

## **B. Voc. in Journalism & Mass Communication Skills**

### **Semester- II (2020)**

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

#### **Prerequisite of the Course :**

The prerequisite of this course is to provide factual information about history of Print, Audio and Visual Media. Therefore, they can apply it in appropriate present context with clear conceptual understanding.

#### **Objectives of the Course :**

On completion of the course students should be able to:

1. Describe the history of Print Media.
2. Enumerate the historical moments of print in India
3. Identify and study Audio Media (Broadcast and Recorded Material)
4. Know about origin and growth of Broadcasting media (TV and Radio).
5. Study about History of Visual Media (TV and Film Media)

#### **Syllabus of the Course :**

##### **Unit -I History of Print Media**

1. Media and Modernity: Print Revolution , Telegraph, Morse Code
2. Yellow Journalism, Evolution of Press in United States, Great Britain and France
3. History of the Press in India
4. Colonial Period, National Freedom Movement
5. Gandhi and Ambedkar as Journalists and Communicators

##### **Unit – II Media in the Post Independence Era**

1. Emergency and Post Emergency Era

2. Changing Readership, Print Cultures, Language Press

**Unit - III      Audio Media**

1. Emergence of radio Technology
2. The coming of Gramophone
3. Early history of Radio in India
4. History of AIR: Evolution of AIR Programming
5. Penetration of radio in rural India-Case studies
6. Patterns of State Control; the Demand for Autonomy
7. FM: Radio Privatization
8. Music: Cassettes to the Internet

**Unit-IV      Visual Media**

1. The early years of Photography, Lithography and Cinema
2. From Silent Era to the talkies
3. Cinema in later decades
4. The coming of Television and the State's Development Agenda
5. Commercialization of Programming (1980s)
6. Invasion from the Skies: The Coming of Transnational Television (1990s)
7. Formation of Prasar Bharati

**Suggested Readings      :**

- |                                   |  |
|-----------------------------------|--|
| Parthasarthy<br>Rangaswami        | Journalism in India from the Earliest to the Present Day,<br>(Sterling Publishers, 1989).                            |
| Jeffrey, Robin                    | India's News Paper Revolution: Capitalism, Politics and the<br>Indian Language Press, (New Delhi, Oxford 2003)       |
| Chatterjee, P.C                   | Broadcasting in India page (New Delhi, Sage, 1991)   |
| Neurath P.                        | "Radio Farm Forum as a Tool of Change in Indian Villages,"<br>Economic Development of Cultural Change, vol 10, No. 3 |
| David Page and<br>William Crawley | Satellites Over South Asia, (Sage, 2001) Chapter 2,<br>chapter 8 and Chapter 9.                                      |

**Course Outcomes      :**

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

- CO1: Understand the relation between history and present of various media genres.
- CO2: Develop critical thinking about Indian Journalism in pluralistic society.
- CO3: Aware about Ethical codes of Journalism.
- CO4: Understand the Media system in global and social context.

**Scheme of Exam :**

<b>Theory</b>	<b>Internal Assessment</b>	<b>Practical</b>	<b>Total</b>
80	20	-	100

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

**Prerequisite of the Course :**

The requirement of this course is to have an in-depth information about various media organizations, therefore they can apply this knowledge for their own future media endeavors.

**Objectives of the Course :**

On completion of the course students should be able to:

1. Describe the principles and functions of media organizations
2. Enumerate leadership styles and behavioral patterns
3. Describe the structure and functions of media organizations
4. Explain the importance of revenue generation viz-viz various media

**Syllabus of the Course :**

**Unit -I            Press Council of India & International Bodies**

1.    Concept, Need, Roles and Objectives
2.    Press Council of India
3.    First Press Commission and its Recommendations
4.    Second Press Commission and its Recommendations
5.    International Bodies: IPI, UNESCO

**Unit – II            Media Regulatory bodies, Associations & Organisations**

1.    Broadcast Regulatory Bodies
2.    Media Organisations

**Unit - III            Government Information Systems**

1.    Government Information System
2.    State Government Information system

**Unit-IV            Media Support Services, Reference and Feedback**

Various Media Support Services

**Suggested Readings    :**

Ministry of Information & Broadcasting  
Annual Reports 2015-16.

Media: Problems and Prospects, published by National Media  
Centre, Delhi.

Ministry of Information & Broadcasting, Govt. of India, Mass  
Media in India 2008

Aggarwal, V.B. &    Handbook of Journalism and  
Gupta, V.S.            Mass Communication

Chatterji, P.C.        Indian Broadcasting.

Bhatt, S.C.            Broadcast Journalism.

**Course Outcomes :**

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

- CO1: Understand the principles, ethics and practices of the Media Organizations and their management.
- CO2: Develop a leadership skills and patterns to handle the organizations.
- CO3: Understand the making of the different policies and their functionality.
- CO4: Start their own Start-up.

**Scheme of Exam :**

<b>Theory</b>	<b>Internal Assessment</b>	<b>Practical</b>	<b>Total</b>
80	20	-	100

- Name of Course :** SC 3 : Editing
- Type :** SC (Skill Compulsory) / Thy
- NSQF Level :**

**Prerequisite of the Course :**

The prerequisite of this course is to inculcate the deep understanding of creativity and skill enhancement about writing and editing news material.

**Objectives of the Course :**

On completion of the course students should be able to:

1. Aware themselves with the nuances of writing.
2. Develop a sense of selection of 'News with Value'
3. Write correctly using proper grammar, vocabulary, syntax, spellings and punctuation.
4. List salient features of Writing Copies with emphasis on their styles.

## **Syllabus of the Course :**

### **Unit -I News Selection: News Value and Other Parameters**

1. Assignment desk
2. Adversities while selecting a news item
3. News Value and Newsworthiness
4. Other parameters in selection of news

### **Unit – II Handling a News Copy, Planning and Visualizing of News, Rewriting News Stories**

1. Helping reporters write their stories
2. Basics to keep in mind to ensure an error free copy
3. Planning and visualizing a story
4. Revise and rewriting at the editorial desk
5. Handy tools for the desk
6. Difference between Translation, Localization & Trans-creation
7. Difficulties in translation of newspaper articles
8. Trans-creation, Trans-creating in Copy-editing

### **Unit - III Headlines and Intro**

1. Writing Headlines
2. Traditional Rules in Writing Headlines
3. Fine points of Headline writing
4. How to Write a News Article: The Intro or Lead
5. Why write Good Story Leads and various types of leads

### **Unit-IV Style Book, Style Sheet**

1. How does a stylebook help in good copy editing
2. Style Book
3. How to set up a style sheet
4. Activity

5. What to include in a style sheet
6. The Importance of Style Sheets
7. Other factors to consider from a style book

**Suggested Readings :**

A.S.Hornby	Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.
Pal Rajenda and J.S Koriahalli	Essentials of English and Business Communication, S. Chand.
Robey, L Cora	New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
Neira Anjana Dev Anuradha Marwah and Swati Pal	Creative Writing A eginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
Thomas S. Kane	Oxford Essentials Guide To Writing
डॉ हरदेव बाहरी	हिन्दी-भाषा विज्ञान एवं शब्द मानकीकरण
डॉ हरिवंश तरुण	मानक हिन्दी व्याकरण और रचना

**Course Outcomes :**

- After the completion of the course, students will be able to;
- CO1: Learn the skill of writing and editing to inform and persuade.
- CO2: Effectively communicate through appropriate Media writings.
- CO3: Know about Vocabulary and Sentence formation skills.
- CO4: Get skilled about Style Book and Style Sheet.

**Scheme of Exam :**

Theory	Internal Assessment	Practical	Total
80	20	-	100

**Name of Course : SC 4 : Photography**

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

**Prerequisite of the Course :**

This course is designed to inculcate, shape and enhance their conceptual understanding and skills about Photography and Photo Journalism.

**Objectives of the Course :**

On completion of the course students should be able to:

1. Describe the concept of photography
2. Explain parts of film & digital camera, its functions and use of accessories
3. Describe lights and lighting application for indoor and outdoor
4. Explain steps and technology involved in editing a digital photograph.

**Syllabus of the Course :**

**Unit -I Introduction to Photography**

1. A brief History of Photography- Camera Obscura to the daguerreotype process
2. Technical history of photography: Persistence of Vision, Camera Obscura, Muybridge Experiment (Leaping horse).
3. The photographic process (The Silver Halide Photography Process)
4. A brief glimpse into the Dark Room Development of a Photograph
5. Modernization of Photography and its use in Mass Media

**Unit – II Understanding the mechanisms of Photography**

1. Types of photographic cameras and their structure (Pin-hole, SLR, TLR, D-SLR)
2. Lenses (types and their perspective/angle of view)
3. Aperture (f-stop & T-stop)
4. Shutters (Focal plane & Lens shutter)



5. Light meters (Incident, reflected & through Lens: Average, Centre weighted, Spot & Metrics) and FOCUS AND DEPTH OF FIELD

### **Unit - III      Understanding Light and Shadow**

1. Natural light and Artificial Light
2. The Nature of Light- Direct Light, Soft light, Hard light, Directional Light.
3. Brightness, Contrast, Mid tones, Highlights, Shadow and Silhouettes
4. Lighting equipment (Soft boxes, umbrellas, fresnels, Skimmers, reflectors,etc)
5. Three Point Lighting Technique and Metering for Light
6. Filters and Use of a Flash Unit

### **Unit-IV      Digital Photography and Editing**

1. Sensor Sizes , Formats and Storage
2. Introduction to Editing and Digital Manipulation
3. Brightness, Contrast, Mid tones, Highlights, Color tones
4. Basics of Photoshop
5. Photo editing software : (Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements, Photoshop CC (Creative Cloud)

### **Suggested Readings      :**

Susan Sontag	Camera Lucida: Reflections on Photography- Roland Barthes On Photography
Bresson	The Man, The Image & The World: A Retrospective- Henri Cartier
Michael Langford.	Basic Photography
Ashok Dilwali	All about Photography, National Book trust, New Delhi. 2010
O.P. Sharma	Practical photography, HPB/FC (14 March 2003).

### **Course Outcomes      :**

- After the completion of the course, students will be able to;
- CO1: Understand and handle the various kinds of Still Camera.
- CO2: Analyze and use of Light for both Indoor and Outdoor shoots.

CO3: Understand the different genre of the Photography.

**Scheme of Exam :**

<b>Theory</b>	<b>Internal Assessment</b>	<b>Practical</b>	<b>Total</b>
80	20	-	100

**Name of Course :** SC 5 : Communication Skill

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

**NSQF Level :**

**Prerequisite of the Course :**

It is needed to provide a brief idea to graduating media students about concept, meaning, types, skills and various dynamics of Communication. Therefore, this course must be taught in the beginning of the Graduation program.

**Objectives of the Course :**

On completion of the course students should be able to:

1. Explain the meaning of communication and why and how human beings communicate.
2. List and explain different types of communication.
3. Explain the importance of communication with others.
4. List the main elements of speech, reading and listening personality.

**Syllabus of the Course :**

**Unit -I Introduction to Communication**

1. Need for Effective Communication, Language and Communication

2. Non-verbal Communication : Forms, interpreting body language cues, effective use of body language.
3. Improving writing skills, essentials of good writing styles, expression and words to be avoided

**Unit – II                    Listening and Reading Skills**

1. Listening Process and purpose, Common barriers to listening
2. Measures to improve listening, listening as an important skill in work place
3. Reading skills : Purpose and types, techniques for effective reading

**Unit - III                    Presentation Skills**

1. Oral Presentation and Public Speaking Skills
2. Business Presentation – Purpose, Audience Locale, Steps in making presentation- Research and Planning- Structure and Style
3. Technology based Communication, Writing e-mails, Power Point Presentation

**Unit-IV                    Employment Communication : Resume & Job Interview**

1. Contents of good resume, guidelines for writing resume
2. Types of resume
3. Covering letters – Formats and different types of covering letters
4. Importance and factors involving Job interview
5. Characteristics of job interview, interview process
6. Techniques- Manners and etiquettes, common question during interview.

**Suggested Readings                    :**

Allan and Barbara Pease	The Definitive Book of Body Language, Munjal Publishing House
D.M. Silveira	Personal Growth Companion, Classic Publishing
Edward De Bono	How to Have a Beautiful Mind, Vermillion
Berlo, D.K.	The Process of Communication, New York : Halt Renhart and Winston, 1960.

Klapper, J.T.

The effects of Communications, New York Free Press,  
1960

**Course Outcomes :**

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

CO1: Communicate effectively verbally and non verbally.

CO2: Make them aware about various communication skills.

CO3: Understand social interactions to be social leader.

CO4: To inculcate reading, speaking and listening skills.

**Scheme of Exam :**

<b>Theory</b>	<b>Internal Assessment</b>	<b>Practical</b>	<b>Total</b>
80	20	-	100