

B. Voc. Journalism & Mass Communication Skills

Semester- IV

Name of Course : **SC 1 : Media and Cultural Studies**
Type : **SC (Skill Compulsory) / Thy**
NSQF Level :

Prerequisite of the Course : The requirement of this course is to provide a multicultural understanding to the students through Media's point of view.

Objectives of the Course :

1. To introduce the basic concepts of Culture and its Identity.
2. To develop an awareness about the cultural variations in communication styles.
3. To make students aware about the cultural shock and become more adaptable in intercultural interactions.

Syllabus of the Course :

Unit -I Understanding Culture

1. Meaning, nature and Characteristic of Culture
2. Characteristics of mass culture as popular culture, Mass culture as popular entertainment, Mass culture in India
3. Levels of culture in traditional and modern society
4. Communication and culture
5. The World of Mass Media, Mass Media and Cultural Change, Mass Media and Intercultural Communication, Convergence Culture

Unit – II Media Representation

1. Media as a text, News Genre, Signs in Media, Codes in Media
2. Verbal, Non-verbal Communication and Culture
3. Representation of Nation, Class, Caste and Gender issues in Media

Unit - III Media Sub culture

1. Sub-Culture of Media
2. Relation with mainstream culture
3. Digital Media Subculture
4. Social Media subculture

Unit-IV Culture and Media

1. Relationship Between Culture and Media.
2. Cultural Reporting.
3. Art and Culture of Rajasthan.
4. Impact of Media on culture.
5. Traditional Media of Rajasthan.

Suggested Readings :

Tony Schirato, Susan Yell	Communication and Culture, Sage Publication, New York
Raymond Williams	Culture and Society, Columbia University Press
Paul Hodkinson	Media, Culture and Society: An Introduction, Sage Publishing, London
सुधीश पचौरी	मीडिया: समकालीन सांस्कृतिक विमर्श, वाणी प्रकाशन, नई दिल्ली

Course Outcomes :

After the completion of the course, students will be able to;

- CO1: Students will learn about the basic components of culture and will become aware about their own cultural identity.
- CO2: Students will be aware about the relationship between culture and communication.
- CO3: Students will understand how categories of cultural values might underlie different behaviours.

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100

Name of Course : **SC 2 : Media Laws and Ethics**
Type : **SC (Skill Compulsory) / Thy**
NSQF Level :

Prerequisite of the Course : The prerequisite of this course is to make students sensible about ethical perspectives and to make them aware about Media Laws.

Objectives of the Course :

1. To make students aware about laws related to media
2. To improve their understanding about need for free press and challenges.
3. To let students know about media ethics

Syllabus of the Course :

Unit -I Constitutional Rights

1. Fundamental Rights : Concept and types
2. Fundamental Rights under the Constitution of India.
3. Freedom of Speech & Expression and its limitations
4. Fundamental Rights and Directive Principles of State Policy

Unit – II Media and Privacy and Ethics – Evolution and Principles

1. Concept of Ethics : Truth, fairness and objectivity
2. Journalistic Ethics
3. Privacy : Media's intrusion, Indian and International Laws
4. Sensationalism: Concept and Case studies (Sting Operations: Operation West End, Tehelka.com)
5. Yellow Journalism, Paparazzi and its Laws

Unit - III Regulatory Organisation and Media Self-Regulation

1. Press Ombudsman in India
2. Press Commissions : The First and Second Press Commission its Recommendations
3. Press Council of India: Complain Procedure, PCI and Principles of Media Broadcasting Services Regulation Bill, 2006
4. Media Self-regulation: Code of conduct of different organizations
5. Important Media Organizations : Objectives, administration and their functions [Editors' Guild of India, All India Newspaper Editors' Conference (AINEC), The Indian Newspaper Society (INS)]

Unit-IV Media laws related to print media in India

1. Press law in pre- Independence era : The Indian Press Act 1910
2. Press laws in post- Independence era
 - A The Press Objectionable Matters Act, 1951
 - B Delivery of Books and Newspapers (Public Libraries) Act, 1954
 - C The Parliamentary Proceedings (Protection of Publication) Act, 1956
 - D The Copyright Act 1957
 - E Press Council Act, 1965
 - F Contempt of Courts Act, 1971
 - G Press Council Act, 1978

Suggested Readings :

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|----------------------|---|
| MCJ Kagzi | The Constitution of India, Metropolitan Book Co., Delhi. |
| Soli J Sorabji | Law of Press Censorship in India. H.M. Tripathi Pvt. Ltd., Bombay. |
| Baddepudi | Indian Press Laws. Radhakrishnamurti, Indian Law House, Guntur. |
| A.G. Noorani, (Ed.). | Freedom of the Press in India. Nachiketa Publications Ltd., Bombay. |
| Dr. Ambrish Saxena | Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
Constitution of India (Article 19 (1) and 19 (2) 105,194)
The Law Dictionary. |

Course Outcomes :

After the completion of the course, students will be able to;

- CO1: They will know about laws related to Media
CO2: They will understand about basics of Media Ethics
CO3: They will learn about current ethical issues and challenges.

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100

Name of Course : **SC 3 : Introduction to Film Studies**

Type : **SC (Skill Compulsory) / Thy**

NSQF Level :

Prerequisite of the Course : The need of this course is to develop a range of understanding, knowledge and skills about Film genre.

Objectives of the Course :

1. To introduce Cinema as a medium of Mass Communication
2. To focus on important Trends and Genres
3. To make students familiar with major film figures
4. To provide an elementary knowledge of film appreciation
5. To inform about the milestones of Indian Cinema

Syllabus of the Course :

Unit -I Origin and Growth

1. Evolution of Cinema
2. Social and Economic Perspective
3. Understanding major Film Genres
4. Debates on Cinema : Realism, Auteur, Ideological
5. Eminent Figures of World Cinema

Unit – II Cinema In India

1. The Silent Era - Key Features and Personalities
2. The 'Talkies'- Advent of Sound, Studio System
3. Evolution of Independent Film Making
4. Popular Cinema, New Wave and 'Middle' Cinema
5. Major figures of Indian Cinema

Unit - III Contemporary Trends in Cinema

1. Contemporary Practices in Cinema
2. Diaspora Films, Multiplex Cinema
3. New Bollywood
4. Regional Cinema

Unit-IV Film & Media

1. Film Appreciation and Criticism
2. Character and Plot in Cinema
3. Writing Film Reviews
4. Censorship and Film bodies
5. Film Society Movement

Suggested Readings :

- Gokulsing, K. Moti and Dissanayake, Wimal Indian Popular Cinema (A Narrative of Cultural Change), Orient Longman Limited, New Delhi.
- Kazmi, Nikhat The Dream Merchants of Bollywood. UBS Publishers, New Delhi.
- Rangoonwala, Firoz. A Pictorial History of Indian Cinema. Hymlyn, London.
- Ebyg Nowel-Smith Oxford History of World-Cinema, Oxford Press
- Swati Kuk History of Indian Cinema, Sage Publications

Course Outcomes :

After the completion of the course, students will be able to;

- CO1: Students will understand the medium of Cinema
- CO2: Students will know about various genres
- CO3: Students will know about various trends
- CO4: They will develop the skills of film appreciation
- CO5: Students will know about important figures in World and Indian Cinema

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100

Name of Course : **SC 4 : Documentary Film Production**
Type : **SC (Skill Compulsory) / Thy**
NSQF Level :

Prerequisite of the Course : The prerequisite of this course is to provide an exposure about documentary films and to get them skilled to produce documentary films.

Objectives of the Course :

On completion of the course students should be able to:

1. To understand the concept of documentary filmmaking
2. To get skilled about documentary film writing
3. To be indulged in editing of documentary films
4. To be aware of the various concepts of film criticism

Syllabus of the Course :

Unit -I Understanding Documentary Film

1. Defining the documentary film
2. Types of documentary films
3. Purpose of documentary films
4. Developing ideas for documentary films
5. Developing the documentary outline.

Unit – II Documentary Film Production

1. Documentary film production methods
2. Documentary film production requirements
3. Writing the documentary film script
4. Production personnel for the documentary film
5. Getting set for a documentary film production

Unit - III Editing in Documentary Film Production

1. Meaning/definition of editing
2. Modes of editing
3. Functions of editing
4. Editing principles
5. Basic effects in editing of films

Unit-IV Performing Criticism of a Documentary Film

1. Understanding film criticism
2. Types of criticism
3. Functions of the film critic
4. Tips for film criticism
5. Writing the criticism: the three basic steps

Suggested Readings :

- Anunike, O. "Film criticism: Theory and Application" in V. Agbanu and C. Nwabueze (ed.) Readings in Mass Communication Issues Owerri: Topshelve publishers.
- Duruaka, A. A handbook on drama and theatre. Owerri: colon concept Ltd.
- Mgbejume, O. Dramatic TV, and Film Scriptwriting. Jos Redeemer House Publishers.
- Giulia Battaglia Documentary Film in India : An Anthropological History

Course Outcomes :

After the completion of the course, students will be able to;

- CO1: The student will be aware about documentary film genre.
- CO2: The media students will be able to make a documentary film.
- CO3: They will have an insight about documentary film criticism.

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100

Name of Course : **SC 5 : Environmental Studies**
Type : **SC (Skill Compulsory) / Thy**
NSQF Level :

Prerequisite of the Course : The very need of this course is to make students sensible and aware about various environmental issues.

Objectives of the Course :

On completion of the course students should be able to:

1. Have clarity on different environmental movements in India that took place in different parts of the nation and in different time periods;
2. Have brief understanding on various regulations and legal framework on environment in India;
3. Understanding the need for Environment Protection Act

Syllabus of the Course :

Unit -I The Environment

1. Nature and scope of Environmental Studies
2. Multidisciplinary Perspectives of Environmental Studies
3. Rules and Regulations of Environmental Studies and Public Awareness
4. Concept of the Environment
5. Types of Environments
6. Concept of Biosphere and Ecosystem
7. Why should we be Concerned about the Environment

Unit – II Environmental Pollution

1. Environmental Pollution-definition
2. Air Pollution
3. Water Pollution
4. Soil Pollution
5. Noise Pollution
6. Role of Individual in Prevention of Pollution

Unit - III Environmental Movements

1. Anthropology of Environmentalism
2. Environmental Movements in India
3. Environmental Movements; Few Case Studies : The Silent Valley Movement, Kerala, Chipko Movement, Uttarkhand, Narmada Bachao Andolan, Gujarat.
4. Environmental Legislation
5. Impact of the Environmental Movements

Unit-IV Environmental Protection Act

1. Water Act, 1974
2. Implementation Mechanism : Central Pollution Control Board, State Pollution Control Board, Joint Boards
3. Air Act, 1981
4. Implementation Mechanism : Central Pollution Control Board, State Pollution Control Board
5. Wild Life Protection Act, 1972
6. The Environmental Protection Act, 1986

Suggested Readings :

- Kothari, A., and S. Singh. The Narmada Valley Project: a critique. New delhi: Kalpavriksh.
- Rajendra Singh. Social Movements Old and New: A Post Modernist Critique. New Delhi: Sage Publications.
- Rangarajan, Mahesh., (ed) Environmental Issues in India, A Reader, Pearson, Longman, Delhi.
- Trivedi, I.V. and Ranu Jatana (ed). Impact of Environment. Jaipur: Rupa Books Pvt. Ltd.
- Center for Science and Environment. 1982. The state of India's Environment. New Delhi.
- P. C. Joshi & Namita Joshi A Text Book of Environmental Science, A. P. H. Pub.

Course Outcomes :

- CO1: The students will be aware of the need of environment protection.
- CO2: They will be well aware about various environment related social movements.
- CO3: They will have a depth of knowledge about environmental laws
- CO4: They will be aware about types and reasons of environmental pollutions to prevent it.

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100