



**Mahatma Gandhi Vidyamandir's
M. S. G. Arts, Commerce & Science College,
Malegaon, Dist. Nashik.**

Community College

Diploma in Mass Communication

Syllabus

2021-2022

SEM I

Subject: Introduction to Communication (BVM1101)

Unit 1: Introduction to Communication

1. What is Communication
2. Communication Process
3. Types of Communication
4. Characteristics of Media
5. Media in modern world
6. Elements of Effective Communication
7. Barriers in communication
8. Media as a vital key for mass communication
9. Salient features of media
10. Role of media

Unit 2: Introduction to Mass Media

1. Print Media: A Historical Background
2. Electronic Media-
3. Radio
4. Television
5. Cinema
6. Internet

Unit 3: Historical Background of Media

1. Media and State
2. Media and Democracy
3. Rules and Regulations in Media Practice
4. Ethics in media

SEM I

Subject: Introduction to Media (BVM1102)

Unit 1: What is mass media?

- Nature of Media
- Evolution of Media

Unit 2: Types of Media

- Print Media: newspapers, periodicals, books
- Audio-visual media: Television, Radio and Cinema
- New Media: Internet

Unit 3: The business of Media:

- Media industry
- Present Scenario of Indian Media.

Unit 4: Society and Media:

- Media and society
- Mutual Impact
- Legal and ethical elements of media

SEM I

Subject: Introduction to Visual Communication (BVM1103)

Unit 1: Introduction to Visual Communication

- Visual language
- Visual language- perception, composition, grouping and organization, balance, ratio and proportion, rule of thirds, light, colour harmony and contrast
- Classification of shots: Significance of the selection of shots
- Principles of visual grammar
- Film, video, e-books, internet

Unit 2: Overview of Visual Communication

- Concept of visual communication
- Visual awareness
- Methods of reading visuals
- Impact of Visual Communication on society

Unit 3: Presentation Methods of Visual Communication

- Types of visual communication
- Various approaches to visual communication

SEM I

Subject: Communication Skills (BVM1104)

Communication Skills:

The course aims at training students to become competent in oral communication so that they can effectively communicate their view, opinions, ideas. For this, the language games and activity will be comprised in the study of communication through which vocabulary building, formation of sentences, the literal and figurative use of words, the proper reference of words and sentences, the speech mechanism would be achieved.

Study of this module will include non-verbal communication for the effective presentation. The presentation skill and oral communication will be imparted through Group Discussion, Role Play Debate and practice of speech

Writing Skills:

Writing skill will include: identifying the essence of a paragraph, extending the ideas, the cohesive elements in a Paragraph, understanding the nature and function of punctuation marks, Summarising the paragraph and reviewing text.

Paragraph writing, review of a text, comprehension analysis and interpretation of a text, writing of short stories, making an advertisement would be comprised in the preparing writing activities.

Evaluation

The evaluation pattern will be the same as is adopted for other Skill Component.

Reference Books:

1. Joseph Devlin (2009), How to Speak and Write Correctly
2. Helio Fred Garcia (2012), The Power of Communication: Skills to Build Trust, Inspired Loyalty and Lead Effectively
3. J. K. Gangal (2012), A Practical Course in Spoken English
4. Garr Reynolds (2012), Presentation Zen
5. Tim Atkinson (2013), Creative Writing- The Essential Guide

6. Dutt, P. Kiranmal and Geetha Rajeevan (2007), A Course in Listening and Speaking (Vol. I & II) [Foundation Books]
7. Sasikumar, V. P. Kiranmal Dutt and Geetha Rajeevan (2007), Basic Communication Skills [Foundation Books]
8. O'Connor, J. D. - Better English Pronunciation (Latest Edition with CD)
9. Narayanswamy - Strengthen Your Writing (OBS)

SEM I

Subject: Image Processing (BVM1105)

The study of Image Processing is a matter of practical work. It is based on the theoretical course of Basics of Visual Communication. In this practical component, students are expected to understand and learn the basic function of Photoshop, Corel Draw, Adobe Premier Pro etc. this will include;

1. Setup a 800 x 600 px (desktop default) canvas. Use different brush styles & colours and draw anything.
2. Import various images and mix theme in each other, should have a theme. Image Importing, Selection & Transformation
3. Compose a processed image on a suitable background.
4. Apply blending effect to a text. Use paint bucket or gradient tool to add a background.
5. Draw various shapes (Nos. 5-6) and clip different images in it.
6. Apply lighting effect and flare to a suitable picture.
7. Retouch portrait photography and apply glamour effect on it.
8. Design a greeting card for Diwali festival. Size : 6" x 4" or 4" x 6" or customize
9. Apply motion effects to appropriate picture.
10. Apply motion effects to appropriate picture.
11. Paint black and white picture in colour.
12. Shoot photographs for panorama & stitch it. (Min 3 photos require)
13. Record any action and apply it on a entire folder.
14. Design a cover on given subject
15. Design Visiting Card, Letter Head & Envelope

Practical Work:

In this practical study, students are expected to learn the basic functions of Image Processing and actually making some cards, greeting cards, cover page for the books, magazine etc. These assignments can be carried out as individual or group activity.

SEM I**Subject: Basics of Photography (BVM1106)****1. What is Photography?**

1. Definition
2. Brightness
3. Contrast
4. Sharpness
5. Blur
6. Colour
7. Size
8. Composition
9. Framing
10. Background
11. Matter of Communication

B. Qualities of photographic image.**2. History of Camera**

1. Evolution
2. Camera format
3. Camera sensor sizes and crop factor

Types of shot

1. Close up
2. Mid-shot
3. Long shot

4. Camera Controls

1. Camera controls in detail
2. Aperture, Depth of field. etc.
3. Shutter, panning, sync speed
4. ISO.
5. Operations {DOF, Panning, Sync etc}
6. Camera cross section diagram
7. Total internal reflection`

4. Detail study of DSLR.

1. DSLR camera
2. Operation of camera
3. Description of parts of DSLR
4. Functions of parts of DSLR
5. Advantages and disadvantages of DSLR camera.

5. Camera lenses

1. Comparison of lenses with format.
2. Types of lenses.
3. Comparison of lenses.
4. Lenses and Lens defects, crop factor
5. Focusing.

6. Light

1. Properties of light

7. Laws

1. Inverse square law
2. Law of reciprocity, equivalent exposure.
3. Circle of confusion
4. Hyper focal distance

Outdoor Activities

1. Outdoor portrait with reflector
2. Use of reflectors
3. Effects of aperture (DOF)
4. Effects of shutter speed: Fast shutter, Slow shutter, Panning
5. Group photo: Formal, Informal
6. Silhouette
7. Night photography
8. News photography
9. Sports photography
10. Architectural photography
11. Perspective: Linear, Aerial
12. Pattern: Natural, Artificial

Indoor Activities

1. Lighting techniques for portrait
1. Use of K, F, B together
2. Use of K, F, B separately

3. Combinations of K, F, B
2. Still Life: Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewellery
3. Lighting for Rough & Smooth Texture
4. Lighting for form & shape
5. Silhouette
6. Portrait
7. High key
8. Low key

SEM II

Subject: Introduction to Journalism (BVM1202)

Unit 1: Basics of news:

- What is news? meaning, definition, nature
- The process of news: from the event to the audience
- Basic components of a news story
- The news questions: 5Ws and 1H

Unit 2: History of news:

- Origins of newspaper and global milestones in the field.
- India's journalistic scene- newspapers in the British Era, rise of nationalist press, press in post-independence era, ban on press during emergency, press in globalized era, important regional and national publications, and important names in the field.

Unit 3: The role of Journalism:

- Press and democracy- the fourth pillar, role of press in society
- Relationship between audience and media
- Changing trends and contemporary journalism: overview with special reference to India
- Introduction to social issues in India and the world

Unit 4: Journalistic writing:

- Organization of a news story, the classic inverted pyramid structure
- Types of news, hard news Vs. Soft news
- Principles of news selection
- Formats of basic journalistic writing: news stories, features, interviews, op-eds, editorials.

SEM II

Subject: Audio Visual Narratives (BVM1203)

Unit 1: Storytelling

- a) What is storytelling
- b) Types of storytelling
- c) Characteristics of effective storytelling
- d) The power of visual storytelling

Unit 2: Narrative Techniques

- a) What is narration and narrative structure?
- b) 3 Act Structure
- c) Narrative treatment of the space
- d) Narrative treatment of the time
- e) Narrative treatment of the action

Unit 3: Narratives

- a) Television

b) Film genres (action, adventure, comedy, drama, epic/historical, horror, musical, romantic thriller)

d) Digital Media (Computer games, electronic lit., digital art, animation stories, e) e-learning

Unit 4: New Approaches

a) New trends in TV industry (Content, strategy)

b) New trends in Film industry (Content, strategy, Technology)

c) New Narratives in (Online shots, flash fiction, web series, viral videos, interactive comics, digital trailers)

d) Film Appreciation

e) Current trends and methods in Audio Visual Narratives

SEM II

Subject: Voice over Techniques (BVM1204)

The following components will be covered in this practical. Assessment will be done as per the rule:

Introduction to Phonetics:

Introduction to Voice:

- Introduction to Human Voice
- 5 P's of Voice.
 1. Pitch
 2. Pace
 3. Pause
 4. Projection
 5. Punch

Breathing

- Breathing & Voice relationship
- How to Breathe
- Controlling the Airflow
- When to breathe
- Noisy breathing
- The diaphragm.
- Chest pulse
- Tone group

- Pitch change
- Meter
- Rhythm
- Breathing Exercises, Pranayam

The Art of Public Speaking & Presentation

- Understanding the Audience
- Preparation of Subject
- Scripting
- Presentations

Reading for Microphone & Presentation

- Introduction to Micro-phone
- Use of Mike Voice Modulations
- Characterization
- Language & Dialects.

Conversational Writing

- Understanding the medium i.e Television, Radio, New Media
- Basics of dialogue
- Importance of Spoken Language & its Usage in Media
- Importance of dialect, Register & its use.

Voice-Over

- Voice Over for different Audio-Visual genres i.e Documentaries, Walk-through, Programs etc
- Voice Over for Audio Programs
- Voice Over for Commercials
- Techniques of Voice recording & editing.

Dubbing

- Introduction to Dubbing
- Understanding of Character
- Dubbing as Art
- Role of Dubbing Artist
- Introduction to Dubbing Studio's
- Dubbing Exercises
- Reviewing Dubbed Films & another genre

New Media & Dubbing

- Sparklers
- Promo's Hello Tunes
- IVR (Interactive Voice Response) & Voice Artist
- Audio Branding Opportunities.

Voice Industry & Opportunities

- Introduction to Industry
- Preparing Individual voice Profile
- Preparing Commercial Projects etc

Suggested Readings

1. Broadcast Announcing Worktext: A Media Performance Guide – Alan R. Stephenson, Mary E. Beadle
2. Speak to Win: How to Present with Power in Any Situation- Brian Tracy
3. Broadcast Journalism: Techniques of Radio and Television News – Andrew Boyd
4. वाचिक अभिनय - श्रीराम लागू
5. Biographies of distinguished Performers & Actors like Shreeram Lagoo, Dada Kondke, Raj Kapoor and many more.
6. Introduction to Advertising- Oxford university Press

SEM II

Subject: Photography for Journalism (BVM1205)

This is a practical course based on the theoretical course of 'Introduction to Journalism' and practical components of 'Image Processing' and 'Basics of Photography'. In this study, students are expected to understand the complimentary relationship between a story and the photographs. These assignments can be carried out as individual or group activity

SEM II

Subject: Basics of Visual Composition (BVM1206)

This practical component draws on the theoretical component named 'Introduction to AV narrative'. Visual composition- that is arrangement or placement of visual elements in any work- of art will be dealt with.

What is good composition? How to composite a frame for effective storytelling? Such questions will be handled here. Software named Adobe After Effects will be taught to students- with following elements included:

Compositing stream, colour grading, animated camera movement, interfaces, 2D and 3D texturing, text animations and so on.

Other details of the assignments should be concerned by the faculties. These assignments can be carried out as individual or group activity