Gadgil, 3. Khushwant Singh

Unit IV

Understanding Characteristics of Poetry & Drama Poetry-

1. Rabindranath Tagore, 2. Keki N. Daruwala, 3. Harvansh Rai Bacchan
4. Gulzar, 5. Parsoon Joshi

Drama- Asghar Wajahat, Dharmavir Bharati, Salim Khan. Javed Akhtar

Unit V

Explanation on 2 contemporary short stories may be analysed, 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 Written 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

MEDIA MANAGEMENT

COURSE CODE UAMC 609

CREDITS 4

UNIT I

- Types of ownership and their agendas
- Ideal management structure to ensure free flow of information, informed comment and analysis for an ideal -newspaper or broadcast channel
- Management role in ensuring editorial freedom.
- Organisational structure, delegation of responsibilities and coordination between departments

UNIT II

Financial management

- Break up of expenditure for the year
- Raw material costs, human resource inputs, various allocations
- Fixed and variable costs
- 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

-BBC

-‘Sakaal, Maharashtra Times, Lokmat’ and other new papers their marketing and development strategies

-Organisational bodies: IENS, NRS, ILNA, ABC

Recommended books

-Ben Badgikian: Media Monopoly

-Rucket and Williams: Newspaper Organisation and management, IOWA State University Press,1974

-Nicholas Coleridge: The Paper Tigers

-P.K.Ravindranath: News media management, English Edition, Mumbai 2004

COMMUNITY FIELD PROJECT

COURSE CODE UAMC 604

CREDITS 6

Students need to intern in any NGO or social work projects under the faculty guidance for 15 days and prepare a report on the same.

Dissertation / In-Depth Reporting

COURSE CODE UAMC 605

CREDITS 6

Students need to make dissertation/in -depth report of his or her choice on any topic of choice under the guidance of faculty.

INTERNSHIP/ON JOB TRAINING

COURSE CODE UAMC 606

CREDITS 6

Students need to work as an intern/ job for 30 days i.e. 120 hours, and submit an internship report.