

**Bachelors of Arts in Journalism and Mass Communication**  
**Semester 1**

**Skill Enhancement Course**

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| SEC – ATM-116 | Alternative Traditional Media |
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**Course Title Alternative Traditional Media**

Course Code **SEC – BAJMC116**

Course Credit **2**

Teaching Hours **30 Hours**

Mode of Exam **Practical Exam**

**AIM** – Develop knowledge and skills about traditional Indian media.

**Deliverables** – Students will be able to communicate using these mediums

**Examination Pattern** – 50% External by University. 50% Internal which includes Google Class/Assignment submission, Projects, Quizzes and internal examination/assignment etc.

**1. Bhavai Workshop**

1.1 Origin and meaning of the concept of „folk media“ characteristics of folk media relevance of folk media in modern society.

1.2 Bhavai as a medium of communication. Concept, performance and research on this folk art.

1.3 History and present scenario of Bhavai in Gujarat.

1.4 Role of government agencies like song and drama division, information and publicity department.

**2. Theatre and Street Play Workshop**

2.1 The beginning of Theatre, various types of Theatres, History of Greek, Roman and Ancient Indian Theatres.

2.2 Performing Arts Concepts and Practice, Theatre: Characteristics of Performing Arts

2.3 Elements of Theatre, Sets, Lights, Costumes, Properties, Make up,

2.4 Actors Body: Preparation, Actor’s Voice, Speech and Diction, Music, Acting Workshop, Presentation of Prose Speech and Poetry and Final Performance