

SYLLABUS : B. Voc. Semester – V

Name of Course : SC 1 : ADVERTISING AND PUBLIC RELATIONS
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Objectives of the Course :

On completion of the course students should be able to:

1. To define and explain advertising, its role and functions.
2. To identify various types of advertising.
3. To differentiate between advertising as a communication, marketing and PR tool.
4. To define PR and its functions
5. To differentiate between PR & Corporate Communication

Syllabus of the Course :

Unit -I	Introduction to Advertising	L- 15
	Introduction –Definition, Meaning concept, History & development of Advertising Types of Advertising Types of advertisement appeals Basics of Advertising copy writing &Visualization	
Unit - II	Advertising : Society, Ethics and Functions	L - 15
	Advertising and Society Ethics in Advertising Advertising Agency: Structure, Function & Type Writing Effective Radio, T.V & Web Copy Print copy writing process	
Unit - III	Introduction to Public Relations	L-15
	Public Relations: Introduction, Background, Definitions, concept, scope, Public Relations agency: Functions & Role Public relations in an organization: PR and Management, Relations with Chief executive, The entrepreneurial PR Difference between Public Relations- Propaganda, Publicity, Public Opinion,	
Unit-IV	Public Relations and its Activities	L-15
	Writing for PR: Press Release, Press note, Handout, Speech writing, background materials,	

Citizen charter of the organization, creative writing, report writing,
Agenda and Minutes of the meeting,
Scheduling and handling of press Conference: Press get-together, Press
Meet, Checklist of Press kit.
PR and Media Relations, Government relation, Crisis communication
Market Research

Suggested Readings :

- 1 Allen H, Frank E Walsh : Public relations practices
- 2 Anil Basu : Public relations: Problems and prospects with case studies
- 3 David Ogilvy-Ogilvy on Advertising-Prion Books Ltd (2007)
- 4 Sean Brierley, The Advertising Handbook
- 5 Iain MacRury-Advertising (Routledge Introductions to Media and Communications) - Routledge (2009)
- 6 Helen Katz The Media Handbook- A Complete Guide to Advertising Media Selection, Planning, Research, and Buying(Volume in Lea's Communication Series) 2003
- 7 (LEA's communication series) Krishnamurthy Sriramesh_ Dejan Vercic, The global public relations handbook: Theory, research, and practice-Routledge (2009)
- 8 Dennis L Wilcox, Glen T Cameron, Bryan H Reber-Public Relations_ Strategies and Tactics, Global Edition-Pearson Education Limited (2014)
- 9 Alison Theaker, The public relations handbook
- 10 William Dinan, David Miller-A Century of Spin: How Public Relations Became the Cutting Edge of Corporate Power (2007)
- 11 Jansampark aur vigyapan: Santosh Goyal, Sri Natraj Publications
- 12 Hindi vigyapanon ka samkaleen vimarsh: Shivnarayan, Sri Natraj Publications

Scheme of Exam :

Theory	Internal Assessment	Practical	Total
80	20	-	100

SYLLABUS : B. Voc. Semester – V

Name of Course : SC 2 : MULTIMEDIA JOURNALISM
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Objectives of the Course :

On completion of the course students should be able to:

1. Be familiar with the tools and resources used in multimedia production
2. Be familiar with the specifics of narration in a multimedia environment
3. Be able to combine audio and still photographs to create slideshows
4. Show mastery in recording, editing and distributing audio content online using podcasts

Syllabus of the Course :

Unit -I	INTRODUCTION AND OVERVIEW	L- 15
	Multimedia journalism- Taxonomy of terms Journalists' changing role His tory and Platforms for multimedia journalism Multimedia reporting tools	
Unit - II	AUDIO AND VIDEO JOURNALISM	L - 15
	Audio recording equipment and formats Audio storytelling techniques: What makes for good audio; definitions; examples of effective audio usage online. Importing and editing audio with Audacity and others Exporting Audio Audio Slideshows: Combining audio and still photographs using Soundslides software package Best practices for audio slideshows: Do's and don'ts Thinking about the viewer Captioning and titling Podcasting: easily distributing audio content online; definitions How to set up a podcast Hardware and Software for creating video reports Telling a story through moving pictures Writing to pictures Presentation skills Editing video to create effective packages: Using Adobe Premiere Pro to edit video Exporting a final video project Flash video encoding and embedding explained: What is Flash and why is it important for video? How to encode video using Flash software	

- How to embed a video onto a web page
 Streaming live video reports to your blog and website
- Unit - III CROSS-MEDIA CONVERGENCE AND DIGITAL ANIMATION L-15**
- What is cross-media convergence?
 How does convergence fit into multimedia story telling?
 Effects of convergence
 The Multimedia Newsroom
 Definition of basic concepts such as pre-production, production, postproduction, keyframing, in-betweens, character vs. effects animation
 Visualizing and animating brief story ideas
 Planning and producing animations
- Unit-IV PACKAGING THE MULTIMEDIA STORY AND ETHICS IN MULTIMEDIA JOURNALISM L-15**
- Conceptualizing multimedia story
 How to plan a story to incorporate several media in ways that are effective
 Storyboard development: Planning a multimedia project through the use of storyboarding - laying the story out visually
 Putting all the pieces together in one package
 How to bundle story pieces effectively
 Testing a package before launch
 Copyright and ownership
 Slander ; Privacy ; Manipulation of digital images, audio and video - what's right and what's wrong with this picture

Suggested Readings :

- 1 Bull, A. (2010). Multimedia journalism: A practical guide. London: Routledge
- 2 Garrand, T. (2006) Writing for multimedia and the web: A practical guide to content development for interactive media. Burlington, MA: Focal Press
- 3 McAdams, M. (2009). Reporter's guide to multimedia proficiency
- 4 Amobi, T. & McAdams, M. (2012). Multimedia journalism: Writing and producing content for online
- 5 Kovach, B. and Rosenstiel, T. (2001). The elements of journalism: What newspeople should know and the public should expect. New York: Three Rivers Press
- 6 Rosales, R. (2006). The elements of online journalism. New York: iUniverse Inc.

Scheme of Exam :

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SYLLABUS : B. Voc. Semester – V

Name of Course : SC 3 : MEDIA GENDER AND HUMAN RIGHTS
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Objectives of the Course :

On completion of the course students should be able to:

- 1 Reach a greater awareness of your own assumptions about the roles and abilities of women and girls;
- 2 Increase gender awareness among students and explain the reason for the concept of gender.
- 3 In most of the world, women's human rights are violated in the name of culture, religion, etc. realize the magnitude of the problems affecting the education of girls.

Syllabus of the Course :

Unit -I	Media and the social world	L- 15
	Media impact on individual and society Democratic Polity and mass media Media and Cultural Change Rural-Urban Divide in India: grass-roots media	
Unit - II	Gender	L - 15
	Conceptual Frameworks in Gender studies Feminist Theory History of Media and Gender debates in India (Case studies) Media and Gender - Theoretical concerns. Media and Masculinity Media: Power and Contestation	
Unit - III	Media: Power and Contestation Public Sphere and its critique	L-15
	“Public sphere” of the disempowered? Media and Social Difference: class, gender, race etc. Genres – Romance, Television , Soap Opera, Sports Presentation: a) Watch a Indian TV Soap Opera /reality show for a week and for representation of Family. b) Project on use of internet by the marginalized groups.	
Unit-IV	Media and Human Rights	L-15
	Human Rights- Theoretical perspectives, Critique Universal Declaration of Human Rights	

Human Rights and Media (Case Studies)

Presentation: Representation of Human Rights issues and violations in International and media

Suggested Readings :

- 1 Ninan, Sevanti, Headlines from the heartland: Reinventing the Hindi public sphere SAGE Publications Pvt Limited, 2007
- 2 Curran, James, "Rethinking mass communication "Cultural studies and communications London: Arnold (1996)
- 3 McQuail, Denis, Mass communication theory: An introduction Barcelona, 1991, 79-111
- 4 Berger, Arthur Asa, Media and society: A critical perspective, Rowman & Littlefield, 2012, Pg 9-21,167-180
- 5 Nichols, Joe& Price, John, Advanced Studies in Media, Thomes Nelson,1999, 42-55
- 6 Thirumal, P, and Gary Michael Tartakov, "India's Dalits search for a democratic opening in the digital divide "International Exploration of Technology Equity and the Digital Divide: Critical, Historical and Social Perspectives 2010
- 7 Rajagopal, Arvind, ed The Indian Public Sphere: Readings in Media History New Delhi: Oxford University Press, 2009
- 8 Rayner, Philip, Peter Wall, and Stephen Kruger, eds AS media studies: the essential introduction Psychology Press, 2004
- 9 Bannerjee, Menon & Priyameds Human Rights, gender and Environment, Pearson & Co 2010

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SYLLABUS : B. Voc. Semester – V

Name of Course : SC 4 : COMPUTER APPLICATION
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Objectives of the Course :

On completion of the course students should be able to:

- 1 the basic concepts about computer's origin and development;
- 2 functions of computer;
- 3 role & current applications of computer in various field.

Syllabus of the Course :

Unit -I	Introduction to computers	L- 15
	Definition classification and type of computers Computer hardware and software Memories, types of memories, storage devices Application of computer in various fields related to media: Print electronic and film etc.	
Unit - II	Introduction to operating systems	L - 15
	Introduction to operating systems: MS windows, Linux, MS DOS Introduction to designing and photo editing software: Coral draw & Photoshop Introduction to text formatting software: Page maker, MS word and InDesign Data processing, data representation and data organization	
Unit - III	Introduction to multimedia and animation	L-15
	Introduction to MS power point, Presentation manager Import and assembly of files software related to audio and video: cool edit, windows movie maker Desktop Publishing: Concept, Rules of DTP, Common Mistake while DTP	
Unit-IV	Introduction to online media and animation	L-15
	Introduction to Internet: Concept and development World Wide Web and Online media Tools and services on Internet Browsing the Internet Internet protocols, domain name systems, Internet functions: e-mail, searching and downloading information Security issue on internet	

Suggested Readings :

- 1 Quark Express for Beginners: BPB Publication
- 2 Adobe Photoshop: Prentice hall India
- 3 Adobe Photoshop-Creative Techniques: Vishnu Priya Singh:Asian Publication Delhi
- 4 Mastering DTP: Simone Mitchett: Macmillan Master Series London.
- 5 Information Technology-The Breaking Wave: Dennis P. Curtin, Kim Foley,Kunal Sen & Cathleen Morin: Tata Mc Graw -Hill New Delhi
- 6 Introduction to Information Technology: Chetna Srivastava

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SYLLABUS : B. Voc. Semester – V

Name of Course : SC 5 : FOLK MEDIA
Type : SC (Skill Compulsory) / Thy
NSQF Level :

Objectives of the Course :

On completion of the course students should be able to:

- 1 understand how folk media reflects societal concerns.
- 2 describe the scope and characteristics of folk media.
- 3 know the roots and type of folk art form.

Syllabus of the Course :

Unit -I	Introduction to Folk Media	L- 15
	Folk media: Meaning & definition Nature and Scope of Folk media Characteristics of folk media	
Unit - II	Types of Folk Media	L - 15
	Types of folk media: Dance, theatre & music Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra Folk music: Bengal, Gujarat & Maharashtra. Folk dance: Garba, Tamasha & Lavani	
Unit - III	Fairs & Festivals	L-15
	Types of Festivals: Seasonal & Cultural Importance of Fair & Festivals Features of Fairs	
Unit-IV	Many aspects of Folk Media	L-15
	Merits & demerits of folk media Influence of modern media (radio & TV) on folk media Folk media for promoting literacy, and social change.	

Suggested Readings :

- 1 Singer, Melton Traditions in India: Structure and Change, American Folk society, 1957
- 2 Doctor, Aspi and Farzana Chaze Mass communication- A Basic Study, Mumbai: Sheth Publisher, 8th Ed, 2004
- 3 Kumar, Keval Kumar Mass Communication in India, Mumbai, Jaico Publishers
- 4 Malik, Madhu Traditional Form of Communication and the Mass Media in



- India, Paris: Unesco
5 Parmar Shyam Traditional Folk Media in India New Delhi: Geka Books
1975

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