

Deccan Education Society's  
**FERGUSSON COLLEGE, PUNE**  
**(AUTONOMOUS)**

**SYLLABUS UNDER AUTONOMY**  
**SECOND YEAR B.VOC. Media & Communication**  
**SEMESTER - III**

**SYLLABUS FOR S.Y. B.VOC. Media & Communication**

**Academic Year 2017-2018**

**Deccan Education Society's  
FERGUSON COLLEGE, PUNE 411004  
Scheme of Course Structure (Faculty of Science)**

**Department: S.Y. B.Voc. Media and Communication**

<b>Particulars</b>	<b>Name of Paper</b>	<b>Code</b>	<b>Title of Paper</b>	<b>No. of Credits</b>
<b>S.Y. Semester III</b>	Media & Society	BVM2301	Media & Society	4
	Video Editing Theory	BVM2302	Video Editing Theory	4
	Script Writing (Fiction)	BVM2303	Script Writing (Fiction)	4
	Practical in Broadcast Journalism	BVM2304	Practical in Broadcast Journalism	6
	Practical in Video Editing	BVM2305	Practical in Video Editing	6
	Practical in Story Board Design	BVM2306	Practical in Story Board Design	6
<b>S.Y. Semester IV</b>	Introduction to Digital Media	BVM2401	Introduction to Digital Media	4
	Script Writing (Non-Fiction)	BVM2402	Script Writing (Non-Fiction)	4
	Camera Fundamentals	BVM2403	Camera Fundamentals	4
	Practical in Page Designing	BVM2404	Practical in Page Designing	6
	Practical in Editing for Media Print	BVM2405	Practical in Editing for Media Print	6
	Practical in Camera & Lighting Exercises	BVM2406	Practical in Camera & Lighting Exercises	6

## BVM2301 Media & Society

### Objective:

To give you a general understanding of media in contemporary society. Role of media and its association with society as whole.

Prepare you for future courses.

At the end of the course you'll be able to: Understand the association between media and society. Understanding media portrayal and types of culture.

<b>BVM2301 Media &amp; Society</b>		
<b>Paper Code: BVM2301</b>		
<b>Credits: 4</b>		
<b>Number of Lectures: 48</b>		
		<b>No. of Lectures</b>
Unit - I	<b>Concepts of Mass Communication</b> a) Nature of Mass Communication b) Characteristics of Mass Media c) Brief History of Mass Media (Indian Context) d) Role of Media and Society	8
Unit - II	<b>Media Norms</b> a) Norms and Social Institutions b) Media Content- c) Print/ Electronic and New Media d) Media Content stereotypes	8
Unit - III	<b>Social Shaping of Media (Media Effects)</b> a) Media and Children b) Media and Women c) Media and Youth	8
Unit - IV	<b>Media and Development</b> a) Social Development and Media b) Economic Development and Media c) Rural/Community Development and Media	8
Unit - V	<b>Culture and Society</b> a) Introduction to culture b) Elements Definitions and Styles c) Types of Culture	8
Unit - VI	<b>Media Literacy</b> a) What is Media Literacy b) Need of Media Literacy c) Analyzing Media Texts	8
<b>References:</b> 1. Mass Communication in India by Keval Kumar 2. Mass Communication Theory by Denis McQuail 3. Media Culture and Society by Paul Hodkinson		

## BVM2302 Video Editing Theory

### Objective:

This course introduces students about the basic understanding of Video Editing, History, Need of Video Editing, procedures and necessary tools.

At the end of the course the student should be able to understand the editing styles, aesthetics and overall video editing process.

<b>PAPER CODE: BVM2302 Video Editing Theory</b>		
<b>Credits: 4</b>		
<b>Number of Lectures: 48</b>		
		<b>No. of Lectures</b>
Unit - I	<b>Introduction to Digital Editing</b> a) Introduction to digital editing b) History and Evolution of Editing c) Principal of Video Editing d) Linear & Nonlinear Editing e) Analysis of film sequences from editing point of view	12
Unit - II	<b>Aesthetics of Editing</b> a) Aesthetics of Editing b) Editing – c) Continuity match d) Match cut e) Spatial and temporal possibilities f) Pace and Rhythm g) Parallel Action h) Analysis of film sequences from aesthetic point of view	12
Unit - III	<b>Editing Styles</b> a) Documentary Editing Style b) Role of Sound in Video Editing c) Sound Editing d) Working with Multi Layers	12
Unit - IV	<b>Effects</b> a) Effects, Applying Transitions, Compositing b) Chroma Cutting c) Color correction d) Various Video Outputs e) Video Format	12
<b>References:</b> Editing Digital Video: The Complete Creative and Technical Guide by Robert Goodman, Patrick Mc Grath 2002		

## BVM2303 Script Writing (Fiction)

### Objective:

This course will give the basics understanding of script writing especially nonfiction productions like documentaries. It includes generating idea into script, styles.

At the end of the course the student should able to understand the importance of writing script, procedures, styles and finally should able to write scripts for nonfiction production.

**PAPER CODE: BVM2303**

**PAPER - I BVM2303 Script Writing (Fiction)**

**Credits: 4**

**Number of Lectures: 48**

		<b>No. of Lectures</b>
Unit - I	<b>Introduction to Script Writing (Non-Fiction)</b> a) The norms and practices of script-writing b) The fundamental principles of story-telling c) character psychology d) The principles of action and dialogue writing, and how to use timing, pacing and characterization effectively	10
Unit - II	<b>Script formats and styles</b> a) Scene headings, b) Parenthesis, c) Description, d) Scene transitions, e) Action, dialogue, light and sound	10
Unit - III	<b>Elements of the script</b> a) The story premise, b) Theme, c) Plot, d) Character profiles, e) Scene design, f) Dialogue and key turning points	10
Unit - IV	<b>The basics of dramaturgy</b> a) The nature of conflict, b) How characters and plots drive each other, c) Escalating confrontation and d) A resolution delivering dramatic satisfaction	9
Unit - V	<b>The different genres of scripts and the entertaining elements</b> <ul style="list-style-type: none"><li>• Genres could include action, children, comedy, crime, drama, family, history, horror, romance, science fiction, teens, and thriller</li></ul>	9

**Reference Book:**

The Complete book of Script Writing by Michael Straczynski

### **BVM2304 Practical in Broadcast Journalism**

**Objective:** In this practical/ Skill component students will be trained for various roles and skills related to the Electronic `News Gathering Process`.

After completion of this course the student should be able to understand the process of broadcast journalism, its way of presentation and styles.

**PAPER CODE: BVM2304 Practical in Broadcast Journalism**

**PAPER - IV:**

**Credits: 6**

**No. of Practical / Hrs.: 60**

	<b>BVM2304 Practical in Broadcast Journalism</b>	<b>No. of Practical / Hrs.</b>
Unit - I	Introduction to Broadcast Journalism (Television)	15
Unit - II	Camera Handling & Piece to Camera	15
Unit - III	Live Reporting	15
Unit - IV	Reporting Exercises & News Packages	15

**References:**

### **BVM2305 Practical in Video Editing**

**Objective:** This course introduces students about the basic understanding of Video Editing, History, Need of Video Editing, procedures and necessary tools.

At the end of the course the student should be able to understand the editing styles, aesthetics and overall video editing process.

#### **PAPER CODE: BVM2305 Practical in Video Editing**

**PAPER - VI**

**Credits: 6**

**No. of Practical / Hrs.: 60**

	<b>BVM2305 Practical in Video Editing</b>	<b>No. of Practical / Hrs.</b>
Unit - I	Introduction to Editing Software (Premier Pro CC)	15
Unit - II	Fiction Video Editing	15
Unit - III	Dramatic Sequence, Action Sequence	15
Unit - IV	Documentary News Editing & Ad Editing	15

**References:**

The Technique of Film and Video Editing: History, Theory, and Practice Ken Dancyger – Focal Press, 2010 ISBN: 978-0240800486

Grammar of the Edit: Roy Thompson, Christopher J. Bowen - Focal Press, 2013. ISBN: 978-0240526003

### **BVM2306 Practical in Story Board Design**

**Objective:** To make the student understand about Story Board Design, its nature, skills and at the end the student should be able to make story boards for respective video productions

#### **PAPER CODE: BVM2306 Practical in Story Board Design**

**PAPER - VI:**

**Credits: 6**

**No. of Practical / Hrs.: 60**

	<b>BVM2306 Practical in Story Board Design</b>	<b>No. of Lectures</b>
Unit - I	Introduction to Storyboard	15
Unit - II	Designing Storyboards	15
Unit - III	Exercises	15
Unit - IV	Exercises	15

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## BVM2401 Introduction to Digital Media

**Objective:** The course will provide the general nature and scope of digital media with its social theories.

<b>PAPER CODE: BVM2401</b>		
<b>PAPER - I:</b>		
<b>Credits:4</b>		
<b>Number of Lectures: 48</b>		
	<b>Introduction to Digital Media</b>	<b>No. of Lectures</b>
<b>Unit - I</b>	<b>Understanding Network Media</b> a) Introduction to Digital Technologies b) Digitalization and Its social effects (Case Studies) c) Understanding the nature of Social Networking	12
<b>Unit - II</b>	<b>Digital Cultures</b> a) Communication in the era of Digitalization b) Understanding Internet as a Medium c) Future of Digital technologies d) Impact on society (Case Studies)	12
<b>Unit - III</b>	<b>Mobile Communication and Development</b> a) Nature and Scope of Mobile Communication b) Mobile Communication Technologies (1G to 4G) c) Mobile Communication in India d) Mobile Communication & Development (Case Studies)	12
<b>Unit - IV</b>	<b>Virtual Space / Cyber Space</b> a) Understanding Space b) Nature of Space in digital era c) New Media and Identities d) Social Institutions and Virtual Space (Case Studies)	12
<b>References:</b> 1. Understanding Virtual Worlds by P.Nayar 2. Digital Cool by P.Nayar 3. Mobile Communications by Rich Ling		

## **BVM2402 Script Writing (Non-Fiction)**

**Objective:** This course will give the basics understanding of script writing especially nonfiction productions like documentaries. It includes generating idea into script, styles.

At the end of the course the student should be able to understand the importance of writing script, procedures, styles and finally should be able to write scripts for nonfiction production.

<b>PAPER CODE: BVM2402 Script Writing</b>		
<b>PAPER: I</b>		
<b>Credits: 4</b>		
<b>Number of Lectures: 48</b>		
	<b>BVM2402 Script Writing</b>	<b>No. of Lectures</b>
<b>Unit - I</b>	<b>Introduction to Script Writing</b>  a) The norms and practices of script-writing b) The fundamental principles of story-telling c) character psychology d) The principles of action and dialogue writing, and how to use timing, pacing and characterization effectively	<b>10</b>
<b>Unit - II</b>	<b>Script formats and their Styles</b> a) Scene headings, b) Parenthesis, c) Description, d) Scene transitions, e) Action, dialogue, light and sound	<b>10</b>
<b>Unit - III</b>	<b>Elements of the script</b>  a) The story premise, b) Theme, c) Plot, d) Character profiles, e) Scene design, f) Dialogue and key turning points	<b>10</b>
<b>Unit - IV</b>	<b>The basics of dramaturgy</b>  a) The nature of conflict, b) How characters and plots drive each other, c) Escalating confrontation and d) A resolution delivering dramatic satisfaction	<b>10</b>
<b>Unit - V</b>	The different genres of scripts and the entertaining elements  Genres could include action, children, comedy, crime, drama, family, history, horror, romance, science fiction, teens, and thriller	<b>8</b>

## BVM2403 Camera Fundamentals

**Objective:** Student should be able to understand the basics of camera functioning.

<b>PAPER CODE: BVM2403 Camera Fundamentals</b>		
<b>PAPER - III</b>		
<b>Credits:4</b>		
<b>Number of Lectures: 48</b>		
		<b>No. of Lectures</b>
Unit - I	<b>Revision</b>  a) What is Photography? b) Camera (functions and operations of camera) c) Camera controls d) Exposure e) Depth of Field	8
Unit - II	<b>Exposure</b>  a) What is Exposure? b) Under, Over and Correct exposure. c) Inverse square law. d) Equivalent exposure. e) Law of reciprocity.	8
Unit - III	<b>Depth of Field</b>  a) What is DOF? b) Factors that affect DOF.	8
Unit - IV	<b>Circle of confusion &amp; hyper focal distance</b> What is circle of confusion? a) What is hyper focal distance?	8
Unit - V	<b>Lens</b>  a) Camera lens types. b) Camera format and crop factor. c) Comparison of lens with different camera format. d) Special lenses e) Lens and lens defect f) Spherical aberration. 1. Chromatic aberration. 2. Distortion. 3. Flare. 4. Vignetting.	8
Unit - VI	<b>Colour theory</b>  a) What is Colour theory? b) Colour theories. c) White Balance. d) Colour temperature.	8

## BVM2404 Practical in Page Designing

**PAPER CODE: BVM2404**

**PAPER - IV**

**Credits: 6**

**No. of Practical / Hrs.: 60**

	<b>BVM2404 Practical in Page Designing</b>	<b>No. of Practical / Hrs.</b>
Unit - I	Introduction to Page Design	15
Unit - II	Basics of In Design Software	15
Unit - III	Tools	15
Unit - IV	Basic Exercises	15
Unit - V	Advanced Exercises	15

### **BVM2405 Practical in Editing for Media Print**

**Objective:** To understand the basics of editing including proof reading, copy writing, and making final drafts of news stories for print media.

<b>PAPER CODE:</b> BVM2405 <b>PAPER - V:</b> <b>Credits: 6</b> <b>No. of Practical / Hrs.: 60</b>		
	<b>BVM2405 Practical in Editing for Media Print</b>	<b>No. of Practical / Hrs.</b>
Unit - I	Introduction to Editing	15
Unit - II	Copy Editing	15
Unit - III	Editing for Web	15
Unit - IV	Assignments	15

### **BVM2406 Practical in Camera and Lighting Exercises**

**Objective:** To understand the basics of camera in special conditions under various types of lights.

<b>PAPER CODE:</b> BVM2406 <b>PAPER – VI:</b> <b>Credits: 6 No. of Practical / Hrs.: 60</b>		
	<b>BVM2406 Practical in Camera and Lighting Exercises</b>	<b>No. of Practical / Hrs.</b>
Unit - I	Basics of Lighting	15
Unit - II	Studio Lighting	15
Unit - III	Advance Photography I	15
Unit - IV	Advance Photography II	15

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