

**CURRICULUM for B.Voc in  
Communication and Mass Media Production**

*The curriculum will be updated on regular basis in consultation with the Industry.*

S = Skill-based paper; E = Education-based paper

Students will undertake internship in vacations intervening Semesters IV & V.

## **Preamble**

This course is designed for students desirous of taking up careers in mass media. A thorough grounding will be provided in communication and journalism theories and mass media research. The syllabus is designed in such a way that the latest developments in the ever-changing media sector can be easily incorporated in classroom teaching. The programmes are specially designed to train students in the emerging fields of media, entertainment, corporate communication and advertising industry. Courses have been structured to equip aspiring students for various platforms such as Television, Radio, Film, Advertising, Public Relations, Corporate Communications, Event Management, Newspaper/Magazine and Digital Media.

## **Course Learning Outcome:**

The following learning outcomes are expected of each student graduating with a bachelor's degree in Communication and Mass Media Production:

1. Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards.
2. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
3. Demonstrate an understanding of key concepts of Mass Media with emphasis on historical perspective, theories and characteristics.
4. Acquire an understanding and skill of creating, producing and disseminating content according to different media platforms.
5. Understand the media research and importance of Analytics.
6. Knowledge about the receivers of the communication i.e. reader, viewer, listener and user.
7. Capability for program production including content creation, making, packaging and dissemination.
8. Demonstrate effective communication skills in writing, oral presentations with the effective knowledge of computer applications and digital technology.
9. Equip with creative, managerial and marketing skills with a good knowledge of legal framework

Paper Code	Paper Name	Credit
<b>Semester I : Introduction to Mass Communication</b>		
BVMC11(E )	Mass Communication: Principles, Ethics and Laws	6
BVMC12(S)	Computer applications and Social Media	6
BVMC13(E )	Introduction to Journalism	6
BVMC14(S )	Advertising and Public Relations	6
BVMC15(S )	Project Report -1	6
<b>TOTAL SEMESTER CREDITS</b>		<b>30</b>
<b>Semester II: Print Media Production</b>		
BVMC21(E )	Reporting and Editing for Print Media	6
BVMC22(E )	Language development and skill (Optional Paper) 1)English or 2)Hindi or 3)Punjabi	6
BVMC23(S )	Print Media Production	6
BVMC24(S )	Optional Paper - 1) Photography and Photo Journalism	6
BVMC25(S )	Optional Paper - 2) Lifestyle & Entertainment Journalism	6
BVMC26(S)	Project Report-2	6
<b>TOTAL SEMESTER CREDITS</b>		<b>30</b>
<b>Semester III: Radio Production</b>		
BVMC31(E)	History and Introduction to Radio	6
BVMC32(S)	Radio Programme Production and Anchoring	6
BVMC33(S)	Soft Skills & Personality Development	6
BVMC34(E)	Mass Communication Research and Analytics	6
BVMC35(S)	Project Report -3	6
<b>TOTAL</b>	<b>SEMESTER CREDITS</b>	<b>30</b>
<b>Semester IV: TV Production</b>		
BVMC41(E)	TV Programme production	6
BVMC42(S)	Television Writing and Video Editing	6
BVMC43(E)	Contemporary India	6
BVMC44(S)	Multimedia and Animation	6
BVMC45(S)	Project Report-4	6
<b>TOTAL SEMESTER CREDITS</b>		<b>30</b>
<b>Semester V: New Media and Web Designing</b>		
BVMC51(E)	Introduction to New media	6

BVMC52(S)	Website Designing	6
BVMC53(S)	Online Journalism	6
BVMC55(E)	Cyber Laws	6
BVMC55(S)	Project Report-5	6
<b>TOTAL SEMESTER CREDITS</b>		<b>30</b>
<b>Semester VI: Film Studies and Production</b>		
BVMC61(E)	Concept and Elements of Film	6
BVMC62(E)	Film Studies and Education	6
BVMC63(S)	Film Production and Writing	6
BVMC64(S)	Documentary Film Making	6
BVMC65(S)	Project -6 (Short Film Making/Dissertation)	6
<b>TOTAL SEMESTER CREDITS</b>		<b>30</b>
<b>TOTAL B.Voc CREDITS</b>		<b>180</b>
Medium of Instruction and Examination – English, Hindi and Punjabi		

**CREDITS: 6**

Learning Outcome:

- The students will get knowledge of principles of mass communication.
- They will be able to identify the importance of Folk Media along with modern Mass Media.
- They will get good knowledge of Media Ethics and legal framework of Media.
- Demonstrate an understanding of key concepts of Mass Media with emphasis on historical perspective, theories and characteristics.
- Knowledge about the receivers of the Mass communication i.e. reader, viewer, listener and user.

**Unit I**

Mass Communication: Meaning and Scope, element and process. Types of communication: verbal and non-verbal, intrapersonal, interpersonal, group and mass communication. Characteristics of audiences, audience segmentation. Folk Media as a form of Mass communication. Various Folk Forms as a tool of communication. Kinds of mass communication medium.

**Unit II**

Models: SMR, SMCR, Shannon and Weaver, Laswell, Osgood, Dance, Schramm, Gerbner, Newcomb, Convergent and Gate-keeping, Communication and Socialization. Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Hypodermic Needle Theory, Two Step and Multi Step Flow Theory. Asian Communication Theory, Indian Rasa Theory, Sadharanikaran Theory etc.

**Unit III**

Fundamental rights – freedom of speech and expression and their limits – directive principles of state policy. History of press laws in India, Broadcasting Act. Contempt of Court, Defamation, Parliamentary Privileges, Official Secrets Act, Press and Registration Act. Working Journalist Act 1955, Copyright Act, Press Council Act, Indecent Representation of Women Act, Cinematograph Act, and Cable Television Act; Intellectual property right Act.

**Unit IV**

Ethical problems including Right to privacy, Objectionable writing; Yellow Journalism, Central Board of Film Certification, Fake News and Paid news, Media Trial.

## Unit V

Right to Information, cyber laws, Media and public interest litigation, Accountability and independence of media. Self Regulation of Electronic Media. Major cases .

### READINGS:

1. Stephen W. Littlejohn and Karen A. Foss (Eds) (2009), *Encyclopaedia of Communication Theory*. California: Sage.
2. Thussu, Daya (2010), *International communication: A Reader*. New York: Routledge.
3. McQuail, Denis (2000), *Mass Communication Theory*. London: Sage.
4. Williams, Kevin. (2003), *Understanding Media Theory*. London: Oxford University Press.
5. Gaurav Kumar Upadyaya. (2018), *Communication and Mass Communication: Concept and Process*. Delhi: Rajat Publications.
6. J.V. Vill'anilam (2004), *Communication and Mass Communication in India*. Delhi: B.R. Publishing Corporation.
- 7 Vir Bala Aggarwal and V.S. Gupta (2002), *Handbook of Journalism and Mass Communication*. New Delhi: Concept Publishing Company.
8. Diwakar Sharma. (2004), *Mass Communication: Theory and Practice in the 21<sup>st</sup> Century*. New Delhi: Deep & Deep Publications.
9. Keval J. Kumar (2011), *Mass Communication in India*. Mumbai: Jaico Publishing House.
10. Harjinder Singh Walia and Bhupinder Batra (1994), *Sanchar(Pbi.)*. Patiala: Madan Publication.
11. Ambrish Saxena (2014), *Media Content Freedom and Democracy*. New Delhi : Kanishka Publishers.
12. Paranjay Thakurta(2009), *Media Ethics: Truth, Fairness and Objectivity*. NewDelhi: Oxford University Press.
13. Ruchika Gupta (2015), *Media Law and Ethics*. New Delhi: Rajat Publications.
14. डॉ ओमप्रकाश सिंह (2018) *संचार के मूल सिद्धांत*, लोकभारती प्रकाशन
15. सुकांत के.नंदा (2018), *मीडिया विधि, सेंट्रल लॉ पब्लिकेशन*.

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Paper BVMC12(S): Computer Applications and Social Media

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**CREDITS: 6****Learning Outcome:**

Students will acquire working capability in computer and Internet with following skills-

- Word Documents.
- Excel Spreadsheets
- Power point presentation
- Internet
- Social media writings

**UNIT I:**

Introduction to Computers : (definition, characteristics & uses), Evolution of computers, System unit (memory, ALU & control unit), Input/Output devices, Storage devices Memory- primary & secondary. Introduction to Software, its type (system, application & utility). Introduction to Data Processing.

**UNIT II:**

Windows: Introduction to Windows, features of Windows, the document window, the dialog window, the icons. Windows explorer; Control panel, Setting wallpaper, screen saver, background. Creating a folder, Compressing/Zippping files (WinZip), Virus & Antivirus. Word processors: Introduction to word processing, Features of Word processors, working with formatted documents, Shortcut keys.

**UNIT III:**

Spreadsheets: Functions and its parts. Introduction to charts: types of charts, creation of chart from adjacent data/nonadjacent data, printing a chart, printing worksheet. Presentation Software: Uses, Presentation tips, components of slide, templates and wizards, using template, choosing an auto layout, using outlines, adding subheadings, editing text, formatting text, using master slide; adding slides, changing colour scheme, changing background and shading.

**UNIT IV:**

Internet Communication: Protocols, Types of Internet Connections, ISPs, Domain Name System, Intranets, Email Concepts (receiving, sending, addressing, downloading, formatting, sending attachment), Configuring e-mail software. Introduction to Computer Security, Introduction to Basics of Internet, Security Threat and Security Attack, Malicious Software, Hacking. Users Identifications and Authentication.

**UNIT V:**

New Technologies and Social Media : Role of Smart phones in growth of Social Media, The Internet, Citizen Journalism, social sites, blogs, Effect of social media on masses, Problems related to New Media: Plagiarism and Cyber bullying.

**READINGS:**

1. Saxena, Ambrish,(2011) *Radio in new Avtar AM to FM*. Kanishka Publications
2. Slater, Don (2013). , *New media development & globalization*.
3. Wadia, Angela. *Television and Film Production: Recent Trends and Future Prospects*. Polity Publication
4. Chauhan, Swati.(2010) , *Handbook of Online Journalism*. Kanishka Publication.
5. Everett, Anna. , *New Media: Theories and Practices of Digitextuality*.
6. Srivastava, Sandeep Kumar, *Different dimensions of new media*.
7. Mathur. , *Social Media and Networking: Concepts, trends and Dimensions*.
8. Kasturi, Suman K. , *Satellite Television and The Internet*.
9. Bhowmik., *Cinema and Censorship : The Politics of Control in India*.
11. Peter Norton. (2001), "Introduction to Computers", TMH.
12. Ed Bott. , *Using Microsoft Office 2007*. India: Pearson Education.
13. Mahapatra and Sinha. , *Essentials of Information Technology*. Dhanpat Rai Publishing.



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Paper BVMC13(E): Introduction to Journalism

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**CREDITS: 6**

Learning Outcome:

After passing this paper student will acquire -:

- Understanding the process of news gathering ,news making and news dissemination
- Skills of News Writing, Opinion Writing, Translation for Newspapers, Magazines, Blogs or for other social media platforms.

**Unit I**

History of Journalism In India: English, Hindi. Yellow Journalism, Penny Press, Tabloid Press

**Unit II**

News: Concept, Definition and elements. Types of News, News Sources, News Beats. News Leads and their types. Hard and Soft News, Basic Components, Attribution, Embargo, Verification, Brevity, Dateline, Credit Line, By-line

**Unit III**

Understanding the structure and construction of news; organizing a news story-5Ws and 1H, Inverted pyramid, Criteria of news writing. Principles of clear writing, Language of news-skills to write news, Professional Content writing

**Unit IV**

News sources; News agencies, Use of Archives and Internet. News writing for news agency, History of news agencies, Major News Agencies in India.

**Unit V**

Translation: concept and importance in news writing, translation of news from Hindi to English and English to Hindi/other Indian Languages.

READINGS :

1. Chris Frost (2001), *Reporting for Journalists*. London: Routledge.
2. Wynford Hicks , *Writing for Journalists*. London
3. KM Srivastava, *News Reporting and Editing*. Sterling Publishers.
4. Bill Kovach , *The Elements of Journalism*. Three Rivers Press.
5. स.संजीवभानावत, *समाचार एवं फीचर-लेखन*. पत्रकारिता प्रकाशन-श्रृंखला -राजस्थान हिंदी ग्रन्थ अकादमी.
6. प्रेमनाथ चतुर्वेदी ,(1969) *समाचार संपादन*. नई दिल्ली: भारतीय जनसंचार संस्थान.
7. सुभाष धुलिया , आनंद प्रधान, (2004) *समाचार अवधारणा और लेखन प्रक्रिया*. नई दिल्ली : भारतीय जनसंचार संस्थान.
8. अर्जुन तिवारी, (1997) *हिन्दी पत्रकारिता का वृहद इतिहास*. नई दिल्ली: वाणी प्रकाशन.

9. स.संजीव भानावत, *संपादन एवं मुद्रण तकनीक* . पत्रकारिता प्रकाशन शृंखला- राजस्थान ग्रन्थ अकादमी.
10. Jeffrey,Robin (2000), *India's Newspaper Revolution*. New Delhi: Oxford University Press.
11. Navjit Singh Johal and Gulzar Singh Sandhu, *Punjabi Patarkari: Nikas, Vikaste Smasaiavan(Pbi.)*. Patiala: Publication Bureau, Punjabi University.
12. Dalbir Singh, *Patarkari: Hunarte Kala(Pbi.)*. Patiala: Publication Bureau, Punjabi University.

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BVMC14(S): Advertising and Public Relation

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**CREDITS: 6**

Learning Outcome:

Student will acquire following skills from this paper:-

- Designing and Developing Pamphlets, Brochures and Transit advertisement
- Copy writing of advertisement
- Writing Press Invite and News for workshops, conferences and other events.
- Planning and designing PR campaign.

**Unit I**

Advertising: Concept, Definitions., Role, Objectives, Functions, and relevance of advertising in the marketing mix, classification of advertisements, various media for advertising, socio-economic effects of advertising, open bodies in advertising AAI, ASCI, ASCI and its code of conduct.

**Unit II**

Agency Structure: Roles and Responsibilities. Advertising Agency: Management, Process of Ad Making. Online Advertising.

**Unit III**

Public Relations – Definition, objectives, Brief History of Public Relations in India.

**Unit IV**

PR in central and state governments: Defining Stake Holders/Publics, Media Segmentation, Audience Segmentation. PR agencies: importance, Social Media and PR, PR Campaign, Corporate PR

**Unit V**

Writing for PR: internal publics (house journals, bulletin boards, open houses, suggestion boxes, video magazines, films etc.).

Writing for media (press release/backgrounder, press brief, rejoinders, etc)

**Readings:**

1. Ahuja Chhabra (2011), *Advertising*. New Delhi: Surjeet Publications.
2. Frank Jefkins (1994), *Advertising*. New Delhi: Macmillian India Ltd.
3. Manukonda, Rabindranath(2012), *Advertising at a Glance*. New Delhi : DPS Publishing House.
4. T.K Jain and Madhvi Singh(2017), *Advertising Media and Sales Promotion*. Garima Publication.
5. Larry D. Kelley, Donald W. Jugenheimer (2004, 2015), *Advertising Media Planning: A Brand Management Approach*. New Delhi: Prentice Hall of India.
6. Akanksh Shukla (2016), *Public Opinion Making in India: An assessment of talk shows in Indian media*. New Delhi: Kanishka Publishers.

7. Diwakar Sharma (2004), *Public Relations: An Emerging Specialised Profession: Text and Case Studies*. New Delhi: Deep & Deep Publications.
8. J.V. Vilanilam (2011), *Public Relations in India*. New Delhi: SAGE Publications.
9. Jethwaney, Jaishri(1999), *Advertising*. New Delhi: Phonix Publishing House.
10. स.संजीव भानावत, *जनसंपर्क एवं विज्ञापन*. पत्रकारिता प्रकाशन श्रृंखला- राजस्थान हिंदी ग्रन्थ अकादमी.
11. रेखा सेठी, *विज्ञापन.कॉम*. वाणी प्रकाशन.
12. H.S. Dilgeer, *Vigaypan Kala(Pbi.)*. Patiala: Punjabi University.

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BVMC15: Project Report -1

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**CREDITS: 6**

Learning Outcome:

Students will be able to have practical knowledge of print media and blog writing.

- News Writing
- Opinion Writing
- Ad copy writing,
- PR writing for Newspapers, Magazines, Blogs or for other social media platforms.

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**BVMC Semester II: Print Media Production**

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**BVMC 21(E) Reporting and Editing**

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**CREDITS: 6**

Learning Outcome:

Student will acquire following Knowledge and skills:-

- Reporting
- Working on a beat
- Conducting the interviews.
- Writing News Leads, News Stories
- Writing Features and articles.
- Clicking pictures for news.
- Writing editorials and other stories on edit page.
- Editing News, features and Articles
- Knowledge of Printing technologies
- Handling print production and taking out their own publications,

**UNIT I:**

Reporters and Correspondents - role, functions and qualities. Covering of Beats- city reporting, local reporting, crime, courts, hospitals, health, education, sports Covering, speeches, meetings and press conferences; News Agency Reporting.

**UNIT II:**

Interviewing: research and conduction

Importance and types of News Leads. Structure of the News Story: Inverted Pyramid; Features: types of features, human interest stories, leads for features, Difference between articles and features& editorials.

**UNIT III:**

Editorial department. Functions and their role. Introduction to editing: Principles of editing, Importance of Headlines, functions of headlines, types of headlines, importance of pictures, selection of news pictures. Editorial page.

**UNIT IV:**

Trends in sectional news. Importance of pullouts. Supplements, Backgrounders. Importance of columns in newspapers. Advertorials.

**UNIT V:**

Printing Technology and Print Production: Advent and growth of printing in India. Printing technology: process, types. Types and typesetting: Hot and cool type. Printing machines, offset printing, Desktop publishing (DTP). Latest trends in Publishing.

**READINGS:**

1. Baskette and Scissors, (2000) *The Art of Editing*. Allyn and Bacon Publication.
2. S.N. Chaturvedi, (2007) *Dynamics of Journalism and Art of Editing*. Cyber Tech Publications.
3. Bruce Itule and Douglas Anderson, (2006) *News Writing and Reporting for Today's Media*. McGraw Hill Publication.
4. F.W. Hodgson, (1996) *Modern Newspaper Practice: A Primer on the Press*. Focal Press.
5. Fred Fedler and John R. Bender, (2011) *Reporting for the Media*. New Delhi: Oxford University Press.
6. Richard Keeble, (2009) *The Newspaper's Handbook*. Routledge Publication.
7. MacDougall and Curtis Daniel, (1973) *Principles of Editorial Writing*. W.C. Brown Co. Publishers
8. Mencher, Melvin (2003), *News Reporting and Writing*. NY: MC Graw Hill.
9. Denis McQuail, (2010) *Mass Communication Theory*. Sage Publications
10. स.संजीव भानावत, *समाचार एवं फीचरलेखन*. पत्रकारिता प्रकाशन श्रृंखला- राजस्थान ग्रन्थ अकादमी .
11. स.संजीव भानावत, *समाचारपत्र व्यवस्थापन एवं प्रेस-कानून*. पत्रकारिता प्रकाशन श्रृंखला- राजस्थान हिंदी ग्रन्थ अकादमी.
12. स. डॉ. स्मिता मिश्र, (2004) *भारतीय मीडिया: अंतरंग पहचान*. भारत पुस्तक भण्डार.

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**BVMC22 (E) Language Skill (English/ Hindi /Punjabi)**

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**CREDITS: 6**

## Learning Outcome:

Student will acquire following knowledge and skills from language paper:-

- This paper is designed to help students to look at language more consciously and teach them to use it with more responsibility.
- The paper aims to improve students' written, spoken and aural language skills.
- This paper should be run as an intensive training programme in the first semester to help students
- Perform better in language-oriented subjects like News Reporting, Editing and Feature Writing etc.
- The syllabus given below, is for all three optional languages- English, Hindi and Punjabi.

Option -1 ENGLISH**Unit 1**

Significance of English Language

- a) Role and importance of English language in Media
- b) Language as a tool of communication.
- c) Role and importance of English language in Corporate world.

**Unit II**

Vocabulary Building

- a) Word Formation Methods: Prefix, Suffix, Conversion, Compounding.
- b) Homophones
- c) One word Substitutes
- d) Words often confused

**Unit III**

Fundamentals of English Language

- a) Parts of Speech
- b) Basic Auxiliaries and Modals
- c) Tenses

**Unit IV**

English Usage

- a) Active and Passive Voice
- b) Conditional sentences
- c) Question tags
- e) Syntax concord
- f) Idioms , Proverbs and phrases

**Unit V:**

An outline of history of English literature- Poetry b)Prose c)Drama



**READINGS:**

1. J.C. Nesfield, ( 2001)*English Grammar Composition & Usage*. Macmillan Publishers.
2. S.C.Gupta, (2016 )*General English for all competitive exams*. Arihant Publications
3. Sanjay Kumar and Pushp Lata, (2015)*Communication Skills*. Oxford University Press.
4. Taylor Grant, (2001)*English Conversation Practice*. New Delhi:Tata McGraw Hill.
5. Mohan Krishna and Banerji Meera, (2015 )*Developing Communication Skills*. New Delhi: MacMillan India Ltd.
6. *Oxford English Grammar* (2005 ).
7. *TMU-ILFS English Communication & Soft Skills (Advanced)*, TMU & ILFS Skill Development Corporation.

## **Option -2 HINDI**

### **CREDITS: 6**

#### **क. हिन्दी का व्यावहारिक व्याकरण ।**

हिन्दी संज्ञा शब्द- लिंग ज्ञान, वचन-ज्ञान। सर्वनाम, विशेषण, क्रिया, कारक

चिन्ह, क्रियाविशेषण, योजक, विस्मयादिबोधक। शब्द विचार एवं शब्द शुद्धि: उपसर्ग एवं प्रत्यय ज्ञान, पर्याय, विलोम, वाक्य विन्यास। मुहावरों एवं लोकोक्तियों का अर्थ तथा प्रयोग ।

#### **ख. व्यावहारिक हिन्दी**

अनुच्छेद लेखन 100 से 150 शब्द में (पर्व-उत्सव, संस्कृति, दर्शनीय स्थल, ऋतुएं, यात्रा वृत्तांत, भारतीय कलाएं आदि)

। पत्र लेखन (अनौपचारिक एवं औपचारिक) स्ववृत्त लेखन। व्यावहारिक अनुवाद अंग्रेजी-हिन्दी, हिन्दी-

अंग्रेजी, पारिभाषिक शब्दों के अनुवाद, संक्षिप्त अनुच्छेदों का अनुवाद।

#### **ग. पाठ- संकलन**

1. पुष्प की अभिलाषा (काव्य)- माखनलाल चतुर्वेदी
2. कोशिश करने वालों की कभी हार नहीं होती (काव्य)- हरिवंशराय बच्चन
3. हार की जीत (कहानी)- सुदर्शन
4. बूढ़ी काकी (कहानी)- प्रेमचंद

#### **घ. फिल्म-अध्ययन**

1. लगान (फिल्म)
2. मेरी कॉम (फिल्म)

(फिल्म के आधार पर कहानी, चरित्र, उद्देश्य और अभिनय पर विचार)

#### **ड. वार्तालाप**

1. स्वपरिचय
2. मेरा परिवार
3. मेरा दैनिक कार्यक्रम
4. दुकान में (सब्जी/फल की दुकान)
5. टेलीफोन/मोबाइल पर बातचीत
6. डाकघर/बैंक
7. रेलवे स्टेशन/मैट्रो/यातायात के अन्य साधन
8. प्रादेशिक पर्व
9. भारतीय मौसम
10. भारतीय भोजन
11. हिन्दी सिनेमा

संदर्भित पुस्तकें .

- 1) कामता प्रसाद गुरु, (2013) *हिंदी व्याकरण*. तक्षशिला प्रकाशन.
- 2) डॉ अरविंद कुमार, (2014) *लुसन्ट्स संपूर्ण हिंदी व्याकरण और रचना*.
- 3) विश्वनाथ त्रिपाठी, (2007) *हिंदी साहित्य का सरल इतिहास*. ओरिएंट ब्लैक स्वान.
- 4) वस्तुनिष्ठ हिंदी : साहित्य एवं व्याकरण (2014) . रमेश पब्लिशिंग हाउस.
- 5) सूरजभान सिंह, (2018) *अंग्रेजी-हिंदी अनुवाद व्याकरण*. प्रभात प्रकाशन.
- 6) रामगोपाल सिंह, (2010) *हिंदी में मीडिया लेखन और अनुवाद*. हिंदी बुक सेंटर.

**Option -3 PUNJABI****Punjābi Language, Script and Grammar****ਪੰਜਾਬੀ ਭਾਸ਼ਾ, ਲਿੱਪੀ ਅਤੇ ਵਿਆਕਰਨ****(Punjābi Bhāshā, Lippi ate Viyākarn)****CREDITS: 6****1. ਸਿਧਾਂਤ ਅਤੇ ਇਤਿਹਾਸ****(Sidhānt ate Itihās)**

- 1.1 ਭਾਸ਼ਾ ਦੀ ਪਰਿਭਾਸ਼ਾ ਤੇ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ  
(Bhāshā di Paribhāshā te Visheshtāvān)
- 1.2 ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦਾ ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ  
(Punjābi Bhāshā dā Nikās te Vikās)
- 1.3 ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀਆਂ ਵਿਸ਼ੇਸ਼ਤਾਵਾਂ  
(Punjābi Bhāshā diān visheshtāvān)
- 1.4 ਪੰਜਾਬੀ ਦੀਆਂ ਉਪਭਾਸ਼ਾਵਾਂ  
(Punjābi diān Upbhāshāvān)
- 1.5 ਗੁਰਮੁਖੀ ਲਿੱਪੀ ਦਾ ਨਿਕਾਸ ਤੇ ਵਿਕਾਸ  
(Gurmukhi lippi dā Nikās te Vikās)
- 1.6 ਗੁਰਮੁਖੀ ਲਿੱਪੀ ਦੀ ਪ੍ਰਸੰਗਿਕਤਾ  
(Gurmukhi Lippi di Prasangiktā)

**2. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਸੰਰਚਨਾ (ਭਾਗ ਪਹਿਲਾ)****(Punjābi Bhāshā di Sanrachnā – Bhāgh Paehlā)**

- 2.1 ਧੁਨੀ ਸੰਰਚਨਾ : ਸਵਰ, ਵਿਅੰਜਨ ਤੇ ਸੁਰ  
(Dhuni Sanrachnā : Swar, Viyanjan te Sur)
- 2.2 ਸ਼ਬਦ ਸੰਰਚਨਾ : ਭਾਵੰਸ਼, ਧਾਤੂ, ਵਧੇਤਰ, ਸਧਾਰਨ, ਸਮਾਸੀ, ਮਿਸ਼ਰਤ ਤੇ ਸੰਗਤੀ ਸ਼ਬਦ (ਤਤਸਮ-ਤਦਭਵ ਸ਼ਬਦ)  
(Shabad Sanrachnā : Bhāvansh, Dhātu, Vidhetar, Sadhāran, Smāsee, Mishrat te Saugāti Shabad (Tatsam-Tadbhav))
- 2.3 ਸ਼ਬਦ ਸ੍ਰੇਣੀਆਂ : ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ, ਨਿਪਾਤ  
(Shabad Shrenniān : Nānv, Parhnānv, Kiryā, Visheshann, Kiryā Visheshann, Sabandhak, Yojak, Nipāt)
- 2.4 ਲਿੱਪੀ ਸੰਰਚਨਾ : ਲਿੱਪੀ ਚਿੰਨ੍ਹਾਂ ਦੀ ਤਰਤੀਬ, ਸੰਰਚਨਾ ਤੇ ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹ  
(Lippi Sanrachnā : Lippi Chinhān di Tarteeb, Sanrachnā te Vishrām Chinh)

**3. ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀ ਸੰਰਚਨਾ (ਭਾਗ ਦੂਜਾ)****(Punjābi Bhāshā di Sanrachnā – Bhāgh Doojā)**

- 3.1 ਵਾਕ ਸੰਰਚਨਾ : ਵਾਕਾਂਸ਼, ਉਪਵਾਕ ਤੇ ਵਾਕ  
(Vāk Sanrachnā : Vākānsh, Upvāk te Vāk)

- 3.2 ਅਰਥ ਸੰਰਚਨਾ : ਸਮਾਨਾਰਥਕ ਸ਼ਬਦ, ਬਹੁਅਰਥਕ ਸ਼ਬਦ ਤੇ ਵਿਰੋਧੀ ਸ਼ਬਦ  
(Arth Sanrachnā : Samānārthak Shabad, Bahoarthak Shabad te Virodhi Shabad)
- 3.3 ਸ਼ਬਦ ਜੋੜਾਂ ਦੇ ਨਿਯਮ  
(Shabad Jorhān de niyam)
- 3.4 ਵਿਆਕਰਨਕ ਸ਼੍ਰੇਣੀਆਂ : ਲਿੰਗ, ਵਚਨ, ਕਾਲ ਤੇ ਕਾਰਕ  
(Viākarnak Shrerenniān : Ling, Vachan, Kāl te Kārak)

### Readings

- 1)Duni Chand (1959), **Punjābi Bhāshā dā Vikās**. Chandigarh: Punjāb University, Publication Bureau.
- 2)Duni Chand(1964), **Punjābi Bhāshā te Viyākaran**. Chandigarh: Punjāb University, Publication Bureau.
- 3)Boota Singh Brār (Dr.) (2012), **Punjābi Bhāshā Sarot te Saroop**. Amritsar: Waris Shāh Foundation.
- 4)Harkirat Singh, (1983), **Bhāshā Te Bhāshā – Vigiyān**. Ludhiānnā :Lahore Book Shop.
- 5)Harkirat Singh te Ujjal Singh Bāhari(1973), **Bhāshā Vigiyān te Punjābi Bhāshā**, Chandigarh: Bāhari Publications.
- 6)Harkirat Singh te Ujjal Singh Bāhari(1980), **College Punjābi Viyākaran**, Punjāb State University Text Book Board, Chandigarh.
- 7)G.B. Singh (1972), **Gurmukhi Lippi Dā Janam Te Vikās (2<sup>nd</sup> ed.)**, Chandigarh: Punjāb University.
- 8)Prem Prakāsh Singh, (1975), **Punjābi Boli dā Nikās te Vikās (Tin Bhāg)**, Ludhiānnā: Lahore Book Shop.

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BVMC 23(S)    Print Media production

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**CREDITS: 6****Learning Outcome:**

Student will acquire following skills in :-

- Convergent news room.
- Art of Editing the news.
- Layout and Designing of newspaper
- Designing Newspaper and Magazine on Adobe Indesign, Photoshop, CorelDraw and Quark Express.
- Use of Graphics and cartoons
- Working on DTP

**UNIT I:**

Art of Editing. Meaning and Concept, Organization and Set up of a daily newspaper and news agency. Responsibilities of an editor and his editorial team.

**UNIT II:**

Inverted pyramid style of news writing, Leads and its types, Headlines and various types of headline, art of headline and lead writing.

**UNIT III:**

Aesthetic value of designing of Newspaper, Layout and Designing formats of Newspaper, Newsletter, Magazine and journals. Photo Feature .

**UNIT IV:**

Digital Publishing. Introduction to Adobe Indesign, Photoshop, CorelDraw and Quark Express.

**UNIT V:**

Introduction to Graphics and Designing, Info graphics, Cartoons and Caricatures etc. Project Presentation of News Letter, News Paper. Magazine Designing.

**READINGS:**

1. Nordentreg, Kaarle and Hifti Topuz (Eds.), *Journalis: Status, Rights and Responsibilities*. International Organization of Journalists, Prague.
2. George, T.J.S., *Editing- A Handbook for Journalists*. New Delhi: Indian Institute of Mass Communication.
3. Evans, Harold, *Editing and Design* (5 volumes), (1994) Holt, Rinehart and Winston;
4. *The Active Newsroom (IPI Manual)* (1961). Zurich: International Press Institute.
5. Moen, Daryl R., (2016) *Newspaper Layout and Design*. Iowa: Iowa State University Press, Ames.

6. Sutton, Albert A.,( 2000 ) *Design and Made-up of the Newspaper*. New York: Prentice Hall Inc.
7. Worlock, Peter,( 1988 ) *The Desk Top Publishing Book*. Heinemann, London.
8. स.संजीव भानावत, (2009) *समाचार एवं फीचरलेखन*. पत्रकारिता प्रकाशन श्रृंखला- राजस्थान ग्रन्थ अकादमी.
9. स.संजीव भानावत, *समाचारपत्र व्यवस्थापन एवं प्रेस-कानून*. पत्रकारिता प्रकाशन श्रृंखला- राजस्थान हिंदी ग्रन्थ अकादमी.
- 10.स्मिता मिश्र, *भारतीय मीडिया (2008): अंतरंग पहचान*. भारत पुस्तक भण्डार.

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BVMC 24 (S) Optional Paper

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**BVMC24 Option -1 Photography and Photo Journalism**

**CREDITS: 6**

Learning Outcome:

- Student will acquire knowledge and skills of-
- historical evolution of photography
  - Principles ,elements and accessories of Camera
  - Types of camera
  - Visual composition and types of light
  - Various beats of photography
  - Photo journalism

**Unit I**

History of photography, Photography as a medium of communication. Eminent Indian photographers and their work. Camera and Accessories: Principles of camera, obscura. Elements of camera- viewfinder, lenses, iris diaphragm, shutter, film chamber, light metre. Camera design- simple camera, compact camera, view camera, range finder and reflex. Camera, camera for self developing material (Polaroid), underwater camera, digital camera, camera in mobile phone.

**Unit II**

Recording medium, Printing papers, Different types of file formats for the digital images, memory card. Lenses- controlling image: Photographic lenses- prime and zoom lens, angle of view. Aperture and f-no. Depth of field, Depth of focus, Equipment care. Measurement of light- exposure metering system. Exposure control- varying shutter speed and aperture. Camera accessories: Tripod, Lens hood, Flash unit, filters, close up attachment etc.

**Unit III**

Approach to Visual Composition: Using and holding the camera, steadying the camera, snapping the shutter. Working the subject- changing proximity, varying angles, keeping subjects occupied, experiment. Principles of compositions: Subject Lighting: Source of light: Natural and Artificial. Direction and angle of light: Front, side, top and black light. Lighting contrast, and its control by fill in lights. Electronic flash, its synchronization , bounced flash. One, two and three point lighting: Key, fill and back light

**Unit IV**

Various Beats of Photography: Portrait, Wild life, Nature and landscapes, Disaster, Social photography, Night photography. Importing camera images, The Tools palette, Selecting, cutting & pasting, Levels and Contrast, Introduction to the retouching tools: clone tool, airbrush, paintbrush, smudge & blur, Modes, curves, colour picker, colour palette, filters etc.

## Unit V

Photography for Media: Photography for news- action and file photos. Special areas of photo journalism- war, conflict, sports, fashion. Photography for entertainment industry- TV serials and films. Role and responsibilities of photo journalist. Photo features for newspapers and magazines. Photography for advertising. Photo editing- selection of photograph, cropping, caption writing Digital Photo Editing: Introduction to Photoshop, Creating a document & saving a file.

### READINGS:

1. Camera Lucida, (2010) *Reflections on Photography*- Roland Barthes On Photography- Susan Sontag.
2. Henri Cartier-Bresson,( 2006) *The Man, The Image and The World: A Retrospective*.
3. Michael Langford, (2010) *Basic Photography*. Elsevier
4. Ashok Dilwali (2010), *All about Photography*. New Delhi: National Book trust.
5. O.P. SHARMA (2003), *Practical Photography*. HPB/FC.
6. *The Photographer's Guide to Light*. Freeman John Collins & Brown, (2005).
7. सर्वेश (2018) *परफेक्ट फ्रेम*, भारतीय ज्ञानपीठ
8. शशीप्रभा शर्मा, (2007) *फोटो पत्रकारिता के मूल तत्व*. कनिष्क प्रकाशन.



## **BVMC25(S) Option -2 Lifestyle and Entertainment Reporting**

### **CREDITS: 6**

Learning Outcome:

Student will be able to understand -

- Commercial Interrelationship of Entertainment and culture
- The role of media to promote aspirations and assess consumer-trends and fashions.
- Media role in brand-building and positioning.
- The impact of celebrities and role-models .
- Entertainment journalists use a complex skill-set that equips them with to work in collaboration with creative personalities, advertising and PR firms, event managers, product designers and cultural establishments.
- This paper will impart the basic skills that are required by journalists to identify stories, conduct interviews, produce informative features on trends and report on events.

### **Unit I**

Concept of Infotainment .Infotainment and Product Literacy.

Reporting on cultural and commercial innovations and trends.

Assessing Celebrities, Luxury Brands and popular aspirations. Feature writing – identifying stories, use of humour in writing, positive social messaging.

### **Unit II**

Concept of Fashion and Lifestyle Journalism.Contemporary fashion and lifestyle trends. Qualities of a lifestyle reporter. Role of new Gazettes in life style, Media Coverage.Newspapers/magazines TV channel programmes and online platforms on life style.

### **Unit III**

Film and Entertainment Journalism,- An overview of entertainment industry.

Entertainment programmes – serials, reality shows, laughter shows etc. Coverage and reporting of films/entertainment in newspapers, film journals. Newspapers/magazines TV channel programmes and online platforms for films

### **Unit IV**

Coverage of literary event, Theatre, Painting, Sculpture, Art events and exhibitions, Cultural festivals, Music concerts etc.Newspapers/magazines TV channel programmes and online platforms for Theatre, Art.

### **Unit V**

Role of Travel and Tourism in lifestyle journalism. Gaming, Cyber Entertainment ,Virtual Reality-Understanding the future of entertainment and writing on innovative interaction between youth and New media .

### **READINGS:**

1. Folker Hanusch (2014)*Travel Journalism: Exploring Production, Impact and Culture*

2. Folker Hanusch,(2013) *Lifestyle Journalism*,Routledge.Palgrave Macmillan.
3. Susan Pape and Sue Featherstone (2006), *Feature Writing: A Practical Introduction*. New Delhi: Sage Publications.
4. Henry Jenkins (2006) *Fans, Bloggers and Gamers: Exploring Participatory Culture*. New York: NYU Press.
5. Glyn Atwal and Soumya Jain, eds. (2012) *The Luxury Market in India: Maharajas to Masses*. New York: Palgrave Macmillan.
6. Ben Falk (2018) *Entertainment Journalism: Making it your Career*. New York: Routledge.

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BVMC 26(S) Project Report-2

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**CREDITS: 6**

Learning Outcome:

Students will be able to design a newspaper.

- Designing a broadsheet newspaper using Quark Express, Adobe Indesign.
- Writing travel feature.
- Production of Lifestyle feature./photo feature

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**BVMC Semester III :Radio Production**

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**BVMC31 (S) Introduction to Radio**

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**CREDITS: 6****Learning Outcome:**

Student will acquire following skills from this paper:-

- To apprise students of the growth of radio and contemporary trends in broadcasting
- To enable students understand existing and innovative radio programme formats
- To acquaint the students with the studio setup and the equipments used in radio programme production

**UNIT I:**

Radio as a Mass Medium, Historical evolution of Radio in world and India, All India Radio/Akashwani: Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations News Services Division: functioning, network, Regional News Units Critical evaluation of contemporary programming strategy, reach and impact.

**UNIT II:**

Format of Radio Programmes – Announcement, Talk, Interview, Studio discussion, Vox Pop, Radio Feature and Documentary, Music show, Phone-in programme and Drama. Radio News with multiple sources, news production using sound bytes and actualities.

**UNIT III:**

Broadcast studio- types and Acoustics. Analogue and Digital Signals; Digital Recording, Equipments in studio and editing using audio softwares. Types of microphones and its uses, Field recording skills,

**UNIT IV:**

Live studio broadcast, Studio production of Radio newsreel and current affairs programmes, Music Management, O-B production of sporting and mega events.

**UNIT V:**

Opening up of skies: Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio: Gyanwani, other university radio channels

**READINGS:**

1. Sharma, A.K., (2017) *Basic of Radio and Television*, McGraw Hill.
2. Sharma, A.K., (2016) *Electronic Media and Broadcasting*, Willford Press
3. Parameswaran, (2012) *Radio Broadcasting : A Reader's Guide*. Author's Press.
4. Saxena, Ambrish, ( 2011) *Radio in new Avtar AM to FM*. Kanishka Publications
5. Fossard. Esta de, (2005) *Writing and Producing Radio Dramas: Communication for Behavior Change Vol-1*.
6. Barzman, Alan, (2004 ) *Radio Advertising: A Guide to Creating, Voicing & Producing Great Radio Commercials*. Unistar Books
7. Gandhi, Ved Prakesh, (2009 ) *Handbook of Television and Radio Broadcasting*. Kanishka Publishers
8. डॉ स्मिता मिश्र & डॉ अमरनाथ अमर, (2008) *इलेक्ट्रॉनिक मीडिया : बदलते आयाम. भारत पुस्तक भण्डार .*
9. स. संजीव भानावत, (2009) *इलेक्ट्रॉनिक मीडिया. राजस्थान ग्रन्थ अकादमी*

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BVMC32(S) Radio Programme : Production and Anchoring

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**CREDITS: 6****Learning Outcome:**

Student will acquire following skills from this paper:-

- To expose students to news bulletins and current affair programmes on radio
- To acquaint students with broadcast technology and radio programme production
- To make the students learn radio programme presentation and anchoring
- To train the students in radio production involving recording, editing and anchoring of programmes

**UNIT I:**

Broadcast Formats; General Principles of Writing for Radio. ,Radio programme formats: overview of and introduction to all programme formats in fiction, non-fiction/news-based/entertainment RJing, talks, talk shows, phone-in programmes .Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary.

**UNIT II:**

Broadcast Production Techniques; Working of a Production Control Room; Studio-Types and functions, acoustics, input and output chain.Production technology: audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting etc.

**UNIT III:**

Stages of Radio Production; Pre-Production – (Idea, research, RADIO script);Studio console: recording and mixing; Personnel in Production process – Role and Responsibilities. Production– Aspects of sound recordings.Creative use of Sound; Listening, Recording, using archived sounds, (execution, requisite, challenges); Editing, Creative use of Sound Editing.

**UNIT IV:**

Producing Radio formats- Spots and Jingles; Radio magazine, Interview, Talk Show, Discussion, Feature, Documentary. (Duration-5 minutes).Radio Advertisements-advantages, disadvantages; types, appeal Programme promos, Public Service Announcements ,Social and Commercials. Programming Planning for a Radio Channel- Conceptualisation, Making Personality of a channel. Public service advertisements- Spots and Jingles.

**Unit V :**

Programme Presentation and Anchoring- Concept behind “good on-air delivery”, How to “sell” yourself in a recording/broadcast studio, Presenting news bulletins and news based programmes. Conducting interviews, moderating panel discussions. Anchoring of entertainment programmes, radio jockey.Anchoring of live and recorded programmes.Script for anchoring, changing language and expression.

**READINGS:**

1. Aspinall, R. (1971), Radio Production, Paris: UNESCO.
2. Flemming, C. (2002), The Radio Handbook, London: Routledge.
3. Keith, M. (1990), Radio Production, Art & Science. London: Focal Press.
4. McLeish, R. (1988), Techniques of Radio Production. London: Focal Press.
5. Nisbett, A. (1994), Using Microphones. London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977), Radio Production Work. London: Focal Press.
7. Prince Shadwal (2006), Satellite Radio- Wroldspace in India. New Delhi: Adhyayan Publisher & Distributors.

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BVMC33(S) : Personality Development & Soft Skills

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**CREDITS: 6****Learning Outcome:**

Students will be able to:

- Develop effective communication and presentation skills
- Conduct effective business correspondence and prepare business reports which produce results.
- Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
- Develop all-round personalities with a mature outlook to function effectively in different circumstances.
- Develop broad career plans and match the job requirements and skill sets.
- Take part effectively in various selection procedures adopted by the recruiters.

**Unit I**

Soft Skills- –Definition and importance, decision making, stress management, team building, self grooming

**Unit II**

Personality Development: personality traits, introspection. self assessment. self appraisal. self interrogation. self development.

**Unit III**

Reading comprehension: reading with a purpose, reading styles, intensive reading, extensive reading, scanning, Skimming, barriers in reading, understanding the text-finding vocabulary, sentence patterns, tense, and writing short passages, based on text.

**Unit IV**

Making a speech: welcome speech, introductory speech, vote of thanks & farewell speech, etc. Role play in diverse situations to build confidence. Mock interview sessions, Power Point Presentations. Group discussion on relevant topics. JAM sessions.

**Unit V**

Employability Communication: Writing Emails, Job application writing-solicited and unsolicited. Resume. Joining reports. Handling telephonic Interviews. Listening: Effective Listening, Hurdles to listening,. Listening exercises- Listening to a text reading in class, videos like The Moth, Ted Talks.

**READINGS:**

- 1) Barun Mitra,(2011)*Personality Development and Soft Skills*.Oxford University Press
- 2) Dr S.S.Narula, (2011)*Personality Development & Communication Skills*. Taxmann's Publication.
- 3) अंतर वैयक्तिक क्षमता एवं सम्प्रेषण कौशल. यूनिक्स पब्लिशर्स



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BVMC34(E) Communication Research and Analytics

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**CREDITS: 6****Learning Outcome:**

Student will acquire following skills from this paper:-

- Students will be able to understand the need of media research
- Different Approaches of research
- Types of Media research
- Designing of research, questionnaires, Public Opinion Surveys etc.
- Big Data management and Concept of Analytics .
- Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

**UNIT I:**

Communication Research- Definition, Meaning, Types, Scope and Importance of Communication Research. Research Approaches- Quantitative, Qualitative and triangulation . Elements of Research- Concept, Variable, Hypothesis

**UNIT II:**

Research Design - Exploratory, Descriptive, Explanatory & Experimental. Research Methodologies -Survey, Content Analysis, Case Studies, Observation.

**UNIT III:**

Sources of Data- Primary, Secondary. Sampling of Data – Probability and Non-probability, Techniques and Tools of Data Collection – Observation, Interview, Questionnaire, Schedule, Web Surveys, Panel Discussions

**UNIT IV:**

Public Opinion Surveys, Telephonic Surveys, On-line polls in media research, Data Processing, Classification, Codification and Tabulation. Data Analysis, Data Interpretation, Report Writing, Bibliography, In text Citation.

**UNIT V:**

Analytics: Definition, Big Data and Analytics. Entertainment Industry and Analytic. Modes of predicting Audience Interest. Content Monetization, Effective Ad targeting. New trends in media research.

**READINGS:**

1. Kothari, C.R.,(2019) *Research Methodology and Techniques*. New Age International Publishers.
2. Stempel, Guido H. and Bruce Westley,(1989) *Research Methods in Mass Communication*. New Jersey: Prentice Hall.

3. Emmert, Philip and William D. Brooks (Eds.), (1970) *Methods of Research in Communication*. Boston: Houghton Mifflin Co.
4. Backstrom, Charles H. and Gerald D. Hursh,(2012) *Survey Research*. Illinois: Northwestern University Press.
5. Wilikinson T.S. and Bhandarar P.L.,(2010) *Methodology and Techniques of Social Research*. Mumbai: Himalaya Publishing House.
6. Lowery, Shearon A. and Melvin L. DeFleur, (1983 )*Milestones in Mass Communication Research*. New York, London: Longman.
7. Bedekar, V.H., (1982)*How to Write Assignment Research Papers, Dissertations and Thesis*. New Delhi: Kanak Publications.

#### Web Links

8. Dan Harris, *6 Ways Advanced Analytics Will Change Media & Entertainment*.  
<https://blog.dataiku.com/6-ways-advanced-analytics-will-change-media-entertainment>.
9. *When and how did the media and entertainment industry become so analytics intensive?*  
<https://www.analyticsinsight.net/when-and-how-did-the-media-and-entertainment-industry-become-so-analytics-intensive/>

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BVMC35(S) Project Report –3

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**CREDITS: 6****Learning Outcome:**

Students will be able to get practical knowledge of radio production

- Radio Announcement- Writing, Recording and Editing.
- Radio Talk-Writing, Recording and Editing.
- Radio Interview-Writing, Recording and Editing.
- Radio Discussion-Writing, Recording and Editing.
- Radio Feature/Documentary-Writing, Recording and Editing.
- Radio Music Show-Writing, Recording and Editing.
- Radio Live show including Vox Pop-Writing, Recording and Editing  
Recording vox pop on contemporary issue. Anchoring & Radio Jockeying,  
Newsreading and voice casting

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**BVMC Semester IV: TV Production**

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**BVMC41(E) Television Programmes Production**

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**CREDITS: 6**

Learning Outcome:

Student will gain skill and knowledge by:-

- Understanding Television media and TV news.
- learning functions of camera and lights through various exercises Knowledge of Broadcast Regulations
- Understanding of TV news in the right earnest
- Passing through the process of news production
- Developing the skills of Anchoring on television

**UNIT I:**

History of Television Broadcasting in India, Basics of Television Broadcasting: Television as a Medium, Public v/s Private Broadcasting, Satellite and Terrestrial Transmission and Broadcasting v/s Narrow casting

**UNIT II:**

Programme Patterns of TV—National Programmes, TV Documentaries and Features, Educational Programme, Farmer's Programmes, Quiz, Children Programmes, Music and Dance Programmes, TV Commercials, Sponsored Programmes.

**UNIT III:**

Video Camera: Types & Characteristics; Single Camera shooting, Camera Operations, Basic Camera Shots, angles & movements, Shooting techniques : Colour balancing, Picture Composition. TV Studio set-up, Production Control Room, Outdoor Broadcast, Planning TV studio programmes. Studio Lighting & its functions, Outdoor lighting, Reflectors; Studio sets & props; Make-up. Sound: Basic Characteristics, Microphones, Sound Recording

**UNIT IV:**

Broadcast Regulations—Broadcasting code for Indian Television, FIR'S. Code of Ethics and Broadcasting standards by NBA (News Broadcasters' Association). Growth of Private, International, National & Regional TV Networks & fierce competition for ratings. Sting Operation TRP, Community Television, Online TV and YouTube channels.

**UNIT V:**

Anchoring: Exercises on delivery, pronunciation, voice modulation and diction. Training in handling of equipments, coordination with production staff. Anchoring of TV news bulletin. Anchoring of non-news/entertainment programmes for TV.

**READINGS:**

1. Belavadi, Vasuki, (2013) *Video Production*, Oxford University Press
2. Wadia, Angela (2012) *Film, Television and Film Production: Recent Trends and Future Prospects*. Kanishka Publications
3. Aiyer, Balakrishna, (2011) *Digital Television Journalism*. Diamond Publication
4. Hakemulder, (2010) *Radio and TV Journalism*. Anmol Publications
5. Chawdhary, Nirmal Kumar, (2009) *How to Write Film Screen Plays: Illustrations for aspiring screenplay writers and readers*, Kanishka Publishers.
6. Mehta, Nalin, (2008) *Television in India*. Harper Collins
7. Davis, Rib, (2008) *Writing Dialogue for Scripts*. A&C Black Publishers
8. Kelsey, Gerald., *Writing for Television*.
9. Sinha, Pramod K., (2007) *Elements of Electronic Media: Tools and Techniques*.
10. Chakravarthy, Jagadish, (2004) *Changing Trends in Public Broadcasting Journalism*. Author's Press.
11. Jain, S.P., (1990) *The Art of Broadcasting*. Intellectual Book Corner.

## **BVMC42 (S) Television Writing and Video Editing**

### **CREDITS: 6**

#### **Learning Outcome:**

Student will acquire following skills :-

- Use of audio and recording equipments according to production
- Writing scripts and screenplays through various assignments
- Efficiency in non-linear editing for the production of a video programme

#### **UNIT I:**

Writing for Television, Concept & Idea Generation, Feasibility check, Treatment, Story, Script writing, Screenplay and Storyboarding. News- Headlines, News Magazine, Breaking news, Scrolling of news, Current affairs. Types of Interview- Hard News, Informative, Investigative, adversarial, Interpretative. Personal, Entertainment, Actuality, Vox pop and Multiple, Grabbed, specialized, Formal interview.

#### **UNIT II:**

Reporting of event and writing the script-Editing copy of the news report. Writing, presenting and recording of PTC. Writing and recording of voice over. Preparing news package. Production of news bulletin, run down.

#### **UNIT III:**

Basic video formats. Editing–Significance of editing, Paper editing, Editing principles. Identifying shoot & Proportion of shots, Offline, Online editing, A/B roll editing. Concept of continuity, Establishing shots, Cutting Points, Cut to cut, Matched cut and jump cut, Juxtaposition, Use Eye-lines, Maintain Continuity in the direction of Action. Use of sound.

#### **UNIT IV:**

Non-linear editing , Linear versus non-linear editing/Digital versus Analog Editing, Editing Software, Process on NLE, Visual Effects--- Dissolve, Wipe, Fade in/out etc.

#### **UNIT V:**

Titling and its significance, Significance of video effects, Role of music, Backgrounds or Virtual reality Sets, Post Production Graphics and Animation. Mastering of Tapes.

#### **READINGS:**

1. Sam Kauffmann,(2017) Avid Editing – A Guide for Beginning and Intermediate Users
2. Shoma A. Chatterji (2015), *Filming reality: The Independent Documentary Movement in India*. New Delhi: SAGE.
3. Angela Wadia. (2012)*Television and Film Production: Recent Trends and Future Prospects*. Kanishka Publications
4. V.P Dhar (2012), *The Art of Movie Making: A Complete Handbook of Film Technology and Terminology*. Jaipur: YKing Books.

5. K.M. Shrivastava,(2012) Radio and TV Journalism. Sterling.
6. Paranjy Guha Thakuria, (2011) *Media Ethics-Making and Breaking News*. Oxford.
7. Nirmal Kumar Chawdhary (2009), *How to Write Film ScreenPlays: Illustrations for Aspiring Screenplay Writers and Readers*. New Delhi: Kanishka Publishers and Distributers.
8. Nayyar Shamsi (2003) *Journalism Ethics and Code*, Anmol Publications PVT. Ltd.
9. Garg N., (1998)*Video Editing & Post production*. Anderson Focal Press.
10. डॉ स्मिता मिश्र , डॉ अमरनाथ अमर,(2008) *इलेक्ट्रॉनिक मीडिया: बदलते आयाम* . भारत पुस्तक भण्डार.

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BVMC43 (E) : Contemporary India

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**CREDITS: 6****Learning Outcome:**

Student will acquire understanding of :-

- Salient features of Indian Constitution
- Indian foreign Policy
- Political, Social, Economical system and issues of India
- International relations with neighboring and other major countries.

**Unit I**

Salient features of the Indian Constitution, Preamble, Fundamental Rights, Directive principles Parliament and State Legislative Assemblies and Councils, Electoral system, Center -State relations, Panchayati Raj.

**Unit II**

India's foreign policy, Relations with neighboring and other major countries, Indian Judiciary systems-Judicial Reforms. Impact, Efforts and Empowerment of women and weaker sections.

**Unit III**

India as an Emerging economic Power, Impact of Globalization on Indian economy, Growth, GNP, Removal of poverty and Disparity in income distribution.

**Unit IV**

Five year plans, Policies of development in India, Major national concerns, Trends in Industrial and Agricultural growth.

**Unit V**

Contemporary social, economic and political issues, Conflict resolution, Disaster management.

**Readings:**

1. *India Year Book*, New Delhi: Publications Division.
2. Uma Kapila (2017), *Indian Economy Since Independence*. Academic Foundation.
3. Dr. S P Shahi (2017), *India's Foreign Policy: Current Perspective*. R P Publications.
4. M V Pylee (2016), *India's Constitution*. S Chand and Company Ltd.
5. Sumeet Ganguly(Ed) (2011), *India's Foreign Policy: Retrospect and Prospect*. New Delhi: Oxford University Press.
6. Shankar Acharya & Rakesh Mohan(2010), *India's Economy: Performance and Challenges*. New Delhi: Oxford University Press.



7. S.K.Misra and V.K. Puri (2008), *Indian Economy-Its' Development Experience*. Himalaya Publishing House.
8. Dr. J N Pandey (2004), *Constitutional Law of India*. Allahabad: Central Law Agency.
9. कालचक्र- .समसामयिक घटनाओं की पत्रिका.

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## BVMC44 (S) Multimedia and Animation

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### **CREDITS: 6**

Learning Outcome:

- Students will be able to create animation
- Choose appropriate colour combinations for presentations
- Using sound & video: Adding a Sound File to the Timeline
- To create digital art
- Understand concepts of Isometric and Perspective drawing
- Create Animated Montages for Television or for presentations
- Create Titles for news bulletin
- Make Short Animation sequences

### **UNIT I:**

Workflow & Workspace: Introduction, Workspace overview, Customize the workshop, using the Stage and Tools panel, About the Timeline, Using panels, Property inspector, Library panel, Movie Explorer, History panel, Colour panel. Difference between Vector Graphics and Bitmap Graphics. Working with Tools. Difference between Fill and Stroke. Using Gradients.

### **UNIT II:**

Creating Animation- Classic Tween and Shape Tween. Inserting Key-Frames and Frames. Transforming object, Using symbols, instances and library assets, Symbols overview, Types of symbols, Create symbols, Convert animation on the Stage into a movie clip, Duplicate symbols, Edit symbols, working with symbol instances. Creating animation: Animation basics, creating motion, creating key frames, Frame-by-frame animation. Onion skinning, Extend still images, Mask layers, Using Timeline effects, twinned animation, Special effects.

### **UNIT III:**

Motion presets: Getting Started with Motion Presets, Modifying a Motion Tween, Stretching Tween Spans, Save Custom Presets & Create Layer Folders, Moving Tween Spans, Setting Static Frames, Building a Test Movie. Creating A Motion Tween: Adding a Motion Tween, Setting Property Key frames for Scale & Rotation, Creating a Motion Tween from a Shape, Easing Key frames, Creating a Fade-in by Adjusting the Alpha, Making a Motion Preset.

### **UNIT IV:**

Animation techniques: Importing Slideshow Content, Working in a Movie Clip Timeline, Animating the First Image in the Slideshow, Non-linear Animation, Swapping Objects, Using the Distribute to Layers Command, Adjust Timeline View Options & Animation Timing. Action script & behaviors: Introducing Action Script, Adding a Stop Action, Creating Buttons & Setting Button States, Creating Interactive

Text Buttons, Adding Site Content, Setting up for Action Script 2, Adding Behaviors with Action Script 2, Writing Action Script 3.

#### **UNIT V:**

Using sound & video: Adding a Sound File to the Timeline, Adding Sound to a Button, Encoding Video for Import into Flash, Set Import Options & Choose a Player Skin, flv Playback. Component & Component Inspector Flash Video for Action Script 2 & Older Players.

Publishing your site: Overview of Flash Publish Settings, Compression in Bitmaps & Sounds, Other Flash Publish Settings, and Publishing Flash Movie.

#### **READINGS:**

1. Fionnuala Halligan, (2013)*The Art of Movie Storyboards: Visualising the Action of the World's Greatest Films*. Ilex Press.
2. Sergio Paez and Anson Jew,(2013) *Professional Storyboarding: Rules of Thumb*. Focal Press.
3. Giuseppe Cristiano, (2012)*The Storyboard Artist: A Guide to Freelancing in Film, TV, and Advertising*. Michael Wiese Productions.
4. Adobe Creative Team,(2012),*Adobe Flash CS6 Classroom in a Book*, Pearson .
5. Todd Perkins(2010), *Adobe Flash Professional CS5 Bible (With CD) 1st Edition*. Wiley India Pvt. Ltd.
6. Giuseppe Cristiano, (2007)*Storyboard Design Course: Principles, Practice, and Techniques: the Ultimate Guide for Artists, Directors, Producers, and Scriptwriter*. Barrons Educational Series Inc.
7. John Hart,(1999) *The Art of the Storyboard: Storyboarding for Film, TV, and Animation*. Focal Press.

**BVMC45 (S) Project Report-4****CREDITS: 6**

Learning Outcome:

Students will get practical knowledge of TV production

- TV News Production: Writing News, Preparation of Run Sheet
- Shooting and Editing News and Preparation of News Capsule. Handling Interviews
- News Documentary Production: Research, Writing Script.
- Shooting, Narration Recording and editing

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**BVMC Semester V : New Media and Web Designing**

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**BVMC51 (E) Introduction to New media**

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**CREDITS: 6**

Learning Outcome:

- To apprise the students with the vast spectrum opened to them by internet
- To help the students explore mobile as an effective tool of communication
- To enable the students appreciate the applications of mobile in media
- To educate the students in converging technologies and media convergence
- To work on Indic language computing
- To know the Stakeholders Institutions of New Media

**UNIT I:**

New Media: Definition, Characteristics; Role of new media in Creating Information society, Computer Mediated-Communication (CMC); Networked Society. Information Communication Technology (ICT), Cellular Telephone for the purpose of Communication.

**UNIT II:**

Internet and its Beginnings, Meaning and definition Online Communication. Characteristic and importance of Internet. New media differences with print, radio and TV media. Introduction to Internet, World Wide Web (WWW), Search Engines. Data Journalism: Computer Assisted Reporting (CAR), Visualization of data. Satellite Radio, Online (Web), Podcasting, Mobile Content, Advertising, Integrating Social Media & UGC Content; Online broadcast technologies: webcasting, Social TV, Video conferencing, Skype

**UNIT III:**

Concept of mobile communication: CDMA and satellite communication, Mobile as a new tool of communication, Mobile for news and advertising, Role of Smart phones in growth of Social Media. Exploring mobile for various applications. Concepts of M-commerce, Mobile as new tool for business applications. Mobile an effective tool for promotional media. Mobile as a business tool for media organisations. Mobile for social communication. Mobile safety and precautions.

**UNIT IV:**

Digital technology revolution in Indic language computing, Multilingual Computing, Role of Unicode in promotion of Indian languages on internet. Online Dictionaries, Thesaurus, Digital archives. Transliteration, Online Translation, Computer assisted translation

**UNIT V:**

Stakeholders Institutions & Forums:-ICANN, ITU, ISOC, UN, WSIS, IGF, APRICOT 1L; Media Convergence; Interactive TV; User Generated Content; Mobile Telephony; On-line Gaming

**READINGS:**

1. Vincent Miller(2011) *Understanding digital culture*. Sage Publications
2. Siapera, Eugenia.(2011) *Understanding new media*. Sage.
3. Goldsmith, Jack, and Tim Wu. (2006). *Who Controls the Internet? Illusions of Borderless World*. US: Oxford University Press.
4. O'Reilly, Tim. (2005). *What is Web 2.0: Design Patterns and Business Models for the Next Generations Software*.
5. Grossman, Iran Protests: Twitter, the Medium of the Movement.
6. Lemann, Nicholas.( 2006), *Amateur Hour: Journalism Without Journalists*.
7. The New Yorker, August -  
[http://www.newyorker.com/archive/2006/08/07/060807fa\\_fact1](http://www.newyorker.com/archive/2006/08/07/060807fa_fact1)
8. Xiang, Biao. (2005). Gender, Dowry and the Migration System of Indian Information Technology Professionals. *Indian Journal of Gender Studies* 12: 357-380.
9. सुधीश पचौरी ,(2000)साइबर स्पेस और मीडिया,प्रवीण प्रकाशन
10. सुधीश पचौरी,मीडिया और साहित्य, वाणी प्रकाशन

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## BVMC52 (S) Website Designing

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### **CREDITS: 6**

Learning Outcome:

Student will acquire following skills:-

- Selecting the theme of the website; Web Space, Domain Name and Registration
- Preparing Rough Layout for website and blog
- Developing a page on Dreamweaver (text formation, pictures, color combinations, style sheet, hyper linking, Interlinking, Navigation)
- Designing a blog (writing articles, features, News, stories, poems, Photographs and videos for a blog)

### **UNIT I:**

History of Web and Website, Introduction of different types of Websites, Basics of web designing, various computing Languages: Machine language, Assembly Language, scientific language, business language, interactive language, 5<sup>th</sup> generation language.

### **UNIT II.**

Elements of different Websites. Different element of Website designing. Web Page – Websites, Home pages. Web page development: inserting, linking; editing, publishing, promoting and maintaining a website. Hyperlinks: Definition, elements and type.

**UNIT III:** Selecting the theme of the website; Web Space, Domain Name and Registration. Developing a page on Dreamweaver (text formation, pictures, colour combinations, style sheet, hyper linking, Interlinking, Navigation), Web tools: Blogs, Social Media & Search Engine. Blog. Overview of New Media Industry.

**UNIT IV:** Internet Communication: Protocols, Types of Internet Connections, ISPs, Domain Name System, Intranets, Email Concepts (receiving, sending, addressing, downloading, formatting, sending attachment). Introduction to Computer Security, Users Identifications and Authentication.

### **UNIT V:**

Blogging, types of blogs; Designing a blog (writing articles, features, News, stories, poems, Photographs and videos for a blog) Multimedia storytelling on individual and group blogs.

### **READINGS:**

1. Jon Duckett, (2014) HTML and CSS: Design and Build Websites. Wiley Publication
2. Jennifer Niederst Robbins, (2012) Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics. Shroff; Fourth edition
3. Dan M. Brown, (2006) Communicating Design: Developing Web Site Documentation for Design and Planning. New Riders

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BVMC53 (S) Online Journalism

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**CREDITS: 6**

Learning Outcome:

Student will acquire following understanding and skills:-

- Differences between print, web and electronic media in terms of writing, layout and presentation techniques.
- Knowledge of Online journalism, Alternative journalism ,Citizen journalism
- Writing articles, features, News, stories, poems, Photographs and videos for a blog and other different platforms of social media
- Writing for mobile media.

**UNIT I:**

Alternative Journalism: The new breaking news medium; Changing role of E-journalist: Impact on news values; Global or Local or Glocal; Presenting the news and views; Digital Tools for Journalist. User Generated Content , Youtube news Channel, FB News pages , Twitter journalism, writing, layout and presentation techniques for App.

**UNIT II:**

New trends in Journalism: Citizen Journalism, Community Journalism; Convergence Journalism. Social Media; Types of Social Media; Need and Impact of Social Media, Remediation and New Media technologies; Online Communities

**UNIT III:**

Online Journalism: Introduction, Objectives, New Horizons, History, E-paper and Online paper, Online editions of newspapers. Process of news gathering, news making and news dissemination for Online news portal. Headlines for web paper, Reporting, Editing,

**UNIT IV:**

Writing for New Media. Internet language, elements of writing for web. Structure and characteristics of Internet news stories, Writing articles, features, stories, poems for websites and portals. Uploading photographs and videos . Handling a developing story.

**UNIT V:**

Writing non-news content for the web. Effective blog writing. Writing for social networking. Writing and posting blogs.  
Mobile- SMS language, Writing news content, Writing non-news content, Developing contents for mobile. Hash Tag ,Meta tags, Search engine optimization to popularize content. Digital Marketing and Analytics.

**READINGS:**

1. James Foust(2005), Online Journalism – Principals and Practices of News for the web. Scottsdale, AZ : Holcomb Hathway Publisher.



2. James Glen Storall (2004), Web Journalism – Practice and Promise of a New Medium. Boston: Pearson Education.
3. Stephen Quinn (2005), Convergent Journalism: The Fundamentals of Multimedia Reporting. New York: Peter Lang Publishing.
4. Shyam Nath ,(2008) Assessing the State on Web Journalism. New Delhi: Authors Press.
5. Prabhakar, Dr. Manohar and Bhanawat, Dr. Sanjeev,(1999) Media Scene in India: Emerging Facets. Jaipur: University Book House.
6. Bhardwaj, Amita, (1997) New Media and Educational Planning, Sarup and Sons, New Delhi.
7. Singh, J.K., Mass Media and Information Technology, Jaipur: Mangal Deep Publication.
8. Jagdish Chakraborty, (2003) Cyber Media Journalism: Emerging Technologies.
9. Jim Hall (2001), Online Journalism: A Critical Primer. London: Pluto Press.
10. जगदीश्वर चतुर्वेदी & सुधा सिंह, जनमाध्यम प्रौद्योगिकी एवं विचारधारा.
11. शिवप्रसाद जोशी & शालिनी जोशी, नया माध्यम: अध्ययन और अभ्यास.
12. Ryan M. Thornburg, (2010) Producing Online News: Stronger Skills, Stronger Stories, CQ Press College
13. Christopher Callhan, (2002) A Journalist Guide to the Internet: The Net as a Reporting Tool, Pearson/Allyn and Bacon.

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 BVMC54 (E) Cyber Laws
 

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**CREDITS: 6**

Learning Outcome:

Student will acquire following knowledge of :-

- Legal framework for Digital media : National and International perspective
- Understanding and working of E-contracts ,e- signature, e-governance
- Cyber contraventions, offences
- Role of Intellectual property on New media

**UNIT I:**

Basic concept of Technology and Law: Understanding the Technology, , Evolution and Scope of Cyber Laws, UNCITRAL Model Law, IT Act 2000, National Cyber security Policy 2013.Cyber Jurisprudence. Jurisdiction in physical and cyber space Computer offences. Cyber regulations. E-governance, E-Contracts.

**UNIT II:**

IPR in Cyber Space: Rationale behind Intellectual Property, Intellectual Property issues, Copyright in Internet, Software Piracy, Multimedia and copyright issues, Patents, Trademarks and Domain Name.Balancing the right of the owner of IP and the Society.

**UNIT III:**

E-Commerce: E-Commerce and its Models, Advantages of E-commerce, E-cash and E-payment,E-Banking ,E-tailing. Digital Signature, E-Signature, Offences under the Act, role of Intermediaries in reference of Baazi.com, Salient features of IT Act Amendment 2008.

**UNIT IV:**

Cyber crimes and Contraventions: understanding Cyber crimes, Indian Penal Law and cyber crimes, Defamation, Hate speech, sedition, libel free speech. Cyber Terrorism.Security issues of cyber journalism, freedom of expression on Cyber space .Shreya Singhal case .Cyber Control Mechanism.

**UNIT V:**

Problems related to New Media: Plagiarism and Cyber bullying. Privacy issues on the Internet. Issues- Fake news , Vulgarity in language, financial frauds, pornography. Cyber Stalking and other issues. Ethical Issues on Cyber.

**READINGS:**

1. Pavan Duggal, (2014) *Textbook on Cyber Law*. Universal Law Publishing
2. Pavan Duggal, (2013)*Mobile Law*. Universal Law Publishing.
3. Pavan Duggal, (2015)*Whatsapp & Indian Cyber Law*. Sakshar Law Publication.
4. “Privacy vs. the Internet: Americans Should Not Be Forced to Choose” (ACLU report, 2008)
5. Vakul Sharma ,(2018) *Information Technology Law*. Universal Law Publishing
6. R C Mishra (2002), *Cyber Crime*. Authors Press

**BVMC55 (S) Project Report-5****CREDITS: 6**

Learning Outcome:

- Students will be able to write, publish for New Media
- Create website
  - Blog writing (at least three)
  - Web space, Domain Name and Registration
  - Theme of a Website and preparing a Rough Layout
  - Developing Website on Dream Weaver (Text, Pictures, Colour combination, style-sheet, hyper linking, inter-linking and navigation)
  - Writing news for News Sites and Mobile Phones

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## BVMC Semester VI : Film Studies and Production

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### BVMC61(E) Concept and Elements of Film

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**CREDITS: 6**

Learning Outcome:

- Student will be able to understand persistence of vision and Visual literacy
- They can analyze different genre of Cinema and motives of different type of Films
- They will be able to understand different aspect of cinema

**UNIT I:**

Concept of cinema: Definition, The concept of persistence of vision. Film's relationship to each of the arts: music, dance, literature, theatre, architecture, photography and painting. The relationship between film and 20<sup>th</sup> century art movements: impressionism, cubism, surrealism.

**UNIT II:**

Visual literacy: The vocabulary of film: shot, scene, sequence, frame, composition in depth, point of view, transitions, Mise-en-scène etc. The tools of expression- frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and colour, the movement of camera and lens, how images come to express meanings and its relation with the word-meanings.

**UNIT III:**

Film formats: celluloid and digital, Element of sound: dialogues, background score, music, silence, ambience. Film styles and Genres: Image and editing. To what extent does film manipulate reality? Different genres. Analysis of recurrent themes, images, and narrative structures. Action, adventure, comedy, drama, epic/historical, horror, Sci-fi, war etc. Other formats i.e. short films: fiction & non-fiction, promotional, propaganda, corporate, educational, advertising films.

**UNIT IV:**

Film history: Development of film in Europe, US and India. Important directors and their contribution to world cinema, film companies and films. World cinema: D. W. Griffith, Sergie Enstine, Robert Flaharty, Vittorio De Sica, Walt Disney, Charles Chaplin, Franscois Trufautt, Jean Luc Godard, Ingmar Bergmen, Andrei Tarkovsky, Sergei Eisenstein, Alfred Hitchcock, Jean Renoir, Federico Fellini, Akira Kurosowa, Andre Wajda, YashizoroOzu, Steven Speilberg, Majid Majidi, etc.

**UNIT V:**

History of Indian cinema and Periods, Major film maker Dada Sahib Falke, V.Shantaram, Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Karnad, Raj Kapoor, Guru Dutt, Adoor Gopalkrishnan, Mrinal Sen, Bimal Roy, Basu Bhattacharya,

Mani Ratnam, and contemporary trend-setting directors. Special focus on Hindi films: classics and contemporary.

### READINGS

1. Suresh Chabria(2014), *Light of Asia: Indian Silent Cinema 1912-1934*. Niyogi Books
2. Renu Saran(2012), *History of Indian Cinema*. Diamond Books.
3. Satyajit Ray(2011), *Deep Focus: Reflections on Cinema. India*: Harper Collins.
4. Saibal Catterji, Gulzar, Govind Nihlani ,(2003) *Brittanica Encyclopaedia of Hindi Cinema*.
5. Robert Mckee,(1997)*Story*,IT Books
6. Andre Bazin,(1967) “*The Ontology of the Photographic Image*”, *Book -What is Cinema Vol.I* . Berekeley, Los Angeles and London: University of California Press.
7. अजय ब्रम्हात्मज (2012), *सिनेमा, समकालीन सिनेमा*. वाणी प्रकाशन.
8. अनुपम ओझा(2009), *भारतीय सिने सिद्धांत*. राधाकृष्ण प्रकाशन.
9. विनोद तिवारी,(2007 )*फिल्म पत्रकारिता*,वाणी प्रकाशन
10. डॉ.किशोर वासवानी (1998), *सिनेमाई भाषा और हिंदी संवादों का विश्लेषण*. हिंदी बुक सेंटर.
11. स. श्याम माथुर, *सिने अपडेट: जयपुर: पत्रिका*.

### Screening:

1. Rear Window by Alfred Hitchcock (Language of Cinema)
2. Battleship Potempkin by Sergei Eisenstein (Language of Cinema)
3. Man with a Movie Camera by DzigaVertov
4. Germany Year Zero directed by Roberto Rosselini (Italian Neo Realism)
5. Metropolis by Fritz Lang/Double Indemnity by Billy Wilder (German Expressionism and Film Noir)
6. Pather Panchali by Satyajit Ray
7. Mother India
8. Mughle-Azam
9. Nishant by ShyamBenegal/Aakrosh by GovindNihalani (Indian New wave)
10. Pyaasa by Guru Dutt
11. Sholey

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BVMC62 (E) Film Studies and Education

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**CREDITS: 6**

Learning Outcome:

Student will acquire following skills from this paper:-

- Students will be able to understand different part of cinema such as Film Distribution, film production, production houses, awards etc.
- They will be able to critique and review films
- They will be able to understand the new issues of film production related to emerging new media.

**UNIT I**

Film Studies: Film appreciation, analysis, criticism etc. Reviewing films for various media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts. Film institutions: NFDC, NFAI, FTII, Film Festivals Authority of India, Children Film Society. Film Society movement, International film festivals.

**UNIT II**

Importance of Film Education: Film Institutes in India- FTII , State Film and TV Institutes, In India Government-run and private institutes of filmmaking. Mass Communication courses in Central and State Universities. Film Awards: International: Oscar, Cannes film festivals, Berlin Film Festival.etc. Prominent government-sponsored film awards-National Awards, Dada Saheb Falke Award. Directorate of Film Festivals, Prominent Non-governmental awards-Filmfare Awards, Screen Awards. Zee Cine Awards, IIFA Award etc.

**UNIT III**

Film Distribution: Concept and Process of Film Distribution. Different territories in India and Abroad of Film Distribution. Changing Experience of Film Viewing-History of Movie theatres, Single screen to multi screens Movie Hall. Dolby Sound System etc. Film Publicity and Promotion.

**UNIT IV**

Films as an industry. Interrelationship of film industry with other media. Indian cinema is a global enterprise, Global enterprises such as 20th Century Fox, Sony Pictures, Walt Disney Pictures[18][19] and Warner Bros. Indian enterprises such as AVM Productions, Prasad's Group, Sun Pictures, PVP Cinemas, Zee, UTV, Suresh Productions, Eros International and Adlabs. film production companies listing in the National Stock Exchange of India (NSE).Ticketing.

**UNIT V**

Laws and Ethical Issues- Cinematograph Act, Indecent representation of women , Obscenity, Voilence Intellectual Property Rights, Film Piracy. Internet Film platforms

and related issues: Illegal streaming and Downloading from Internet, Censorship and online films.

### READINGS:

1. Lloyd Kaufman, (2012) *Produce Your Own Damn Movie*. Rutledge
2. Angela Wadia(2012), *Television and Film Production: Recent Trends and Future Prospects*. New Delhi: Kanishka Publishers and Distributors.
3. Suzanne Lyons,(2011) *Indie Film Production: The Craft of Low Budget Filmmaking*. Focal Press
4. Jim Owens and Gerald Millerson, (2011) *Video Production Handbook*, Focal Press.
5. A. Ryan, (2011)*Producer to Producer, Maureen*. Michael Wiese Productions
6. Richard Walter(2010), *Essentials of Screenwriting: The Art, Craft, and Business of Film and Television Writing*. Plume.
7. Esta de Fossard & John Riber(2005), *Writing and Producing for Television and Film*. New Delhi: Sage.
8. Paul Joseph Gulino(2004), *Screenwriting: The Sequence Approach*. Bloomsbury Academic.
9. Saibal Catterji, Gulzar, Govind Nihlani ,(2003) *Brittanica Encyclopaedia of Hindi Cinema*.
10. मनोहर श्याम जोशी(2016), *पटकथा लेखन*. राजकमल .
11. असगर वजाहत (2015), *पटकथा लेखन, व्यावहारिक निर्देशिका*. राजकमल प्रकाशन.
12. अनुपम ओझा(2009), *भारतीय सिने सिद्धांत*. राधाकृष्ण प्रकाशन.
13. अजय ब्रम्हात्मज (2012), *सिनेमा, समकालीन सिनेमा*. वाणी प्रकाशन.
14. विनोद तिवारी,(2007 )*फिल्म पत्रकारिता*,वाणी प्रकाशन
15. डॉ.किशोर वासवानी (1998), *सिनेमाई भाषा और हिंदी संवादों का विश्लेषण*. हिंदी बुक सेंटर.
16. स. श्याम माथुर, *सिने अपडेट*: जयपुर: पत्रिका.

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## BVMC63 (S) Film Production and Writing

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### **CREDITS: 6**

Learning Outcome:

- Students will understand the elements of Film production
- They can make a film for profit or non-profit.
- They will be able to develop an idea in a script.
- Students will understand the Importance of Translation in films.
- Students will be skilled in process of Translation, Dubbing, Subtitling

### **Unit I**

Introduction of Production. Different Elements of Production. Pre-Production: Scripting, Budgeting, Casting, Location etc. Production: Shooting. Post-Production: Editing The trio of Producer, Director and Script Writer.

Pre-production: Formation of Film Unit, Agreements with various expertise. Actors, Lyricists, Script writer, Music director, Set designer, Colour Lab, Distributors etc. Songs Writing: Importance of Songs in Hindi Cinema, Inter-relationship between song and music. Song writing for different moods. Inter-relation between literature and Film, Challenges in film making on literature, Using folk Literature in cinema writing

### **Unit II**

Study for selecting subject for the production of a short film. Research and writing script and screenplay. Script writing for different kind of films, Difference between story and plot. Film Story process : Idea to Script . Imagination and building story. Various stages of Script Writing : Idea, Summary ,Shot division, Dialogue writing, Final shooting script.

### **Unit III**

Camera Shots and Movements, Audio-visual technology: Introduction of different Camera Shots. Different Camera angles. Importance of different Camera shots and angles. Introduction of different Microphones. Digital audio-video technologies. Visual journalism: Use of Video Camera .

### **Unit IV**

Production :Shooting Schedule, Muhurt shot, Shot Breakdown & Call list, Production Team, Meetings, Checklist. Recce, Planning and Managing crew, Sound Recording, Voice Over. Setup, Lighting, Sound Recording and Shooting. The tools of expression-frequency and number of shots, the size of the subject in the frame, the angle of view, composition and balance, the use of lighting and colour, the movement of camera and lens, images relation with the word-meanings.

### **Unit V**

Post Production - Film editing software: Adobe Premier Pro and Final Cut Pro Grammar of editing. Rough Cut, Transitions: Scenic Realism & Sound Effects and Visual Effects. Finalising the film, graphics and title adding. Importance of Translation in films. Process of Translation, Dubbing, Subtitling .



**READINGS:**

1. Suzanne Lyons, (2012) *Indie Film Production: The Craft of Low Budget Filmmaking*
2. Ashish Rajadhyaksha and Paul Willemen, (2010) *Encyclopaedia of Indian Cinema*. British Film Institute.
3. Satyajit Ray, (2005) *Speaking of Fims*. Penguin UK.
4. .Saibal Catterji, Gulzar, Govind Nihlani ,(2003) *Brittanica Encyclopaedia of Hindi Cinema*.
5. Richard Allen & Murray Smith, (1999) *Film Theory and Philosophy*. Oxford University Press.
6. Satyajit Ray, (1994) *Our films, Their Films*. Orient Black Swan.
7. मनोहर श्याम जोशी, (2016) *पटकथा लेखन*, राजकमल प्रकाशन
8. असगर वजाहत, (2015) *पटकथा लेखन*, व्यावहारिक निर्देशिका, राजकमल प्रकाशन

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 BVMC64(S) Documentary Film Making
 

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**CREDITS: 6**

Learning Outcome:

- Understand the concept of Documentary film
- Role of documentary film in societal upliftment
- Skill of documenting issue through film
- To write and present a script for a audio-visual documentary.
- To handle the pre production ,production and post production of Documentary film .

**UNIT I:**

Understanding the Documentary, Introduction to Realism Debate, Six Modes of Documentary Representation- Participatory, Expository, Observational, Performative, Reflexive, and Poetic

**UNIT II:**

Introduction to Shooting styles, Introduction to Editing styles, Structure and scripting the documentary.

**UNIT III:**

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography, Writing a concept- Telling a story, Treatment, Writing a proposal and budgeting.

**UNIT IV:**

Production Phase- Planning and Managing crew, Lighting- Natural and Artificial, Understanding use of microphones, Sound Recording, Voice Over. Shooting Schedule, Shot Breakdown, & Call list, Production Team, Meetings, Checklist; Crowd Management.

**UNIT V:**

Post Production Phase- Grammar of editing, Rough Cut, Transitions: Scenic Realism & Sound Effects and Visual Effects, Finalising the film, Graphics and Title adding. Distribution and Exhibition Spaces (Traditional and Online)

**READINGS:**

1. Trisha Das(2007) *How to Write a Documentary*,PSBT.
2. Charles.Musser,(1996) “*Documentary*” in *Geoffrey Nowell Smith* ed. The Oxford History of World Cinema Oxford University Press
3. Michael Renov , (1993), “*The Truth about Non Fiction*” and “*Towards a Poetics of Documentary*” in Michael Renov ed. *Theorizing Documentary* AFI Film Readers, New York and London:Routledge:
4. Nichols, Bill (2001) *Introduction to Documentary*, Indiana University Press: Bloomington.

5. Double Take by PSBT
6. DOX magazine

**Screenings:**

1. Michael Moore: Roger and Me
2. Nanook of the North by Robert J Flaherty
3. Nightmail by Basil Wright
4. Bombay Our City by Anand Patwardhan
5. Black Audio Collective
6. City of Photos by Nishtha Jain
7. Films by PSBT

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BVMC65(S) Project Report -6

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**CREDITS: 6**

Learning Outcome:

Student will be skilled in making short film.

Short Film Making- Build a plot of Short Film. Scripting, Budgeting, Casting, Location. Shooting the film. Editing the film. Present the final Product