

Annexure (c)

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

of

Bachelor of Vocation

Photography and Journalism

(Semester: III)

(Under Credit Based Continuous Evaluation Grading System)

Session: 2020-21



The Heritage Institution

KANYA MAHA VIDYALAYA JALANDHAR (Autonomous)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)

SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE
PROGRAMME

B.Voc Photography and Journalism

Session (2020-21)

Semester III									
Session(2019-20)									
Course Code	Course Name	Course Type	LTP	Total	Marks				Examination time (in Hours)
					Total	Ext.		CA	
						L	P		
BVPL-3311	Radio Journalism and Programme Format	S	4-0-0	4	50	40	-	10	3
BVPL-3312	Event Management	S	4-0-0	4	50	40	-	10	3

BVPL-3313	Basics of Camera light and Sound	S	4-0-0	4	50	40	-	10	3
BVPL-3314	Cyber Journalism	S	4-0-0	4	75	60	-	15	3
BVPP-3315	Radio Lab	C	0-0-4	4	50	-	40	10	3
BVPP-3316	Event Management Lab	S	0-0-4	4	50	-	40	10	3
BVPP-3317	Cyber lab	S	0-0-4	4	50	-	40	10	3
BVPI-3318	Project	S	0-0-2	2	50	-	50	-	-
SECF-1492	³ Foundation Course	C	2-0-0	2	25	20	-	5	1
	Total			30	425				

B.Voc Photography and Journalism

(Semester-III)

PROGRAMME OUTCOMES

PO 1: Students will be introduced to the basic aspects of Radio and Television journalism and its programme formats. They will come to know about the basic concepts and fundamental elements of Radio and Television production. They will also be familiarized with the broadcasting equipments and their proper uses.

PO 2: Through this course they will learn basic component of camera, lighting and sound . They will learn the techniques of Still Photography and Videography

PO 3: This course will impart the knowledge about various types of creative techniques among students & make them inform regarding how to gather information & write news stories for T.V, Radio and other media.

PO4: The course will develop the basic understanding of Camera and its uses. During the course students will be able to evaluate all aspects of photography and journalism.

PO5: Students will develop creative behaviour that will help them to engage with the world in productive ways. Students will be able to work independently or collaboratively to achieve stated goals.

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPL-3311)

Radio Journalism and Programme Format

Course outcomes:

- CO1.** Students will understand the basics of radio journalism and news reporting.
- CO2.** They will know about the news structure, interview skills and news values etc.
- CO3.** Students will learn about the basic concepts and fundamental elements of Radio programme production.
- CO4.** This subject will make students familiar with broadcasting equipments and their proper uses.

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPL-3311)

Radio Journalism and Programme Format

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-1

Understanding of Radio: Radio as a medium of mass communication, Characteristics and Objectives of radio, Explain principles of Broadcasting, History of Radio in India

Unit-II

Principles For Formatting: Variety is the password, Menu for everybody, Music has the priority, Programme objectivity, Information, Entertainment & Education, Fixed point & Flexible point, Intimacy with listener, Knowing the target, Channel Identity, Special audience.

Unit-IV

Writing for Radio: Writing for the ear, Spoken word, RadioTalk, News, Slogans, Interview & Discussion, Feature & Documentary, Drama & Serial, Music Programmes, Outside Broadcast (OB), Commentary, Voice Cast, Vox Pop, Phone In, Radio Bridge, Chat Show, Radio Commercial- Types, Copy Writing.

Unit-IV

Concept of Good Presentation : Link Announcement & Continuity Presentation, News Reading, Pronunciation, Use of silence, Voice Culture, Keeping Rapport with the Listener, Presenting Music Programmes, Forming a personality for the programme/station.

Suggested Readings:

1. T.V Journalism – KM Srivastva
2. Radio Production– Robert Macleish
3. Broadcast Journalism- PC Chatterjee

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPL-3312)

EVENT MANAGEMENT

Course outcomes:

CO1: Students will learn about the Event Management skills.

CO2: Students will understand the key elements of a conference and the processes involved in venue selection, registration, catering, accommodation, transport, security and entertainment.

CO3: Students will come to know about the various dimensions of event management.

CO4: They will learn the techniques of event planning, marketing, producing and promotion technique.

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPL-3312)

EVENT MANAGEMENT

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-1

Event management- definition, concept and principles

Organizing an event and its promotion

Marketing- definition, marketing mix, marketing tools

Unit-II

Concepts of sponsorship and role of sponsor

Seven point formula for writing a report

Media tools- press conferences, press release, Junkets, Communique

Unit-III

Exhibitions – meaning, types and importance

Importance of budget and buffer

Role & importance of exhibitions

Objectives of the exhibitions

Advantage of exhibition over other devices

Unit-IV

Understanding Various events: Conferences, Trade Fair, Wedding, Fashion Shows, Corporate Meeting etc

References:

1. Event management by Swarup K Goyal, Adhyayan publisher
2. Event Management and PR by Savita Mohan, Enkay Publishing House

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPL-3313)

BASICS OF CAMERA LIGHTS AND SOUND

Course outcomes:

CO1: This subject will develop basic understanding of Camera.

CO2: Students will understand different types of lights, use of filters and reflectors.

CO3: Students will come to know about the different types of lenses and their applications.

CO4: Students will understand the functions of microphone , use of audio mixer for recording & Editing of sound.

CO5: This subject will throw a light on the basic principles of light and sound.

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPL-3313)

BASICS OF CAMERA LIGHTS AND SOUND

L-T-P

Max. Marks 50

4-0-0

Theory: 40

CA:10

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-I

Camera: Introduction to Camera , Parts of Video Camera and their Functions ,Types of Cameras, Depth of field, aperture control,.

Unit-II

Different types of film formats, Different types of shots, camera movements, Tilt, Track, Crane movements etc, Lenses: Different types of lenses and their application

Unit-III

Lighting: Basics of lighting, Techniques, Different types of lights used in videography, Use of filters & reflectors, Lights and lighting

Unit-IV

Sound: What is sound? Unit of sound, Voicing ,Types of microphones, use of audio mixers for recording & editing of sound, Different audio equipments for studio and Location Recording

Suggested Readings:

1. Single Camera Video: Michael H. Adams
2. Modern Radio Production: Carl Hansman
3. Broadcast Technology: Srivastava

B.Voc Photography and Journalism**(Semester-III)****(Course Code:BVPL-3314)****CYBER JOURNALISM****Course outcomes:**

CO1: This subject will make students understand about the basic concepts of Cyber Journalism and its fundamental concepts.

CO2: Students will come to know about the writings for Web Media.

CO3: Students will be able to analyse the various web news portals and their style of writing.

B.Voc Photography and Journalism
(Semester-III)

(Course Code.BVPL-3314)

CYBER JOURNALISM

L-T-P

Max. Marks: 75

4-0-0

Theory: 60

CA:15

Max. Time: 3 Hrs

Instructions for the Paper Setters

The question paper will have 4 units, namely unit I, II, III and IV.

Question paper shall consist of four Units. Candidates shall attempt 5 questions in all, by at least selecting one question from each Unit and the 5th question may be attempted from any of the four units. Each question will carry 8 marks.

Unit-I

Cyber Journalism: Introduction to Cyber Space. Information Super Highway, Internet and Information Revolution, Fundamentals of Cyber Media, Comparison of Cyber Media with Print, TV, Radio mediums, Advantages & Disadvantages of Cyber Journalism.

Unit-II

Writing for Web Media: Basic rules, Do's & Don'ts, Writing News stories, Features & Articles on the Web, Interviewing on the Web, Impact of Web Journalism, Recent Trends.

Unit-III

Presentation & Layout of Web Newspapers & Magazines, Advertising on the Web, Circulation of Web Newspapers, Future of Web Journalism Analysis of important Indian News-Based Web-sites, Trends in Cyber Reporting & Editing, Impact of globalization on Web Journalism, Cyber Laws

Unit-IV

E-Paper, Online Newspaper, M-paper, Blogs, Citizen Journalism

MOJO, virtual Reality, Information, Misinformation & Disinformation through New Media

Suggested Readings

- 1 . Cyberspace aur Media: Sudhir Pachauri
2. Fundamentals of Information Technology: Deepak Bharihoke
3. Multimedia System: Ramesh Agarwal & Bharat Bhushan Tiwari
4. IT in the New Millenium: V.D. Dudeja
5. Electronic Media & the Internet: Y K D'souza

B.Voc Photography and Journalism (Semester-III)

(Course Code: BVPP-3315)

RADIO LAB

Course outcomes:

CO1: Students will come to know about the writing styles for different radio formats.

CO2: Students will learn the basic functions of audio equipment and software.

CO3: Students will develop understanding for Professional radio procedures and practices.

**B.Voc Photography and Journalism
(Semester-III)**

(Course Code: BVPP-3315)

RADIO LAB

L-T-P

Max. Marks 50

0-0-4

Practical: 40

CA:10

1. Identifying & Working with equipment: Microphones, its type & usage, Recording equipment & handling Recording, Dubbing & Editing in Studio Working with Computer.
2. Production Techniques of Programme: Recording of voice Selection & use of Effects & Music Dubbing & Editing Preparation of Final Programme.
3. Production of Commercial/Drama, Feature/News Reel/Music
4. Writing for different formats of Radio

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPP-3316)

EVENT MANAGEMENT LAB

Course outcomes:

CO1: Students will understand the essentials of planning of event.

CO2: They will get knowledge of legal and ethical issues involved in event management.

CO3: They will come to know about the practical aspects of organizing events of various forms.

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPP-3316)

EVENT MANAGEMENT LAB

L-T-P

4-0-0

Max. Marks 50

Practical: 40

CA:10

Instructions to the Examiners/Paper Setters: Practical will be taken on the basis of Assignments and File Work

1. Assignments and File Work on organization of an event in campus or outside campus by the students,
2. Organize or attend press conference
3. Viva Voce
4. Visit-press conferences, event management office

B.Voc Photography and Journalism

(Semester-III)

(Course Code: BVPP-3317)

CYBER LAB

Course outcomes:

CO1: This subject will develop an understanding of legal and ethical issues for online media.

CO2: Students will understand the digital work environment for journalists.

CO3: They will learn regarding how to search on Internet to gather Information.

B.Voc Photography and Journalism
(Semester-III)

(Course Code: BVPP-3317)

CYBER LAB

L-T-P

0-0-4

Max. Marks 50

Practical: 40

CA:10

- Understanding different social networking sites and their relevance in media
- Surfing different e-papers and online newspaper
- Writing content for e-paper / online newspaper
- Creating blogs, Micro blogs and contents
- Understanding M-paper, difference between M-paper, e-paper and online editions

- Creating account on twitter and understanding Media
- Creating online pages with the help of HTTP, HTML
- Designing a page for online newspaper

(Semester-III)

(Course Code:BVPI-3318)

PROJECT

Course outcomes:

CO1: Students will practically use the camera, light and sound system.

CO2: Students will be able to shoot their own program.

CO3: They will learn different steps of production of radio programmes.

B.Voc Photography and Journalism

(Semester-III)

(Course Code:BVPI-3318)

PROJECT

L-T-P

0-0-2

Max. Marks 50

Practical: 40

CA:10

Students will submit a project at the end of the semester on two different radio formats. It can be based on interview programme, discussion, debate, anchoring a show, feature story, documentary etc.