



Kavikulaguru Kalidas Sanskrit University, Ramtek

Program Structure

Name Of the Program:- **B.VOC. (Media Arts)**

Program Curriculum (Syllabus)

Approved by the Academic Council No. 02/2019, dt.08/07/2019, Item No.04

(Onwards 2019-2020)

1	Name of the Program	B.VOC. (Media Arts)
2	Program Code	BVMA
3	Program Abbreviation	BVMA
4	Program Level (PG/ UG/ PG Diploma/ Diploma/ Certificate etc.	UG
5	Subject	MEDIA ARTS
6	Name of the Faculty	Education & other branches of learning
7	Name of the Board of Study	Library Science
8	Name of the Department	Natraj Art and Culture Centre
9	Assessment Type	Theory and Practical
10	Examination Type & Paper Pattern	Semester & 80:20
11	Separate Passing	Yes, (Internal and External)
12	Program Type	Professional
13	Program Duration	3 Years – 1. (B.V.M.A Part 1, Sem-I & II) Junior Diploma 2. (B.V.M.A Part 2, Sem-III & IV) Senior Diploma 3. (B.V.M.A Part 3, Sem-V & VI) Degree
14	Program Description	60:40
15	Program Objectives	To develop relevant knowledge and skills in the students in order to prepare them to succeed in the area of Art and Media.

16	Program Outcome		<p>1) The media artist will become professionally successful in the field of his own choice like print media, electronic media and new media.</p> <p>2) As the strong emphasis is placed on Media Art Literacy the student will be able to understand the modern trends in Media industry.</p>									
17	Total Credits (Minimum and Maximum Credits)		96									
18	Intake Capacity (One Batch)		30-50									
19	Medium of Instruction		English, Hindi, Marathi									
20	Medium of Examination		English, Hindi, Marathi									
21	External Students Admission		-									
22	Age Limit (if required)		Not Applicable									
23	Eligibility		12 th pass/Vocational Course/ or equivalent/ Minimum Competency									
24	Total Marks		2400									
25	Note											
Course Code	Course Title	No. of Lecture (*L) hours per week	Tutorial (*T)/ Practical (*P) per week	Internal (Pr/ Desr / Viva/ Oral/ Test/ Sessional etc.)		Theory/ Practical		Other		Subject Total (in case of joint passing)		No. of Credits (if Credit System is applicable)
				A		B		C		A + B + C		
				Max	Passing	Max	Passin	Max	Passing	Max	Passin	
First Year - Semester I												
BVMA1.1 (T)	Understanding Media and Media Arts	3	1	40	16	60	24	0	0	100	40	4
BVMA1.2 (T)	Understanding Art and its Aesthetics	3	1	40	16	60	24	0	0	100	40	4
BVMA1.3 (T)	Sanskrit	3	1	40	16	60	24	0	0	100	40	4
BVMA1.4 (P)	Print Media	4	0	40	16	60	24	0	0	100	40	4

BVMA1.5 (P)	Script Writing	4	0	40	16	60	24	0	0	100	40	4
Semester I Total		17	3	200	80	300	120	0	0	500	200	20
First Year - Semester II												
BVMA2.1 (T)	Media Development	3	1	40	16	60	24	0	0	100	40	4
BVMA2.2 (T)	Branches of Art and their significance	3	1	40	16	60	24	0	0	100	40	4
BVMA2.3 (T)	Sanskrit	3	1	40	16	60	24	0	0	100	40	4
BVMA2.4 (P)	Electronic Media	4	0	40	16	60	24	0	0	100	40	4
BVMA2.5 (P)	Screenplay Writing	4	0	40	16	60	24	0	0	100	40	4
Semester II Total		17	3	200	80	300	120	0	0	500	200	20
First Year Total		34	6	400	160	600	240	0	0	1000	400	40
Second Year - Semester III												
BVMA3.1 (T)	Media Organization and Management	3	1	40	16	60	24	0	0	100	40	4
BVMA3.2 (T)	Theories of Art	3	1	40	16	60	24	0	0	100	40	4
BVMA3.3 (T)	Sanskrit	3	1	40	16	60	24	0	0	100	40	4
BVMA3.4 (P)	New Media	4	0	40	16	60	24	0	0	100	40	4
BVMA3.5 (P)	Performing and Visual Arts	4	0	40	16	60	24	0	0	100	40	4
Semester III Total		17	3	200	80	300	120	0	0	500	200	20
Second Year - Semester IV												
BVMA4.1 (T)	Media Laws and Ethics	3	1	40	16	60	24	0	0	100	40	4
BVMA4.2 (T)	Contribution of Eminent Performing Artists	3	1	40	16	60	24	0	0	100	40	4

BVMA4.3 (T)	Sanskrit	3	1	40	16	60	24	0	0	100	40	4
BVMA4.4 (P)	Seminar	4	0	40	16	60	24	0	0	100	40	4
BVMA4.5 (P)	Documentary Film Production	4	0	40	16	60	24	0	0	100	40	4
Semester IV Total		17	3	200	80	300	120	0	0	500	200	20

Second Year Total	34	6	400	160	600	240	0	0	1000	400	40
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Third Year - Semester V

BVMA4.1 (T)	Public Relation and Advertisement	3	1	40	16	60	24	0	0	100	40	4
BVMA4.2 (T)	Contribution of Eminent Visual Artists	3	1	40	16	60	24	0	0	100	40	4
BVMA4.3 (T)	Sanskrit	3	1	40	16	60	24	0	0	100	40	4
BVMA4.4 (P)	Project Report	4	0	40	16	60	24	0	0	100	40	4
BVMA4.5 (P)	Short Film Production	4	0	40	16	60	24	0	0	100	40	4
Semester V Total		17	3	200	80	300	120	0	0	500	200	20

Third Year - Semester VI

BVMA4.1 (T)	Inter – Culture communication	3	1	40	16	60	24	0	0	100	40	4
BVMA4.2 (T)	Media Research and Art Appreciation	3	1	40	16	60	24	0	0	100	40	4
BVMA4.3 (T)	Sanskrit	3	1	40	16	60	24	0	0	100	40	4
BVMA4.4 (P)	Dissertation	4	0	40	16	60	24	0	0	100	40	4
BVMA4.5 (P)	Field work or Internship	4	0	40	16	60	24	0	0	100	40	4
Semester VI Total		17	3	200	80	300	120	0	0	500	200	20

Third Year Total

Third Year Total	34	6	400	160	600	240	0	0	1000	400	40
Final Total	3000										

Name of the Faculty- Education & other branches of learning

Programme - Bachelor of Media Arts

Eligibility :- 12th pass/Vocational Course/ or equivalent/ Minimum Competency

Medium :- English, Hindi, Marathi

Duration :- 3 Years –

1. (B.V.M.A Part 1, Sem-I & II)

Junior Diploma

2. (B.V.M.A Part 2, Sem-III & IV)

Senior Diploma

3. (B.V.M.A Part 3, Sem-V & VI)

Degree

Total Marks :- 3000

Credit Points:- Total credits for 120 Programme. 4 Credits for per course. 1 Credit is construed as spending to approximately 30 to 40 learning hours.

The performance of the learners shall be evaluated into two components. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first component by conducting the Semester End Examinations with 60% marks in the second component. The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below :-

a) Internal Assessment - 40% for each course.

Sr. No.	Particulars	Marks
1	One Tutorial Exam	10
2	Subject specific Term Work Module / Assessment modes - at least two Assignments	20
3	Active participation in the academic activities	5
4	Overall conduct as a responsible learner, mannerism and articulation and exhibit of leadership qualities in organizing related academic activities.	5
Course Detail		
1	Course Name	B.VOC. (Media Arts)
2	Course Code	BVMA
3	Course Level- PG/ UG/ PG Diploma/ Diploma/ Certificate etc.	UG
4	Course Mode- Text Reading/ Practical/ Laboratory	Text Reading/ Practical
5	Course Type- a) Elective Hard Core b) Elective Soft Core c) Foundation d) Compulsory	Compulsory

5	Course Credits	120
6	Course Objective	
7	Course Outcome	
8	Course Prerequisite	NA
9	Focus Of the Course (For Teachers)	

Name of the Program -

Internal Assessment 40 marks

Practical, Assignment and attendance 10+20+5+5

Paper Pattern

	Question out of	Per Question Marks
Q.1 Long Answer	4 Out of 8	4 X 10 = 40 Marks
Q.2 Short Answer	4 Out of 8	4 X 3 = 12 Marks
Q.3 Objectives/ MCQs	8 Out of 8	8 X 1 = 8 Marks

B.VOC. (Media Arts) – First Year Semester – I Part A - Theory Subjects

Theory Paper I

Understanding Media and Media Arts

Course Content Unit I Understanding Media

- Media: Definition and Meaning, Purpose, Nature and Functions of Media
- Role of Media in Society
- Impact of Media

Unit II Types of Media

Detail Study – Historical Perspective, Working Pattern, Significance and Utility

- Print Media
- Electronic Media
- New Media
- Cinema & Other

Unit III Understanding Media Arts

- Concept and nature
- Print Media Arts – Art of Writing, Layout Designing, Graphic Design, Print Making, Art of Photography, Print Editing
- Electronic Media Arts – Art of Writing, Video Art, Audio Art, Cinematography, Audio-Visual Editing, Anchoring, News Reading (Radio and Television), Announcing, Art Direction, Make-Up and Costume, Lighting Technique
- New Media Arts – Art of Writing, Creating Blog, Web Page Design, Social Networking, EPublishing, Cyber Journalism

Unit IV Media Communication

- Nature, Element and Process of Media Communication
- Communication Model : SMCR, Shannon and Weaver, Harold D. Lasswell, **David Berlo, Schramm, Barnlund, Constructionist Model, Linear Model, Interactive Model, Transactional Model**
- Functions of Media Communication
- Types of Communication
- Barriers to Communication
- 7 C's of Communication

Unit V Theories of Communication

- ❖ Authoritarian Theory
- ❖ Libertarian Theory
- ❖ Social Responsibility Theory
- ❖ Developmental Theory
- ❖ Democratic Participant Theory

Assignment Submission

Assignment No. 1 **(10 Marks)**

- ❖ Submission of report on practical application of any one type of communication

Assignment no. 02 **(10 Marks)**

- ❖ Submission of a comparative report on page design and page layout of any two broadsheet News papers.

Text and Reference Books-

- Journalism and Mass Communication By Hena Naqvi
- Mass Communication and Journalism in India By Mr. D.S. Mehta

- Understanding the Media Third Edition by Eoin Devereux (Author)
- Understanding Media Theory By: Kevin Williams
- Mass Media & Society, Curran Viva Books
- Mass Communication in India, Kewal J. Kumar Jaico Akdeniz, Y., Walker, C. and Wall, D. (eds) (2000) The Internet, Law and Society. London: Longman.
- Hallin, D. and Mancini, P. (2004) Comparing Media Systems. Cambridge: University of Cambridge Press.
- McQuail, D. (2005) McQuail's Mass Communication Theory. (5th edition). London: Sage Publications.
- Understanding Media and Culture: An Introduction to Mass Communication
Publisher: University of Minnesota Libraries Publishing

Theory Paper II

Understanding Art and its Aesthetics

Course Content

Unit I – Understanding Art

- Art as concept; Art as research into the condition of the world.
- Art as object of perception
- Art as image
- Art as creation
- Art as content and form
- Art as technique
- Art as style

Unit II – Functions of Art

- Social and Transforming function – Art as human activity.
- Heuristic Function: Art as cognition and enlightenment.
- Informative and communicative function of art.
- Educational function of art.
- Aesthetic function of art.
- Hedonistic function of art.

Unit III – The Language of Art

- The sign and its role in aesthetic culture.
- The Meta sign of artistic culture.

Unit IV – Art as Social Phenomenon

- Art as a model of man's activity.
- Art as the condensed expression of social practice.
- Art as crystallized experience of communication.
- Art as a form of social consciousness.

Unit V – Art as Phenomena of culture

- Multilingual nature of artistic culture
- Mechanism of artistic culture

Assignments Submission

Assignment No. 1 (10 Marks)

- Submission of report on critical appreciation of any inter collegiate one act play competition

Assignment no. 02 (10 Marks)

- Submission of a report on critical analysis of a written script of a short play.

Text and Reference Books-

- Pashchatya Saundaryashastra – by Dr. Vinod Indurkar, Vijay Prakashan, Nagpur
- Aesthetics by Yuri Borev
- Art, Beauty and Creativity – by Shyamala Gupta
- Aesthetic Theory by Theodor W. Adorno, Robert Hullot-Kentor (Editor)
- What is art by Leo Tolstoy
- Philosophy of Art - by Friedrich Wilhelm Joseph Schelling

Theory Paper III Sanskrit

Course Content

Unit I - Indian Art, Cultural & Philosophy - dyk vkf.k dykthouA

Unit II - Indian religion & Sanskrit literature - Hkkjrh; /keZ] dkfynkl j?kqoa'kA

Unit III - Art references in Vedic Period - oSfnd dkGkrhy dyk lanHkZA

Unit IV – Types of acting according to Bharata – Hkjrequh izek.ks vfHku;kps pkj izdkj

Unit V - Functional Sanskrit - la[;k] le;%] dkyifjp;% A

Assignments Submission

Assignment No. 1 (10 Marks)

- Submission of an article on Indian Art

Assignment no. 02 (10 Marks)

- Submission of an article on Characters of Raghuvansh

Text and Reference Books-

- Abhinaya Kala – by Dr. Vinod Indurkar, Viva Prakashan, Nagpur
- Bharata;S Natyashastra
- Raghuvansham (Hindi) Paperback – 2012 by Dr. ShreeKrishnamani Tripathi
- Abhinaya Sadhana – K. Narayan Kale
- Art and Science of Vedic Counseling By David Frawley, Suhas Kshirsaga
- Modern Sanskrit Literature Hardcover – 2002 by H. L. Shukla
- Together With Divyam Sanskrit Vyakaran – 1,2,3 (Sanskrit) by Rachna Saga

Part B – Practical Subjects

Practical –I

Print Media -

- Page Layout
- Graphic design
- Typography
- News Reporting
- Feature Writing
- Photo Journalism – shooting and Editing Pictures
- Cartoons
- Illustrations – Drawings, Sketches, charts, Graphs.
- Advertisement Display

Practical -II

Script Writing –

- **Radio Medium**
 - Radio Drama Script
 - Radio News Script
 - Radio Programmes
- **Theatre Medium**
 - Short play script
 - Skits writing
 - Mono-act script

B.VOC. (Media Arts) – – First Year (Junior Diploma) Semester – II Part A - Theory Subjects

Theory Paper I Media Development

Course Content Unit I Print Media Development

- History of Print and Broadcast media in general with particular reference to India □
Post-Independent developments in print.
- News-Papers-English and Indian Language Press-Major Landmarks.
- Magazine – Their role, book phase and contemporary situation
- Small newspaper – Problems and Prospects

Unit II Electronic Media Development

- Local broadcasting, General and specific audience programmes
- Development of Television – Perception and initial development and experimental approach, SITE phase and evolution; Expansion of television – Post Asiad Phase, issue, concerns and debates over a period.

Unit III New Media Development

- Historical perspective and Technical development.

Unit IV Cinema Development

- History of Cinema-
Early narrative cinema, Soviet cinema and Hollywood studio systems
- 1940 to 1980 – Parallel cinema movement, French new-wave cinema, Asian cinema.
- 1980 to the present- Star systems, Hindi formula film, Indian parallel cinema, Independent film making in Hollywood, Indian global cinema, International parallel cinema, Regional Indian cinema.

Unit V Other Medias Development

- Performing Arts-Dance, Drama, Music □ Visual Art-Painting, Sculpture.
- Folk Arts and Traditional arts as a mass media Instruments.
- Folk Theatre form and Traditional Theatre as mass-appeal.
- Street – Theatre, Folk music, Folk Dance, Current status of folk media and its potential.

Assignment Submission

Assignment No. 1 **(10 Marks)**

- ❖ Submission of a screen-play of 10 minutes duration

Assignment no. 02 **(10 Marks)**

Submission of a report (10 pages) on any one performance of Dance, Drama, Music or Folk Art

Text and Reference Books-

- Media and Development By Martin Scott
- Digital Youth: The Role of Media in Development By Kaveri Subrahmanyam, David Smahel
- Media, Communication and Development: Three Approaches By Linje Manyozo
- New Indian Cinema in Post-Independence India: The Cultural Work of Shyam ...By Anuradha Dingwaney Needham
- Studying Indian Cinema By Omar Ahmed
- Theatre arts for holistic development Ambika Kameshwar, Ramana Sunritya Aalaya Trust (Madras, India) Ramana Sunritya Aalaya Trust, 2006 .
- Indian performing arts Utpal Kumar Banerjee Vikas Pub. House, 1992 - History - 320 pages
- Folk Arts and Social Communication By Durgadas Mukhopadhyay
- Indian Folk Arts and Crafts Jasleen Dhamija National Book Trust, 1994

Theory Paper II

Branches of Art and Their significance

Course Content Unit I Performing Arts

- Dance, Drama, Music, Cinema, Television.

Unit II Visual Arts

- Painting, Sculpture, Architecture, Photography, Graphic Art, Print Art

Unit III Work of Art

- Composition of a work of art.
- Constituents of a work of art.

Unit IV Form and content in work of Art

- Meaning of content Meaning of form.
- Meaning of technique
- Meaning of style

Unit V Comparisons of Art

- Fine Art vs Craft
- Pure Arts vs Applied Arts.

Assignment Submission

Assignment No. 1

(10 Marks)

- ❖ Submission of a report on exhibition of painting

Assignment no. 02

(10 Marks) ❖

- Submission of a report on exhibition of photography

Text and Reference Books-

- Practical Essays on Various Branches of the Fine Arts: To which is Added, a ...By John Burnet
- Aesthetics by Yuri Borev
- Kala Sadhna by Dr. Vinod Indurkar
- Pashchatya Kalappravah – By Dr. Vinod Indurkar and Sunita Shrotriya
- Art Beauty and Creativity by Shyamla Gupta
- Nataraja The Dancing God – Projesh Banerji Bharatiya Sangitka Itihas – S. S. Paranjape
- The Art of Painting, in All Its Branches ... Translated by John Frederick ...

Theory Paper III Sanskrit

Course Content

Unit I - Art, Type of Arts & Inter-relation - कला, कलाप्रकार आणि त्याचे आंतरसंबंध।

Unit II - Indian religion & Sanskrit literature - भारतीय धर्म, कालिदास मेघदूत।

Unit III - Bharata & Theatre - भरत आणि नाटयगृह।

Unit IV - Concept of Mandira – Vishwakarma - मंदिर संकल्पना — विश्वकर्मा।

Unit V - Functional Sanskrit . विभक्तिपरिचयः।

Assignments Submission

Assignment No. 1 **(10 Marks)**

- Submission of an article on Interrelationship of Art

Assignment no. 02 **(10 Marks)**

- Submission of an article on Characters of Meghdutam

Text and Reference Books-

- Bharata;S Natyashastra
- Theatre Architecture in Ancient India BY V. RAGHAVAN, B.A.
- The Meghaduta of Kalidasa by M.R. Kale (Author)
- Elements of Indian Art: Including Temple Architecture, Iconography and Iconometry Paperback – Import, 10 Oct 2006 by S. P. Gupta
- Modern Sanskrit Literature Hardcover – 2002 by H. L. Shukla
- Together With Divyam Sanskrit Vyakaran – 1,2,3 (Sanskrit) by Rachna Saga

Part B – Practical Subjects

Practical –I

Electronic Media-

1. Radio Programms
 - Script Writing
 - Anchoring
 - Recording and Editing
 - Interviews and Talk Shows
2. Radio News
 - Script Writing For Radio News
 - News Reading Practice
3. Television Programms
 - Screenplay Writing
 - Concept Designing
 - Video Recording and Editing
 - Video Graphics
4. Television News
 - Script Writing For T.V News
 - News Reading For T.V
 - Anchoring For T.V
 - Set Designing

Practical -II**Screenplay Writing –**

1. Understanding basics of Screenplay Writing
2. Practical Application of Screenplay Writing Technique
 - Writing for Documentary Film
 - Writing for Reality Show
 - Writing for Serial
 - Writing for Television Plays
 - Writing for Short Film

B.VOC. (Media Arts) – Second Year Semester – III**Part A - Theory Subjects****Theory Paper I****Media Organization and Management****Course Content Unit I Information and Publicity Division**

- ❖ Information Division
 - Press Information Bureau (PIB)
 - Photo Division
 - Research, Reference and Training Division.
- ❖ Publicity Division
 - Publication Division
 - Directorate of Advertising and Visual Publicity (DAVP)
 - Directorate of field publicity.(DFP)
 - Song and Drama Division

Unit II Statutory Body and Training Division

- ❖ Statutory Body
 - Registrar, News paper of India (RNI)
 - Press Council of India (PCI)
- ❖ Training Division
 - Indian Institute of Mass Communication (IIMC)

Unit III News and Broadcast Division

- ❖ Broadcast Division
 - Broadcasting corporation of India (BCI) – □ Prasar Bharati : Akashwani and Doordarshan
 - Broadcast Engineering Consultants India Ltd. (BECI)
- ❖ New Agency Division
 - Press Trust of India (PTI)
 - United News of India(UNI)

Unit IV Film Division

❖ Film Division

- Central Board of Film Certification.
- Nation Film Archive of India(NFAI)
- National Film Development Corporation (NFDC)
- Film and Television Institute of India (FTII)
- Satyajee Ray Film and Television Institute (Kolkata)
- Directorate of Film Festivals (DFF)
- Children Film Society of India (CFSI)

Unit V Media Management ❖ Media Management

1. Definition and Concept
2. Principles and Significance
3. Media as Industry and Profession

❖ Media Ownerships

1. Sole proprietorship, Society or Association, Partnerships, Limited Partnerships, Limited Liability Company, Corporation, Cooperative, Trust, Join-Stock Company, Others
2. Media Management Hierarchy

Assignment Submission

Assignment No. 1

(10 Marks)

- ❖ Submission of a report on visit to media organization.

Assignment no. 02

(10 Marks)

- ❖ Submission of a report on interview of celebrated media person.

Text and Reference Books-

- Media Organisation and Management by Shamsi N. Afeque
- Media Management: A Casebook Approach By George Sylvie, Jan Wicks, LeBlanc, C. Ann Hollifield, Stephen Lacy, Ardyth Sohn, Broadrick □ Media Ownership By Tom Robinson

Theory Paper II

Theories of Art

Course Content A - Traditional Theories of Art Unit I

- Theory of art as imitation of reality.
- Socrates and Plato – Critique of theory of imitation.
- Aristotle on theory of representation.
- Representation Theory in post Aristotelian Era- E.H. Gombrich

Unit II

- Expression Theory of Art
- Eugene Veron – Art as manifestation of emotions
- Leo TolStoy – Art as Communication of emotions
- C.J. Duccasse – Art as Language of emotions

Unit III

- Intuition Theory of Art
- Benedetto Groce – Art as intuition – Expression
- Collingwood – Art as spontaneous expression of emotions. □ Critique of expression theory of art □ Artist vs work of arts.

B - Contemporary Theories of Art Unit IV

- The Marxist theory of art
- Analytical Thinkers – Morris weitz
- The Institutional tneory of art – George Dickie – M.C. Breadsley
- Existenliasm – Sartre
- Phenomenolism

Unit V

- The Indian view of art □ Theory of rasa and dhvani.

Assignment Submission

Assignment No. 1 **(10 Marks)**

- B. Submission of report on application of theory of expression in painting of any great painters of your choice.

Assignment no. 02 **(10 Marks)**

- C. Submission of a report on critical appreciation of Rasa Theory expressed in any dance performance you have witnessed

Text and Reference Books-

- Aesthetics by Yuri Borev
- Kala Sadhna by Dr. Vinod Indurkar
- Pashchatya Kalapravah – By Dr. Vinod Indukar and Sunita Shrotriya □ Art Beauty and Creativity by Shyamla Gupta

Theory Paper III Sanskrit

Course Content

Unit I - Rasa Theory : Bharat Natya Shastra - रससिद्धान्त : भरतनाट्यशास्त्रा ।

Unit II - Indian religion & Sanskrit literature - भारतीय धर्म आणि कालिदास कुमारसंभव ।

Unit III - Shadang : Chitrakalashastra - षडंग : चित्रकलाशास्त्रा ।

Unit IV - Gestures - मुद्रा । ए Posture - भंग ।

Unit V - Functional Sanskrit - वचनपरिचयः प्रयोगश्च ।

Assignments Submission

Assignment No. 1 (10 Marks)

- Submission of an article on Rasa Theory of Bharata

Assignment no. 02 (10 Marks)

- Submission of an article on Shadang

Text and Reference Books-

- Rasa Bhav Vichar – Translation Of Natyashnstra By Kangale, Sahitya Sanskrit Mandal (1973)
- Kumara-Sambhava of Kalidasa By Kālidāsa
- Nandikeśvara's Abhinayadarpanam. A Manual of Gesture and Posture Used in Hindu Dance and Drama. English Translation, Notes and the Text Critically Edited ... by Manomohan Ghosh ... With Illustrations.
- Modern Sanskrit Literature Hardcover – 2002 by H. L. Shukla
- Together With Divyam Sanskrit Vyakaran – 1,2,3 (Sanskrit) by Rachna Saga

Part B – Practical Subjects

Practical –I

New Media-

- Web Page Development
- Cyber Journalism – On Line Editing of Newspapers, Web News Portals
- Cyber Newspaper – Creation, Feed, E-Publishing
- Application – Creating Blogs, Social Media (Face book, Twitter etc...)

Practical –II

Performing Arts and Visual Arts

- Participation of Students in Short Play
- Presentation through Improvisation technique
- Choreography on given theme
- Practicing basic steps in Dance
- Understanding the Nature of Music
- Understanding Color Theory and its application on Canvas □ Practicing Art of Sculpture

B.VOC. (Media Arts) – Second Year (Senior Diploma) Semester – IV Part A - Theory Subjects

Theory Paper I

Media Laws and Ethics

Course Content Unit I Historical Perspective of Press Law

- Press Law after Independence
- Concept of Free Press

Unit II Press freedom and law

- Constitution and freedom of speech and expression. ☐ Contempt of court ☐ Official secret act 1923 .
- Right to information.
- Right to Privacy.

Unit III Media Laws

- Civil and criminal law.
- Indian penal code 1860.
- Criminal procedure code 1973.
- Intellectual Property rights.
- Copy right act 1957
- Prasar bharti ac t 1990
- Cable-T.V. – Network regulation act 1995.
- Information technology act 2000

Unit IV Media Council and Committees

- Press commission ☐
Media council/Press
council ☐ Working
journalist act .
- Autonomy of public
broadcasting.

Unit V Media Codes and Ethics

- Ethics : Meaning and definition Advertising council of india.
- Parliamentary Privileges: Article 105,193, and 361 – A of constitution. ☐ Guidelines for
parliamentary coverage ☐ A.I.R. code for election coverage.
- Doordarshan commercial code.

Assignment Submission

Assignment No. 1 **(10 Marks)**

- Submission of report on any one criminal case

Assignment no. 02 **(10 Marks)**

- Submission of a report on parliamentary or election coverage based on media codes and ethics

Text and Reference Books-

- Media Law And Ethics By M. Neelamalar
- Mass Media And Related Laws In India by B. Manna
- Mass Communication in India (4th Edition) By Keval J. Kumar

Theory Paper II

Contribution of Eminent Performing Artists

Course Content Unit I Theatre

- Bharatmuni
- Stanislavsky
- Grotowsky
- Bertolt Breeht

Unit II Dance

- Rukminidevi (Bharatnatyam)
- Pt. Birju Maharaj (kathak)
- Sonal Mansingh (oddissi)
- Raja Reddy Radha Reddy (kuchipudi)

Unit III Music

- Pt. Paluskar
- Bhatkhande
- Pt. Bhimsen Joshi
- Pt. Hariprasad Chaurasia

Unit IV Dramatist

- Kalidas
- Shakespeare
- Henrik Ibsen

Unit V Folk Art

- Tijjan Bai
- Lokshahir Annabhau sathe
- Sant Kabir
- Bahinabai

Assignment Submission

Assignment No. 1

(10 Marks)

- Submission of a report on any one of the programmes on Dance, Drama, Music or Folk Art

Assignment no. 02

(10 Marks)

- Submission of a report on Contribution of any one eminent artist mentioned in the syllabus

Text and Reference Books-

- Jagtik Natakhar by Dr. Vinod Indurkar
- Folk India: A Comprehensive Study of Indian Folk Music and Culture, Volume 1 Manorma
- Sharma The Sterling Book of INDIAN CLASSICAL DANCE By Shovana Narayan □ Kala Sangam by Ajay Deshpande

Theory Paper III Sanskrit

Course Content

Unit I - Art & Nature - कला आणि निसर्ग।

Unit II - Indian religion & Sanskrit literature - भारतीय धर्म आणि कालिदास शाकुंतल।

Unit III - Shukranitisar, Shilpashastra . शुक्रनीतिसार — शिल्पशास्त्राप्रकरण।

Unit IV - Abhas & Art Expressions . आभास आणि कला अभिव्यक्ति।

Unit V - Functional Sanskrit . प्रयोगपरिचय: — भूतकाले, विध्यर्थे।

Assignments Submission

Assignment No. 1

(10 Marks)

- Submission of an article on Characters of Shakuntalam

Assignment no. 02

(10 Marks)

- Submission of an article on Expressionism through Drama

Text and Reference Books-

- Jagtik Natakak by Dr. Vinod Indurkar
- Translations of Shakuntala: And Other Works By Kalidasa
- Vaastu-Shilpa Shastra by Sonal Kamlesh Puri
- Modern Sanskrit Literature Hardcover – 2002 by H. L. Shukla
- Together With Divyam Sanskrit Vyakaran – 1,2,3 (Sanskrit) by Rachna Saga

Part B – Practical Subjects

Practical –I Seminar

- Presentation of a seminar on any one of the topics mentioned in the syllabus

Practical –II

Documentary Film Production

- A production of a documentary film on the contribution of any one of the artists mentioned in the syllabus

B.VOC. (Media Arts) – – Third Year, Semester – V

Part A - Theory Subjects

Theory Paper I

Public Relation and Advertisement

Course Content Unit I Public Relation – Meaning, Definition, Concept

- Historical Perspective
- Objective and Scope of PR
- Role of organizational setup

Unit II Tools and Technique of PR

- Press release: Importance and need
- Media relations: Press Conference and tours
- Internal and External tools
 1. House Journal
 2. Annual Reports
 3. Corporate Film
 4. Speech writing, Minutes and official memo

Unit III Advertisement: Definition, Meaning and Concept

- Importance of advertisement
- Role and Function of advertisement
- History and growth of advertisement
- Classification of advertising on the basis of
 1. Target audience
 2. Geographical area
 3. Media
 4. Purpose

Unit IV Organization and Agencies

- Structure and Function
- Agency and Media Relations

Unit V Types of Advertisement

- Advertisement and marketing
- Advertisement and PR

Assignment Submission

Assignment No. 1 **(10 Marks)**

- Submission of a report on the duties and responsibilities of PRO

Assignment no. 02 **(10 Marks)**

- Submission of a report on any one advertising agency you have visited

Text and Reference Books-

- Public Relations By Edward L. Bernays
- Public Relations in Practice edited by Anne Gregory
- Social Media and Public Relations: Eight New Practices for the PR Professional By Deirdre K. Breakenridge
- Advertising in India: Trends and Impact By Oma Gupta
- Advertising Management By C. L. Tyagi, Arun Kumar

Theory Paper II

Contribution of Eminent Visual Artist

Course Content Unit I Creative Painters

- Raja Ravi Verma
- Leo-Nardo-Da-Vinchi
- Michel Engelo
- Van Gokh
- Henri Matisse

Unit II Portrait Painters

- Amrita Sher Gil
- Nandalal Bose
- Jamini Roy
- Pablo Picasso
- Rembrandt

Unit III Photographers

- Raghu Rai
- Gautam Rajadhyaksh
- Henri cartier-Bresson
- Steve Mccurry
- Peter Hugo

Unit IV Illustrators and Cartoonist

- R.K. Laxman
- Balasaheb Thackeray
- Satyajit Ray
- Pulak Biswas
- Norman Rockwell

Unit V Sculptors

- Ramkinkar Baij
- V.p. Karmarkar
- Donatello
- Gian Lorenzo Bernini
- Auguste Rodin

Assignment Submission

Assignment No. 1 (10 Marks)

- Submission of a report on any one of the Creative and Portrait Painters mention in the syllabus

Assignment no. 02 (10 Marks)

- Submission of a report on any one of the Photographers and Sculptors mention in the syllabus

Text and Reference Books-

- Pashchatya Kala Pravah by Dr. Vinod Indurkar and Sunita Shrotriya
- Laugh With Laxman, Volume 2 By R K Laxman
- Raja Ravi Varma: Painter of Colonial India by Rupika Chawla
- Amrita Sher Gil: A Painted Life by Geeta Doctor
- Nandalal Bose and Indian Painting by Ramyansu Sekhar Das Tower Publishers, 1958
- Urban Patua: The Art of Jamini Roy Sona Datta, Pratapaditya Pal, Rivka Israel Marg Publications, 2010
- The Crowning Secrets of Beauty Queens By Jayshree Pathak
- Henri Cartier-Bresson - by Clment Chroux Thames & Hudson, 2008
- Steve McCurry: A Life in Pictures Bonnie McCurry, Steve McCurry Laurence King Publishing, 20Nov-2018
- Pieter Hugo: Between the Devil and the Deep Blue Sea by Ralf Beil, Uta Ruhkamp Prestel Publishing, 2017
- Bal Keshav Thackeray: a photobiography by Raj Thackeray, Ambarish Mishra, UBS Publishers and Distributors, 01-Jan-2005
- Satyajit Ray: The Inner Eye: The Biography of a Master Film-Maker By Andrew Robinson
- My Days with Ramkinkar Baij by Somendranātha Bandyopādhyāya Niyogi Books, 2012
- The Triumph of Modernism: India's Artists and the Avant-garde, 1922-47 By Partha Mitter
- Donatello: An Introduction by Charles Avery IconEditions, 1994
- The Life of Gian Lorenzo Bernini By Domenico Bernini, Franco Mormando
- Auguste Rodin: Sculptures By Deanna Muller

Theory Paper III Sanskrit

Course Content

Unit I - Indian Art, Cultural & Philosophy - dyk vkf.k dykizk;ksfxdrkA

Unit II - Indian religion & Sanskrit literature - Hkkjrh; /keZ vkf.k Hkkl izf.kr ukVds

Unit III - Diagrams in Tantric Literature - rkaf=d lkfgR;krthy ;a=kA

Unit IV – Dashrupakas – n'k:id

Unit V - Functional Sanskrit - dkjde~A

Assignments Submission

Assignment No. 1 (10 Marks)

- Submission of an article on Bhasa as dramatist

Assignment no. 02 (10 Marks)

- Submission of an article on Tantric Art

Text and Reference Books-

- Complete plays of Bhasa: text with English translation & notes Bhāsa, by K. P. A. Menon , Nag Publishers, 1996
- Modern Sanskrit Literature Hardcover – 2002 by H. L. Shukla
- Together With Divyam Sanskrit Vyakaran – 1,2,3 (Sanskrit) by Rachna Saga
- Dashroopak Vidhan – Translation Of Natyashastra By Kangale Shitya Sanskritik Mandal.
- Hindu tantric and Śākta literature by Teun Goudriaan, Sanjukta Gupta O. Harrassowitz, 1981
- A History of Indian Literature: Epics and Sanskrit ..., Volume 2, Part 2 By Teun Goudriaan, Sanjukta Gupta

Part B – Practical Subjects

Practical –I

Project Report

- Submission of Project Report on topics related to Public Relation or Advertisement

Practical –II

Short Film Production

- A production of a Short Film on topics related to any one of Visual Arts of your choice

B.VOC. (Media Arts) – Second Year (Degree) Semester – VI Part A - Theory Subjects

Theory Paper I

Inter-culture Communication

Course Content Unit

I Culture:

- Definitions and perspectives
- Eastern and western perspectives, Current and previous approach
- Culture and Civilization
- Culture as Social Institution
- Cultural Imperialism

Unit II Inter-Culture Communication:

- Definitions, Nature and Process
- Language, grammar and Linguistic aspect
- Art as a medium of inter-cultural communication
- Impact of New Technology
- Barriers and Conflict

Unit III Theories of Inter-Culture Communication

- Integrated Culture Theory
- Cultural Variability Theory
- Cultural Identity Theory
- Accommodation and Adaptation
- Acculturation and Adjustments

Unit III New approach to International relations

- Significance in global community
- Globalization effect
- Practicing global citizenship
- Cultural Values
- Globalization and New Techniques

Assignment Submission

Assignment No. 1 (10 Marks)

- Submission of a critical appreciation of any one of the theories of intercultural communication mentioned in the syllabus.

Assignment no. 02 (10 Marks)

- Report on any one Inter-Cultural Programm witnessed by you recently in any part of India.

Text and Reference Books-

- Intercultural Communication: A Critical Introduction By Ingrid Piller
- Theorizing About Intercultural Communication edited by William B. Gudykunst
- Intercultural Communication: An Agenda for Developing Countries By Kanwar Bahadur Mathur
- Nature of Indian Culture By Ramnarayan Vyas
- International Relations By Peu Ghosh

Theory Paper II

Media Research and Art Appreciation

Course Content Unit I Introduction to Research

- Concept, Definition and Type
- Role of Research in the Media
- Research Approaches or designs : Experiment, survey, case study, comparison, longitudinal research, observational study, content analysis

Unit II Introduction to Media Research

- Definition and uses
- Quantitative and Qualitative approach
- Steps in content analysis
- Devising means of a quantification system
- Limitation of content analysis

Unit III Research in Media Research

- Magic bullet in limited effects
- Users and Gratification Model
- Cultivation analysis
- Audience reception

Unit IV Art appreciation

- Art criticism and society
- Objective and subjective in critical appreciation
- Realism and modernism in art and understanding its appreciation in Art

Unit V Meaning and Value of art work

- Determining the meaning and Value of
 1. External Relationship (Aesthetics)
 2. Internal Relationship (Structure)
- Determining the sense and value of an art work in the light of its social functioning

Assignment Submission

Assignment No. 1 (10 Marks)

- Prepare a research based social program for a T.V channel

Assignment no. 02 (10 Marks)

- Critically appreciate a problem play or social film you have witnessed recently

Text and Reference Books-

- Mass Media Research: An Introduction By Roger D. Wimmer, Joseph R. Dominick
- Media Research Methods: Measuring Audiences, Reactions and Impact By Barrie Gunter
- Media Research: Technology, Art and Communication By Marshall McLuhan
- Kala Sadhana by Dr. Vinod Indurkar
- The Psychology of Art Appreciation By Bjarne Sode Funch
- Introduction to Art Appreciation and Aesthetics by Alfredo Panizo and Erlinda F. Rustia
- Art and Visual Culture in India, 1857-2007 by Gayatri Sinha Marg Publications, 2009

Theory Paper III Sanskrit

Course Content

Unit I - Art Symbol – Vedic Period - कलाप्रतीके — वैदिक काळ।

Unit II - Indian religion & Sanskrit literature - भारतीय धर्म आणि शुद्रकाचे मृच्छकटिकम्

Unit III - Iconography - Agamshastra -

Unit IV - Trimurti Iconography - Mayamtam . त्रिमूर्तिलक्षणे — मयमतम्।

Unit V - Functional Sanskrit - सन्धी:।

Assignments Submission

Assignment No. 1 (10 Marks)

- Submission of an article on Characters of Mrichhakatikam

Assignment no. 02 (10 Marks)

- Submission of an article on Art an Symbol

Text and Reference Books-

- Vedic Mythology By Arthur Anthony Macdonell
- The Mrichhakatika of Sudraka: With Introduction, Critical Essays and a Photo-essay by Moreshvar Ramchandra Kāle
- Elements of Hindu Iconography, Volume 1, Part 1 By T. A. Gopinatha Rao
- Indian Sculpture and Iconography by V. Ganapathi Sri Aurobindo Society, 2002
- Modern Sanskrit Literature Hardcover – 2002 by H. L. Shukla
- Together With Divyam Sanskrit Vyakaran – 1,2,3 (Sanskrit) by Rachna Saga

Part B – Practical Subjects

Practical –I Dissertation

- Submission of Dissertation on topic approved by the concern teacher

Practical –II Field work and Internship

- Submission of internship diary and field work certification

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