



व्यावसायिक और तकनीकी शिक्षा के लिए राष्ट्रीय केंद्र

NATIONAL CENTRE FOR VOCATIONAL AND TECHNICAL EDUCATION

In associated with NCVTE Council for Vocational and Technical Education,
An Autonomous, NCT NEW DELHI, Incorporated by GOVERNMENT OF INDIA.
Collaboration with under a scheme of Ministry of Human Resource Development,
GOVERNMENT OF INDIA.

MEDIA EDUCATION

SYLLABUS

NCVTE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION - VCE012

COURSE DURATION: ONE YEAR

SUBJECTS & PAPERS

| S.No | SUBJECT CODE | SUBJECTS |
|-------------|---------------------|---|
| 1 | VCE012-01 | FUNDAMENTALS OF JOURNALISM AND MASS COMMUNICATION |
| 2 | VCE012-02 | REPORTING AND EDITING |
| 3 | VCE012-03 | INDIAN CONSTITUTION AND PRESS LAWS |
| 4 | VCE012-04 | ADVERTISING AND PUBLIC RELATIONS |
| 5 | VCE012-05 | COMMUNICATION RESEARCH AND DEVELOPMENT |
| 6 | VCE012-06 | WRITING FOR MEDIA |
| 7 | VCE012-07 | PRACTICAL |



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FUNDAMENTALS OF JOURNALISM AND MASS COMMUNICATION– VCE-012-01

Unit--1: Introduction to Journalism

1. Concept, nature and scope of journalism; Printing Press and First Newspaper, Origin and growth of journalism in India: First Newspaper in India; Nationalism and print media;
2. Social transformation and Press in Colonial India- Raja Rammohan Roy, Harish Mukherjee, Mahatma Gandhi; Advent of Press in North East India.
3. Different genres of journalism: advocacy, parachute, immersive, interpretative, investigative; citizen journalism.

Unit---2: Introduction to Communication

1. Definition and characteristics of communication, Types and levels of communication
2. Elements of communication and barriers to communication
3. Mass Communication – origin and development –meaning and characteristics

Unit--3: Mass Media

1. Types and functions of mass media
2. All India Radio, FM, Doordarshan, Prasar Bharati; Cable & Satellite TV in India
3. Media as Industry- convergence & divergence; Conglomeration of Global media: Indian scenario.

Unit---4: Traditional / Folk Media

1. Meaning, Role and Characteristics of Traditional / Folk Media
2. Traditional / Folk media- with special reference to North East India
3. Different Traditional Folk Media in India; People's culture and Traditional / Folk Media, Use of traditional folk media in development

Unit---5: Introduction to New Media

1. Information & Communication Technology (ICT)- Meaning role & characteristics.
2. Internet and its application in media; Meaning and concepts of new media;
3. Penetration of Internet: digital divide, Media, power and hegemony, e-governance

The concerned Course Teacher/s will provide reading references to the students before the Beginning of the Semester.



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REPORTING AND EDITING - VCE012-02

UNIT I

Understanding the fundamental reporting techniques

Basic reporting techniques – rudimentary interviewing skills and using online databases, the Internet and other sources to gather background material for stories and find news documents. Exploring beat reporting Understanding Beats and their categories-live speaking events; Recognize and articulate good story ideas. Specialized reporting: Defense, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, Learning the various news writing skills Basic news writing skills – spelling, grammar, Associated Press style, attribution, the inverted pyramid structure, single-sentence paragraphs, crisp and compelling news leads, and the use of quotations Understanding the news gathering methods Incorporating technology in newsgathering (including video gathering, editing and presentation, audio gathering, editing and presentation and writing for multiple platforms)

UNIT II

Basics of feature writing Defining a feature: What is a feature? Difference between feature and news report (Compare with examples); from facts to narratives; Originality and literary quality; Types of features (Overview); discuss various feature stories published in newspapers and magazines Early stages of preparing feature Research: Looking for ideas, primary and secondary sources of information, use of library and other reference material, newspapers and magazines as resources; Developing focus themes and news pegs.

UNIT III

Visit a Media Organization; Draw the Organizational structure of editorial department. Discuss the Role and responsibilities of editorial staff ; Create a General principles and functions of editing; Practice the Newsman's language; sentences and their structure; - Tense in news writing; negative and double negative expressions; adjectives; modifiers; split infinitives. Subject and verb agreement of nouns and attributions and identification of sources; punctuations; paraphrasing and transition devices in news writing. Practicing Editing a manuscript to a news story Editing process-checking facts, correcting languages, rewriting leads, condensing stories, slanting of news, localizing of news. Familiarize and Practice the various contents of print media Style Sheet.

UNIT IV

Techniques of Headline Writing – News and Feature Headlines – types and Functions of Headlines. Editorials – Function, Principles, Types; Letters to the Editor. Obituary, columns, classifieds, cartoons, Graphics and images, sports, etc. Prepare a Newspaper Design and Layout and for other print media Understand Newspaper Design and Layout – Design of inside pages; Forms of Design; Picture Editing and Caption Writing; Comparative study of Newspaper Makeup, Introduction to photo editing software. Selection, cropping, importing and toning a Photograph.



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Knowing Computer Page Makeup Computer Page Makeup; Principle & Techniques of Page Makeup; Introduction to page- making software. Adobe Indesign, Quark Express, Adobe Page Maker. Fundamentals of typography, types and type setting process. Page makeup and design, traditional and contemporary design, dummy preparation; space saving techniques.

INDIAN CONSTITUTION AND PRESS LAWS - - VCE012-03

Unit I: Indian Constitution Overview of the Indian constitution, Fundamental Rights, Duties of citizens, Directive principles of state policy, Functions of Executive, Judiciary , Legislative, Powers and Privileges of Parliament, Provisions for declaring Emergency, Provision for amending the constitution, freedom of the press and restrictions these upon, Centre-state relations

Unit II: Media laws in India PRB Act 1867, the press(objectionable matters)Act 1957, The News Paper (prices and Pages)Act 1956, Defence of India Act, Delivery of Books and News paper (public libraries)Act, Press Council Act, Cable TV Networks (regulations)Act, The Cinematographic Act 1952, Drugs and magic remedies Act

Unit III: Civil and Criminal Laws Laws of Libel and defamation, Contempt of courts Act 1971 and contempt of Legislative, Copy right Act and IPR, Trade Mark Act and patents Act, Right to Information and Official Secrets Act, Autonomy and Prasar Bharati Act, Broadcasting Bill.

Unit IV: Code and Ethics Recommendations of press commission I and II, Mac Bridge report, Press council guide to Journalistic ethics, Self regulation and code of ethics, censorship and control of the press, press ownership and monopolies, Various committees of broadcasting, Broadcasting policies, Act regarding to working journalists.

Unit V: Cyber Laws in India Nature and scope of cyber laws, The right to publish and right to privacy, Digital signature , Piracy, Domain name registration issues, convergences bill, Media council and media ombudsman in the world. New IT Law IT 2000.

Text Books:

1. Basu, Law of the Press in India, Practice Hall of India(2003)
2. Basu, Introduction to Indian Constitution, Practice hall of india(2003)
3. R.K Ravindran, Press in the Indian Constitution, Indian Publishers, Distributors (1997)
4. Radha Krishna Murthi , Indian Press Laws

References:

1. Na. Vijayshankar, Cyber laws in India, Citizen's India.
2. Hamelink ccess-J.Ehics of cyber Space, Sage.
3. Philip Patterson, Lee Wilking, Media ethics , Issues capes MC Graw Hill.



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ADVERTISING & PUBLIC RELATION - VCE0015-04

UNIT I – Exploring the fundamentals of Advertising & Marketing

Introduction to advertising – relevance of advertising in markets today; Evolution and history of advertising; Advertising and the Marketing process. Constituents of advertising. Advertising as Communication, Status of Advertising industry in India, Socioeconomic effects of Advertising, Advertising in Global marketing context; Advertising theories: Hierarchy of needs, Stimulus-Response theory.

UNIT II – Types, Strategies, Professional associations of Advertising

Types of Advertising; Critical analysis of ads; Campaign Planning; cycle, models, Strategy, Types. Advertising Agency: Structure, functions, Types, selection:, Media relationship, Global marketing and advertising; implications professional bodies; advertising agencies association Advertising standards Council, professional ethics, challenges and requirements.

UNIT III – Methods involved in Ad production

Advertising forms; ad production Copy: copy platform, copy format, elements, appeals, Visuals and other creative elements. Techniques of print Ad. Production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media Planning Process, Strategy and methods - Media buying & placement. Professional Ethics, issues and problems; Global marketing and advertising in future.

UNIT IV – Concepts of Public relation & PR status in India

Public Relations: Evolution of Public Relations, Four basic elements of public relations PR as a management concept, PR as a profession, PR Functions: public opinion, propaganda, and publicity, PR firms in India: status and growth. Public Opinion -formation and publicity-types.

UNIT V- Public relation management, private & public sectors

Organization; Public relations department, Committees; The Public relations Counsel; Tools of PR: Advertising, house journals, Films, Employee Relations, shareholders, special events, PR publics, consumers, community, government, media. PR in private and public sectors; Evaluation and Research; measuring effectiveness. Crisis Management



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COMMUNICATION RESEARCH AND DEVELOPMENT - VCE0015-05

Unit 1: Research---Concepts and Approaches

1. Approaches to knowledge; Characteristics of Scientific method.
2. Research- definitions, characteristics, and types: basic- applied- descriptive analytical-clinical- case study- historical.
3. Research process- concepts- definitions- variables- hypotheses, review of literature.
4. Ethical aspects of research.

Unit 2: Data Collection

1. Meaning, types, importance of data; Universe and sample; Sampling- types of sampling- probability- non-probability.
2. Measurement- levels of measurement; Tests of validity- reliability; Scaling techniques: arbitrary- Thurstone-Likert-rating-ranking.
3. Data collection- observational methods- laboratory experimentation- field experimentation - focus group- simulation.
4. Survey research- meaning, types, Poll surveys: pre-poll and exit polls, Census method, Tools of survey research- Questionnaire and interview schedule; importance & construction.

Unit 3: Data Processing, Analysis and Report Writing - Applications of Research in Media

1. Processing of data: coding, editing, tabulation, analysis and interpretation; Hypothesis testing.
2. Frequency distribution- averages, standard deviation- normal curve- univariate, bivariate, multivariate.
3. Writing research reports;
4. Bibliography- meaning, importance and different styles of arranging bibliography.
5. Print media research- tools and techniques; Content analysis; Ethnographic research
6. Rating and non-rating research in electronic media
7. Research in Public relations;
8. Research in Advertising

Unit 4: Development: Concept and Approaches

1. Relation of Development and communication; Development – meaning, indicators, theories; Development-concerns and issues. Characteristics of developing societies.
2. Colonialism & drain of wealth; The context of formal discussion on development;
3. Formation of organized efforts for development: UN family; Marshall Pan; Truman's Four Point Programme; Bilateral & Multilateral ODA.
4. Liberation of erstwhile colonies; challenges before 'Third world'; Planning; Cold war and development; Emerging multilateral organisations; World Trade and development.



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Unit 5: Development Communication: Theory and Practice

1. Development communication- meaning, concept, definition, process; Key issues.
2. Strategies in development communication; Daniel Lerner's modernization model of development, Everett Roger's Diffusion of Innovation model
3. Social, cultural and economic barriers – case studies and experience
4. Communitarian approach, Liberatarian theory, Mass media and Modernisation approach; Social marketing of family planning; Corporatisation of development

WRITING FOR MEDIA - VCE0015-06

Objective:

Writing for media is a creative and hard work. It needs a mental space to know the words that want to be written. And life has a habit of crowding that space. The creation of an article itself usually comes out of an idea to write, and the approach should be depicting an activity, story and event. These knowledge, idea and forms of media writing techniques will be dealt in this subject.

Unit: I Introduction to media writing 15

History and processes of word making and change of meaning, perspective writing.

Unit: II Different types of writing approaches 15

Conventional writing- telling the story, writing for a mass audience.

Unit: III Various kinds of genre in media writing 15

Writing for Radio and Television – advertisements, documentary, game show, variety programmes, information programmes, children, women and minority programmes.

Unit: IV writing methods for journalism 15

News writing- news angle, multi-angled stories, feature openers, development of story, news formula, sign posting, accuracy and fieldwork.

Unit: V New media writing 15

Writing for Multimedia- Script formatting and HTML, interactive script format, writing narrative multimedia.

REFERENCE BOOKS:

1. Robert Hilliard, Writing for Television and Radio, Hasting House, New York, 1982.
2. Timothy Gerard, Writing for Multimedia: Entertainment Education, Training, Advertising and World Wide Web, Focal Press, Oxford, 1997.
3. Rosemary Horstmann, Writing for Radio, A and C Black, London, 1991.
4. Gerald Kelsey, Writing for Television, A and C Black, London, 1990.
5. J. Michael Stracynski, The Complete Book of Script writing: Television, Radio,



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Motion Pictures, The stage Play, Writers' Digest Books, 1982.

6. David Keith Cohler, Broadcast Journalism: A Guide for the Presentation of Radio and Television News, Prentice-Hall, 1985.

7. Jill Dick, Writing forMagazines, A and C Black, London, 1996.