

# SHIVAJI UNIVERSITY, KOLHAPUR



**Faculty of Interdisciplinary studies**

**Structure, Scheme and Syllabus for  
Bachelor of Vocation**

**Media and Entertainment**

**B. Voc. Part II(Advanced Diploma)**

**Under National Skill Qualifications Framework (NSQF)**

**&**

**University Grant Commission, New Delhi**

(Subject to the modifications that will be made from time to time)

Syllabus to be implemented from June 2019 onwards.

**SHIVAJI UNIVERSITY, KOLHAPUR**  
**STRUCTURE AND SYLLABUS OF B. VOC.**  
**Bachelor of Vocation (B. Voc.) Media and Entertainment**

**TITLE:** B. Voc. in Media and Entertainment  
Syllabus (Semester Pattern)  
Under faculty of Interdisciplinary studies

**YEAR OF IMPLIMENTATION:** Syllabus will be implemented from June 2019 onwards.

**DURATION:** B. Voc. Part I Sem. Certificate (Six Month)  
B. Voc. Part I Diploma (One Year)  
B. Voc. Part II Advanced Diploma (Second Year)  
B. Voc. Part III Degree (Third Year)

**PATTERN OF EXAMINATION:** Semester Pattern

- **Theory Examination:** At the end of the semester as per Shivaji Uni. rules.
- **Practical Examination:** It is a continuous evaluation process. Evaluation will be on the basis of progress of project work, progress report, referencing, oral, results and documentation (for ex. Diaries) attendance, punctuality, helping other production/projects is considered for Practical evolution.

**MEDDIUM OF INSTRUCTION:** English & Marathi.

**STRUCTURE OF COURSE:** B. Voc. Part I, II, & III  
Two Semesters per Year  
Two General papers per year  
Three Vocational papers per year / Semester  
Three Practical paper per year / Semester  
One Project/ Industry Visit/ Study Tour etc.

**SCHEME OF EXAMINATION:**

**A) Theory**

- The theory examination shall be at the end of the each semester.
- All the general theory papers shall carry 40 marks & all vocational theory papers shall carry 50 marks.
- Evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.
- Question paper will be set in the view of entire syllabus preferably covering each unit of the syllabus.
- **Nature of Question paper for theory examination** (Excluding Business Communication paper)
  - a. There will be seven questions carrying equal marks.

- b. Student will have to solve any five questions.
- c. Q.1 - Short answer type question with internal choice (two out of three)
- d. Q.2 to Q.6 - Long answer type questions
- e. Q.7 - Short notes with internal choice (two out of three)

**B) Practical**

- Evaluation of the performance of the students shall be on the basis of the semester examination
- **Standard of Passing:**As per the guidelines and rules of Shivaji University for B. Voc. (Attached Separately Annexure I)

**ELIGIBILITY FOR ADMISSION:** 10 + 2 from any faculty or equivalent Diploma / Advanced Diploma in any related field

**ELIGIBILITY FOR FACULTY:**

- 1) M. Cm. S. (Master of Communication Studies) Video Production, Media Research SET / NET / Ph.D.
- 2) MA /M.Sc. Electronic Media SET / NET / Ph.D.
- 3) MA MC&J (Mass Communication & Journalism) SET / NET / Ph.D.
- 4) MJMC (Master of Journalism and Mass Communication) SET / NET / Ph.D.
- 5) MA (English) for Business Communication SET / NET / Ph.D.

**ELIGIBILITY FOR PRODUCTION ASSISTANT:** Any Graduate with Basic Computer Skills.

**STAFFING PATTERN TEACHING:**As per UGC B. Voc. Guidelines

**SUPPORTING STAFF:** As per UGC B. Voc. Guidelines

**Part II**  
**B. Voc. in Media and Entertainment**  
**Structure of the Course**

**Semester. III (Advanced Diploma)**

Paper No.	Title	Theory / Practical	Marks	Distribution of Marks	
				Theory	Practical
XIX	Fundamentals of Financial Accounting-I	TH / PR	50	40	10
XX	Journalism and Media Ethics	TH / PR	50	40	10
XXI	Video Production	TH	50	50	-
XXII	Writing for Mass Media	TH	50	50	-
XXIII	Introduction to Video Editing Software's	TH	50	50	-
XXIV	Practical / Lab Work: Video Production	PR	50	-	50
XXV	Practical / Lab Work: Writing for Mass Media	PR	50	-	50
XXVI	Practical / Lab Work: Introduction to Video Editing Software's	PR	50	-	50
XXVII	Project / Industry Visit/ Study Tour	-	50	-	50

**Semester. IV (Advanced Diploma)**

Paper No.	Title	Theory / Practical	Marks	Distribution of Marks	
				Theory	Practical
XXVIII	Fundamentals of Financial Accounting-II	TH / PR	50	40	10
XXIX	Socio-Cultural issues in India	TH / PR	50	40	10
XXX	Advertising	TH	50	50	-
XXXI	Script Writing	TH	50	50	-
XXXII	Research in Media Studies	TH	50	50	-
XXXIII	Practical / Lab Work: Advertising	PR	50	-	50
XXXIV	Practical / Lab Work: Script Writing	PR	50	-	50
XXXV	Practical / Lab Work: Research in Media Studies	PR	50	-	50
XXXVI	Project / Industry Visit/ Study Tour	-	50	-	50

**TH - Theory, PR - Practical**

\*As per guidelines of Shivaji University Environmental Studies Compulsory subject for second year.

**Semester III**

**Paper - XIX: Fundamentals of Financial Accounting-I**

Workload - 6  
Theory – 4 Lectures / Week  
Practical- 2 Lectures / Week

Total Marks – 50  
Theory- 40  
Practical- 10

**Unit:**

**1) Introduction to Accounting**

Meaning, Nature and Advantages of Accounting, Branches of Accounting, Accounting Concepts and Conventions, Types of Accounts, Rules of Journalizing, Source Documents – Cash Voucher, Petty Cash Voucher, Cash Memo – Receipts, Debit Notes, Credit Note, Paying Slips, Withdrawals, Cheque.

**2) Journal and Ledger**

Preparation of Journal entries and Ledger accounts – Subsidiary Books -Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, CashBook, Bills Receivable Book, Bills Payable Book, Journal Proper

**3) Depreciation**

Meaning, Methods – Straight Line Method – Reducing Balance Method, Change in Depreciation Method.

**4) Final Accounts**

Preparation of Trial Balance, Preparation of Final Accounts of Sole Traders and partnership firms.

**Practical:**

- 1) Preparation of Journal entries and Ledger accounts
- 2) Preparation of subsidiary books
- 3) Preparation of Trial Balance
- 4) Practical problems on Final Accounts of sole traders and partnership firms
- 5) Practical problems on methods of depreciation

**Scheme of Internal Practical Evaluation**

- 1) Submission of Record Book
- 2) Viva – Voce

**10 Marks**

5 Marks

5 Marks

**References:**

- 1) Advanced Accountancy – M.C. Shukla and T.S. Garewal.
- 2) Advanced Accountancy – S.C. Jain and K. L. Narang
- 3) Advanced Accountancy – S.M. Shukla.
- 4) Advanced Accountancy – S. N. Maheshwari.

**Semester III**

**Paper - XX: Journalism and Media Ethics**

Workload - 6  
Theory - 4 Lectures / Week  
Practical- 2 Lectures / Week

Total Marks - 50  
Theory- 40  
Practical- 10

**Unit:**

**1) Defining Journalism**

- Role in democracy, power of the press. Main objectives
- Old news values, changed news values
- Old principles versus new principles.
- Influence of politics, interference of market forces in editorial policies.

**2) Elements of Journalism**

- Editor and his responsibilities
- Editorial policy, changing role of editors
- Difference between journalism and literature
- Role of media in socialization process

**3) Ethics in Journalism**

- Philosophy, Paid news, Page-Three culture, plagiarism
- Revealing confidential sources, hoax, off-the-record, on-the-record.
- Code of conduct for journalists.
- Press council of India and its role in maintaining ethical journalistic standards.
- Difference between investigative and sensational journalism

**4) Constitution of India**

- Fundamental rights, freedom of speech and expression
- Directive principles of state policy; emergency and its effects on media.
- Provisions for amending the constitution.
- Provisions for legislature reporting; parliamentary privileges

**Practical: Based on the theory units**

10 Marks.

**Scheme of Internal Practical Evaluation**

10 Marks

1) Submission of Record Book

5 Marks

2) Viva – Voce

5 Marks

**Recommended Readings:**

- Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
- Parthsarthy Rangaswami. Basic Journalism. McMillan India Ltd.
- Saxena Sunil. Headlines Writing. Sage publication.
- T.J.S. George: Editing – A Handbook for Journalists.
- William Strunk & E. B. White – Elements of Style.
- Kamath, M.V. The Journalist's Handbook.
- Kamath, M.V. The Professional Journalist.

**Semester III**

**Paper - XXI: Video Production**

**Workload:** 04 lectures per week.

50 Marks

**Unit:**

**1) Production Process and Formats**

- Pre Production, Production and Post-Production
- Planning-duties and responsibilities of producer/director.
- Production techniques-video format;
- Documentary, Serial, talk show, interview

**2) Indoors and Outdoors Shoot**

- Planning and Production of indoor and outdoor shootings
- Planning and management of live shows

**3) Video Display Systems**

- Multi camera production
- Lighting systems - Lighting methods and needs,
- Mike positioning and arrangements

**4) Importance of Background**

- Real and unreal backgrounds, Neutral background, Economical setting
- Location selection, Story boards and components
- Chroma Key usage and Economy shooting, Post production editing.

**Recommended Readings:**

- The world of film or Video Production. Aesthetics and Practices - KenDancyger
- Television Program Making – Everything you need to know to get started –Colin Hart.
- Directing and Producing for Television. A Formal Approach – Ivan Cury.

**Paper - XXII: Writing for Mass Media**

**Workload:** 04 lectures per week.

50 Marks

**Unit:**

**1) Writing for Print**

- The news culture Characteristics of news and its elements
- The inverted pyramid
- The lead paragraph
- Using quotations
- Types of news stories

**2) Writing for the web**

- Characteristics of the Web
- Characteristics of web audiences
- Characteristics of web writing
- Forms of writing
- Lateral reporting

**3) Writing for television**

- Characteristics of writing
- Story structure
- Television writing style
- Copy preparation

**4) Writing for public relations and advertising**

- Characteristics of PR and advertising writing
- Writing press release
- Writing advertisement copy
- Points for consideration and discussion

**Recommended Readings:**

- Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
- Evans, Harold. 1972. Newsman's English, Heinmann Publication.
- Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.
- Menon k.S.R... 1990. Stylebook for Journalists & Writers. Konark Publishers
- Seely John. The Oxford Guide to Writing & Speaking.
- Stovall James. (2006). Writing for mass media, Pearson Education, Delhi



**Semester III**

**Paper - XXIII: Introduction to Video Editing Software's**

**Workload:** 04 lectures per week.

50 Marks

**1) Introduction of various editing software's**

- Basic editing technology
- Editing Equipment's
- Exploring the FCP / Adobe Premier Pro Interface

**2) Editing Process**

- Importing
- Organizing clips in an event
- Building Rough Cut
- Finetuning a rough cut
- Adding to the primary storyline

**3) Effects**

- Applying transitions
- Working with sound
- Working with titles, generators and themes

**4) Timeline Advanced tools**

- Retiming and transforming clips
- Applying effects and enhancing color
- Exporting and sharing project

**Recommended Readings:**

- FCP and Adobe Premier Pro operating versions manuals.

**Semester III**

**Paper - XXIV: Practical / Lab / Field Work (Video Production)**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

- Record a talk show.
- Record an Interview with multicamera setup.
- Create a virtual background with use of Chroma key
- Experiment with various production techniques.

**Semester III**

**Paper - XXV: Practical / Lab / Field Work (Writing for Mass Media)**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

**Practical 1 (15 Marks)**

Write a news story and a feature story (Either in Marathi or English) by applying the theoretical principals taught in the class. The word count of the story must be 300-500 words and it must have a clear heading and intro.

**Practical 2 (15 Marks)**

Wikipedia has a one-page entry about *Rayat Shikshan Sanstha*. The URL of the page is given below ([https://en.wikipedia.org/wiki/Rayat\\_Shikshan\\_Sanstha](https://en.wikipedia.org/wiki/Rayat_Shikshan_Sanstha)).

The entry doesn't offer much insight about the mammoth work *Rayat Shikshan Sanstha* has done. In second practical students should work together in group and identify the themes or topics about *Rayat Shikshan Sanstha* (for reference students can visit <http://rayatshikshan.edu/>) that could be added on existing web page of Wikipedia. The group should not include more than 4 students and should come up with minimum 1000 word article. Article should have relevant references wherever applicable.

**Practical 3 (10 Marks)**

Write a story structure for a news story for television. Identify the topic of the news. Suggest a pertinent heading, write the script and suggest the appropriate music for the story.

**Practical 4 (10 Marks)**

Attend any significant (an event which will be covered by regional press and television channels). Students are free to choose the any annual function of *Rayat Shikshan Sanstha*.

After attending the function students should write a press release of the function by following the principals of writing a press release taught in the class.

**Semester III**

**Paper - XXVI: Practical / Lab / Field Work (Introduction to Video Editing Software's)**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

- Student should perform basic editing functions while becoming familiar with the user interface.
- Students should work with the offline industry standard offline editing software's like FCP, Adobe Premier Pro CC.
- Student work with dramatic real-world media to learn the practical techniques used daily in editing projects.

**Semester III**

**Paper - XXVII: Project / Industry Visit/ Study Tour**

Total Marks: 50

Students will be evaluated on the basis of Project/ Industry Visit/ Study Tour report.

**Semester IV**

**Paper -XXVIII: Fundamentals of Financial Accounting-II**

Workload - 6  
Theory - 4 Lectures / Week  
Practical- 2 Lectures / Week

Total Marks - 50  
Theory- 40  
Practical- 10

**Unit:**

**1) Computerized Accounting System**

Introduction – Concept – Components –Features - Importance and Utilization of Computerized Accounting System.

**2) Computer Application through Accounting Package Tally**

Creation of Company, Group, Ledger Accounts, Feeding of Accounting Data Receipts, Payments, Purchase, Sale, Contra, Journal, Credit Note and Debit Note Inventory Information – Groups, Items and Valuation Generation of various Accounting Reports

**3) Accounts of Professionals**

Preparation of Receipts and Payment Account – Income and Expenditure Account and Balance Sheets of Non Profit Organization.

**4) Single Entry System**

Conversion of Single Entry System into Double Entry System.

**Practical:**

1. Understanding computerized accounting practices applied in different retail malls in and around Satara city.
2. Practical problems based on computerized accounting using Tally
3. Practical problems on preparation of Receipts and Payment Account.
4. Preparation of Income and Expenditure account and Balance Sheet of Non-profit making organizations.
5. Solving the problems on conversion of Single Entry system into Double entry system.Oral / Seminar

**References:**

- 1) Advanced Accountancy, M. C. Shukla and T. S. Garewal.
- 2) Advanced Accountancy, S.C. Jain and K. L. Narang.
- 3) Advanced Accountancy, S.N. Maheshwari.
- 4) Theory and practice of Computer Accounting, Rajan Chougule and Dhaval Chougule.

**Web sites:**

- 1) [www.nos.org](http://www.nos.org)
- 2) [www.wiki.answers.com](http://www.wiki.answers.com)
- 3) [www.Chow.com](http://www.Chow.com)

**Scheme of External Practical Examination**

- 1) Submission of Record book
- 2) Viva – Voce

**10 marks**

5 marks

5 marks

**Semester IV**

**Paper - XXIX: Socio-Cultural issues in India**

Workload - 6  
Theory – 4 Lectures / Week  
Practical- 2 Lectures / Week

Total Marks - 50  
Theory - 40  
Practical- 10

**Unit:**

**1) Politics and Media:**

- Political system in India
- Important political parties from state and region
- Elections
- Issue and challenges

**2) Gender and Media:**

- Defining gender
- LGBT community in India
- Transgender and Indian constitution
- Media and Gender portrayals

**3) Media and social issues**

- Media and Scientific temper
- Development of the marginalized
- Media and human rights
- Media and differently able people

**4) Media and religion**

- Media and religious identity
- Media and religious stereotypes
- Role of media in mediating religion
- Media and conflict resolution

**Practical: Based on the theory units.**

**10 Marks**

**Recommended Readings:**

- Sen, A. (1999). Development as freedom. New York: Knopf.
- Aravamudan, G. (2007). Disappearing daughters: The tragedy of female foeticide. New Delhi: Penguin Books.
- Datt, R., & Sundharam, K. P. M. (1966). Indian economy. New Delhi: NirajPrakashan.
- Narula, U., & Pearce, W. B. (1986). Development as communication: A perspective on India. Carbondale: Southern Illinois University Press.
- Ostman, R. E. (1989). Communication and Indian agriculture. New Delhi: Sage Publications.

**Paper - XXX: Advertising**

**Workload:** 04 lectures per week of 60 min.

50 Marks

**Unit:**

**1) Basics of advertising**

- Purpose, Importance of visual thinking
- Role in economy
- Advertising industry in India, major ad agencies and campaigns
- Social and cultural context of Indian advertising

**2) Advertising as Marketing Communication**

- Need for integrated communications
- Importance and role in marketing mix
- Advertising goals and strategies
- Segmentation and positioning strategies

**3) Types of advertising**

- Advertising in different product categories
- Different advertising media and their comparative strengths and weaknesses
- Structure of an ad agency
- Types of ad agencies.

**4) Advertising Planning and execution**

- Brand positioning. Importance of research
- Developing message strategy, media strategy
- Preparing advertising plan.
- Media planning, media buying, Importance of design and layout

**Recommended Readings:**

- Absolut Book.: The Absolut Vodka Advertising Story, Richard W. Lewis
- Beyond Buzz: The Next Generation of Word-of-Mouth Marketing, Lois Kelly
- Bill Bernbach's Book: A History of Advertising That Changed the History of Advertising, Bob Levenson
- Blink: The Power of Thinking Without Thinking, Malcolm Gladwell

**Paper - XXXI: Script Writing**

**Workload:** 04 lectures per week of 60 min.

50 Marks

**1) Writing for the Screen**

- The Nature and Characteristics of Media Writing,
- Literary text v/s text written for the screen.

**2) The Core of Screen Writing: Genesis of an Idea**

- Conscious attention to surroundings/Listening carefully,
- Reading,
- Observing,
- Writing a diary regularly,
- The Concept diary

**3) Basic structure of Story**

- Chain of cause-effect event structure
- Beginning-middle-end (character-setting-problem-resolution)
- Difference between- writing with words (literature) & writing for visual medium,
- Forming familiar associations with the written word: Short Story - short film, Novel feature film, Research paper/essay (with human touch) - documentary, Writing circularly (not sequentially) & writing linearly (in a sequence)

**4) Form**

- Story, Plot Order,
- Narrative,
- Types of Narrative,
- Concept treatment,
- The First draft

**Recommended Readings:**

- Lagos Egri- Writing for Television
- Millard Robert- Writing for Television and Radio
- James Thomas-Script analysis for Actors, Directors and Designers
- Charles Waiwrigth – Television Copywriter

**Paper - XXXII: Research in Media Studies**

**Workload:** 04 lectures per week of 60 min.

50 Marks

**1) What is research**

- Characteristics of scientific research
- History, relevance and nature of media research.
- Research procedures: determining topic

**2) Qualitative research methods:**

- Nature, limitations, interpreting qualitative data
- Various methods: field observations, focus groups, intensive interviews
- Merits and limitation of each method
- Case studies: utility and process

**3) Quantitative research methods:**

- Nature, uses, generalization etc.
- Various methods: Content Analysis & Survey Research
- Applications of content analysis and Survey
- Analyzing quantitative data

**4) Sampling**

- Population and sample, Probability and non-probability samples,
- Measuring sampling error, Introduction to Statistics: descriptive and interpretive statistics.
- Research ethics, Research report writing
- Bibliography, Referencing and in-text citations etc.

**Recommended Readings:**

- Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
- Hansen, Anders et al. (2004). *Mass Communication Research Methods*. Macmillan.
- Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. Sage.
- Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi
- Rubin, Rebecca B. (2009). *Communication Research measures: A Sourcebook*.
- Sparks, Glenn B. (2006). *Media Effects Research* Wadsworth International Edition
- Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. Wadsworth



**Semester IV**

**Paper - XXXIII: Practical / Lab / Field Work (Advertising)**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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**Practical 1 (10 Marks)**

- This is an individual practical. Students should choose one print, one audio-visual and one audio advertisement of their choice. (Total three advertisements). After selecting these advertisement students should write a descriptive note about why they liked the advertisements. While writing the description emphasis should be given the audio/visual elements, themes and novelty/uniqueness (if any) of the advertisement. Students are expected to write minimum 300-400 word response for each advertisement.

**Practical 2 (10 Marks)**

- Create a print advertisement for your B.Voc. Course. The target audience is the prospective students from Satara. The advertisement should contain brief information about the course, syllabus, and future opportunities available. Students must choose appealing visuals (students should not download western images from the internet) and copy should be written in the language that will be understood by the target audiences.

**Practical 3 (15 Marks)**

- This is group practical. Students will work in a group of 3-6 students. in this practical students will create an audio/visual advertisement for your B. Voc. course. the target audience is the prospective students from Satara. The duration of advertisement should be 30-60 seconds. The advertisement should contain brief information about the course, syllabus, and future opportunities available. Students must choose appealing visuals (students should not download western images/video footage from the internet) and copy should be written in the language that will be understood by the target audiences.

**Practical 4 (15 Marks)**

- This is group practical. Students will work in a group of 3-4 students. Inthese practical students will create an audio advertisement for your B. Voc. course. The target audience is the prospective students from Satara. (Students can assume that the advertisement will be broadcast on local FM stations.) The advertisement should contain brief information about the course, syllabus, and future opportunities available. Students must choose appealing music/voice (students should western images from the internet) and copy should be written in the language that will be understood by the target audiences.

**Semester IV**

**Paper - XXXIV: Practical / Lab / Field Work (Script Writing)**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

- Students should read short fiction stories and in his own statement.
- Student should adapt any story in contemporary perspective.
- Student should write in his own story for a short film.

**Recommended Readings:**

- Lagos Egri- Writing for Television
- Millard Robert- Writing for Television and Radio
- James Thomas-Script analysis for Actors, Directors and Designers
- Charles Waiwriugh – Television Copywriter

**Semester IV**

**Paper - XXXV: Practical / Lab / Field Work (Research in Media Studies)**

**Workload:** 04

Total Marks: 50

Practical: 04 Practical per Week/Week/Batch

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Practical: (Practical's are based on the theory units)

**Practical 1 (10 Marks)**

- This is an individual practical. Students should choose one research paper of their choice. Students should read the research paper carefully and then they should write the summary of the entire research paper in their own words. Students are expected to write the summary of original research paper. Students should not cut copy paste excerpts from the original research paper. The summary should be written in less than 1000 words.

**Practical 2 (10 Marks)**

- This is an individual practical. in this practical students are expected to prepare a detailed questionnaire on any topic related to media and communication. the questionnaire should contain 20-25 questions (it must include open ended questions, close ended questions and scale questions)

**Practical 3 (15 Marks)**

- Third practical is a logical extension of the 2nd practical. This is again an individual practical. In this practical students should take the questionnaires (prepared in 2nd

practical) and go out in the field and collect responses from the appropriate respondents. Each student should get minimum 25 responses. The data collected should be analyzed and interpreted. The detailed analysis and finding should be submitted.

**Practical 4 (15 Marks)**

- Review of the research dissertation. Students should identify a research dissertation from the field of Media and Communications. They should review the dissertation and should make a presentation that will discuss the aim and objectives, research methodology, sampling, scheme of analysis and important findings of the dissertation. This too is an individual practical.

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**Recommended Readings:**

- Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
- Rubin, Rebecca B. (2009). *Communication Research measures: A Sourcebook*.
- Wimmer, Roger D. and Joseph Dominick. (2006). *Mass Media Research*. Wadsworth

**Paper - XXXVI: Project / Industry Visit/ Study Tour**

**Semester IV**  
Total Marks: 50

Students will be evaluated on the basis of Project / Industry Visit/ Study Tour report.