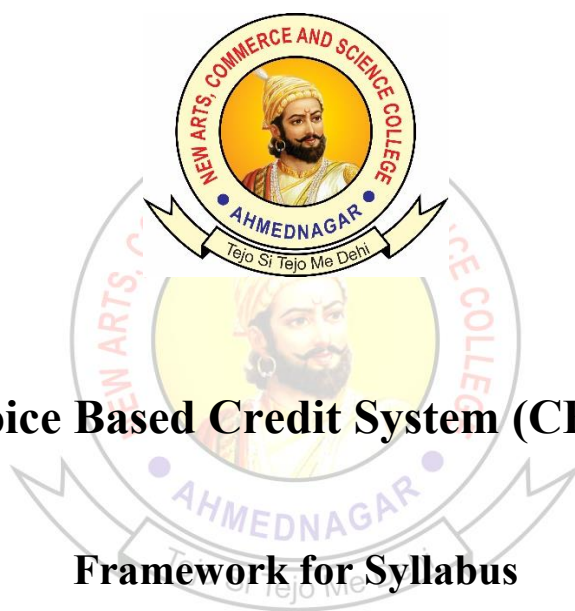


Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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(Autonomous)

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Choice Based Credit System (CBCS)

Framework for Syllabus

Master of Science (M. Sc.)

Media and Communication Studies

Implemented from

Academic year 2021 -22

M. Sc. Media and Communication Studies**Semester - I**

Course Type	Course Code	Course Title	Credits
DSCC - 01	MSC-MS 111T	Introduction to Communication Studies	04
DSCC - 02	MSC-MS 112T/P	Media Technologies	04
DSCC - 03	MSC-MS 113T	Media Laws and Ethics	04
DSCC - 04	MSC-MS 114P	Reading and Writing Skills	04
DSEC - 01	MSC-MS 115T/P	A) Still Photography (Practical)	02
DSEC - 02	MSC-MS 116T	B) New Media Studies C) Sociology of Media	02
GE - 01	MSC-MS 117T	Film Appreciation	02

Semester – II**Specialization A - Audio Visual Production**

Course Type	Course Code	Course Title	Credits
DSCC - 05	MSC-MS 211T(A)	Audio Visual Production Process	04

Specialization B - Digital Journalism

Course Type	Course Code	Course Title	Credits
DSCC - 05	MSC-MS 211T(B)	Journalism	04

Common Courses

Course Type	Course Code	Course Title	Credits
DSCC - 06	MSC-MS 212T	Media : Society and Culture	04
DSCC - 07	MSC-MS 213T	Writing for the Media Platforms	04
DSCC - 08	MSC-MS 214P	Content Development Practical	04
DSEC - 03	MSC-MS 215T/P	A) Basics of Editing (Practical)	02
DSEC - 04	MSC-MS 216T	B) Advertising C) Report Writing	02
GE - 02	MSC-MS 217T	Film Studies	02

M. Sc. Media and Communication Studies**Semester – III****Specialization A - Audio Visual Production**

Course Type	Course Code	Course Title	Credits
DSCC - 09	MSC-MS 311T(A)	Direction	04
DSCC - 10	MSC-MS 312T/P(A)	Audio Visual Production Techniques	04

Specialization B - Digital Journalism

Course Type	Course Code	Course Title	Credits
DSCC - 09	MSC-MS 311T(B)	Mobile Journalism	04
DSCC - 10	MSC-MS 312T(B)	Research Methods	04

Common Courses

Course Type	Course Code	Course Title	Credits
DSCC - 11	MSC-MS 313P	Project Production Process - I	04
DSCC - 12	MSC-MS 314P	Project Production Process - II	04
DSEC - 05	MSC-MS 315T/P	A) Sound Design (Practical) B) Digital Marketing	02
DSEC - 06	MSC-MS 316T	C) Communication for Social Change D) Feature Writing	02
GE - 03	MSC-MS 317T	Graphic Design	02

M. Sc. Media and Communication Studies**Semester – IV****Specialization A - Audio Visual Production**

Course Type	Course Code	Course Title	Credits
DSCC - 13	MSC-MS 411T(A)	Advance Production Process	04

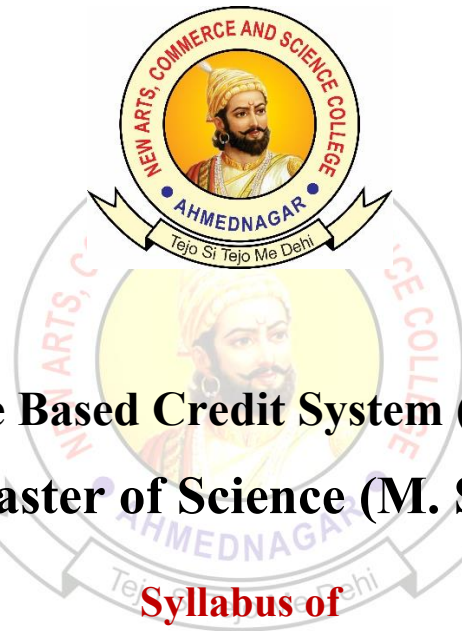
Specialization B - Digital Journalism

Course Type	Course Code	Course Title	Credits
DSCC - 13	MSC-MS 411T(B)	Political Communication	04

Common Courses

Course Type	Course Code	Course Title	Credits
DSCC - 14	MSC-MS 412P	Internship	04
DSCC - 15	MSC-MS 413P	Project Production Process - I	04
DSCC - 16	MSC-MS 414P	Project Production Process - II	04
DSEC - 07	MSC-MS 415T/P	A) Broadcast Journalism (Practical) B) Brand Management	02
DSEC - 08	MSC-MS 416T	C) Sports Journalism D) Civic Journalism	02
GE - 04	MSC-MS 417T	Data Analytics	02

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Choice Based Credit System (CBCS)

Master of Science (M. Sc.)

Syllabus of

Master of Science (M. Sc.)

Media and Communication Studies

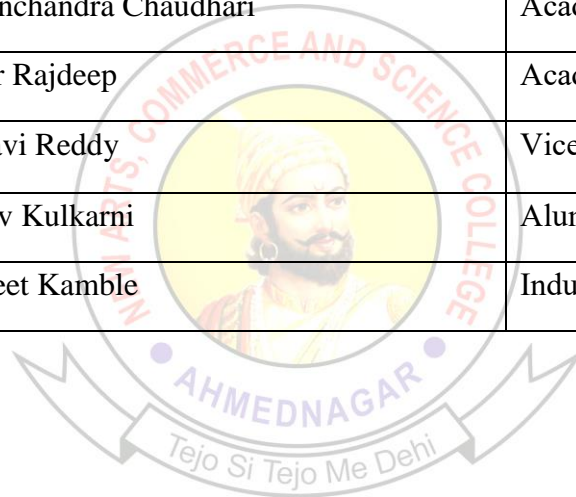
Implemented from

Academic year 2021 -22

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
**New Arts, Commerce and Science College, Ahmednagar
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Board of Studies in Communication Studies

Sr. No.	Name	Designation
1.	Mr. Sandip Girhe	Chairman
2.	Dr. Bapu Chandanshive	Member
3.	Mr. Abhijeet Gajbhiye	Member
4.	Mr. Mithunchandra Chaudhari	Academic Council Nominee
5.	Dr. Sunder Rajdeep	Academic Council Nominee
6.	Dr. Madhavi Reddy	Vice-Chancellor Nominee
7.	Mr. Gaurav Kulkarni	Alumni
8.	Mr. Abhijeet Kamble	Industry Expert



Prologue/ Introduction of the programme:

This two year M.Sc. program in Media Communication Studies is offered at Department of Communication Studies, New Arts, Commerce and Science College, Ahmednagar, affiliated to Savitribai Phule Pune University, Pune. As the media and communication sector becomes ever more diverse and dynamic, programs in the field of media and communication studies are also growing in popularity.

This program is designed to offer a critical approach to contemporary social, political and cultural issues in media and communications along with the contemporary impact of media on individuals and societies. Students will develop critical understanding of the way content is produced and consumed in the multi-platform and digitized environment of media industries. This program introduces students to a dynamic mix of theoretical and critical approaches and to a range of practical experience across the sector. Students will learn about new critical approaches being developed in order to understand the processes of production, circulation and consumption. The course enables students to develop their own focused area of interest.

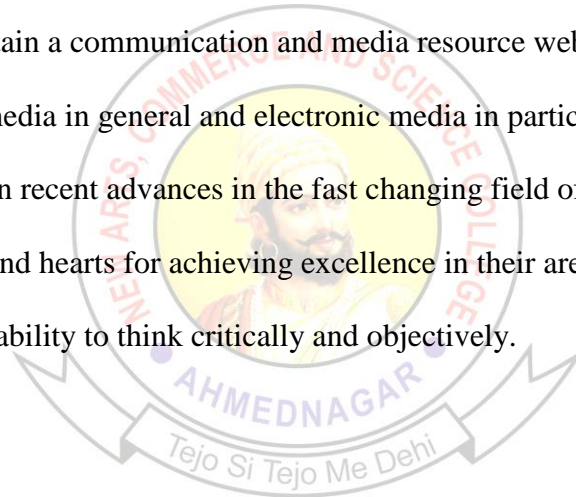
The program will mediate the recruitment of candidates oriented to different areas of the media and communications industry, such as video production, media research, broadcast journalism, public relations, digital marketing and it will also mediate the enrolment of candidates planning an academic career. The course enables students to develop their own focused area of interest through the specializations in 'Media Production' and 'Media Studies'. Students will specialize in any one of the stream depending on their suitability and interest.

Students from this program will be prepared for professional opportunities in content production and research-led careers in media and cultural industries, audio visual production sectors, commercial and public service organizations, and NGOs.

Programmed Outcomes (POs)

Students enrolled in the program will expose to curriculum that trains students in a full range of essential skills and abilities. They will have the opportunity to master the following objectives.

1. To develop competent and efficient Media & Entertainment Industry ready professionals.
2. To become well-versed in the basics of communication studies.
3. To learn about the latest research and trends in communication, media production.
4. To practice and think about communication theory and research critically.
5. To prepare work that can be presented at a communication and media conference and subsequently publish in reputed publications.
6. To create and maintain a communication and media resource website.
7. To focus on mass media in general and electronic media in particular.
8. Special Emphasis on recent advances in the fast changing field of communication studies.
9. Train young mind and hearts for achieving excellence in their area of interest.
10. Inculcate students' ability to think critically and objectively.



Programme Structure and Course Titles

Sr. No.	Class	Sem ester	Course Code	Course Title	Credits
1.	M. Sc. I	I	MSC-MS 111T	Introduction to Communication Studies	04
2.	M. Sc. I	I	MSC-MS 112T/P	Media Technologies	04
3.	M. Sc. I	I	MSC-MS 113T	Media Laws and Ethics	04
4.	M. Sc. I	I	MSC-MS 114P	Reading and Writing Skills	04
5.	M. Sc. I	I	MSC-MS 115T/P	A) Still Photography (Practical) B) New Media Studies	02
6.	M. Sc. I	I	MSC-MS 116T/P	C) Sociology of Media	02
7.	M. Sc. I	I	MSC-MS 117T	Film Appreciation	02
8.	M. Sc. I	II	MSC-MS 211T(A)	Audio Visual Production Process	04
9.	M. Sc. I	II	MSC-MS 211T(B)	Journalism	04
10.	M. Sc. I	II	MSC-MS 212T	Media : Society and Culture	04
11.	M. Sc. I	II	MSC-MS 213T	Writing for the Media Platforms	04
12.	M. Sc. I	II	MSC-MS 214P	Content Development Practical	04
13.	M. Sc. I	II	MSC-MS 215T/P	A) Basics of Editing (Practical) B) Advertising	02
14.	M. Sc. I	II	MSC-MS 216T	C) Report Writing	02
15.	M. Sc. I	II	MSC-MS 217T	Film Studies	02
16.	M. Sc. II	III	MSC-MS 311T(A)	Direction	04
17.	M. Sc. II	III	MSC-MS 312T(A)	Audio Visual Production Techniques	04
18.	M. Sc. II	III	MSC-MS 311T(B)	Mobile Journalism	04
19.	M. Sc. II	III	MSC-MS 312T(B)	Research Methods	04
20.	M. Sc. II	III	MSC-MS 313P	Project Production Process - I	04
21.	M. Sc. II	III	MSC-MS 314P	Project Production Process - II	04
22.	M. Sc. II	III	MSC-MS 315T/P	A) Sound Design (Practical) B) Digital Marketing	02
23.	M. Sc. II	III	MSC-MS 316T	C) Communication for Social Change D) Feature Writing	02
24.	M. Sc. II	III	MSC-MS 317T	Graphic Design	02
25.	M. Sc. II	IV	MSC-MS 411T(A)	Advance Production Process	04
26.	M. Sc. II	IV	MSC-MS 411T(B)	Political Communication	04
27.	M. Sc. II	IV	MSC-MS 412P	Internship	04
28.	M. Sc. II	IV	MSC-MS 413P	Project Production Process - I	04
29.	M. Sc. II	IV	MSC-MS 414P	Project Production Process - II	04
30.	M. Sc. II	IV	MSC-MS 415T	A) Brand Management B) Broadcast Journalism	02
31.	M. Sc. II	IV	MSC-MS 416T	C) Sports Journalism D) Civic Journalism	02
32.	M. Sc. II	IV	MSC-MS 417T	Data Analytics	02
	Total	04			88

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Semester – I	Paper - I
Course Code: MSC-MS 111T	Title of the Course: Introduction to Communication Studies
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To provide the basic concepts of media and communication studies.
2. To understand the relationship between centrality of communication with the living world.
3. To understand various types and forms of communication.
4. To introduce semiotic and rhetorical perspectives of communication.
5. To give brief historical overview of mass media development.

Detailed Syllabus:

Unit I: Understanding the world of Communication

- Basic Concepts of Communication
- Centrality of Communication in the Living World
- Communication as Site of Culture
- Communication and Technology

Unit II: Types and Forms of Communication

- Human Communication
- Personal and Professional Communication
- Different types and forms
- Communication transactions in daily life

Unit III: Academic Study of Communication

- Communication as Academic Discipline
- Basic Models and Theories of Communication
- Indian Perspectives on Communication
- Process and Semiotic Perspectives

Unit IV: Introduction to Semiotics

- Signs, codes and meaning
- Sign: Concepts, Models and modes

- Connotation and Denotation
- Analyzing structure: Syntagmatic/Paradigmatic dimensions

Unit V: Semiotic Interpretations and Culture

- Types of Codes
- Myth, Metaphor and Metonymy
- Communication as Text / Discourse
- Ideology: Link to Meaning Making

Unit VI: Challenging the literal: Rhetoric Perspective

- Origin and Evolution
- Functions and Essential elements
- Rhetorical Devices
- Analyzing Rhetorical presentation

Unit VII: Evolution of Mass Communication

- Massification and Rise of Mass Society
- Mass Communication as Socio-Political need and Cultural Expression
- Functions of Mass media
- Technological Phases of Media of Mass Communication

Unit VIII: Historical overview of Mass media

- Media as a prism of history
- Brief history of Indian Languages and Literature
- History of technological media
- Making India: Role of History and Media

Suggested Readings:

1. Fiske, J. (1982). Introduction to communication studies. London, Angleterre: Methuen.
2. Williams, Raymond. (2002) The Technology and the Society. The Anthropology of Media, a Reader, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers.
3. Chakravarti, Uma (2006) Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India. Tulika Books, New Delhi.
4. Lewis, J. (2002). Cultural studies: The basics. London: SAGE Publications.
5. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House.
6. Watson, J. (1985). What is communication studies? London: Edward Arnold.
7. Berko Roy (1989) Basically Communicating. Wm. C. Brown Publishers, 312 pages
8. Roloff, M. E., & Miller, G. R. (1987). Interpersonal processes: New directions in communication research. Newbury Park, Calif: Sage Publications.
9. Carey, J. W. (1989). Communication as culture: Essays on media and society. Boston

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Semester – I	Paper - II
Course Code: MSC-MS 112T/P	Title of the Course: Media Technologies
Credits: 04	Total Lectures: T45 Hrs P 30 Hrs

Course Outcomes (Cos)

1. To introduce students to basics of media technologies.
2. To help students gain an understanding of use and functions of various equipment's.
3. To acquire micro skills of using equipment's for production.

Detailed Syllabus:

Unit I : History of Technology

- Concepts and significance of technology in Communication
- Scope and relevance in the process of Mass Communication
- Development of Technology: Phases and important characteristics in each phase
- Age of Technology

Unit II : Print Technology

- The earliest known form of printing
- Gutenberg Revolution
- Development in printing technologies: Press to 3D Printing
- Components of printing: CMYK, Paper, Other Material, Machineries

Unit III : Audio Technology

- A brief history of sound recording from Acoustic to Digital era
- Technology basics: Frequency, Modulation (AM-FM) Bandwidth
- Compression and Encoding: Sampling, bit rates, storage v/s quality
- Elements of audio recording: Equipment's, Systems, Software's, Basic Physics of Sound

Unit IV : Visual Technology

- A brief history of photography technologies
- A brief history of moving images: Film to Video
- Still and Moving image comparison
- Elements of moving images

Unit V : Evolution of Viewing Technology

- Origins of the Screen: The CRT
- Types of Screens: Plasma, LCD, LED, OLED, TFT, Projector, HD, QHD, VR
- Important Concepts: Interlaced-Scan, Progressive Scan, Resolution, Pixel ratios, Aspect Ratios, Refresh rates.
- Convergence of technology

Unit VI : Production Equipment and Technology

- Camera Types and assisted equipment's
- Lighting Equipment's
- Sound Equipment's
- Editing Equipment's

Unit VII : Camera Technology

- Basics of Camera - Camera as a Tool, Lenses, Equipment - Care and feeding.
- Camera Settings, Perspectives, Camera Operating
- Functions: Aperture, Shutter Speed, ISO, Depth of Field, Exposure, Preset Modes
- Image Files and Formats, Image Storage Formats, Image Processing Formats

Unit VIII : Other aspects of Camera

- Pixel and types memory card, CCD & CMOS
- Controlling Audio in the camera, Monitoring Audio level, Understanding Microphones
- Light Basics: 6 Elements, lighting techniques, Matching indoor and outdoor,
- High key and low key, Situation based lighting, Use of lighting control accessories

Suggested Readings:

1. Monaco, J. How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
2. Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
3. Burrows, T. D (1986). Television production: Disciplines and techniques. Dubuque, Iowa
4. White, G. (1982). Video techniques. London: Newnes Technical Books
5. Peter. Combs and John Tiffin (1978). TV production for Education. Focal Press. 196 pages.
6. Richard .Lindheim. (1991) Inside TV Producing. Focal Press. 328 pages.
7. Harcourt, A. The Independent producer: Film and television. London: Faber and Faber.

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Semester – I	Paper - III
Course Code: MSC-MS 113T	Title of the Course: Media Laws and Ethics
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To introduce students to legal and ethical issues related to mass media
2. To help students gain an understanding of media laws in India and their implications.
3. To identify and analyze ethical questions pertaining to media.
4. To develop a personal critical perspective about media ethics.

Detailed Syllabus:

Unit I : Indian Media and the Constitution

- Media Roles, Responsibilities and Privileges
- Fundamental Rights, Directive Principles of State Policy
- Media Freedom in a Democracy
- Indian Media Scenario

Unit II : Indian Media and the State

- Parliamentary Privileges and Contempt of Court
- Official Secrets Act, Sedition laws,
- Defamation, Working Journalists Act, Copyright Act,
- Right to Information

Unit III : Media Organizations and the Context

- Goals and Values of an Organization
- Pressure Groups and Interests
- Design of Content
- Gate-Keeping and Freedom of Content

Unit IV : Copyright Issues, Piracy and Plagiarism

- Digital Rights Management
- Ethical Issues in Entertainment and Content Regulation
- Broadcasting Regulations- Licensing and Content
- Piracy and Legal Disputes

Unit V : Trial by The Media

- Right to privacy
- Conflict between authorities and media houses
- The right to hold on to sources
- The fine line in-between

Unit VI : Ethical Issues in Indian Media

- Code of Ethics, Media Bias
- Obscenity, Violence, Hate speech, Fake news and post-truth,
- Women and Children in media,
- Pressures on Media Freedom (Political, Commercial, Legal)

Unit VII : Media Regulation in India

- Regulating press
- Regulating Television /Broadcasting
- Regulating Radio
- Regulation of Internet, Social Media

Unit VIII : New Challenges and Issues

- The Post Truth Era
- Fake News Issue
- How to search and find the factual information
- New Regulation Policies

Suggested Reading:

1. Laws of the Press in India by Durga Das Basu Prentice Hall, Delhi
2. Indian Press Laws by Radhakrishnamurthi (India Law House)
3. Media & Press Laws by Gaurav Oberoi
4. Press Laws & Media Ethics by Anil K Dixit Reference Press
5. Media & Ethics by S. K Aggarwal Shipra Publication

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Semester – I	Paper - IV
Course Code: MSC-MS 114 P	Title of the Course: Reading and Writing Skills
Credits: 04	Total Lectures: Classroom – 60 Hrs P 60 Hrs

Course Outcomes (Cos)

1. To develop literal and critical comprehension skills.
2. To increased reading efficiency.
3. To give firsthand experience of reading and writing.

Detailed Syllabus:

Unit I : Importance of reading for media student

- Media as a content world, Content is king
- Reading Expands the Mind
- Reading for creative thinking
- Reading as base for writing

Unit II : Fundamentals of reading

- Elements or components of reading
- Decoding in the process of reading
- Reading between the line
- Drawing conclusions and writing summary

Unit III : Understanding different text, types and forms

- The world of literature
- Non fictional, Informative writing
- Biographical, Autobiographical, Travel, Technical, Instructional writing
- Different styles of writing, Author, Authorship

Unit IV : Reading exercise

- Reading loud in classroom
- Reading outside classroom
- Analyzing or summarizing
- Discussions on reading

Unit V : Fundamentals of Writing

- The Blank Page and Overcoming Fear of Writing
- Three Step Process of Writing: Write-Review-Destroy- Repeat
- Reading Techniques for faster review: Speed and Comprehension
- An Introduction to Creative Writing

Unit VI : Identifying Writing in Audio-Visual Content

- Reading v/s watching Audio-Visual content
- Tools of Reading Audio-Visual content
- Identifying Structure
- Identifying Drama and emotion

Unit VII : Introduction to Various Types of Media Writing

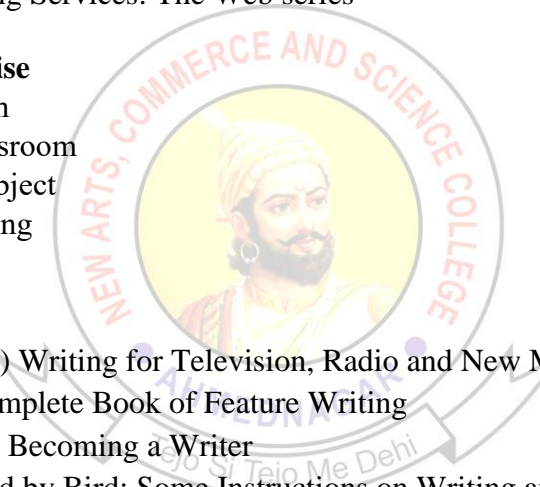
- Writing for Television: Fiction vs Non-Fiction
- Writing for Advertising: Print vs TVC
- Writing on the Internet: Blogs, Marketing Content, Social Media
- Writing for Streaming Services: The Web series

Unit VII : Writing Exercise

- Writing in classroom
- Writing outside classroom
- Writing on given subject
- Discussions on writing

Suggested Readings:

1. Hilliard Robert L. (2015) Writing for Television, Radio and New Media
2. Witt Leonard (1991) Complete Book of Feature Writing
3. Brande Dorothea (1934) Becoming a Writer
4. Lamott Anne (1994) Bird by Bird: Some Instructions on Writing and Life
5. Standage Tom (2013) Writing on the Wall: Social Media – The First 2000 years



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Semester – I	Paper – V/VI
Course Code: MSC-MS115/6 T/P	Title of the Course: Still Photography (Practical)
Credits: 02	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. Develop an ability to evaluate the aesthetic content of visual works within a context.
2. Make students to rethink the environment in which they live through the pictures.
3. Gaining familiarity with the photography field.
4. Giving exposure to effective visual expression.
5. Hand on training & practice to digital photography technology.

Detailed Syllabus:

Unit I : History of Visual Art

- Visual art History
- Painting
- Architecture and Sculpture
- Artistic Styles

Unit II : Introduction to Photography

- History of Photography
- Evaluation of Photography
- Photography and Contemporary Art
- Digital Evolution

Unit III : Understanding Visual culture

- Elements of Visual Communication: Line, Shape, Color and Texture
- Light and form
- Depth and movement
- Visual Theories

Unit IV : Visual Design

- Contrast: Size, symbolism, Time, Sound
- Balance, Symmetry, Rhythm
- Harmony, unity, layout
- Grid Point of View

Unit V : Photo Composition

- Aesthetics of Photography, Aesthetics of Thinking and Creativity
- Ways of Seeing, Taste and Aesthetes
- Rule of Third, Framing
- Elements of Composition

Unit VI : Understanding Light

- Light in Photography
- Shades and Shadows
- Available and Artificial Light
- Mix Light

Suggested Readings:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloc.Paul M. (2006)
7. Visual Communication: Images with Messages
8. Paul M. (2006) Visual Communication: Images with Messages
9. Ralf E. Wileman: Visual Communication
10. David Sless Learning & Visual Communication
11. The Digital Evolution: Visual Communication in the electronic age
12. Friedrich O. Huck Visual Communication an Information Theory Approach
13. Gillan Rose, Visual Methodologies, Sage Publications, London 2001
14. Berger J., Ways of Seeing, B B C, London 1972

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Semester – I	Paper – V/VI
Course Code: MSC-MS115/6 T	Title of the Course: New Media Studies
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. Discuss the fundamental principles of New Media.
2. To understand the impact of Digital Media on culture and society.
3. Develop a critical perspective toward use of new media.

Detailed Syllabus:

Unit I : New Media and Communication

- Defining New media
- Characteristics of New media
- Understanding the dynamics of human computer interface

Unit II : New media and identity

- Emergence of Real virtual continuum
- New media and cultural imperialism
- Negotiating Identity (Gender, Class and Caste)

Unit III : Language of New Media

- Computer mediated form of Communication
- Hybridity and Convergence
- Contestations: Verbal vs. Visual

Unit IV : Overview of New Media Industry

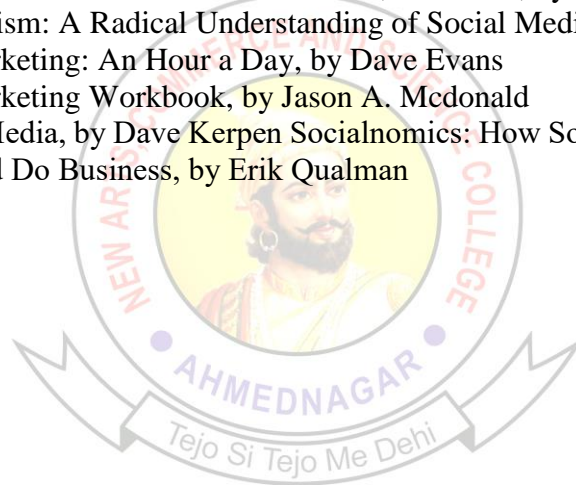
- Reach and expansion
- Economics of production distribution and consumption
- Marketing the content
- Current statistics

Unit V : New Media, Institutions and Governance

- Freedom vs. Control
- Regulation: need, challenges and Debates
- Regulation Policies
- Negotiating power

Suggested Readings:

1. Pradip Thomas, Digital India: Understanding Information, Communication and Social Change Media, Sage Publication, (2012)
2. Andrew Dewdney and Peter Ride, The New Media Handbook, Routledge publication
3. Eugenia Siapera, Understanding new media, Sage Publication, (2012)
4. Leah A. Lierouw and Sonia Livingstone, The Handbook of new media, Sage Publication,
5. Paul Hodkinson, Media, Culture and Society – An introduction by, Sage Publication,
6. McQuail Denis, Mass Communication Theory, Sage Publication, 2004
7. Downing John et al, Questioning the Media, Sage Publication The Art of Social Media: Power Tips for Power Users, by Peg Fitzpatrick, Guy Kawasaki
8. Writing on the Wall: Social Media - The First 2,000 Years, by Tom Standage
9. The Social Organism: A Radical Understanding of Social Media, by Michael Casey
10. Social Media Marketing: An Hour a Day, by Dave Evans
11. Social Media Marketing Workbook, by Jason A. McDonald
12. Likeable Social Media, by Dave Kerpen Socialnomics: How Social Media Transforms the Way We Live and Do Business, by Erik Qualman



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Semester – I	Paper – V/VI
Course Code: MSC-MS115/6 T	Title of the Course: Sociology of Media
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To introduce the students to interconnections between media and society.
3. To understand the process of production, control and reception of media.
4. To understand media representations critically from a sociological perspective.
5. To develop a critical perspective towards our mediatized ecosystem and their effects.

Detailed Syllabus:

Unit I : Mass Media and Social Structure

- Media as a cultural storyteller
- Popular Culture, Class, Cult Culture and Media
- Mass Media Effects
- Media and Concepts of Public Sphere

Unit II : Ideology and Hegemony

- Ruling Class and Ruling Ideas
- Rhetoric of Images
- Agenda Setting and Propaganda
- Commodity Audience

Unit III : Media Representation

- Gender Sexuality Issues
- Race and Ethnicity
- Women and Children
- Digital Images

Unit IV : Audience Reception

- Usage and gratification
- How media affects society
- Concept of audience research
- Interpretation of media texts

Unit V : Consumer Culture & Advertising

- Manufacturing of desire
- Advertising: The Magic System
- Objectification of women
- Hyper consumerism

Suggested Readings:

1. Campbell, Richard, et al., “Cultural Approaches to Media Research.” *Media and Culture 2016 Update: Mass Communication in a Digital Age*. 10th ed., Bedford St. Martins, 2016
2. Hall, Stuart. “Encoding/decoding.” *Media Studies: A Reader*, edited by Paul Marris and Sue Thornham, Edinburgh University Press, 2000
3. Schirato, Tony, et al., “Reception Theory.” *Understanding Media Studies*. Oxford University Press, 2010
4. Croteau, David and William Hoynes, excerpts from “Social Media Inequality and Media Representation.” *Media/Society*. 6th ed., Sage, 2019
5. Potter, W. James. “Audience: Industry Perspective.” *Media Literacy*. 8th ed., Sage, 2016
6. Hodkinson, Paul. “Media as Manipulation?” *Media, Culture and Society: An Introduction*. Sage, 2010
7. Fiske, John. “Popular Culture.” *Critical Terms for Literary Study*. 2nd ed., edited by Frank Lentricchia and Thomas McLaughlin, University of Chicago Press, 1995
8. Fiske, John. “Understanding Popular Culture.” *The Audience Studies Reader*, edited Will Brooker and Deborah Jermyn. Routledge, 2003
9. McLuhan, Marshall. “The Medium is the Message.” *Media Studies: A Reader*. 3rd ed. edited by Sue Thornham, et al., New York University Press, 2010

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Syllabus of M. Sc. Media and Communication Studies Part -I
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Semester – I	Paper – VII
Course Code: MSC-MS 117T	Title of the Course: Film Appreciation
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. Identify and define the formal and stylistic elements of film.
2. Develop an understanding of film language and terminology.
3. Analyze the ways in which film language constructs meaning and ideology.
4. To become an active viewer of cinema.
5. Understand the way that content, form, and contexts work together to create meaning in film.

Detailed Syllabus:

Unit I : Why Appreciate Film?

- Film as collaborative art
- Aesthetic of cinema
- Principles of Film Form
- The Value of Film Viewing

Unit II : Elements of Narrative

- Theme
- Story, Screenplay
- Character
- Semiotics

Unit III : Cinematic Term

- Cinematography
- Editing
- Time and Space
- Shot & Scene

Unit IV : Film Genre

- What is genre
- Genre as industry makers need
- Genre as audience need

- Types of genre

Unit V : Film World

- Indian Cinema
- World Cinema
- Art Cinema
- Popular Cinema

Suggested Readings:

1. World of Film and Video Production: Aesthetics and Practice, Dancyger, Ken
2. Thomas, J. M. (2005). Script analysis for actors, directors, and designers
3. How to Read a Film, by Jems Monaco
4. A companion to film theory by Toby Miller & Robert Stem
5. Aesthetics and Film by Katherine Thomson-Jones
6. Psychoanalysis and Film by Glen O. Gabbard
7. Visual and Other Pleasures by Laura Mulvey
8. The History of Film by David Parkinson
9. European Film Theory and Cinema by Ian Aitken
10. Barsam, Richard and Dave Monahan. Looking at Movies. New York: Norton, 2016
11. Bordwell, David and Kristin Thompson. Film Art. An Introduction. New York: McGraw Hill, 2001. 6th edition. Website: <http://www.mhhe.com/filmart>.

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Semester – II	Paper – I
Course Code: MSC-MS 211T(A)	Title of the Course: Audio Visual Production Process
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To learn the basics of audio visual production process.
2. Develop skills for workflow in audio visual production.
3. To practice and execute audio visual production.
4. Understand the practicalities of production process.

Detailed Syllabus:

Unit I : Production Process I- From Idea to Screen

- Idea: Feasibility and Research
- Pre-production: Script Development, production planning
- Production Work
- Post Production Process

Unit II : Production Process II- People and Work

- Creative Personnel- Director, Script Writer
- Technical Personnel- Camera, Lights, Makeup, Choreographer, Sound Recordist, MusicDirector, Graphic Designer, Editor
- Team Work
- Elements of Production Management

Unit III : Production Crew: Roles and Responsibilities

- Creative and Technical Crew- Understanding Chain of Command
- Directors, Script Writers, Cameraman, Talents, Editors, Sound Recordist, Lights,
- Producers, Executive Producers, Production Manager
- Art Director , Costume Designer, Property, Makeup Artist.

Unit IV : Visual Composition

- Understanding Composition, Elements of Shot Composition, Scene and Sequences
- Composition for different aspect ratio, Effect of Visual Balance
- Application of Composition, Composing moving image
- Communication through visuals

Unit V : Screen Grammar and Genres

- Time and Space Dimensions
- Camera Angles, Continuity
- Creative conceptualization: Object, body & event in space design
- Construction of Units in space: The Frame as limited reality, Temporality of Screen Units
- Story -, Plot Time, Screen Time, Audience Time, Synthetic Time, Internal External Time

Unit VI : External composition & Internal Composition Sound image interaction

- Ideas in Physical Form: Idea, Size, Symbol, Style, Structure, Shape, Length
- Visualizing, Synthesizing composition in motion
- Conceptual Development complete Design creative and technical skills,
- Planning and staging, Basic elements and stages in creating events.

Unit VII : Sound Recording

- Types of Microphones
- Sync sound, Ambience
- Dialogue/Voice over
- Sound effects

Unit VIII : Lighting

- Types of lights, Function and Uses
- Indoor lighting, Outdoor lighting
- Lighting accessories, Function and uses
- Lighting control accessories, Function and uses

Suggested Readings:

1. Dancyger, K. (1999). The world of film and video production: Aesthetics and practices. Fort Worth: Harcourt Brace College Publishers.
2. Non linear Editing Basics, Electronic Film and Video Editing
3. Hart, Colin. (2012). Television Program Making. Focal Press
4. Bayes, S. (1999). The Avid handbook. Boston: Focal Press.
5. Vale, E., & Vale, E. (1998). Vale's technique of screen and television writing. Boston:
6. Anderson, G. H. (1984). Video editing and post-production: A professional guide.
7. Ivan Cury ()Directing and Producing for Television. A Formal Approach.
8. Cinematography Image making for Theory & Practice

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Semester – II	Paper – I
Course Code: MSC-MS 211T(B)	Title of the Course: Journalism
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To learn the basics of print journalism
2. Develop skills as a reporter.
3. Learn how to source a news.

Detailed Syllabus:

Unit I: Why Study Journalism?

- Technological Forces: Printing Press to Internet
- Political Forces: Democracy
- Economic & Social Forces: Massification and Urbanization
- Journalism as an Important Social Institution

Unit II: History of Journalism in India

- The Social Reforms Era: 19th Century
- Struggle for Independence: 19th & 20th Century
- Experiments in New Democracy: Post Independence Journalism
- Professionalism, Market & Competition: Journalism Post 1980s

Unit III: Structural Challenges in Journalism

- Time & Resources
- Abundance or Scarcity of Information
- Audience Expectations and Orientation
- Accuracy, Utility and Accountability

Unit IV: Organizational Structure

- Newspaper Organizational Structure as Archetype
- Overall Structure & Units
- Editorial Section and Its Role
- Editorial Unit: Roles, Responsibilities & Processing

Unit V: News as Genre

- Definitional Difficulties
- News Values and Trends
- News as an Important Genre
- Writing News: Print and Digital Media

Unit VI: News Gathering and Processing

- News Events & Sources
- Beat Structure and Practices
- Editorial Processing
- Gatekeeping and Agenda Setting

Unit VII: Feature Writing

- Definitional Difficulties
- Generic Characteristics of Feature Stories
- Types of Feature
- Writing Feature: Print & Digital Media

Unit VIII: Translation

- Nature and Scope of Translation
- Functional Translation
- Literary Translation
- News Translation

Suggested Readings:

1. Mass Communication In India: Keval Kumar (2011). Jaico Publication
2. Broadcast journalism: Techniques of radio and TV news: Boyd, A. (2001). Focal Press.
3. Writing Feature Stories: Matthew Ricketson (2004): Allen & Unwin
4. White, R. (1990). TV news: Building a career in broadcast journalism.: Focal Press.
5. Rivers, W. L., & Mathews, C. Ethics for the media. Englewood Cliffs, N.J: Prentice Hall.
6. Olen, J. (1988). Ethics in journalism. Englewood Cliffs, N.J: Prentice-Hall.
7. Visit: www.thehoot.org / presscouncil.nic.in



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Semester – II	Paper – II
Course Code: MSC-MS 212T	Title of the Course: Media : Society and Culture
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To understand the functioning of media.
2. To understand the relationship between media and audience (society).
3. To understand various theories of communication.

Detailed Syllabus:

Unit I : The Framework of Discussion about Mass Communication

- The process of mass communication
- Various issues in popular and academic discussions.
- Academic origin and concerns
- Culture, Technology, Economy, Power and Effects
- Media as an important social institution

Unit II : The Rise of Mass Communication

- Modernity and mass communication
- The concept of 'mass'
- Characteristics of mass communication
- Development of media technologies
- Mass communication without modernity and media

Unit III : Ideas, Issues and Perspectives

- The functionalist and normative issues
- The political-economic perspectives
- Marxist view and the concept of cultural hegemony
- Information society perspective and technological influence
- Paradigm of study- Dominant and Alternative

Unit IV : Media Structure and Institution

- Features of media economy
- Competition and concentration, Ownership and control
- Policy issues: Freedom, Regulation, Protection, Diversity
- Public interest, economic pressures and cultural issues

Unit V : Media Organizations in its Context

- Organization- forms and goals
- Pressure groups and dynamics of interests
- Content: Freedom and gate-keeping
- Relations with society, clients and audiences
- Professional views, dilemmas and conflicts

Unit VI : Media Content

- Content production- cultural production
- Standardization and Genres
- Issues- Bias, Representation, Commercialization
- Aesthetic of mass art
- Ideologies- modernity and post-modernity

Unit VII : Mass Audiences

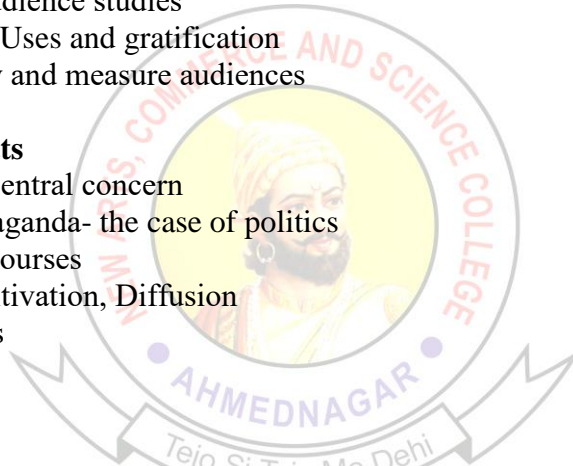
- Centrality of audiences in communication discourse
- Locating audiences- society, media, content etc
- Three tradition of audience studies
- Audience behavior- Uses and gratification
- Need to reach, know and measure audiences

Unit VIII : Media Effects

- The premise of the central concern
- Campaign and propaganda- the case of politics
- Phases of effect discourses
- Agenda setting, Cultivation, Diffusion
- Ideology and Effects

Suggested Readings:

1. Downing, J., Mohammadi, A., & Sreberny, A. (1995). Questioning the media: A critical Introduction, Thousand Oaks, Calif: Sage Publications.
2. Hay, J., Grossberg, L., The audience and its landscape. Boulder, Colo: Westview Press.
3. McQuail, D. (2005). McQuail's mass communication theory. London: Sage Publications.
4. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House.
5. Ang, I. (1991). Desperately seeking the audience. London: Routledg



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Semester – II	Paper – III
Course Code: MSC-MS 213T	Title of the Course: Writing for the Media Platform
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To understand the basics of writing.
2. To develop writing skills.
3. To develop ability to write script for various forms.

Detailed Syllabus:

Unit I : Writing for the Screen

- The Nature and Characteristics of Media Writing
- Literary text v/s text written for the screen
- Understanding the written word as a blue-print for visuals
- Visualization: 'Seeing' and 'Hearing' before writing

Unit II : The Core of Screen Writing: Genesis of an Idea

- Conscious attention to surroundings/Listening carefully, reading, observing, writing a diary
- Types of Ideas: Event-led, character-based, reality-based, concept-led
- Choosing and Formulating the Theme: Choosing Characters and their Points of Views.
- The Concept/Idea diary

Unit III : Basic structure of Story

- Chain of linear, chronological cause-effect event structure.
- The Three Act Structure: Beginning-middle-end (Character-Setting-Problem-Resolution)
- Forming familiar associations with the written word: Short Story = short film, Novel = feature film, Research paper/essay (with human touch) = Documentary.
- Other Parts of the Story: Character Back stories, Sub-story arcs

Unit IV : Form

- Formulating the Visual Narrative: Story + Plot Order
- The Treatment: Plotting Scenes and Scene Flow
- Types of Narratives
- The First Draft and going beyond

Unit V : Format: Fiction, Non-Fiction

- What is a Scene? What is a Unit? (Fiction v/s Non-Fiction)
- Screenplay without Dialogue: The Scene/Unit Skeletal Structure.
- Dialogue: Types, Rules, Methods
- Formatting the Screenplay: Introduction to Celtx /Final draft.

Unit VI : Format Based Writing

- Fiction Programming: Family Drama, Sitcom, mini-series, Tele-film
- Non-Fiction Programming: Interview Based Shows, Travel Shows, Food Shows
- Writing for the platform: Corporate Film, Educational, Instructional Writing, DIY Video
- Creative aspect of writing script

Unit VII : Adaption

- Why adapt?
- What is not an adaptation? Intertextuality
- What is the appeal of Adaptations? Questions of Genre.
- New and Old Approaches to Adaptation, Form, Style and Cinematic Space
- Adaptation/Appropriation, Original/Copy, Fidelity/Betrayal

Unit VIII : Writing Exercise

- Scene writing exercise
- Writing on the given theme, subject and topic
- Developing own idea and event
- Executing the activity

Suggested Readings:

1. Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press,
2. Single-Camera Video Production, Musburger, Robert, B., Focal Press (2010)
3. From Script to Screen: The Collaborative Art of Filmmaking, Seger, Linda and Whetmore,
4. Studio and Outside Broadcast Camera Work, Ward, Peter, Focal Press (2001)
5. World of Film and Video Production: Aesthetics and Practice, Dancyger, Ken, Wadsworth
6. Television Programme Making: Everything you need to know to get started
7. Vales Technique of Screen and Television writing, Vale, Eugene, Focal Press (1998)
8. Studio Drama: Processes and Procedures (Multiple Camera Video Series), Schihl, Robert,
9. Hilliard, R. L. (1976). Writing for television and radio. New York: Hastings House.
10. Thomas, J. M., Script analysis for actors, directors, and designers. Boston: Focal Press

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Semester – II	Paper – IV
Course Code: MSC-MS 214P	Title of the Course: Content Development Practical
Credits: 04	Total Lectures: 120 Hrs

Audio Visual Specialization

Course Outcomes (Cos)

1. To introduce students to all the equipment and technologies.
2. To practice and execute audio visual production.
3. Develop ability to work in group.
4. Understand the practicalities of production process.
5. Prepare students for production project.

Detailed Syllabus:

1. Shot family exercise
2. 5 Shot exercise
3. 10 Shot exercise
4. Scene exercise
5. Editing of exercise

Digital Journalism

Course Outcomes (Cos)

1. Encourage students to write in academic sense.
2. To practice and execute various writing formats.
3. Develop ability to write according to given subject.
4. Understand the complexities of writing in a format.
5. Prepare students for research writing.

Detailed Syllabus:

1. Writing a book or research review
2. Writing an essay on choice.
3. Writing an essay on given topic.
4. Writing in a format.
5. Writing a research article.

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Semester – II	Paper – V/VI
Course Code: MSC-MS215/6 T/P	Title of the Course: Basics of Editing (Practical)
Credits: 02	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To understand the basics of editing.
2. To develop editing skills.
3. To develop ability to edit for various forms.

Detailed Syllabus:

Unit I : Intro- to Post-Production

- The Nature and Characteristics of Media Editing
- Brief History of Post-Production
- Basics of theory of Video editing
- Linear and Non-linear

Unit II : Intro to Video-editing

- The types of machines and software
- Various formats of video-tape and cards
- Video editing- set up and editing-studio

Unit III : Start-up of Video editing

- Editing Software Introduction
- Capturing or Importing the Footage
- Types of Windows
- Setting of the Sequence

Unit IV : Video Editing

- Timeline
- Audio Video Tracks
- Tools of Editing
- Sync sound

Unit V : Principles of Editing and Techniques

- Principles of Editing
- Editing Techniques

- Introduction of Transitions
- Sound Editing

Recommended Readings:

1. The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford
2. The Recording Engineer's Handbook, Owsinski, Bobby, Cengage Learning PTR (2013)
3. Audio Engineering 101: A Beginner's Guide to Music Production, Dittmar, Tim, Focal Press
4. What is Music Production?: A Producers Guide: The Role, the People, the Process
5. Creative Recording Volume 1: Effects and Processors, White, Paul, Music Sales America
6. Creative Recording Volume 2: Microphones, Acoustics, Soundproofing and Monitoring, White, Paul, Music Sales America (2006)



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Semester – II	Paper – V/VI
Course Code: MSC-MS215/6 T	Title of the Course: Advertising
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. Understood the roles and functions of advertising.
2. Understood the various structures and functions of Advertising agency
3. Familiarized with the market media research.

Detailed Syllabus:

Unit I : History of Advertising

- Principles of Advertising
- The concept of marketing and sales and evaluation of marketing
- Changing Indian marketing and advertising environment
- Brand Management and strategic Marketing

Unit II : From Advertising to Marketing

- Sales Promotion
- Sales Management
- Entertainment Programmes

Unit III : The Modern Marketplace

- Marketing mix
- Consumer behavior and segmentation
- Product life cycle
- Target and product positioning
- Product innovation and new product development

Unit VI : Marketing & Advertising planning

- Planning and implementing of marketing programme
- Marketing & Advertising organization
- Marketing & Advertising research
- Buying and selling dynamics

Unit V : Advertising & Society

- Consumer behavior models
- Environmental influences cultural values, social class, status, personal influence,

- Family, situational influence
- Individual Differences involvement and motivation, attitudes, personality, values, Lifestyle
- Indian Marketing & Advertising Scenario

Suggested Readings:

1. Consumer Behavior -Schickman Kanuk
2. Consumer market demographics in India - Edited by S.L.Rao
3. Consumer Behavior -Walker
4. Understanding your customer -R. Woodruff and S.F. Gardial
5. Essentials of Business Communication - R. Pal and Kolahalli



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Semester – II	Paper – V/VI
Course Code: MSC-MS215/6 T	Title of the Course: Report Writing
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To introduce learners to the basic concepts of Report Writing
2. To increase employability of the learners
3. Develop ability to produce written communication for professional environment.

Detailed Syllabus:

Unit- I: Introduction to Report Writing

- What is a report?
- Purpose of Report Writing
- Parts of Report Writing
- Principles of Report Writing

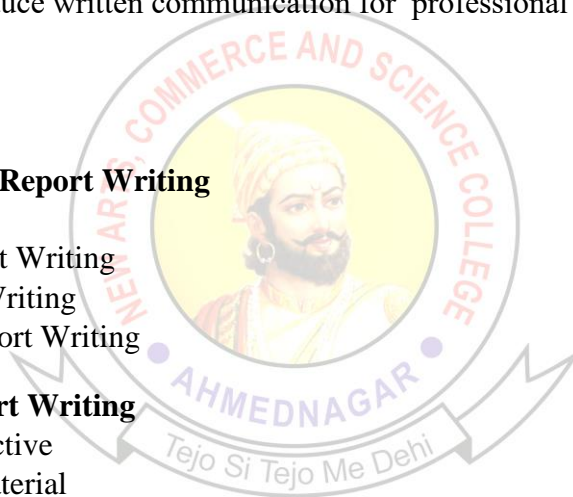
Unit- II: Stages in Report Writing

- Defining the objective
- Assembling the material
- Defining Audience
- Preparing to write
- Point of focus, Approach, Outline, Purpose

Unit- III: Types and Structure

- Various report formats and structures
- Project Reports
- Research Report
- Formal- Informal Report
- Evaluation Report
- Annual Report

Unit- IV: Ethics in Report Writing



- Balance Writing
- Avoiding Plagarism
- Personal Bias
- Maintaining Transferency and Accuracy

Suggested Readings:

1. Feldar, Lynda. Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound. New Riders, CA, USA. ISBN-13: 978-0321794437,
2. James, Anthony. Blog Writing : The Content Creation Blueprint. Amazon digital services LLDKDP print US, 2018.
3. Jones, Colleen. Clout: The Art and Science of Influential Web Content. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010.
4. Nielsen, Jakob and Budi, Raluca. Mobile Usability. New Riders, CA, USA.
5. Redish, Janice. Letting Go Of The Words : Writing Web Content That Works. Morgan
6. Robinson Joseph. Content Writing Step-by-step. Amazon digital services LLC
7. Williams, Andy. How To Write Great Website Content in 2019. Independently published



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Semester – II	Paper – VII
Course Code: MSC-MS217 T	Title of the Course: Film Studies
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To develop an academic interest in film studies.
2. To learn the different theories in film studies.
3. To experience and understand world wide expressions in film making.

Detailed Syllabus:

Unit I : Film Theory

- Basic Concepts
- Narrative, Text
- Representations
- Authorship

Unit II : Film Language

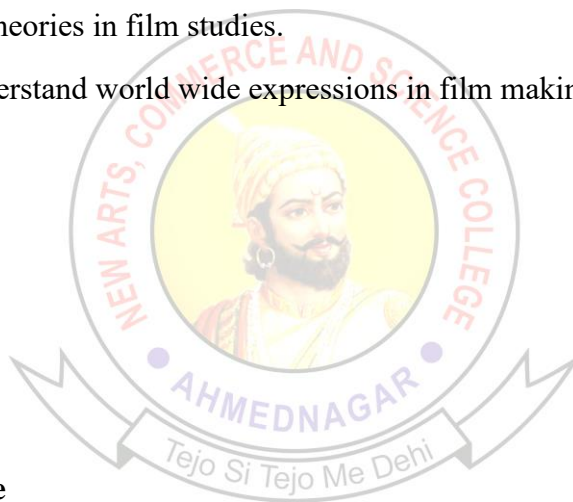
- Basic aspect of film language
- Visual Analysis
- Textual Analysis
- Semiotic Analysis

Unit III : European Cinema

- French New Wave
- Italian Neo Realism
- German Expressionism
- Soviet Montage

Unit IV : American Cinema

- The Emergence of Hollywood
- American Studio Culture
- Stardom
- Latin American Cinema

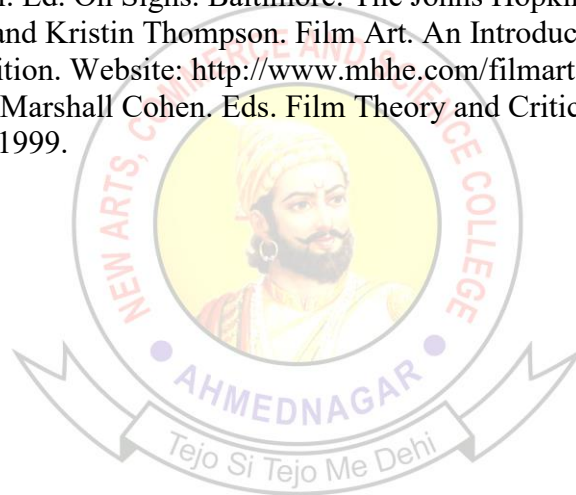


Unit V : Asian Cinema

- Japanese Cinema
- Chinese Cinema
- Indian Cinema and Bollywood
- Other Asian Cinema

Suggested Readings:

1. A companion to film theory by Toby Miller & Robert Stam
2. Aesthetics and Film by Katherine Thomson-Jones
3. Psychoanalysis and Film by Glen O. Gabbard
4. Visual and Other Pleasures by Laura Mulvey
5. The History of Film by David Parkinson
6. European Film Theory and Cinema by Ian Aitken
7. Barsam, Richard and Dave Monahan. Looking at Movies. New York: Norton, 2016
8. Blonsky, Marshall. Ed. On Signs. Baltimore: The Johns Hopkins University Press, 1985.
9. Bordwell, David and Kristin Thompson. Film Art. An Introduction. New York: McGraw Hill, 2001. 6th edition. Website: <http://www.mhhe.com/filmart>.
10. Braudy, Leo and Marshall Cohen. Eds. Film Theory and Criticism. Oxford: Oxford University Press, 1999.



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Semester – III	Paper – I
Course Code: MSC-MS311 T(A)	Title of the Course: Direction
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. Students will gain working understanding of directing audio visual project
2. To give hands on experience in directing a audio visual script
3. To learn and understand the professional standreds for working environment

Detailed Syllabus:

Unit I : Becoming Director

- Who is director ? What Does the Director Do?
- Director's basic responsibilities, personal traits, leadership qualities, vision,
- Authority, Communication, Creativity, Decisiveness, Drive,
- Grace under Pressure, open minded, technologically savvy
- Working within limitations

Unit II : Role of the Director

- Principles of Directing
- Understanding and Adapting to the Medium: Film, Television, Other A/V Projects
- Skill of the Director: Balancing resources with Creative Intent

•:

Unit III : Process of a Director

- Finding and Interpreting the Core of the Script
- Planning of a Director: Choice of Crew, Talent, etc
- Planning for Directing, Unscripted Material
- Understanding emotional and technological aspect of Direction

Unit IV : Directing Single Camera

- Skill of the Director, Process of the Director, Method of the Director
- Visualization: Shot Selection, Shot Planning, Segmentation Visualization.
- Shooting: Execution, Adaptation, Time and Human Resource Management

- Inspiring and/or Managing the Talent.

Unit V : Directing Multi Camera

- Formulating the Floor Plan or Working with an existing one
- Camera Positioning, The Setup
- Recording: Online Direction v/s Offline Direction
- Managing the synergy

Unit VI : Putting Together a Project

- Pitch: Proposal Writing and Presentation Basics
- Understanding and interpreting Target Audience
- Production Management, Production Strategies
- Budgeting and Financial Management

Unit VI : The Director's Team

- Understanding the Chain of Command
- The Associate Director and/or the Second Unit Director
- The Wall: The First Assistant Director: Tasks, Responsibilities and Skills
- Other Assistants and their Tasks: During the three stages of Production
- Building Basic Skills: Logging, Clap, Continuity, Property /Costume Management.

Unit VI : The Director's Responsibility

- Building Empathy and Patience towards the Direction Team
- Training the Direction Team & the Crew to work according to the Director's methods
- Building Team Spirit and Loyalty: Creating a sense of Belongingness
- Clear Delegation of duties during the three stages of production

Suggested Readings:

1. Directing and Producing for Television. A Formal Approach, Curry, Ivan Focal Press
2. Single-Camera Video Production, Musburger, Robert, B., Focal Press (2010)
3. From Script to Screen: The Collaborative Art of Filmmaking, Seger, Lone Eagle Pub.
4. Michael Rabiger, Mick Hurbis-Cherrier, Directing: Film Techniques and Aesthetics, Focal press, 2017.
5. David Mamet, On Directing Film, Penguin publication. 1992.
6. Steven Ascher, Edward Pincus, The Filmmaker's Handbook: A Comprehensive Guide for digital age, Penguin publication, 2012.
7. Sergei Eisenstein, Problems of Film Direction, University Press of the Pacific, 2004.
8. David K. Irving, Fundamentals of Film Directing, McFarland & Company, 2010.

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Semester – III	Paper – II
Course Code: MSC-MS312 T(A)	Title of the Course: Audio Visual Production Techniques
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To learn the concepts of Audio Visual Production.
2. To understand function of audio visual production
3. To learn the skills and apply knowledge in film making.

Detailed Syllabus:

Unit-I: Script Break Down

- Location
- Character
- Day/Night
- Costume

Unit-II: Recording Audio in Camcorder

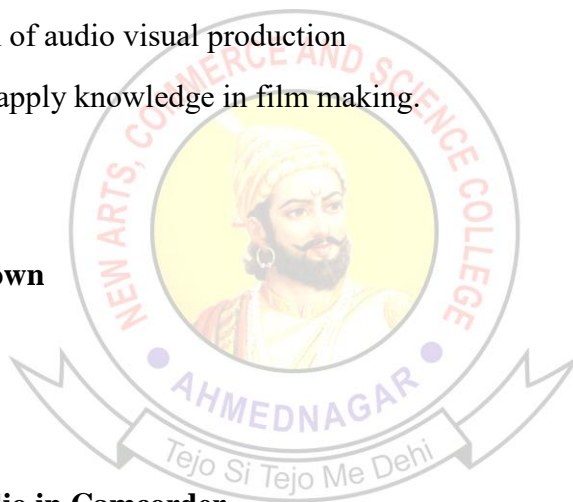
- Controlling audio in the camera
- Monitoring audio level
- Selecting Audio Tracks

Unit-III: Lights

- Lighting techniques
- Matching indoor and outdoor
- High key and low key
- Situation based lighting

Unit-IV: Composition

- Understanding composition
- Elements of composition
- Application of composition
- Composing moving image



- Communication through visuals

Unit-V: Shooting

- Selecting Location
- Observing available lights
- Shooting indoor /outdoor with lights
- Shooting outdoor in available lights

Unit-VI: Aesthetics of Editing

- Right cut timing
- Dynamics of Arrangement of shot
- Rhyme of Edit
- Apply Transition

Unit-VII: Special Treatment in Editing

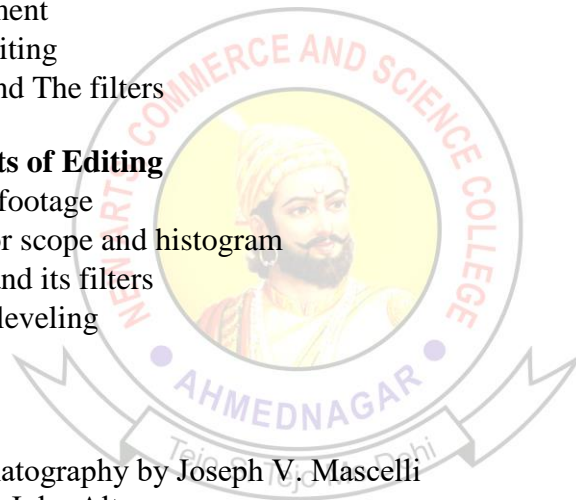
- Manipulating the speed
- Color Adjustment
- Multi track editing
- Split videos and The filters

Unit-VIII: Other Aspects of Editing

- Multi camera footage
- Reading vector scope and histogram
- Audio meter and its filters
- Simple audio leveling

Suggested Readings:

1. The Five C's of Cinematography by Joseph V. Mascelli
2. Painting With Light by John Alton
3. Cinematography: Theory and Practice by Blain Brown
4. Masters of Light by Dennis Schaefer
5. The Visual Story by Bruce Bloc.
6. In the Blink of an eye by – Walter Murch
7. Adobe Premiere Pro Cs6 Classroom in a Book (with DVD)-Adobe
8. Editing Techniques with Final cut Pro by Michal Wohl
9. On Film Editing by Edward Dmytryk.



**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
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**Syllabus of M. Sc. Media and Communication Studies Part -II
under
Faculty of Science**

Semester – III	Paper – I
Course Code: MSC-MS311 T(B)	Title of the Course: Mobile Journalism
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. Understand the functioning of mobile journalism.
2. To acquire advanced mobile journalistic skills.
3. To adopt of mobile and its versatility for life in a portable first world.

Detailed Syllabus:

Unit I : From Print to Online (Digital)

- Print to Online: Major Milestones
- News on The Web: Its Impact & User Behavior
- Mobile Revolution
- Media Convergence & Its effects on The News Presentation,

Unit II : Introduction to Digital Journalism

- Digital Newsroom
- Browsers: An Introduction and Experience
- Newspaper Websites, News Portals & Their Presentations,
- Methods of News Delivering – Its Important Components

Unit III : Introduction to Mobile Journalism

- Mobile Journalism Overview
- Purpose of Mobile Journalism
- Understanding Mobile Journalism, Global adoption and influence of the Mobile,
Case Studies: Arab Revolution,
- MOJO in India, Anna Hazare Movement, Case Study : BBC Marathi, Hindi

Unit IV : Mobile ‘Newsroom’

- Mobile centric reporting and editing
- Basics steps of mobile reporting
- Finding stories and getting access, Defining Narrative Structure
- Mobile News Packaging, Interview, Live Reporting , Live Streaming
- Do’s and don’ts for ethical Mobile Journalism

Unit V : Mobile Video Shooting

- Mobile Camera Basics
- Framing Compositions, Shot Types, Angles
- Shooting Challenges, Lighting for videos
- Video Recording Apps

Unit VI : Mobile Video Editing

- Fundamentals of Video Editing
- Editing video on smartphones
- Multitrack Video Editing, Subtitles, Captions, Logos, Graphics
- Video Editing Apps, Special Effects

Unit VII : Mobile Audio Recording and Editing

- Basic equipments for audio recording
- Audio recording on smartphones
- Dubbing, Voice over techniques
- Audio Editing Apps

Unit VIII : The Future of MoJo

- New Approach towards Upcoming Changes in Journalism
- Interactive Content Creation, MOJO and instant messaging
- Real Time Interviews with Audience participation
- virtual Reality, Artificial Intelligence, Upcoming Smartphone technology
- Future technological Challenges, Future Legal and ethical Challenges
- MOJO and Society as global village in Future

Suggested Readings:

1. Katz, James (2008) Handbook of Mobile Communication Studies, MIT
2. Bansal, S.K. 2004: Information Technology, New Delhi, APH Pub.
3. Ozha, DD/Satya Prakash 2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga
4. Verma, Deepika 2015 : The Era of New Media, New Delhi, A.R. Publication
5. Kumar, Suresh 2004: Internet Patrkarita, New Delhi Taxsila Prakashan (1st ed)
6. Verma, Deepika 2015 : The Era of New Media, New Delhi, A.R. Publication

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Syllabus of M. Sc. Media and Communication Studies Part -II
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Faculty of Science

Semester – III	Paper – II
Course Code: MSC-MS312 T(B)	Title of the Course: Research Methods
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To learn the concepts and values of media research.
2. To learn types and methods of communication research.
3. To learn the skills of data analysis.

Detailed Syllabus:

Unit-I: Science and Research

- Different Methods of Knowing
- Concept of Science and Research
- Characteristics of Science
- Nature of Scientific Enquiry

Unit-II: Research in Communication

- Nature of Communication Research
- Area of communication Research
- Main issues of Research- Audience, Content, Effect
- Applications of research in media industry

Unit-III: Elements of Research

- Variables and Constants
- Aim, Objectives, Hypothesis
- Operational Definitions
- Logic : Inductive and Deductive

Unit-IV: Research Design

- Concept and Types of Research Design
- Components of Research Design
- Approaches to Research
- Writing Format (Font Size, Spacing, etc.) of RD

Unit-V: The Research Process

- Research Issues, Deciding the Research Topic
- Stages of Research, Scope and Limitations
- Research Methodology
- Reference Writing Methods, Appendix

Unit-VI: Sampling and Data Collection Methods

- Sampling: Basic Concept
- Probability and Non-probability Sample: Subtypes
- Data Collection: Basic Concept
- Types of Data Collection Methods

Unit-VII: Research Methods

- Qualitative Methods- Semiotic analysis, Rhetoric analysis, Discourse analysis
- Qualitative Methods- Focus Group Discussion, In-depth Interviews, Field Observations
- Quantitative Methods- Survey Method, Content Analysis
- Data Analysis of Qualitative and Quantitative Content

Unit-VIII: Online Research Methods

- Online Surveys Method, Online Questionnaire
- Online Interviews and FGD
- Online Data collection and Analysis Techniques
- Online Referencing and Plagiarism

Suggested Readings:

1. Wimmer, R. D., & Dominick, J. R. (2000). Mass media research: An introduction. Belmont, Calif:
2. Wadsworth Pub. Co.
3. Hansen, A. (2009). Mass communication research methods. New Delhi: Log angeles.
4. Babbie, E. R. (1992). The practice of social research. Belmont, Calif: Wadsworth Pub. Co.
5. Kothari, C. R. (2004). Research methodology: Methods & techniques. New Delhi: New Age
6. International (P) Ltd.
7. www.indianstat.com
8. www.thehoot.org
9. www.indiantelevision.com
10. www.media4exchange.com
11. www.agencyfaqs.com
12. www.mediawatch.com
13. डॉ. आगलावे प्रदीप, सामाजिक संशोधन पद्धतीशास्त्र व तंत्रे, विद्या प्रकाशन नागपूर, जानेवारी २०००.
14. प्रा. धुरी नीलम, संशोधन पद्धती, फडके प्रकाशन, कोल्हापूर, जुलै २००८.

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Syllabus of M. Sc. Media and Communication Studies Part -II
under
Faculty of Science

Semester – III	Paper – III
Course Code: MSC-MS313P	Title of the Course: Project Production Process - I
Credits: 04	Total Lectures: 120 Hrs

Course Outcomes (Cos)

1. To learn the process under supervision or guidance.
2. To have a instant personal breakthrough in critical situation.
3. To develop a third person prespective for the content and project.

Detailed Syllabus:

Section I : Presentation

- Every student will have to present project outline to the selection panel.
- The project idea and project details will be discussed througely in several round of discussion with selectional panel.
- A guide will be allotted to selected projects.

Section II : Preperation

- Once the guide is allotted to a project aal further preparation will be carried out under the supervision of concern guide.

Section III : Execution

- Project execution schedule will be prepared for all the projects. Student will have to complete project in given schedule deadline.

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Syllabus of M. Sc. Media and Communication Studies Part -II
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Semester – III	Paper – IV
Course Code: MSC-MS314P	Title of the Course: Project Production Process - II
Credits: 04	Total Lectures: 120 Hrs

Details : The project framework will be provide to all the student saperately.



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Syllabus of M. Sc. Media and Communication Studies Part -II
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Semester – III	Paper – V/VI
Course Code: MSC-MS 315/6T/P	Title of the Course: (A) Sound Design (Practical)
Credits: 02	Total Lectures: 45 Hrs

Course Outcomes (Cos)

1. To learn the basic function of Sound Design.
2. To learn the practical knowledge about Sound Design.
3. To learn the skills and apply Sound Design in Film Making.

Detailed Syllabus:

Unit I: Location Recording for film

- Function of Location recording equipment
- Dialogue recording on Location
- Sink sound recording
- Acoustics Fundamentals
- Voice over recording

Unit II: Sound Editing

- Importance of Sound Track
- Dialogue Editing and cleaning
- Noise reduction for dialogue
- Use of equalizer, reverb, compression, etc.

Unit III: Advanced Post Production

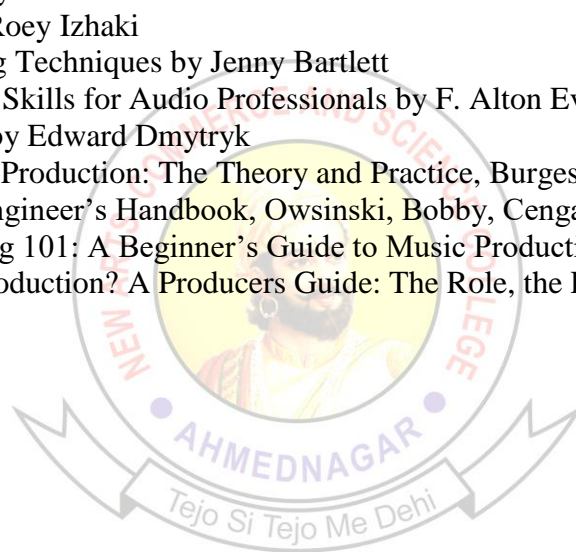
- Dialogue Dubbing
- Foley recording
- Basics of sound mixing
- Re- recording

Unit IV: Advanced Recoding

- Music recordings
- Multi – track mixing
- Out – Puts for different formats

Suggested Reading:

1. Sound for Digital Video by Tomlinson Holman
2. Producing for TV and Video: A Real-world Approach by Cathrine Kellison
3. Sound for picture: an inside look at audio production for film and television by Jeff Forlenza, Terri Stone
4. Audio in Media by Stanley R. Alten
5. Master Handbook of Acoustics by F. Alton Everest
6. Modern Recording Techniques by David Miles Huber
7. Mastering Audio by Bob Katz
8. Mixing Audio by Roey Izhaki
9. Practical Recording Techniques by Jenny Bartlett
10. Critical Listening Skills for Audio Professionals by F. Alton Everest
11. On Film Editing by Edward Dmytryk
12. The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford
13. The Recording Engineer's Handbook, Owsinski, Bobby, Cengage Learning PTR (2013)
14. Audio Engineering 101: A Beginner's Guide to Music Production, Dittmar, Tim, Focal
15. What is Music Production? A Producers Guide: The Role, the People, the Process



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Semester – III	Paper – V/VI
Course Code: MSC-MS 315/6T	Title of the Course: (B) Digital Marketing
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To understand digital advertising environment.
2. To develop skills required for digital media use.
3. To develop ability to use digital media for various purposes.

Detailed Syllabus:

Unit- I: Introduction to Digital Marketing

- What is Digital Marketing?
- Difference between traditional marketing and digital marketing
- Importance of digital marketing
- Trends and scenarios of the industry

Unit- II: Search Engine Optimisation

- What is SEO?
- Search Engine Optimisation
- On-Page Optimization, Off-Page Optimization
- Keywords, Google Adwords

Unit- III: Social Media Marketing

- Important aspects
- Blogging, Video Blogging
- Social Networking
- Use of Different Social Media Platforms
- Content Creation

Unit- IV: Web Analytics

- Introduction to Web Analytics
- Audience Reports, Traffic & Content Report
- Campaign Tagging & Reporting, Linking
- Google Adwords Data, Real-Time Data

Unit- IV: Email Marketing

- Importance of Email Marketing
- Email Marketing Platforms
- Creating & Tracking e-Mailers
- Open Rates & CTR of e-Mailers
- Create Forms, Create Opt-in Lists

Suggested Readings:

1. Chaffey, D. (2019). Digital marketing. Pearson UK.
2. Chaffey, D., & Smith, P. R. (2017). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.
3. Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
4. Kaufman, I., & Horton, C. (2014). Digital marketing: Integrating strategy and tactics with values, a guidebook for executives, managers, and students. Routledge.
5. Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. *International Journal of Information Management*, 34(2), 65-73.
6. Stokes, R. (2011). E-Marketing: The essential guide to digital marketing. Quirk eMarketing

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Syllabus of M. Sc. Media and Communication Studies Part -II
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Faculty of Science

Semester – III	Paper – VI
Course Code: MSC-MS 315/6T	Title of the Course: (C) Communication for Social Change
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To learn the concepts of development of communication.
2. To understand the issues regarding marginalized society.
3. To understand the relationship of communication and society.

Detailed Syllabus:

Unit- I: Meaning of Development

- Concept and Meaning of development
- Social and economic approaches of Development
- Characteristics of developing societies
- Gap between developed and developing societies

Unit-II: Development Communication

- Meaning, concept and definition of development communication
- Socio-cultural and economic barriers in development
- Role of media in development
- Role of community media in social development

Unit-III: Marginalized People and Media

- Issues related to Dalits and Tribals
- Women Issues: Various types of discrimination
- Small farmers, landless labours
- Religious minorities and problems

Unit-IV: Understanding Gender Issues and Communication

- Sex and Gender Distinction
- LGBTQIA+
- Selling gender identities and popular culture
- Communication for social change

Suggested Readings:

1. Narula, U., & Pearce, W. B. (1986). *Development as communication: A perspective on India*. Carbondale: Southern Illinois University Press.
2. Ostman, R. E. (1989). *Communication and Indian agriculture*. New Delhi: Sage Publications.
3. N.Jayaweer and Amunagama: *Rethinking Development communication*,Singapore.AMIC.
4. Bhambhari C. P., *Bureaucracy and Politics in India*
5. Guha Ramchandra , *India after Gandhi*
6. Thapar Romila , *A History of India*
7. Stiglitz Joseph, *Globalization and Its Discontents*
8. Pramanick S K, Gangu R, *Globalization in India*
9. Huntington Samuel , *The Clash of Civilization*
10. Pamela Schrumer Smith, *India: Globalization and Change*



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Syllabus of M. Sc. Media and Communication Studies Part -II
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Semester – III	Paper – V/VI
Course Code: MSC-MS 315/6T	Title of the Course: (D) Featur Writing
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To understand how to interest readers in significant, research-based subjects.
2. Develop writing skills for non-fiction stories.
3. To explore the qualities of storytelling and how they differ from news.

Detailed Syllabus:

Unit I : Understanding Feature

- What is feature?
- Difference between news and feature
- Importance of feature stories
- Impact of feature stories

Unit II : Writing Feature

- Components of feature
- The Lead
- The Body
- The Conclusion

Unit III : Types of Feature

- Human Interest Features
- Science Features
- Unusual People, Event, Personal Narratives
- Travel Sketches
- Historical Subjects

Unit IV : Techniques of Feature Writing

- Reporter First
- Interview Techniques
- Reference Library
- Think Beginning, Not Lead
- End Words

Unit IV : What Make Great Stories

- Fresh Ideas
- Observational and Listening Skills
- Reading
- Writing Style

Suggested Readings:

1. The Art and Craft of Feature Writing, William Blundell, Plume,
2. Writing as Craft and Magic (second edition), Carl Sessions Stepp, Oxford University.
3. On Writing Well (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.
4. The Associated Press Stylebook 2010, Associated Press, Basic Books, 2010.
5. America's Best Newspaper Writing, edited by Roy Peter Clark and Christopher Scanlan,
6. Writing for Story, Jon Franklin, Penguin, 1986.
7. Telling True Stories: A Nonfiction Writers' Guide from the Nieman Foundation at Harvard University, edited by Mark Kramer and Wendy Call, Plume, 2007.
8. The Journalist and the Murderer, Janet Malcolm, Vintage, 1990.
9. Writing for Your Readers, Donald Murray, Globe Pequot, 1992.

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Semester – III	Paper – VII
Course Code: MSC-MS 317T	Title of the Course: Graphic Design
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To learn the concepts of Graphic Design
2. To understand the practical knowledge of Graphic Design.
3. To develop the skill and apply knowledge in project.

Detailed Syllabus:

Unit- I: Principles of Graphic Design

- Emphasis
- Balance and Alignment
- Contrast, Proportion, Movement
- Color Psychology

Unit-II: Photoshop

- Introduction of Photoshop Software
- Basic tools in Photoshop
- Photo Editing and Color correction
- working with selections
- Understanding Layers

Unit-III: Understanding Images: Raster and Vector

- Working with Images
- Image resolution
- Image adjustments options
- Histogram

Unit-IV: Corel Draw

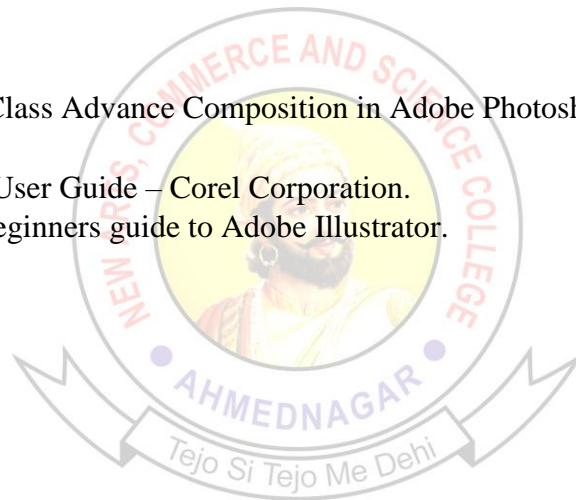
- Introduction to Corel Draw
- Working with multiple images
- Working with toolbar
- Working with layers
- Working with colors

Unit –V: Adobe Illustrator

- Introduction to Adobe Illustrator
- Panels and workspaces in Adobe Illustrator
- Vector basics
- Selection and Direct selection tool
- Type tools in Adobe Illustrator

Suggested Readings:

1. Adobe Master Class Advance Composition in Adobe Photoshop Editing with Bret Malley.
2. Corel DrawX7 User Guide – Corel Corporation.
3. The complete beginners guide to Adobe Illustrator.



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Syllabus of M. Sc. Media and Communication Studies Part -II
Under
Faculty of Science

Semester – IV	Paper – I
Course Code: MSC-MS 411T (A)	Title of the Course: Advance Production Process
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To learn the concepts of Advance Production Process.
2. To learn the management styles of Advanced Production Process.
3. To learn the skills and apply knowledge in film production process.

Detailed Syllabus:

Unit I: Production Planning -I

- Location Scouting
- Location Permission
- Production Meeting
- Budget

Unit II: Production Planning -II

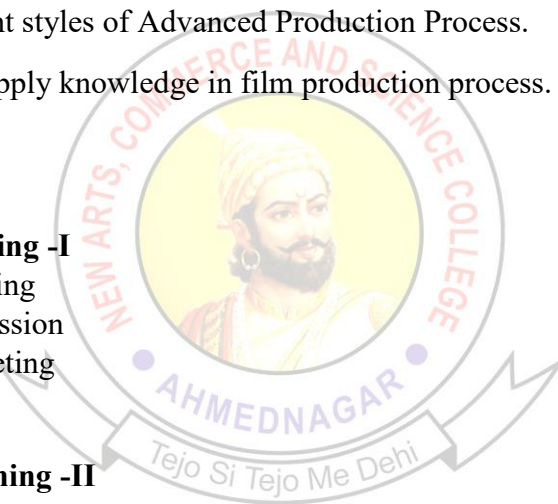
- Casting
- Audition
- Rehearsal
- Rehearsal with camera

Unit III: Production Schedule

- Call time
- Shooting schedule
- Location –Day/Night
- Characters

Unit IV: Art Direction

- Importance of Art Direction
- Planning and Construction
- On location Art Direction
- Property Procurement and Management



Unit V: Costume and Make up

- Importance of Costume and Make up
- Period films
- Types of Make up
- SFX in Make up

Unit VI: Advanced Camera Techniques

- Framing Moving
- Creative with lenses
- Cinematic look
- Camera Depth

Unit VII: Advanced Editing techniques

- Color Correction
- Digital Interface (DI)
- Visual Effects
- After Effects

Unit VIII: Marketing and Promotion

- Previews and Release dates
- Teaser
- Publicity
- Tools of Marketing
- Distribution: Channels and Territories

Suggested Readings:

1. Financing your film: A guide for independent filmmakers and producers, Curran, T. Praeger
2. Managing electronic media, Czech, B., Focal Press(1991)
3. Careers in film and video production, Horwin, G.,Focal Press (1990)
4. What a producer does, Houghton, B., Silman James Press (1991)
5. The Undeclared War: Struggle for Control of the World's Film Industry, Puttnam, David,
6. Writing, Directing and Producing Documentary Films and Videos, Rosenthal, Alan,Souther Illinois University Press (2007)
7. Triangle: Writing, Producing and Directing,Ross, D.,Hochschule Fur Fernschen and Film(1997)
8. Film Scheduling/Film Budgeting, Singleton, R. S., Lone Eagle(1986)
9. Fields in Vision, Whannel, G.,Routledge(1992)



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Syllabus of M. Sc. Media and Communication Studies Part -II
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Semester – IV	Paper – I
Course Code: MSC-MS 411T(B)	Title of the Course: Political Communication
Credits: 04	Total Lectures: 60 Hrs

Course Outcomes (Cos)

1. To learn the concepts of brand and related environment.
2. To understand the process of brand building.
3. To develop ability to critically understand media environment.

Detailed Syllabus:

Unit- I: Communication and Politics

- Communication and Political Knowledge
- Political power and power over the media
- Entertainment news vs. Political news
- The role of media in the Indian political system

Unit- II: Identity, Politics and Media

- Political media practice
- The diversity of theories, Cases and Challenges
- News media as political Institution
- Media Power and Content homogenization
- Spin- doctoring

Unit- III: Political engagement and citizenship

- Civic engagement and Internet
- The diversity of theories, Cases and Challenges
- News media as political Institution
- Media Power and Content homogenization
- Spin- doctoring

Unit- IV: Policy Issues: Freedom and Regulations

- Assessing Partisan bias in political news
- Media favoritism and political nominations
- Mobilizing information- local news and the formation of a viable political community
- Noam Chomsky and the manufacture of consent in foreign policy

Unit- V: International Political Communication

- National Identity and communication
- Changing mediascapes in political communication: Asian Perspectives
- Political Elites and Patriotic press
- CNN effect
- Media as Political actors

Unit- VI: Media and Conflict

- Framing Issues and Controversies
- Media discourse on Globalization, terrorism and war reporting
- Reporting and representations of Ethnic violence
- The news media, Government and Public

Unit- VII: Media and Democracy

- Producing informed citizens
- Agenda setting and Priming, Campaign and propaganda
- Digital media and citizenship, New media, New politics, Social networks and Politics
- Psephology

Unit- VIII: Political Campaigns and Awareness

- New media, New politics
- Campaign and propaganda
- The techniques of modern election campaigns
- Social networks and Political Knowledge

Suggested Readings:

1. Hacker, K and van DjikJ.,[2000]. Digital Democracy: Issues of theory and practice
2. Hague,B&Loader.B.,[1999]. Digital Democracy. Discourse and Decision making in the information age [New York: Routledge]
3. Iyengar,S [1991] Is anyone responsible? How Television frames political issues [University of Chicago Press].
4. Do the media govern? Politicians, Voters and Reporters in America
5. McCombs,M.Shaw, D.L.Weaver,D.[Eds] [!997] Communication and Democracy- Exploring the intellectual frontiers in agenda setting theory
6. Trent,J.S.&Friedenburg R.V.[1995] Political Campaign communication Reese, S.D., Gandy, O.H.Grant, A.E.[2001]
7. Framing Public Life- Perspectives on media and our understanding of the social world [Mahwah:LEA]

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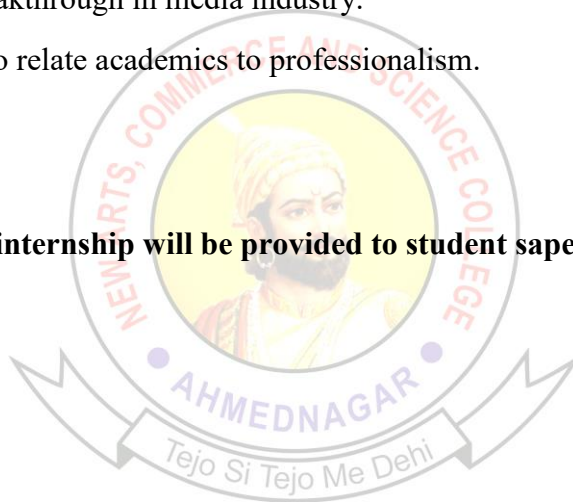
Semester – IV	Paper – III
Course Code: MSC-MS412P	Title of the Course: Internship
Credits: 04	Total Lectures: 120 Hrs

Course Outcomes (Cos)

1. To gain a first hand experience of media industry.
2. To have a personal breakthrough in media industry.
3. To develop an ability to relate academics to professionalism.

Detailed Syllabus:

Detail framework for internship will be provided to student saperately.



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Semester – IV	Paper – III
Course Code: MSC-MS413P	Title of the Course: Project Production Process - I
Credits: 04	Total Lectures: 120 Hrs

Course Outcomes (Cos)

1. To learn the process under supervision or guidance.
2. To have a instant personal breakthrough in critical situation.
3. To develop a third person prespective for the content and project.

Detailed Syllabus:

Section I : Presentation

- Every student will have to present project outline to the selection panel.
- The project idea and project details will be discussed througely in several round of discussion with selectional panel.
- A guide will be allotted to selected projects.

Section II : Preperation

- Once the guide is allotted to a project aal further preparation will be carried out under the supervision of concern guide.

Section III : Execution

- Project execution schedule will be prepared for all the projects. Student will have to complete project in given schedule deadline.

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Semester – IV	Paper – IV
Course Code: MSC-MS414P	Title of the Course: Project Production Process - I
Credits: 04	Total Lectures: 120 Hrs

Details : The project framework will be provide to all the student saperately.



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Semester – IV	Paper – V/VI
Course Code: MSC-MS 415/6T	Title of the Course: (A) Brand Management
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To learn the concepts of brand and related environment.
2. To understand the process of brand building.
3. To develop ability to critically understand media environment.

Detailed Syllabus:

Unit- I: Understanding Brands

- What is a Brand?
- Journey: from product to brand
- The need for Strong Brands
- Brand Awareness

Unit- II: Brand Management

- Strategic Brand Management Process
- Brand Loyalty
- Brand Personality
- Iconic and Cult Brands
- Customer-Based Brand Equity

Unit- III: Brand Positioning

- Establishing Brand Positioning
- Differentiation, Positioning Guidelines
- Internal Branding
- Brand Culture, Brand reputation

Unit- IV: Brand Elements to Build Equity

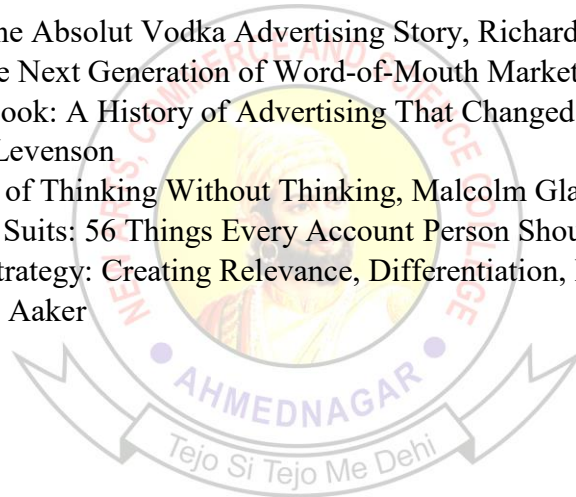
- The Brand Identity system
- The Four Brand Identity perspectives
- Criteria for Choosing Brand Elements
- Creating a value proposition

Unit- V: Integrating Marketing Communication

- Communication Mix to Build Brand Equity
- Identifying the stakeholders
- Developing an IMC strategy
- From information to participation: The new normal
- The New Media Environment

Suggested Readings:

1. Absolut Book.: The Absolut Vodka Advertising Story, Richard W. Lewis
2. Beyond Buzz: The Next Generation of Word-of-Mouth Marketing, Lois Kelly
3. Bill Bernbach's Book: A History of Advertising That Changed the History of Advertising, Bob Levenson
4. Blink: The Power of Thinking Without Thinking, Malcolm Gladwell
5. Brain Surgery for Suits: 56 Things Every Account Person Should Know, Robert Solomon
6. Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity, David, A. Aaker



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Semester – IV	Paper – V/VI
Course Code: MSC-MS 415/6T	Title of the Course: (B) Broadcast Journalism
Credits: 02	Total Lectures: 45 Hrs

Course Outcomes (Cos)

1. To learn the concepts and principles of broadcast journalism.
2. To learn the management styles of broadcast media production.
3. To learn the skills needed for news editing and broadcasting.

Detailed Syllabus:

Unit I: History and Nature of Broadcast Media

- Concept and meaning of broadcast journalism
- A brief world history of radio and TV
- A brief history of radio and TV in India
- Characteristics of broadcast journalism

Unit II: Nature of News Production

- Nature of radio news
- Nature of TV news
- Story types- spot news, hard news, news capsule
- News story, documentary

Unit III: Radio News Nature

- Nature of news collection
- Principles of writing for radio
- Basic news scripts
- Reader, voice-over, sound bite

Unit IV: Television News Nature

- Nature of news collection
- Principles of writing for TV
- Basics of news scripts
- Reader, voice-over, bites

Unit V: Television News Production

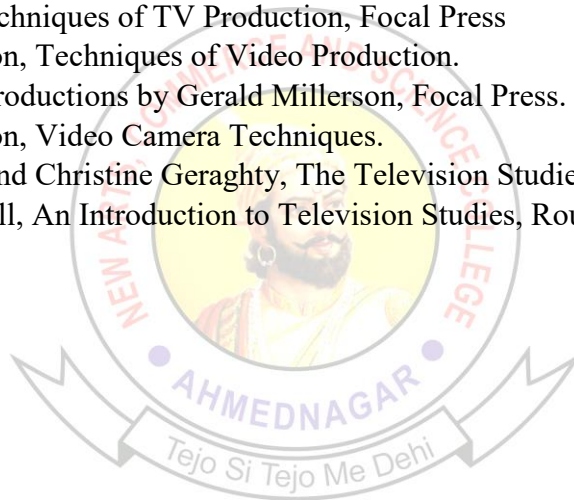
- Pre-production: ideation, research and planning, location scouting
- Production: Shot composition, shot breakdown: voiceovers, narration, sound effects
- Post-production: Linear and non-linear editing,
- Principles of editing

Unit VI: Work Flow

- Bureau chief, reporter, correspondent, stringer, cameraperson
- Editor, executive producer, input and output head
- Assignment editor, promo editor
- Bulletin producer

Suggested Readings:

1. Herbert Zettle, Handbook of Television Production.
2. Frederich Shook, Television Field Production and Reporting.
3. Rudy Bretz, Techniques of TV Production, Focal Press
4. Gerald Millerson, Techniques of Video Production.
5. Effective TV Productions by Gerald Millerson, Focal Press.
6. Gerald Millerson, Video Camera Techniques.
7. David Lusted and Christine Geraghty, The Television Studies Book.
8. Jonathan Bignell, An Introduction to Television Studies, Routledge 2007.



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Semester – IV	Paper – V/VI
Course Code: MSC-MS 415/6T	Title of the Course: (C) Sports Journalism
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To learn the concepts of sports journalism.
2. To discuss the fundamentals of sports reporting.
3. To learn the broadcast and live sport reporting.

Detailed Syllabus:

Unit I: Introduction to Sports Journalism

- History of sports and its media coverage in the modern era,
- Concept of sports journalism,
- Sports as a part of culture, international and indigenous games,
- Basic understanding of the different kinds of popular sporting activities in India and around the world

Unit II: Understanding Sports Reporting

- Understanding various beats in sports reporting in India
- Features of sport reporting
- Characteristics of sports journalist
- Profiles of well-known sports personalities

Unit III: Sports Reporting for Various Media

- Reporting for print media
- Reporting for radio, Live Commentary
- Reporting for TV
- Reporting for online media

Unit 4: Broadcast Sports Journalism

- Nature of reporting and functions: reporters, producers and camerapersons,
- Live production team – floor manager, talent like anchor guests, sound recordist
- Production control room, Teleprompter, live graphics through viZ, Live commentary, Anchoring for sports, AR Graphics, animations, scorecards, switcher
- Director of photography, show director, show producer, audio mixer, play out producer, MCR team

Suggested Reading:

1. CLR James, *Beyond a Boundary*.
2. Wayne Coffey, *The Boys of Winter: The Untold Story of a Coach, a Dream, and the 1980 US Olympic Hockey Team*.
3. Usain Bolt, *Faster than Lightening: My Story*.
4. Neeraj Jha and Vidhanshu Kumar, *Virat: The Making of a Champion*.
5. Prashant Kidambi, *Cricket Country: The Untold History of the First All India Team*
6. Mike Brearly *The Art of Captaincy – The Principles of Leadership in Sports and Business*



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Semester – IV	Paper – V/VI
Course Code: MSC-MS415/6T	Title of the Course: (D) Civic Journalism
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. To learn the concepts and values of civic journalism.
2. To learn the essential skills for civic journalist.
3. To learn the ethical conceptualization of citizen journalism.

Detailed Syllabus:

Unit I: Conceptualizing Citizen's Journalism

- Background of citizen's journalism
- Changing notions of journalism
- Platform for citizen journalists
- Characteristics of citizen journalism

Unit II: Essential skills of a Citizen Journalist

- Types of citizen journalism
- Basics of news writing
- News selection, preferences
- Importance of Interviews news bites

Unit III: Ethical Conceptualization of Citizen Journalism

- Media laws and ethics
- Issues of credibility
- Issues of punctuality and fairness
- Importance of verifying information

Unit IV: Citizen Journalism and New Media

- Blogs and citizen journalism
- Websites and citizen journalism
- Mobiles and citizen journalism
- Audio clips, podcasting and citizen journalism

Suggested Reading:

1. Rajesh Pandey, Visual Journalism, Adhyan Publication
2. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
3. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
4. Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
5. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
6. Television Production by Phillip Harris.
7. Broadcast Journalism by David Keith Cohler (Prentice Hall).
8. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books. Awasthi, G. C. Broadcasting in India. Allied Pub



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Semester – IV	Paper – V/VI
Course Code: MSC-MS417T	Title of the Course: Data Analytics
Credits: 02	Total Lectures: 30 Hrs

Course Outcomes (Cos)

1. Content will explore an opportunity to understand fundamental concepts of data analytics.
2. Learning of the course will be interesting on handling Big data.
3. Understand various machine learning algorithms used in data analytics process.
4. Data visualization will give more insight about the data.
5. Learning ethics will reduce the cybercrime cases surrounding privacy, data sharing and algorithmic decision-making.

Detailed Syllabus:

Unit I: Introduction of Data Analytics

- Data Analytics, Types, Phases
- Quality and Quantity of data
- Measurement Exploratory data analysis
- Business Intelligence

Unit II: Introduction to data visualization

- Data visualization options
- Filters
- Dashboard development tools
- Creating an interactive dashboard

Unit III: Analytics & Machine learning

- Modelling Process, Training model, Validating model
- Predicting new observations
- Supervised learning algorithms
- Unsupervised learning algorithms

Unit IV: Different analytics

- Video Analytics
- Social media analytics
- Text analytics
- Image analytics

Suggested Reading:

1. Davy Cielen, Arno D. B. Meysman, Mohamed Ali- Introducing Data Science, Manning Publications Co., 1st edition, 2016.
2. Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani-An Introduction to Statistical Learning: with Applications in R, Springer, 1st edition, 2013.
3. D J Patil, Hilary Mason, Mike Loukides, Ethics and Data Science, O' Reilly, 1st edition,
4. Bart Baesen Analytics in a Big Data World: The Essential Guide to Data Science and its Applications, Wiley.

