

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI.

1	Name of Syllabus	C. C. IN Mass Communication and Video Production (413109)																																																
2	Max.Nos of Student	25 Students																																																
3	Duration	6 Month																																																
4	Type	Part Time																																																
5	Nos Of Days / Week	6 Days																																																
6	Nos Of Hours /Days	4 Hrs																																																
7	Space Required	Workshop = 400 Sq feet <u>Class Room = 200 Sq feet</u> TOTAL = 600 Sq feet																																																
8	Entry Qualification	S.S.C.																																																
9	Objective Of Syllabus/ introduction	The objective is to sensitize the students to the field of communication by exposing them to its different forms; to understand the basic concepts and terminology specific to communication and media, Print Journalism – reporting, feature writing, editing and design, concepts for documentaries and television programs, scripting, directing, camera handling programming editing etc																																																
10	Employment Opportunity	Job opportunities as a freelance journalism, reporter, etc.																																																
11	Teacher’s Qualification	Diploma / Certificate holder in concern field.																																																
12	Training System	<table><tr><th colspan="8">Training System Per Week</th></tr><tr><td colspan="2">Theory</td><td colspan="2">Practical</td><td colspan="4">Total</td></tr><tr><td colspan="2">6 Hours</td><td colspan="2">18 Hours</td><td colspan="4">24 Hours</td></tr></table>							Training System Per Week								Theory		Practical		Total				6 Hours		18 Hours		24 Hours																					
Training System Per Week																																																		
Theory		Practical		Total																																														
6 Hours		18 Hours		24 Hours																																														
13	Exam. System	<table><tr><th>Sr. No.</th><th>Paper Code</th><th>Name of Subject</th><th>TH/PR</th><th>Hours</th><th>Max. Marks</th><th>Min. Marks</th></tr><tr><td>1</td><td>41310911</td><td>INTRODUCTION TO COMMUNICATION</td><td>TH-I</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>2</td><td>41310912</td><td>BASICS OF PRINT JOURNALISM</td><td>TH-II</td><td>3 hrs</td><td>100</td><td>35</td></tr><tr><td>3</td><td>41310921</td><td>INTRODUCTION TO COMMUNICATION</td><td>PR-I</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td>4</td><td>41310922</td><td>BASICS OF PRINT JOURNALISM</td><td>PR-II</td><td>3 hrs</td><td>100</td><td>50</td></tr><tr><td></td><td></td><td>Total</td><td></td><td></td><td>400</td><td>170</td></tr></table>							Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks	1	41310911	INTRODUCTION TO COMMUNICATION	TH-I	3 hrs	100	35	2	41310912	BASICS OF PRINT JOURNALISM	TH-II	3 hrs	100	35	3	41310921	INTRODUCTION TO COMMUNICATION	PR-I	3 hrs	100	50	4	41310922	BASICS OF PRINT JOURNALISM	PR-II	3 hrs	100	50			Total			400	170
Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks																																												
1	41310911	INTRODUCTION TO COMMUNICATION	TH-I	3 hrs	100	35																																												
2	41310912	BASICS OF PRINT JOURNALISM	TH-II	3 hrs	100	35																																												
3	41310921	INTRODUCTION TO COMMUNICATION	PR-I	3 hrs	100	50																																												
4	41310922	BASICS OF PRINT JOURNALISM	PR-II	3 hrs	100	50																																												
		Total			400	170																																												

THEORY – I - INTRODUCTION TO COMMUNICATION

Communication: meaning, definition and forms (intra-personal, inter-personal, group & mass); Concepts and characteristics of mass, mass society, mass media & mass communication; Concept of theory vis-a-vis practice.

Basic concerns of communication theory; functions of communication; meaning & communication, dimensions of meaning, Bullet theory and S-R model; Osgood & Schramm's circular model; Schramm's Field of Experience model;

The Lasswell formula & Braddock's extension; Mathematical Model of Communication, concepts & significance of entropy & redundancy; empathy as a fundamental communication ability. Berlo's S-M-C-R model.

Model of learning as Communication. Perception: definition, role in communication; four rings of defenses; the Schema theory; Groups: definition & types; model of group formation; importance of group norms and group pressure in communication. Propaganda: definition, objectives & devices.

Propaganda: definition, objectives & devices. Attitude: definition, structure & role; major findings of attitude change (persuasion) research; Krugman's Theory of Low Involvement; Festinger's Cognitive Dissonance Theory.

The Two-step flow model: major findings & criticism. Diffusion of Innovations: definition; characteristics of innovation; innovation decision process; concepts of homophily & heterophily; adapter categories & criticism; channels of communication.

Agenda Setting Model: basic model; model of differential agenda-setting, criticism. Uses & Gratifications perspective: basic model; Rosengren's model; criticism. Neuman's Spiral of Silence model; McLuhan's Media Determinism, concepts of Global Village and hot & cool media.

Media performance theories: Authoritarian, Free-press, Totalitarian, Social Responsibility. Media violence theories: Catharsis, Reinforcement, Cultivation, Observational-Learning. Display-Attention model: the market-driven dimension.

RADIO & TV COMMUNICATION

Brief introduction to the origin and development of Broadcasting in India: Basics of world systems of broadcasting; International Telecommunication Union INTELSAT, COMSAT

Role of Radio & TV in social change, education & entertainment; Characteristics of Radio & TV Programme composition & programme planning strategies TRP/TAM; CPM.

Video production team; Role of producer, director; cameraman, floor manager, editor etc. Radio Production team. Basics of TV script-writing

Units of Video Production

Basic camera shots, language of camera movements, composition;
Camera perspective; language of vision mixing (transitions)

Audience Research

Organization of news services division in All India Radio & Doordarshan;
Basic principles of writing news for Radio & TV
News packages: Code of Ethics in Broadcasting.

Do's & don'ts for conducting interviews & discussions for TV/Radio.
Pre-production, production and post-production considerations.
Above and below the line functions.

Basics of editing, switching, components of video editing systems, using the editing system

Offline and on line editing and basics of non-linear editing.

Basics of sound perspective-microphones and their pick-up patterns;
Basics of lighting for video production, importance and function of lighting
Media management

An overview of Mass media: Emergence of global media, Media as an industry

Introduction to Indian Media and Entertainment Sector (IEM) comprising Filmed Entertainment, Television, Music, Radio, Print, Online media.

Management of Media organizations: Management as a process. Approaches to Management such as Classical

school, human relations school and modern approach.

Financial management: Budgeting, monitoring financial performance

Personnel Management: Hiring, Interviewing, Orientation, Performance reviews, promotion, termination, interns

and other part timers. Dealing with labour issues

Media market scenario: Ownership and its types, advantages and disadvantages; Cross Media ownership; Vertical

and horizontal integration; Monopolies and Oligopolies

Economics of print and electronic media in the global market place; consolidation and convergence; Forces affecting

markets viz. economic, technological, regulatory, global, social; Strategic alliances in media market for

newsgathering, content creation, dissemination.

Foreign equity in Indian Media; Economic, social and cultural effects of globalisation of media.

Newspaper Business Management: Definition and Classification of newspapers , Newspaper as an industrial

product; Significant aspects of newspaper industry in India and its constraints including problems of small and

medium newspapers in India; Organisational structure of newspapers, magazines and news agencies.

Role of publisher, General Manager and Editor in a newspaper organization

Electronic Media Management: Structure of radio and television organizations, new media and Online

Publications; Management issues in programming.

Global media players and their holdings; India's major media houses and their holdings

PRACTICAL - I - INTRODUCTION TO COMMUNICATION

Communication: meaning, definition and forms (intra-personal, inter-personal, group & mass); Concepts and characteristics of mass, mass society, mass media & mass communication; Concept of theory vis-a-vis practice.

Basic concerns of communication theory; functions of communication; meaning & communication, dimensions of meaning, Bullet theory and S-R model; Osgood & Schramm's circular model; Schramm's Field of Experience model;

The Lasswell formula & Braddock's extension; Mathematical Model of Communication, concepts & significance of entropy & redundancy; empathy as a fundamental communication ability. Berlo's S-M-C-R model.

Model of learning as Communication. Perception: definition, role in communication; four rings of defenses; the Schema theory; Groups: definition & types; model of group formation; importance of group norms and group pressure in communication. Propaganda: definition, objectives & devices.

Propaganda: definition, objectives & devices. Attitude: definition, structure & role; major findings of attitude change (persuasion) research; Krugman's Theory of Low Involvement; Festinger's Cognitive Dissonance Theory.

The Two-step flow model: major findings & criticism. Diffusion of Innovations: definition; characteristics of innovation; innovation decision process; concepts of homophily & heterophily; adapter categories & criticism; channels of communication.

Agenda Setting Model: basic model; model of differential agenda-setting, criticism. Uses & Gratifications perspective: basic model; Rosengren's model; criticism. Neuman's Spiral of Silence model; McLuhan's Media Determinism, concepts of Global Village and hot & cool media.

Media performance theories: Authoritarian, Free-press, Totalitarian, Social Responsibility. Media violence theories: Catharsis, Reinforcement, Cultivation, Observational-Learning. Display-Attention model: the market-driven dimension.

RADIO & TV COMMUNICATION

Brief introduction to the origin and development of Broadcasting in India: Basics of world systems of broadcasting; International Telecommunication Union INTELSAT, COMSAT

Role of Radio & TV in social change, education & entertainment; Characteristics of Radio & TV Programme composition & programme planning strategies TRP/TAM; CPM.

Video production team; Role of producer, director; cameraman, floor manager, editor etc. Radio Production team. Basics of TV script-writing

Units of Video Production

Basic camera shots, language of camera movements, composition;
Camera perspective; language of vision mixing (transitions)

Audience Research

Organization of news services division in All India Radio & Doordarshan;
Basic principles of writing news for Radio & TV
News packages: Code of Ethics in Broadcasting.

Do's & don'ts for conducting interviews & discussions for TV/Radio.

Pre-production, production and post-production considerations.

Above and below the line functions.

Basics of editing, switching, components of video editing systems, using the editing system

Offline and on line editing and basics of non-linear editing.

Basics of sound perspective-microphones and their pick-up patterns;

Basics of lighting for video production, importance and function of lighting

Media management

An overview of Mass media: Emergence of global media, Media as an industry

Introduction to Indian Media and Entertainment Sector (IEM) comprising Filmed Entertainment,

Television, Music,

Radio, Print, Online media.

Management of Media organizations: Management as a process. Approaches to Management such as Classical

school, human relations school and modern approach.

Financial management: Budgeting, monitoring financial performance

Personnel Management: Hiring, Interviewing, Orientation, Performance reviews, promotion, termination, interns

and other part timers. Dealing with labour issues

Media market scenario: Ownership and its types, advantages and disadvantages; Cross Media ownership; Vertical

and horizontal integration; Monopolies and Oligopolies

Economics of print and electronic media in the global market place; consolidation and convergence;

Forces affecting

markets viz. economic, technological, regulatory, global, social; Strategic alliances in media market for

newsgathering, content creation, dissemination.

Foreign equity in Indian Media; Economic, social and cultural effects of globalisation of media.

Electronic Media Management: Structure of radio and television organizations, new media and Online

Publications; Management issues in programming.

Global media players and their holdings; India's major media houses and their holdings

THEORY – II - BASICS OF PRINT JOURNALISM

Basics of journalism; Importance of journalism in a democracy

Introduction to print media in India

Concept of news; Definition of news

News values, The news story structure, 5 Ws and 1H

The inverted pyramid pattern: Need and Usefulness.

The essentials of news writing

Importance of lead in a story, types of leads.

Process of newsgathering, making and maintaining sources of news.

Definition & nature of Feature writing

Classification and types of features: News features; personality sketches; biographical sketches, obituaries;

commemorative features; problem features; utility features; hobby features; career features; lifestyle features;

historical features; personal experience features; philosophical features. Reviews: films, books, the visual and performing arts. Photo features.

Techniques of idea generation, importance of lateral thinking, recognising a good story.

Organization and operations of the Newsroom of a daily newspaper

Qualities and responsibilities of Sub-editor, chief Sub-editor and News editor

Editing for precision, accuracy, clarity, brevity, spelling, punctuation and grammatical errors

Definition and importance of Graphic design in communication and branding.

Elements of Design: verbal, visual and white space.

Text as a visual element: Design, structure and classification of type; Typographic presentation: legibility and

appropriateness; text-breakers – typographical devices such as multi-col leads, initial letters (drop caps) and rising

caps), sub heads/crossheads/sideheads, pulled quotes, bold paragraphs, italics.

Visual elements: Illustrations - thumbnail graphics, dingbats, infographics, photographs and images; rules & borders

- column rules, cut offs, dashes & boxes.

PRINT MEDIA ETHICS AND LAWS

Defining ethics (morals and values) and work ethic – competence, knowledge and aptitude

Ethical Codes: self regulation, organisational regulation, statutory regulation (Press Council of India).

Functions of media within the ethical system: role, responsibility and accountability

The Ombudsman System

Freedom of speech and expression: Constitutional guarantees and restraints viz. Article 19(1)(a) and Article 19(2).

Pressure groups – politicians, proprietors, advertisers, society and self.

Issues of conflict: truth-falsehood dichotomy; intellectual dishonesty; confidentiality, privacy and the public interest;

engendering of stereotypes – women, homosexuals, elderly and the disabled

Institutional Laws (analysis of the bare Act with case studies):

Press Council Act, 1978; Press and Registration of Books Act, 1867; Official Secrets Act, 1923;

Contempt of Court,

1971; Law of Parliamentary Privileges (Article 105 (3) and 194 (3); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A).

Individual-Specific Laws (analysis of the bare Act with case studies):

Right to Information Act, 2005; Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294

of IPC); Copyright Act, 1957; Information Technology Act, 2000 (only relevant portions); Indecent Representation

of Women (Prohibition) Act, 1986; Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954; Young

Persons (Harmful Publications) Act, 1956.

Qualifications and responsibilities of a reporter, organisation of reporting staff in dailies.

News interviews, news features

Covering press conferences

Reporting for magazines and news agencies.

PRINT JOURNALISM

Various areas in reporting

1. Weather
2. Accidents and crime
3. Government, speeches, meetings, elections and politics
4. Society and culture
5. Education
6. Sports
7. Courts

Writing the feature: researching the idea, identifying potential markets, developing a slant.

Organization: theme statement, scratch outline, inverted pyramid approach, nut graph and five-box approach

Composition: writing the title, lead and ending. Ensuring readability through incorporation of action, conciseness,

sensory detailing, literary devices, human interest, humour, illustrations, transition and focus.

Importance of revising

Arithmetic of writing: inculcating a professional writer's mindset; importance of market research; identifying 'house

style'; pitching the idea, drafting query letters; preparation of manuscript; maintaining a log.

Role and importance of creative non-fiction in the brand image of a publication.

Scope for freelancers in newspapers, magazines, world wide web, wire services and syndicates.

PRACTICAL - II - BASICS OF PRINT JOURNALISM

A file on at least 12 types of Leads to be prepared by the students by clipping examples of each type and identifying them.

Lateral Thinking and idea stimulation exercises

Editing exercises

Font selection exercises; element placing exercises

Class Presentations on Ethical violations, debates on ethical and legal issues, role play.

News writing assignments in the class

compiling a list of specific literary techniques (metaphors, analogies, foreshadowing, etc.), with examples, encountered while reading, researching or writing; structural analysis of features.

market research through content analysis of publications; generating multiple features from a single idea.

Interview exercise, Mock press conference

PRINT JOURNALISM

Various areas in reporting

1. Weather

2. Accidents and crime

3. Government, speeches, meetings, elections and politics

4. Society and culture

5. Education

6. Sports

7. Courts

News writing assignments in the class

Writing the feature: researching the idea, identifying potential markets, developing a slant.

Organization: theme statement, scratch outline, inverted pyramid approach, nut graph and five-box approach

Composition: writing the title, lead and ending. Ensuring readability through incorporation of action, conciseness,

sensory detailing, literary devices, human interest, humor, illustrations, transition and focus.

Importance of revising

compiling a list of specific literary techniques (metaphors, analogies, foreshadowing, etc.), with examples, encountered while reading, researching or writing; structural analysis of features.

Arithmetic of writing: inculcating a professional writer's mindset; importance of market research; identifying 'house

style'; pitching the idea, drafting query letters; preparation of manuscript; maintaining a log.

Role and importance of creative non-fiction in the brand image of a publication.

Scope for freelancers in newspapers, magazines, world wide web, wire services and syndicates.

Market research through content analysis of publications; generating multiple features from a single idea.

Advertising media: major media and minor media viz newspapers, magazines, television, radio; out of home media

of outdoor and transit; direct mail and point-of-purchase. Advertising media characteristics, characteristics of individual media,

Interpretation: Meaning, need. Back grounding, Observation, analysis, opinion.

Changing styles of news-writing, concepts of public interest, objectivity, bias

Advanced journalism: Preparing the communication package

Precision journalism: Use of social science research methods for journalistic writing

Computer Aided Reporting: History of CAR, Use of computers for news gathering, processing and dissemination

Online Journalism: Introduction, organizational structure of news website, news writing online, Print, Online media.

Management of Media organization
