

***St. Xavier's College,
Ranchi***

***(An Autonomous College of Ranchi
University)***

***Department of Mass Communication and
Video Production***

Syllabi

MCVP (Vocational)

Mass Communication and Video Production Draft Syllabus

Vision:

Media is fourth pillar of the democracy. It has an important role in the society. In emerging scenario of present media world, India is looking for more dedicated and well equipped journalists in the field...

The department of Mass Communication and Video Production had been started to bring out such students who can learn not only the basics of journalism, but at the same time they could come out equipped with all the modern techniques needed in electronic journalism.

Objectives:

- 1. To educate students basic knowledge of communication needed in modern journalism.***
- 2. To equip students with modern techniques for the broadcast journalism.***
- 3. To develop experimental skills so that the students may cope up with the demand of technological advancement to the cutting edge levels.***
- 4. To enable students to enhance their skills of basic journalistic writing and expression that are essentially required for various fields of journalism.***

Syllabus for B.A (Honours) Vocational Programme in MCVP

Programme Structure

- 1. The duration of the programme is three years divided into six semesters.**
- 2. The first and second year of the academic session shall comprise of Semester I,II,III & IV. In each of the semesters, there shall be two theory courses of 50 marks (3 credits) each.**
- 3. Students shall be awarded 5 marks in each course (theory and practical) on the basis of the attendance on the following scheme.**

| Attendance % | Marks |
|---------------------|--------------|
| 75-80 | 1 |
| 81-85 | 2 |
| 86-90 | 3 |
| 91-95 | 4 |
| 96-100 | 5 |

- 4. The third year of the academic session shall comprise of Semester V and VI. In Semester V there shall be two theory courses of 50 marks (3 credits) and two practical courses of 50 marks (30 credits) each. The marks for the practical courses shall be given by external examiners 50 marks each. In Semester VI students have to go for Internship on-job training for a period of 30 days. Prior to this they shall do their Specialization of their choice on given subjects.**

Syllabus for B.A (Honours) Vocational Programme in MCVP

PART –I

Semester-I

| Paper | Type | Course | F.M | Mid-Sem | End-Sem | P.M | Credits |
|----------|-----------|---|-----|---------|---------|-----|---------|
| I | Theory | Communication & Research | 50 | -- | 50 | 23 | 3 |
| | Practical | Communication | 50 | -- | 50 | 23 | 3 |
| II | Theory | Basic Principles of Journalism | 50 | -- | 50 | 23 | 3 |
| | Practical | Basic Principles of Journalism | 50 | -- | 50 | 23 | 3 |
| Language | | MIL Hindi | 100 | -- | 100 | 33 | 2 |
| | | MIL NH/Alt Eng | 50 | -- | 100 | 33 | 2 |
| | | Non Hindi | 50 | -- | | | |
| Elective | Theory | Two Subsidiary Subjects to be elected from Eng,Eco,Hist,Pol.Sc. | | | | | |
| | | Subsidiary –I | 100 | -- | 100 | 33 | 3 |
| | | Subsidiary –II | 100 | -- | 100 | 33 | 3 |

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Semester-II

| Paper | Type | Course | F.M | Mid-Sem | End-Sem | P.M | Credits |
|----------|-----------|---|-----|---------|---------|-----|---------|
| III | Theory | Media Scene in India | 50 | -- | 50 | 23 | 3 |
| | Practical | Media Scene in India | 50 | -- | 50 | 23 | 3 |
| IV | Theory | Basic Video/Audio & Scriptwriting | 50 | -- | 50 | 23 | 3 |
| | Practical | Basic Video/Audio & Scriptwriting | 50 | -- | 50 | 23 | 3 |
| Language | | MIL Hindi | 100 | -- | 100 | 33 | 2 |
| | | MIL NH/Alt Eng | 50 | -- | 100 | 33 | 2 |
| | | Non Hindi | 50 | -- | | | |
| Elective | Theory | Two Subsidiary Subjects to be elected from Eng,Eco,Hist,Pol.Sc. | | | | | |
| | | Subsidiary –I | 100 | -- | 100 | 33 | 3 |
| | | Subsidiary –II | 100 | -- | 100 | 33 | 3 |

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PART –II

Semester-III

| Paper | Type | Course | F.M | Mid-Sem | End-Sem | P.M | Credits |
|----------|-----------|---|-----|---------|---------|-----|---------|
| V | Theory | Advance Audio & Video Production | 50 | -- | 50 | 23 | 3 |
| | Practical | Advance Audio & Video Production | 50 | -- | 50 | 23 | 3 |
| VI | Theory | Broadcast Journalism | 50 | -- | 50 | 23 | 3 |
| | Practical | Broadcast Journalism | 50 | -- | 50 | 23 | 3 |
| Language | | MIL Hindi | 100 | -- | 100 | 33 | 2 |
| | | MIL NH/Alt Eng | 50 | -- | 100 | 33 | 2 |
| | | Non Hindi | 50 | -- | | | |
| Elective | Theory | Two Subsidiary Subjects to be elected from Eng,Eco,Hist,Pol.Sc. | | | | | |
| | | Subsidiary –I | 100 | -- | 100 | 33 | 3 |
| | | Subsidiary –II | 100 | -- | 100 | 33 | 3 |

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Semester-IV

| Paper | Type | Course | F.M | Mid-Sem | End-Sem | P.M | Credits |
|----------|-----------|---|-----|---------|---------|-----|---------|
| VII | Theory | Advertising and Public Relation | 50 | -- | 50 | 23 | 3 |
| | Practical | Advertising and Public Relation | 50 | -- | 50 | 23 | 3 |
| VIII | Theory | Media Appriciation | 50 | -- | 50 | 23 | 3 |
| | Practical | Media Appriciation | 50 | -- | 50 | 23 | 3 |
| Language | | MIL Hindi | 100 | -- | 100 | 33 | 2 |
| | | MIL NH/Alt Eng | 50 | -- | 100 | 33 | 2 |
| | | Non Hindi | 50 | -- | | | |
| Elective | Theory | Two Subsidiary Subjects to be elected from Eng,Eco,Hist,Pol.Sc. | | | | | |
| | | Subsidiary –I | 100 | -- | 100 | 33 | 3 |
| | | Subsidiary –II | 100 | -- | 100 | 33 | 3 |

Syllabus for B.A (Honours) Vocational Programme in MCVP

PART –III

Semester-V

| Paper | Type | Course | F.M | Mid-Sem | End-Sem | P.M | Credits |
|----------|-----------|----------------------------------|-----|---------|---------|-----|---------|
| IX | Theory | Studio Production | 50 | -- | 50 | 23 | 3 |
| | Practical | Studio Production | 50 | -- | 50 | 23 | 3 |
| X | Theory | Electronic Video/Film Production | 50 | -- | 50 | 23 | 3 |
| | Practical | Electronic Video/Film Production | 50 | -- | 50 | 23 | 3 |
| Comp EVS | Theory | GS/ES | 100 | -- | 100 | 33 | 2 |

Semester-VI

| Paper | Type | Course | F.M | Mid-Sem | End-Sem | P.M | Credits |
|----------|----------|----------------|-----|---------|---------|-----|---------|
| XI | Projects | SPL+Internship | 100 | -- | 100 | 45 | 3 |
| XII | Theory | EDP | 100 | -- | 100 | 45 | 3 |
| Comp EVS | Theory | GS/ES | 100 | -- | 100 | 33 | 2 |