

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)

(Affiliated to Savitribai Phule Pune University, Pune)



Choice Based Credit System (CBCS)

Framework for Syllabus

B.Voc. Journalism and Mass Communication

Implemented from

Academic year 2021 -22

B.Voc. Journalism and Mass Communication

F.Y. B.Voc. Journalism and Mass Communication

Semester - I

Course Type	Course Code	Course Title	Credits
GEC - 01	BVC-JM 101 T	Introduction to Communication Studies	04
GEC - 02	BVC-JM 102 T	Pre-Independence History of India	04
GEC - 03	BVC-JM 103 T	History of Mass Media	04
SDC - 01	BVC-JM 104 T/P	Reading Skills	06
SDC - 02	BVC-JM 105 T/P	ICT Skills	06
SDC - 03	BVC-JM 106 T/P	Language Skills	06

Semester - II

Course Type	Course Code	Course Title	Credits
GEC - 04	BVC-JM 201 T	Communication Studies - II	04
GEC - 05	BVC-JM 202 T	Post-Independence History of India	04
GEC - 06	BVC-JM 203 T	Indian Media Industry	04
SDC - 04	BVC-JM 204 T/P	Print Journalism	06
SDC - 05	BVC-JM 205 T/P	Basics of Photography	06
SDC - 06	BVC-JM 206 T/P	Writing Skills	06

S.Y. B.Voc. Journalism and Mass Communication

Semester - III

Course Type	Course Code	Course Title	Credits
GEC - 07	BVC-JM 301 T	Mass Communication Theories	04
GEC - 08	BVC-JM 302 T	Indian Constitution and Political System	04
GEC - 09	BVC-JM 303 T	Film and Television	04
SDC - 07	BVC-JM 304 T/P	Print News Editing	06
SDC - 08	BVC-JM 305 T/P	Photo Journalism	06
SDC - 09	BVC-JM 306 T/P	Creative Content Writing	06

Semester - IV

Course Type	Course Code	Course Title	Credits
GEC - 10	BVC-JM 401 T	Media Audience and Society	04
GEC - 11	BVC-JM 402 T	Indian Culture and Society	04
GEC - 12	BVC-JM 403 T	Digital Media	04
SDC – 10	BVC-JM 404 T/P	Broadcast Journalism	06
SDC - 11	BVC-JM 405 T/P	Digital Journalism	06
SDC - 12	BVC-JM 406 T/P	Translation	06

T.Y. B.Voc. Journalism and Mass Communication

Semester - V

Course Type	Course Code	Course Title	Credits
GEC - 13	BVC-JM 501 T	Media Law and Ethics	04
GEC - 14	BVC-JM 502 T	Gender Studies	04
GEC - 15	BVC-JM 503 T	Advertising and Public Relation	04
SDC - 13	BVC-JM 504 T/P	Broadcast News Reporting	06
SDC - 14	BVC-JM 505 T/P	Audio Visual Technology	06
SDC - 15	BVC-JM 506 T/P	Online Content Writing	06

Semester - VI

Course Type	Course Code	Course Title	Credits
GEC - 16	BVC-JM 601 T	Film Appreciation	04
GEC - 17	BVC-JM 602 T	Digital Humanities	04
GEC - 18	BVC-JM 603 T	Brand Management	04
SDC - 16	BVC-JM 604 T/P	Radio Programming	06
SDC - 17	BVC-JM 605 P	Production Project	12

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Choice Based Credit System (CBCS)
B.Voc. Journalism and Mass Communication

Syllabus

Implemented from

Academic year 2021 -22

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

**New Arts, Commerce and Science College, Ahmednagar
(Autonomous)**

Board of Studies in B.Voc. Journalism and Mass Communication

Sr. No.	Name	Designation
1.	Dr. Bapu Chandanshive	Chairman
2.	Mr. Sandip Girhe	Member
3.	Mr. Abhijeet Gajbhiye	Member
4.	Dr. Shivaji Jadhav	Academic Council Nominee
5.	Dr. Ravindra Chincholkar	Academic Council Nominee
6.	--	Vice-Chancellor Nominee
7.	Mr. Ranjeet Pandit	Alumni
8.	Mr. Assim Tribhuvan	Industry Expert

1. Prologue/ Introduction of the programme:

The institutions offering B.Voc degree courses will have to be in constant dialogue with the industry and respective Sector Skill Councils, so that they remain updated on the requirements of the workforce for the local economy. This programme is focused on colleges providing undergraduate studies which would also incorporate specific job roles and their National Occupational Standards (NOSs) along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge. The course aims to give practical oriented training to the students to meet the increasing demands for trained personnel to work in diverse areas of media and mass communication. The course aims to train the students with different modes of communication in the context of modern life and help them become effective and efficient users of language.

The B. Voc. Programme is a sensible mix of skills relating to a profession and appropriate content of General Education. It ensures that the students have adequate knowledge and skills, so that they are work ready at exit point of the programme.

The B. Voc. Programme is a credit based programme with a total of 180 credit points over span of three years. The programme is run with two components, the general education component and the skilled component. The general education component is designed to develop language skills, computer literacy, and general awareness about the social, the political and the economic systems in the country. Legal and ethical issues involved in the fields of media and communication are also discussed in this component.

Students have to go through the fundamentals and advanced concept and practices of print media, TV, Radio, Film, Web and Digital Media. Students are shaped to acquire the practical skills and enable them to work in the areas ranging from reporting, editing to public relations, and advertising, video productions to web casting. The students are also expected to learn and use all modes of media and their applications.

2. Programme Outcomes (POs)

Students enrolled in the program complete a curriculum that exposes and trains students in a full range of essential skills and abilities. They will have the opportunity to master the following objectives.

1. To learn a basic narrative of communication theories and concepts.
2. To understand and discuss the different historical movements, various critical arguments and points of views of scholars.
3. To articulate factual contextual knowledge of specific ideas and components.
4. To develop an appreciation of themselves and of the others through the study of the media contexts.
5. To enhance and develop the practical, trained and skilled students through the learning.
6. To provide judicious mix of skills relating to a profession and appropriate content of general education.
7. To ensure that the students have adequate knowledge and skills, so that they are work ready at exit point of the programme.

Programme Structure and Course Titles

Sr. No.	Class	Semester	Course Code	Course Title	Credits
1.	F. Y. B. Voc.	I	BVC-JM 101 T	Introduction to Communication Studies	04
2.	F. Y. B. Voc.	I	BVC-JM 102 T	Pre-Independence History of India	04
3.	F. Y. B. Voc.	I	BVC-JM 103 T	History of Mass Media	04
4.	F. Y. B. Voc.	I	BVC-JM 104 T/P	Reading Skills	06
5.	F. Y. B. Voc.	I	BVC-JM 105 T/P	ICT Skills	06
6.	F. Y. B. Voc.	I	BVC-JM 106 T/P	Language Skills	06
7.	F. Y. B. Voc.	II	BVC-JM 201 T	Communication Studies - II	04
8.	F. Y. B. Voc.	II	BVC-JM 202 T	Post-Independence History of India	04
9.	F. Y. B. Voc.	II	BVC-JM 203 T	Indian Media Industry	04
10.	F. Y. B. Voc.	II	BVC-JM 204 T/P	Print Journalism	06
11.	F. Y. B. Voc.	II	BVC-JM 205 T/P	Basics of Photography	06
12.	F. Y. B. Voc.	II	BVC-JM 206 T/P	Writing Skills	06
13.	S. Y. B. Voc.	III	BVC-JM 301 T	Mass Communication Theories	04
14.	S. Y. B. Voc.	III	BVC-JM 302 T	Indian Constitution and Political System	04
15.	S. Y. B. Voc.	III	BVC-JM 303 T	Film and Television	04
16.	S. Y. B. Voc.	III	BVC-JM 304 T/P	Print News Editing	06
17.	S. Y. B. Voc.	III	BVC-JM 305 T/P	Photo Journalism	06
18.	S. Y. B. Voc.	III	BVC-JM 306 T/P	Creative Content Writing	06
19.	S. Y. B. Voc.	IV	BVC-JM 401 T	Media Audience and Society	04
20.	S. Y. B. Voc.	IV	BVC-JM 402 T	Indian Culture and Society	04
21.	S. Y. B. Voc.	IV	BVC-JM 403 T	Introduction to Digital Media	04
22.	S. Y. B. Voc.	IV	BVC-JM 404 T/P	Broadcast Journalism	06
23.	S. Y. B. Voc.	IV	BVC-JM 405 T/P	Digital Journalism	06
24.	S. Y. B. Voc.	IV	BVC-JM 406 T/P	Translation	06
25.	T. Y. B. Voc.	V	BVC-JM 501 T	Media Law and Ethics	04
26.	T. Y. B. Voc.	V	BVC-JM 502 T	Gender Studies	04

27.	T. Y. B. Voc.	V	BVC-JM 503 T	Advertising and Public Relation	04
28.	T. Y. B. Voc.	V	BVC-JM 504 T/P	Broadcast News Reporting	06
29.	T. Y. B. Voc.	V	BVC-JM 505 T/P	Audio Visual Technology	06
30.	T. Y. B. Voc.	V	BVC-JM 506 T/P	Online Content Writing	06
31.	T. Y. B. Voc.	VI	BVC-JM 601 T	Film Appreciation	04
32.	T. Y. B. Voc.	VI	BVC-JM 602 T	Digital Humanities	04
33.	T. Y. B. Voc.	VI	BVC-JM 603 T	Brand Management	04
34.	T. Y. B. Voc.	VI	BVC-JM 604 T/P	Radio Programming	06
35.	T. Y. B. Voc.	VI	BVC-JM 605 P	Production Project	12
	Total	06	35		180

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**Syllabus of F. Y. B. Voc. Journalism and Mass Communication
Under the Faculty of Science**

Semester – I	Paper – I
Course Code: BVC-JM 101 T	Title of the Course: Introduction to Communication Studies
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. Make understand the basics of communication.
2. Critically analyse the key aspect of communication.
3. Develop a prespective about communication process.
4. Develop skills for dynamic use of communication.
5. Cultivate a content base for media production.

Detailed Syllabus:

Unit I : Understanding the world of Communication

07 Lectures

- Why do we communicate?
- Development of Human communication
- Meaning & Elements/components of human communications;
- Concept of Communication

Unit II : Communication

07 Lectures

- Communication as a social, human & universal process.
- Factors responsible for growing importance of Communication,
- Effective communication & its Barriers.
- The seven C's of Communication,

- Unit III : Process of Communication :** 07 Lectures
- Transmission of ideas, Facts & feelings
 - Elements of Communication process
 - Noise and feedback in communication
- Unit IV : Verbal Communication** 07 Lectures
- Universals of Verbal Communication
 - Meaning & Barriers in Verbal Communication
 - Language, Sub-Language & Culture
 - Elements of speech communication
- Unit V : Non-Verbal Communication** 07 Lectures
- Non-Verbal behaviour as communication
 - Body communication-Body movement, Facial Communication
 - Space Communication-Physical environment
 - Silence, Paralanguage & Temporal communication
- Unit VI : Forms of Communication:** 07 Lectures
- Intra Personal Communication
 - Interpersonal Communication
 - Group Communication (Public, Crowd, Small Group)
 - Mass Communication
- Unit VII : Communication models** 07 Lectures
- Basic communication models
 - Basic communication theories
 - Campaign and propaganda- the case of politics
 - Agenda setting, Cultivation, Diffusion
- Unit VIII : The Rise of Mass Communication:** 07 Lectures
- Concept of 'Mediation', 'Mass' and 'Mass Society'
 - Process and characteristics 'Mass Communication',
 - Modernity and mass communication
 - Media, culture and society
- Suggested Readings :**
1. McQuail, Denis. *McQuail's Mass Communication Theory*. (2000). London: Sage.
 2. Defleur M. L. Everette, Dannis, *Understanding, Mass-Communication* Goyal Sa,
 3. Kumar Keval J., *Mass Communication in India*, Jayco, 2001.
 4. Malhan P. V. *Communication Media Yesterday, Today & Tomorrow*, New Delhi.,
 5. McLuhan Marshall *Understanding Media* Rutledge & Kegan Paul, , 1964.
 6. Schramm Wilbur, *Mass Communication*, University, J Illinois, 1960.
 7. Schramm Wilbur, *The Process and effects of Mass Communication*, Uty & Illinois, 1965.
 8. Dr. Pawar Sudhakar, *Sanvad Shastra*, Mansamman Prakashan, Pune

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Semester – I	Paper - II
Course Code: BVC-JM 102 T	Title of the Course: Pre-Independence History of India
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To know and understand the Indian history of pre-independence
2. To understand the Indian social movement during the independence battle of India.
3. To understand the mass and subaltern movement of India

Detailed Syllabus:

Unit-I: Enter of British Rule (7 Lectures)

- Overview of Pre-British Era
- Emergence of the British Power in India, a brief overview
- The Uprising of 1857 Causes and Lessons
- Western Education, Rule of Law, Liberalism-Utilitarianism

Unit-II: Social Reforms Movements (7 Lectures)

- Bramho Samaj, Arya Samaj, Prathana Samaj
- Theosophical Movement
- Ramakrishan Mission, Satya Shodhak Samaj
- Alighad Movement

Unit-III: Growth of Indian Nationalism (7 Lectures)

- Problems of racial inequality
- Social Aspects
- Economic - Drain theory
- Religious Causes

Unit-IV: Rise of Indian Nationalism (7 Lectures)

- Critical Analysis of Indian National Congress formation
- Foundation of Indian National Congress
- Moderate Nationalist and Assertive Nationalists
- Revolutionary Nationalists

Unit-V: Mass Movement (7 Lectures)

- Non Cooperation Movement.
- Civil Disobedience Movement.
- Quit India Movement
- Gandhian Philosophy

Unit-VI: Communal Rift (7 Lectures)

- British policy towards Indian Muslim
- Establishment of the Muslim League
- Khilafat Movement
- Two Nation Theory

Unit-VII: Subaltern Movement. (7 Lectures)

- Peasant Movement
- Dalit Movement
- Women's Movement
- Tribal Movement

Unit-VIII: Towards Independence and Partition. (7 Lectures)

- Transfer of Power: The Cripps Mission
- The Cabinet Mission
- The Mountbatten Plan, Indian Independence Act
- Partition

❖ **Suggested Reading:**

❖ **English**

1. Chandra Bipan, Mukherjee Mridula, Mukherjee Aditya, Panikkar K.N. and Mahajan Sucheta- India's struggle for Independence, Penguin Books(India),1990.
2. Badopadhyay Shekhar, From Plassy to Partition and after, Orient Black swan Publication, New Delhi, 2010.
3. Chandra Bipan, Essays on Contemporary India, Har- Anand publication, New Delhi, 1993.
4. Chandra Bipan - The Rise and Growth of Economic Nationalism in India People's Publishing House, New Delhi, 1966.

5. Desai A.R. - Social Background of Indian Nationalism, Popular Prakashan, Bombay, 1984.
6. Dodwell H.H. - Cambridge History of India Vol V, VI
7. Dutt R.C. - Economic History of India Vol 1, 2, London, 1901 reprint Government of India press, Nashik, 1960.
8. Guha Ramchandra (ed.), Makers of Modern India, Penguin group, New Delhi, 2010.
9. Gopal S. - British policy in India 1858-1905, Cambridge University Press, 1965.
10. Mujumdar R. C., History of the freedom movement in India, Vol. I-III.
11. Mujumdar R.C. (ed.) The History and Culture of the Indian People Vol. 1 - IX British paramountcy and Indian Renaissance Vol IX.
12. Menon V.P. - The transfer of power in India Princeton University Press, 1957.
13. Moon Vasant, Dr Babasaheb Ambedkar writing and speeches, Government of Maharashtra, Bombay.
14. Sarkar Sumit, - Modern India: 1885 - 1947, Macmillan India Ltd., Madras, 1986.
15. Sarkar Sumit - Bibliographical survey of social Reform movement in the 18th & 19th century (ICHR 1975).
16. Tara Chand - History of freedom Movement, Vol. I - IV publication Division, Ministry of Information and Broadcasting, Government of India,

❖ **संदर्भग्रंथ- मराठी:**

1. आंबेडकर बाबासाहेब, पाकिस्तान अर्थात भारताची फाळणी, (अनु.दीपक पंचभाई) प्रबुद्धभारत पुस्तकालय, नागपूर, 2018.
2. कदम मनोहर, भारतीय कामगार चळवळीचे जनक: नारायण मेघाजी लोखंडे, अक्षर प्रकाशन, 2002.
4. केतकर कुमार, कथा स्वातंत्र्याची (महाराष्ट्र), पुणे, 1985.
5. गर्गे स. मा., भारतीय समाज विज्ञान कोश, खंड 1 ते 4, मेहता पब्लिशिंग हाऊस, पुणे, 2007.
6. चपळगावकर नरेन्द्र, तीन न्यायमूर्ती आणि त्यांचा काळ, मौज प्रकाशन, मुंबई, 2010.
7. चंद्रबिपन, मुखर्जी, पण्णीकर, महाजन, इंडियाज स्ट्रगल फॉर इंडिपेंडेंस, (अनु.) काळे एम.व्ही. भारताचा स्वातंत्र्य संघर्ष, के. सागर पब्लिकेशन्स, पुणे, 2003.
8. चौसाळकर अशोक, महात्मा फुले आणि शेतकरी चळवळ, लोकवाडमयगृह, मुंबई,
9. जावडेकर आचार्य श.द., आधुनिक भारत, कॉन्टिनेन्टल प्रकाशन, पुणे, 1994.
10. तळवळकर गोविंद, सत्तांतर : 1947, मौज प्रकाशन, मुंबई, 1997.
11. दत्त आर. पी. अनु. आवटे लीला, भारत आजचा आणि उद्याचा, लोकवाडमयगृह, मुंबई, 1986.
12. दत्त आर. पी., इंडिया टुडे, अनु., देवधर य. ना., आजकालचा भारत, डायमंड, पब्लिकेशन, पुणे, 2006.

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Semester – I	Paper - III
Course Code: BVC-JM 103 T	Title of the Course: History of Mass Media
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To acquaint students with the glorious journey of mass media.
2. To enhance understanding of the origin of the traditional print, radio, cinema and television.
3. To inculcate the knowledge of growth of print, radio and cinema.
4. To develop the knowledge of mass media.
5. To throw light on the present status of various mass media.

Detailed Syllabus:

Unit I: Understanding Mass Media

(7 lectures)

- Concept of Mass Media
- Function of the Mass Media
- Used of the Mass Media
- Tools of Mass Media

Unit II: History of Folk Media

(7 lectures)

- Folk Media
- Folk Theatre Forms
- Folk Music
- Folk Dance

Unit III: History of Press

(7 lectures)

- The Beginning
- Hickey's Gazette
- Indian Language Press
- Press Censorship

Unit IV: History of Radio (7 lectures)

- Development of Radio
- Indian Broadcasting: The Early Years
- All India Radio at Independence
- Digital Radio

Unit V: History of Cinema (7 lectures)

- The Beginning
- The Lumier Brothers
- Evolution of Film Language
- Pioneers of Indian Cinema

Unit VI: History of Television (7 lectures)

- Early Experiments in Television
- Indian Television
- Cable and Satellite
- CAS and DTH

Unit VII: History of Music Industry (7 lectures)

- The Beginning
- Music Industry after Independence
- Music Genre
- Music on Radio and Television

Unit VIII: History of New Media (7 lectures)

- Internet
- World Wide Web
- Social Site Networking
- Streaming Services

Suggested Readings:

1. Mass Media in India - K.B. Dutta
2. The Media of Mass Communication- John Vivian
3. Mass Communication in India- Keval J. Kumar
4. The Press- Chalapathi Rau
5. A History of Press in India- S. Natarajan
6. Indian Film – Erik Barnouw and S. Krishnaswamy
7. The Cinemas of India – Y. Thoraval
8. The New Indian Cinema- Aruna Vasudev
9. Broadcasting in India- G.C. Awasthy
10. Indian Broadcasting – H.K. Luthra
11. Contemporary Television: Asian Perspectives – David French and Michael Richards
12. Tradition of Music in Indian Cinema- Bhaskar Chandavarkar
13. Bollywood Melodies: A history of the Hindi film song- Ganesh Anantharaman

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Semester – I	Paper - IV
Course Code: BVC-JM 104 T/P	Title of the Course: Reading Skills
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. Develop students' reading speed and comprehension.
2. Develop skill for building reading fluency.
3. Develop a creative perspective of vocabulary and reading.
4. Improve reading comprehension.
5. Develop critical comprehension reading strategies

Detailed Syllabus:

This course will use a variety of texts to develop first year students' academic reading skills. The texts cover topics related to different fields: education, religion, politics and media, health and medicine, society and social issues, business and literature. The course provides training and practice in reading college level texts; opportunities for reading and sharing of information; and the chance to select and read authentic and imaginative materials for pleasure and increased selfconfidence as skilled and critical readers. Emphasis will be placed on the development and application of reading skills in the interpretation, analysis, criticism, and advocacy of ideas encountered in academic reading.

Unit I	: Active reading strategies	(10 Lectures)
Unit II	: Vocabulary learning skills	(10 Lectures)
Unit III	: Reading Sessions	(20 Lectures)
Unit IV	: Analysing Texts	(10 Lectures)
Unit V	: Understanding Types of Text	(10 Lectures)
Unit VI	: Reading Excercise	(20 Lectures)

Unit VII : Comprehension Reading Strategies (10 Lectures)

Unit VIII : Reading Sessions (30 Lectures)

Suggested Readings:

1. Hilliard Robert L. (2015) Writing for Television, Radio and New Media
2. Witt Leonard (1991) Complete Book of Feature Writing
3. Brande Dorothea (1934) Becoming a Writer
4. Lamott Anne (1994) Bird by Bird: Some Instructions on Writing and Life
5. Standage Tom (2013) Writing on the Wall: Social Media – The First 2000 years

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Semester – I	Paper – V
Course Code: BVC-JM 105 T/P	Title of the Course: ICT Skills
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. Make aware with computer technology.
2. Develop skill for use of information technology.
3. Develop a creative prespective of use of technology.

Detailed Syllabus:

Unit I : History of Computer (10 Lectures)

- Invention of computers
- Turing Machine
- Development in computers
- Age of advance computers

Unit II : Computer Generation (10 Lectures)

- Hardware & Software developments
- Processor generation
- Basics to personal computers

Unit III : Input & Output Devisees (10 Lectures)

- Key board, Mouse, Monitor, Pen Tool, Printer, Scanner, Speaker

Unit IV : Operating System (10 Lectures)

- Microsoft Windows, Apple mac OS, Linux OS

Unit V : Screen Resolution (15 Lectures)

- Types of Screen: Plasma,LCD,LED,Projector TV
- Refresh rates, Resolution, Pixel ratios, Aspect ratios

Unit VI : Hardwar (15 Lectures)

- SMPS, Motherboard, Ram, Processer, CD Rom, Graphics card, Processer,

Unit VII : Software (30 Lectures)

- MS Office (Word, Excel, Publisher, Power Point)
- Paint, Calculator, Image editor, Text, PageMaker

Unit VIII : Future of Computer Technology (20 Lectures)

- Weareabl Technologies
- Artificial Intellegence
- Internet of Things
- Conversion of Technologies

Suggested Readings:

1. IBM, PC, XT User' Handbook
2. Personal computer Book- Robin Bradbeer
3. Computer Handbook- Peter Rodwell
4. ET & T Series (Windows, Word, Excel, PowerPoint, Access)
5. Basic programming –A.P. Stephenson
6. The Beginner's Computer Handbook –USBORNE
7. Comprehensive Computer Studies- by Peter Bishop

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Semester – I	Paper – VI
Course Code: BVC-JM 106 T/P	Title of the Course: Language Skills
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To discuss language skill of vocabulary, sentences and paragraphs.
2. To enhance the reading, listening and writing skills.
3. To enhance the skill of analysis.

Detailed Syllabus:

Unit-I- Understanding Language (10 Lectures)

- Origin of Language
- Sign and Symbols
- Plain words, synonymous, Antonymous words
- Formal and informal Language

Unit-II- Listening skills (10 Lectures)

- Principles of listening
- Understanding through listening
- Listening of audio programs
- Listening of language, music and sounds

Unit-III- Spoken Skills (10 Lectures)

- Pronunciation
- Intonation
- Inflection
- Stress

Unit-IV- Reading Skills (10 Lectures)

- Reading Materials
- Analyzing the choice of vocabulary, the sentence structure
- The structure of paragraphs and the stylistic features
- Analysis of Content

Unit-V-Writing Skills (10 Lectures)

- Literature Writing
- Essay Writing
- Feature, Business Letter
- Editorial comment

Unit-VI- Sentence (10 Lectures)

- Definition, Functions of words used in a sentence
- Importance of the verb in sentence
- Unity, Lucidity, Various relations between sentences
- Types of sentences: Active, Passive, Simple, Complex, Compound, Statements (Positive/Negative), Imperative, Interrogative, Exclamatory

Unit-VII- Paragraph (10 Lectures)

- Principles of organizing and developing a paragraph
- Topic sentence, Argument-Counter argument
- Explanation and illustration, Reiteration
- Variation of length, Unity

Unit-VIII- Punctuation (10 Lectures)

- Comma, Semicolon, Colon, Full stop
- Question mark, Exclamation mark
- Hyphen and Dash, Brackets (round, square) and their sequencing
- Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis

Practical (40 Lectures)

- Review of book, drama
- Listening of radio programmes
- Reading of literary books

Suggested Readings:

1. Richard, Communication Skills
2. A.E. Schwartz, Communication Skills
3. Leena Sen, Communication Skills
4. John Niles on, Communication Skills
5. Juluis, Fast Body Language
6. Feature Writing- a Practical introduction- Susan Pape, SAGE Publications

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Semester – II	Paper - I
Course Code: BVC-JM 201 T	Title of the Course: Communication Studies - II
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. Make understand the basics of communication.
2. Critically analyse the key aspect of communication.
3. Develop a prespective about communication process.
4. Develop skills for dynamic use of communication.
5. Cultivate a content base for media production.

Detailed Syllabus:

Unit I : Academic Study of Communication (7 Lectures)

- Communication as Academic Discipline
- Basic Models and Theories of Communication
- Indian Perspectives on Communication
- Process and Semiotic Perspectives

Unit II : Introduction to Semiotics (7 Lectures)

- Signs, codes and meaning
- Sign: Concepts
- Connotation and Denotation
- Analyzing structure: Syntagmatic/Paradigmatic dimensions

Unit III : Semiotic Prespectives (7 Lectures)

- Meaning Making Approach
- Models and modes
- Connotation and Denotation
- Analyzing semiotics

Unit IV : Semiotic Interpretations and Culture (7 Lectures)

- Types of Codes
- Myth, Metaphor and Metonymy
- Communication as Text / Discourse
- Ideology: Link to Meaning Making

Unit V : Challenging the literal: Rhetoric Perspective (7 Lectures)

- Origin and Evolution
- Functions and Essential elements
- Rhetorical Devices
- Analyzing Rhetorical presentation

Unit VI : Indian Rhetoric Perspective (7 Lectures)

- Origin and Evolution
- Functions and Essential elements
- Rhetorical Devices
- Analyzing Rhetorical presentation

Unit VII : Evolution of Mass Communication (7 Lectures)

- Massification and Rise of Mass Society
- Mass Communication as Socio-Political need and Cultural Expression
- Functions of Mass media
- Technological Phases of Media of Mass Communication

Unit VIII : Historical overview of Mass media (7 Lectures)

- Media as a prism of history
- Brief history of Indian Languages and Literature
- History of technological media
- Making India: Role of History and Media

Suggested Readings:

1. Williams, Raymond.(2002)The Technology and the Society. The Anthropology of Media, a Reader, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers.
2. Chakravarti, Uma(2006)Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India. Tulika Books, New Delhi.
3. Lewis, J. (2002). Cultural studies: The basics. London: SAGE Publications.
4. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House.
5. Watson, J. (1985). What is communication studies? London: Edward Arnold.
6. Berko Roy (1989) Basically Communicating. Wm. C. Brown Publishers, 312 pages
7. Roloff, M. E., & Miller, G. R. (1987). Interpersonal processes: New directions in communication research. Newbury Park, Calif: Sage Publications.
8. Carey, J. W. (1989). Communication as culture: Essays on media and society.
9. Ghanekar, A (1998) Communication skill for effective management. Everest
10. Fiske, J. (1982). Introduction to communication studies. London, Angleterre: Methuen.
11. Chandler Daniel(2017) Semiotics: The Basics, New york, Routledge.

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Semester – II	Paper - II
Course Code: BVC-JM 202 T	Title of the Course: Post-Independence History of India
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To understand the independence of India and challenges.
2. To discuss the domestic and foreign policy of India.
3. To study and analyze Indian emergency and LPG policy.

Detailed Syllabus:

Unit-I: The Independence

(7 Lectures)

- Independence day
- Partition Issue
- Violence of Partition
- Building of Indian Constitution

Unit-II: Challenges after Independence

(7 Lectures)

- First General election
- Integration of Princely states
- Indian Constitution – Basic Features
- Linguistic reorganization of states

Unit-III: India's Foreign Policy

(7 Lectures)

- Non Aligned Movement
- Indo-Pak relations, conflicts and the birth of Bangladesh
- Indo-Sino relations, conflicts and Panch sheel
- India- Europe relations

Unit-IV: Domestic Policy (7 Lectures)

- Hindu Code Bill: Nature and Impact
- Centre - State Relationship
- State vs State
- Space Research

Unit-V: Emergency (7 Lectures)

- Emergency: Background
- Emergency: Nature
- Emergency: Impact
- After the Emergency

Unit-VI: Economic Policy (7 Lectures)

- Mixed economy and Five Year Plans
- Industrial Development
- Nationalization of Banks
- Demonetization

Unit-VII: Opening of Economy (7 Lectures)

- Economic Condition in 1990
- Acceptance of Privatization, Liberalization and Globalization
- Nature of LPG
- Impact of LPG

Unit-VIII: India in 21th Century (7 Lectures)

- Changing Political Scenario
- Synthesis of new Social structure
- Analysis of Foreign and Domestic Policies
- Vision 2020 to Trillion Economy Dream

❖ **Suggested Readings:**

❖ **English**

1. Chandra Bipan: Mukherjee Mridula: Mukherjee Aditya; India After Independence; Penguin: India 1999
2. Lapierre Dominique and Collins Larry; Freedom at Midnight; William Collins and Simon & Schuster; UK & USA;1975
3. Guha Ramchandra; India After Gandhi: The History of the World's Largest Democracy; Harper Collins; India; 2007

4. Metcalf Barbara D., Metcalf Thomas R; [A Concise History of Modern India](#); [Cambridge University Press](#); 2012
5. Talbot Ian, Singh Gurharpal; [The Partition of India](#), Cambridge University Press; 2009
6. Wolpert Stanley; [A New History of India](#), Oxford University Press; 1977
7. Ansari Sarah Life after Partition: Migration, Community and Strife in Sindh: 1947–1962; Oxford, UK: Oxford University Press; 2005.
8. Sarvepalli Gopal, Jawaharlal Nehru: A Biography. 1947-1956. Volume Two (1979)
9. Chacko Priya; [Indian Foreign Policy: The Politics of Postcolonial Identity from 1947 to 2004](#); Routledge; 2013.
10. Kulke, Hermann; A History of India; Routledge; 2004
11. Menon Shivshankar Menon; [Choices: Inside the Making of India s Foreign Policy](#); Penguin; India; 2016
12. G.W. Choudhury, India, Pakistan, Bangladesh, and the major powers: politics of a divided subcontinent; Cambridge University Press; India; 1975
13. Kore, V.S. "[Liberation of Goa: Role Of The Indian Navy](#)"; Bharat Rakshak; 2013.
14. Ashton, S.R.; British Policy towards the Indian States, 1905–1938, London Studies on South Asia no. 2, London; Curzon Press; 2003
15. [Khanna, Justice H.R.](#); Making of India's Constitution; Eastern Book Company; 2008.
16. [Austin, Granville](#); The Indian Constitution: Cornerstone of a Nation (2nd ed.). Oxford University Press; 1999
17. Ganguly Sumit; '[India, Pakistan, and Bangladesh: Civil-Military Relations](#)', Oxford Research Encyclopaedia of Politics, Oxford University Press; 2020
18. Sukumaran, R; '[1962 India-China War and Kargil 1999: Restrictions on Air Power](#)'; 2003
19. Dube, Rajendra Prasad; [Jawaharlal Nehru: A Study in Ideology and Social Change](#); 1998
20. Maheshwari Neerja; [Economic Policy of Jawaharlal Nehru](#). Deep & Deep; 1997
21. Jayakar Pupul; [Indira Gandhi: A Biography](#); [Penguin Books India](#); 1992.
22. Chandra, Bipan; [In the name of democracy : JP movement and the emergency. Chapter 4, Emergency imposed](#); [Penguin Books](#); New Delhi; 2003.
23. Agrawal Narayan; [Lal Bahadur Shastri, Churn of Conscience](#). Eternal Gandhi; 2006.
24. Nehru, S., ed.; [Economic Reforms in India: Achievements and Challenges](#); MJP Publisher; Chennai; 2019
25. Shiva, Vandana; [The Violence of the green revolution : Third World agriculture, ecology, and politics](#); 1991.

संदर्भग्रंथ- मराठी:

1. कोठेकर शांता, आधुनिक भारताचा इतिहास (१९४७ ते २०००) श्रीसाईनाथ प्रकाशन नागपूर २००८.

2. कोठेकर शांता, वैद्य सुमन, स्वतंत्र भारताचा इतिहास (१९४७ ते १९८६), श्रीसाईनाथ प्रकाशन नागपूर २००८
3. चंद्र बिपन(अनु.) पारधी मा.कृ. व इतर, स्वतांत्र्यतोतर भारत, के सागर पब्लिकेशन, पुणे.
4. तळवलकर गोविंद , नवरोजी ते नेहरू , माजेस्टिक प्रकाशन, मुंबई, १९८९
5. दिवान चंद्रशेखर, भारताची विदेशनीती , विद्या प्रकाशन, नागपूर, १९९२
6. ब्रम्हे सुलभा (संपा.) धं.रा. गाडगीळ लेखसंग्रह खंड १, गोखले अर्थशास्त्र संस्था पुणे
7. महाजन समाधान , आधुनिक भारताचा इतिहास , युनिक अकादमी पुणे २०१८

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Semester – II	Paper - III
Course Code: BVC-JM 203 T	Title of the Course: Indian Media Industry
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To understand the working pattern of the Indian media industry.
2. To familiarize the student with the basic understanding of the media industry.
3. To create understanding of the media industry.
4. To inculcate the knowledge of the media industry.
5. To develop knowledge of the media industry.

Detailed Syllabus:

Unit I: Indian Media Industry (7 lectures)

- Define Media Industry
- Media Industry Segments
- Overview
- Growth

Unit II: Press (7 lectures)

- Major Publication House
- Management
- Share of Advertising and Circulation
- Revenue

Unit III: Radio (7 lectures)

- AIR and Vivith Bharati
- FM Broadcasting in India
- The Economic Cost
- Revenue

Unit IV: Cinema (7 lectures)

- Films Produce in India
- Films Released in India
- Box Office Revenue
- Overseas Revenue

Unit V: Television (7 lectures)

- Television Channels
- Digital Distribution Platforms
- Advertising
- Revenue

Unit VI: Music (7 lectures)

- Music Companies
- Music on Radio and Television
- Audio Streaming Platforms/Services
- Revenue

Unit VII: Advertising (7 lectures)

- Overview
- Television Ads
- Print Ads
- Digital Ads/OOH

Unit VIII: Digital Media (7 lectures)

- Social Site Networking
- OTT Platforms
- Games
- Streaming Services

Suggested Readings:

1. The Indian Media Business – Vanita Kohli – Khandekar
2. Media Industry Studies – Daniel Herbert, Amanda D. Lotz, Ahwin Punathambekar
3. Media Planning and Buying – Arpita Menon
4. Indian Media in a Globalized World – Maya Ransanathan
5. Global Bollywood – Aswin Punathambekar, Anandam P. Karoori
6. From Bombay to Bollywood – Aswin Punathambekar

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Semester – II	Paper - IV
Course Code: BVC-JM 204 T/P	Title of the Course: Print Journalism
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To know the history of print Media.
2. To understand the basics of print journalism.
3. To understand the new trends in print journalism.

Detailed Syllabus:

Unit-I- Journalism History

(10 Lectures)

- Brie History of world Journalism,
- Journalism in India,
- Marathi Print Media History
- Contemporary Print Media

Unit-II- Journalism Nature

(10 Lectures)

- Journalism as profession
- Roles and responsibilities of journalism
- Definition, Nature, Structure
- Importance and Impact of journalism

Unit-III- Organizational Structure

(20 Lectures)

- Organizational structure of a newspaper,
- Editorial department,
- Advertising department,
- Work of Various departments (Circulation department, Printing department, Administrative department, Accounting department, Personnel department, Legal department, Public relations department.)

Unit-IV- News Nature (10 Lectures)

- Basic Journalistic writing
- Introduction to news
- News value
- Characteristic of News

Unit-V- News Reporting (10 Lectures)

- News: Definition
- News: Nature of reporting
- News: Nature of writing
- News Editing

Unit-VI- Feature Writing (10 Lectures)

- Feature
- Editorial
- Sources
- Reporting Beets

Unit-VII- Responsibilities (10 Lectures)

- Qualities of reporter of newspaper
- Responsibilities of reporter
- Qualities of editorial staff
- Responsibilities of editorial staff of newspaper

Unit- VIII- Media Relations (10 Lectures)

- Role of Media in a Democracy
- Responsibility to Society
- Press Council of India
- Relationship with the reader

Practicals: (30 Lectures)

1. Report the Five News
2. Write the Feature/ Article
3. Visit to News Paper Office and Write the Report
4. Take a Interview of a Journalist

Suggested Readings:

1. Mitra Mohit and Sunil Basu. A History of Indian Journalism.
2. Murthy N.K. Indian Journalism,
3. Miller Carl G. and others. Modern Journalism.
4. Parvate T.V. Marathi Journalism.

5. Padhy Dr. Krushna Singh. The Indian Press: Role and Responsibility.
6. Rau Chalapthi. The Press. National Book Trust.
7. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.
8. Journalism In India : History • Growth • Development by Jai Narain Sharma
9. लेले रा.के., मराठी वृत्तपत्रांचा इतिहास, काँटीनटल प्रकाशन

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Semester – II	Paper - V
Course Code: BVC-JM 205 T/P	Title of the Course: Basics of Photography
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. Make students to rethink the environment in which they live through the pictures.
2. Gaining familiarity with the photography field.
3. Giving exposure to effective visual expression.
4. Hand on training & practice to digital photography technology.
5. Develop an integrated perspective about image.

Detailed Syllabus:

Unit I : Introduction to Photography (10 Lectures)

- History of Photography
- Evaluation of Photography
- Photography and Contemporary Art
- Digital Evolution

Unit II : Basics of Camera (10 Lectures)

- Camera as a Tool, Lenses
- Equipment - What's in your bag? / Care and feeding.
- Camera Settings, Perspectives
- Camera Operating

Unit III : Functions of Camera (10 Lectures)

- Aperture, Shutter Speed, ISO
- Depth of Field
- Exposure
- Preset Modes

Unit IV : Image Files and Formats (10 Lectures)

- Image Storage Formats
- Image Processing Formats
- Pixel, Resolution
- Aspect Ratio

Unit V : Photo Composition (10 Lectures)

- Aesthetics of Photography
- Ways of Seeing
- Rule of Third, Framing
- Elements of Composition

Unit VI : Understanding Light (10 Lectures)

- Light in Photography
- Shades and Shadows
- Available and Artificial Light
- Mix Light

Unit VII : Outdoor Exercise (10 Lectures)

- Identifying Sight
- Preparing the Mind and Camera
- Executing the Action
- Pack Up

Unit VIII : Image Processing (10 Lectures)

- Adjustment of Brightness, Contrast
- Tonal and Color Values
- Experimenting with Level and Curve
- Applying selective effects to images
- Exporting The Final Output

Practicals: (40 Lectures)

Students should Complete the Practical's given by Teacher.

Suggested Readings:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloch.Paul M. (2006)
7. Visual Communication: Images with Messages

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Semester – II	Paper - VI
Course Code: BVC-JM 206 T/P	Title of the Course: Writing Skills
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To enrich the power of Imagination.
2. To enhance the skill of writing.
3. To upkeep critical thinking and writing.

Detailed Syllabus:

Unit-I- Understanding Writing Process (10 Lectures)

- Proper Spelling, Letters and Punctuation
- Good Reading Comprehension
- Sentence and Paragraph Structure
- Knowledge of Different Types of Writing

Unit-II- Writing Sources (10 Lectures)

- Imagination
- Observation and Depiction
- Experiences
- Formal Happenings

Unit-III- Beginning to Write (10 Lectures)

- Knowing subject
- Gathering Information
- Purpose of Writing
- Knowing the Reader

Unit-IV- Formal Writing (10 Lectures)

- Letters
- Books and Journals
- Educational Writing
- Academic Writing

Unit-V- Informal Writing (10 Lectures)

- Literatures
- Letters to family
- Autobiography
- Memoire

Unit-VI- Writing and Editing (10 Lectures)

- Art of Writing and Editing
- Edit word and Sentences
- Editing of Paragraphs
- Content Creating and Editing

Unit-VII- Writing for Media (10 Lectures)

- Print Media
- Radio
- Television
- Film

Unit-VIII- Writing for New Media (10 Lectures)

- Website Writing
- Writing for Facebook
- Writing for Blog
- Writing for Messengers

Practicals: (40 Lectures)

Teachers should check and test the writing and language knowledge of every student by giving assignments and homework.

Suggested Readings:

1. Richard, Communication Skills
2. A.E. Schwartz, Communication Skills
3. Leena Sen, Communication Skills
4. John Niles on, Communication Skills
5. Juluis, Fast Body Language
6. Feature Writing- a Practical introduction- Susan Paper, SAGE Publications

7. Brendan Hennessy, Writing Feature Articles, 4th edition, focal press
8. सुनील माळी, बातमीदारी भाग-१,२ आणि ३, राजहंस प्रकाशन
9. प्रसन्नकुमार अकलुजकर, फिचर रायटींग, राजहंस प्रकाशन

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Semester - III

Course Type	Course Code	Course Title	Credits
GEC - 07	BVC-JM 301 T	Mass Communication Theories	04
GEC - 08	BVC-JM 302 T	Indian Constitution and Political System	04
GEC - 09	BVC-JM 303 T	Film and Television	04
SDC - 07	BVC-JM 304 T/P	Print News Editing	06
SDC - 08	BVC-JM 305 T/P	Photo Journalism	06
SDC - 09	BVC-JM 306 T/P	Creative Content Writing	06

Semester - IV

Course Type	Course Code	Course Title	Credits
GEC - 10	BVC-JM 401 T	Media Audience and Society	04
GEC - 11	BVC-JM 402 T	Indian Culture and Society	04
GEC - 12	BVC-JM 403 T	Introduction to Digital Media	04
SDC - 10	BVC-JM 404 T/P	Broadcast Journalism	06
SDC - 11	BVC-JM 405 T/P	Digital Journalism	06
SDC - 12	BVC-JM 406 T/P	Translation	06

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Semester – III	Paper - I
Course Code: BVC-JM 301 T	Title of the Course: Mass Communication Theories
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. Understand a broad range of approaches to mass communication theories.
2. Analyze key concepts and issues in mass communication theory.
3. Describe the relationship between theory, ethics, and practice.

Detailed Syllabus:

Unit- I: The Rise of Mass Communication (7 Lectures)

- The concepts of 'Mass' and 'Mass Society',
- The process and characteristics of 'Mass Communication'
- Various issues in popular and academic discussions
- Media as an important social institution

Unit-II: Media: Role and Functions (7 Lectures)

- The functionalist and normative issues
- Theories of the Press
- Selective Exposure, Selective Perception, Selective Retention
- Authoritarian Theory, Libertarian Theory, Social Responsibility theory,
- Soviet communist theory, Development media theory, Participant media theory

Unit-III: Media Structure and Organizations (7 Lectures)

- Media Structure and Organizations: Features of media economy
- Media ownership and control, competition and concentration
- Policy issues: Freedom, Regulation, Economic pressures and Cultural issues
- Media Organization: Forms and goals, Pressure groups and dynamic interests

Unit-IV: Media Content (7 Lectures)

- Media as Texts
- Representation of nation, class, caste and gender issues in Media
- Standardization and Genres, Issues: Bias, Representation, Commercialization
- Analyzing media content, Discourse Analysis

Unit-V: Audiences and Media (7 Lectures)

- Centrality of audiences in communication discourse
- Uses and Gratification
- Locating audiences : Need to reach, know and measure audiences
- Reception Studies, Active – Passive Audiences
- ABC, PCI, NRS, BARC

Unit-VI: Cultural and Critical Theories (7 Lectures)

- The political-economic perspectives
- Marxist Media Theory
- Cultural Hegemony, Media as Cultural Industries
- Persuasion and Propaganda
- Media as a democratic institution

Unit-VII: Media Effects (7 Lectures)

- The premise of the central concern
- Phases of effect discourses
- Agenda setting, Framing, Cultivation Diffusion, Spiral of silence
- Ideology and Effects

Unit-VIII: Media and Technologies (7 Lectures)

- Medium is the Message
- Technological Determinism
- Economic dimension, Socio-cultural dimensions
- New Media and Cultural forms
- Media Convergence: Conceptual framework

Suggested Readings:

1. Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
2. Hansen, Anders et al. (2004).
3. Denis McQuail: *McQuail's Communication Theory*; 4th, 5th and 6th Edition.
4. John Fiske: *Introduction to Communication Studies*; Routledge.
5. AbirChattopadhyay: *Communication, Media and Cultural Studies*; Progressive.
6. Edward S. Herman and Noam Chomsky: *Manufacturing Consent*; Vintage.
7. Rogers Everett: *Communication Technology: The News Media in Society*
8. Baran and Davis, *Mass Communication Theory*, Indian Edition,
9. Bernet, John R, (1989) *Mass Communication, an Introduction*, Prantice Hall.
10. Morley, D. (1992) *Television, Audiences and Cultural Studies*. Routledge.

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Semester – III	Paper - II
Course Code: BVC-JM 302 T	Title of the Course: Indian Constitution and Political System
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To know the Indian Constitution and Political System
2. To Understand function of Indian Constitution and Political System
3. To Develop knowledge of the Indian Constitution and Political System

Detailed Syllabus:

Unit – I: Nature of Indian Constitution

- Historical Background
- Constituent Assembly
- Preamble of Indian Constitution
- Salient Features

Unit – II: Fundamental Right, Duties and Directive Principles

- Fundamental Rights
- Fundamental Duties
- Directive Principles
- Correlation between Fundamental Rights and Directive Principles

Unit – III: Indian Media and the State

- Parliamentary Privileges and Contempt of Court
- Official Secrets Act, Sedition Laws
- Defamation and Privacy
- Copyright Act and Right to Information Act

Unit IV: Indian Judiciary

- The Supreme Court
- The High Court
- District Courts
- Lok Adalats/ Village Courts

Unit – V: Political System

- Introduction to Various Political Systems
- America
- Britain
- India

Unit- VI: Parliamentary and Legislative Procedures in India

- President
- Loksabha
- Rajyasabha
- Legislative

Unit – VII: Ideology

- Nationalism
- Secularism
- Socialism
- Fascism

Unit – VIII: Indian Political Thinkers

- Mahatma Gandhi, Jawaharlal Nehru
- M. N. Roy
- Dr. B. R. Ambedkar
- Dr. Ram Manohar Lohia

Suggested Readings:

1. Austin Granville, 1999, *The Indian Constitution: Cornerstone of a Nation*, Oxford University Press.
2. Austin Granville, 2003, *Working a Democratic Constitution: The Indian Experience*, Delhi, Oxford University Press.

3. Basu D.D., 2018, Introduction to the Constitution of India, New York, LexisNexis.
4. Brass Paul.,1994, The Politics of Indian Since Independence, Cambridge, Cambridge University Press,
5. Jha Rajesh, 2012, Fundamentals of Indian Political System. Delhi, Dorling Kindersley (India) Pvt Ltd, Pearson Education Society.
6. Indian polity by Laxmikanth
7. Indian Constitution by D.D. Basu

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Semester – III	Paper - III
Course Code: BVC-JM 303 T	Title of the Course: Film and Television
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To Familiarize the student with the basic understanding of the Film and Television.
2. To create understanding about Film and Television medium.
3. To develop Knowledge of Film and Television Process.

Detailed Syllabus:

Unit- I: Understanding Film

(7 Lectures)

- Film as Collaborative Art
- Importance of Film Viewing
- Fiction and Non Fiction
- Narrative Structure, Story

Unit- II: Production Process

(7 Lectures)

- Idea to Screen
- Pre-Production
- Production
- Post Production

Unit- III: Technical People and Work

(7 Lectures)

- Director
- Cinematography, Lighting
- Editor, Sound
- Team Work, Production Management

Unit- IV: Non-Technical People and Work (7 Lectures)

- Talent
- Art Director
- Costume Designer/Makeup Artist
- Property

Unit- V: Film, Television Making Terminology (7 Lectures)

- Camera
- Lighting
- Sound
- Editing

Unit- VI: Television Programming and Genres (7 Lectures)

- Television Genres
- Programming Genres
- Soap Opera, Talk Show, Comedy Shows
- Documentary, Docudrama

Unit- VII: Television Industry (7 Lectures)

- Features, Trends and Issues
- Public Service TV Broadcasting
- Commercial TV Broadcasting
- TRP rating

Unit- VIII: Understanding News Production (7 Lectures)

- News Studio
- Anchoring
- Interviewing
- Current Affair Programs and Group Debates
- Live Coverage

Suggested Reading:

1. Monaco, J. How to read a film: The art, technology, language, history, and theory of film
2. and media. New York: Oxford University Press
3. Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
4. Burrows, T. D (1986). Television production: Disciplines and techniques. Dubuque, Iowa
5. White, G. (1982). Video techniques. London: Newnes Technical Books
6. Peter. Combs and John Tiffin (1978). TV production for Education. Focal Press. 196 pages.
7. Richard .Lindheim. (1991) Inside TV Producing. Focal Press. 328 pages.
8. Harcourt, A. The Independent producer: Film and television. London: Faber and Faber
9. TV News, Building a Career in Broadcast Journalism, Ray White
10. Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd
11. Ethics for Media, William Reeves and Cleave Mathews
12. Ethics in Journalism, Jeffrey Olen
13. Writing for Television, Radio, and New Media, 11th Edition- Robert L. Hilliard, Cengage
14. Learning
15. Broadcast Journalism and Digital Media - Dr. keshav sathaye, Dimond Publication, Pune

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**B.Voc. Journalism and Mass Communication
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Semester – III	Paper - IV
Course Code: BVC-JM 304 T/P	Title of the Course: Print News Editing
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To comprehend the nature of news editing.
2. To enhance the skill of news editing.
3. To upkeep critical thinking, writing and editing.

Detailed Syllabus:

Unit-I: Print News Nature (10 Lectures)

- Elements of News
- Changing Concepts of News
- Writing News-Structure of News-Inverted Pyramid
- Five W's (Who What, When, Why, Where) and One H (How)

Unit-II: Print News Writing (10 Lectures)

- Writing Intro/Lead, Body, types of Intro/Lead
- Organizing the News Story: Angle, Attribution, Quote, Background and Context, Accuracy, Objectivity, Fairness and Balance
- Writing Headlines. Writing for Print, Electronic and Digital News Media
- Translation and Trans creation

Unit-III: News Editing Concept (10 Lectures)

- Concept of News Editing
- Need of Editing
- Concept of Gate-keeping
- News Editor

Unit-IV: News Editing Practicals (30 Lectures)

- Reporting of News
- Editing of News
- Editing Process
- Proofreading

Unit-V: News Editing Process-I (10 Lectures)

- Selection and Editing of News
- Editing: Words and Sentences
- Content Editing
- Photo Editing

Unit-VI: News Editing Process-II (10 Lectures)

- Copy Editing
- Objectives of Copy Editing
- Ensuring News Value and other Criteria
- Checking Facts, Language, Style, Clarity and Simplicity

Unit-VII: News Editing Process-III (10 Lectures)

- Graphics and Cartoons
- Relevant Photos and Captions
- Editing Symbols
- Various Editing Software's

Unit-VIII: News Editing Practicals (30 Lectures)

- Visit to Public Programme, Report the News and Edit it Properly.
- Visit to any Department of College and Report the Activities and Edit it Properly for News.
- Visit to Cultural Programme, Report the News and Edit it Properly for News.
- Teacher can give Spontaneous Issue for Reporting and Editing of News.

Suggested Readings:

1. Richard, Communication Skills
2. A.E. Schwartz, Communication Skills
3. Leena Sen, Communication Skills
4. John Niles on, Communication Skills
5. Juluis, Fast Body Language
6. Feature Writing- a Practical introduction- Susan Paper, SAGE Publications
7. Brendan Hennessy, Writing Feature Articles, 4th edition, focal press

8. सुनील माळी, बातमीदारी भाग-१,२ आणि ३, राजहंस प्रकाशन
9. प्रसन्नकुमार अकलुजकर, फिचर रायटींग, राजहंस प्रकाशन

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Under the Faculty of Science**

Semester – III	Paper - V
Course Code: BVC-JM 305 T/P	Title of the Course: Photo Journalism
Credits: 06	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. Understand the development of photojournalism and its importance.
2. To understand the requirements of professional level photojournalism.
3. To learn these requirements through a series of creative exercises designed to produce photographs of near professional-quality standards.

Detailed Syllabus:

Unit- I: Introduction to Photojournalism (10 Lectures)

- History of Photojournalism
- Why Study Photojournalism, Elements of Visual News Story Telling
- Role of Photojournalists in a Newsroom.
- Communicating with the Desk, Briefing and Debriefing.

Unit-II: Fields of Photojournalism (10 Lectures)

- Spot News, General News, Street Photography
- Off-beat Photography, Science and Technology
- Documentary Photography, War, Terror, Crime.

Unit-III: Developing Specialisations (10 Lectures)

- Portrait, Art and Culture, Environment
- Sports Photography, Travel Photography
- Aerial, Candid, Fashion, Food, Forensic, Medical,
- Nature, Underwater, Wild Life

Unit-IV: Photo Feature (10 Lectures)

- Storytelling Narrative : Photo Story
- Photographs for Photo Features
- Photo stories, Photo Essays
- Special Purpose Photography

Unit-V: Photo Editing And Publication (10 Lectures)

- Photo Editing: Meaning and Origin, Need for Editing, Ways to Edit
- Editing Concepts in Photo-Journalism, Reading the Mistakes in Photos
- Computer in Photo Editing : Adobe Photo Shop, Other Softwares
- Understanding of Printing Requirement, Caption Writing

Unit-VI: Photojournalism Law And Ethic (10 Lectures)

- Copyright Law In Photojournalism, Photography And Obscurity
- Photography And Sedition, Invasion Of Privacy
- Ethical Principles in Photo Journalism
- Accuracy, Privacy and consent of the Subject, Integrity of the Subject
- Dignity of the Profession

Unit-VII: Photojournalists In India (10 Lectures)

- Early History
- Raja Deen Dayal, Sunil Janah, T. S. Satyan
- Homai Vyarawalla, Kulwant Roy
- Raghu Rai and recent contemporary examples

Unit- VIII: Photo Project (20 Lectures)

- A student has to work on a project (on any one given themes) under the supervision and guidance of a faculty member allotted by the department. Students have to submit the project in given format.
- A viva-voce will be conducted based on the project. Both the guide and External Examiner will evaluate the project.

Practical (30 Lectures)

- Student will have regular weekly practical exercise.

Suggested Readings:

1. Kobre Kenneth, *The Professionals' Approach*, sixth edition, Focal Press
2. Eisman, Dugan, and Grey, *Read World Digital Photography*, Pearson/Prentice Hall
3. Fred Parrish, *Photojournalism: An Introduction*, Wadsworth Thomson
4. Fred Ritchin, *Bending the frame*
5. John Berger, *Ways of Seeing*
6. Cutts, Martin. *The plain English Guide - How to write Clearly & Communicate Better*. Oxford University Press.
7. Lewis James. *The Active Reporter*. Vikas Publication
8. Warren Carl. *Modern News Reporting*. Harper and Row.
9. Mudgal, Rahul. *Emerging Trends in Journalism*. Sarup and Sons.
10. T.J.S. George: *Editing – A Handbook for Journalists*.
11. VirBala Aggarwal and V.S.Gupta, 2002 (second reprint), *Handbook of Journalism and Mass Communication*, Concept Publishing Company, New Delhi
12. SevantiNinan, 2007, *Headlines from the Heartland: Reinventing the Hindi Public Sphere*, Sage Publications, New Delhi.

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Semester – III	Paper - VI
Course Code: BVC-JM 306 T/P	Title of the Course: Creative Content Writing
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To understand the creative content writing.
2. To learn the various literary and social media.
3. Critically appreciate various forms of literature.

Detailed Syllabus:

Unit- I: Fundamentals of Creative Writing (10 Lectures)

- Meaning of Creative Writing
- Characteristics of Creative Writing
- Genres of Creative Writing: Prose, Verse and Drama
- Research for Creative Writing

Unit- II: Traditional Forms of Creative Writing (10 Lectures)

- Short Story and Novel
- Poetry
- Drama
- Fables

Unit- III: Basics of Creative Writing (10 Lectures)

- Extensive Reading
- Keen Observation
- Socio-cultural Consciousness
- Out of Box Thinking and Writing Skills

Unit- IV: Creative Content Writing Practical (30 Lectures)

- Just Imagine and Write
- Write Your own Incident
- Observe and Write
- Write on any Personality of Society

Unit- V: Elements of Story Telling (10 Lectures)

- Settings, Characters
- Plot and Subplots
- Dialogue, Point of View
- Symbolic Language

Unit- VI: Creative Writing for Broadcast Media (10 Lectures)

- Radio- Rupak (Documentary), Musical Programmes
- Radio Language of Creative Writing
- TV- Serials, Reality Shows, etc.
- Nature of Language for TV

Unit VII: Creative Writing for New Media (10 Lectures)

- Web Content Writing
- Blog Writing
- Social Media Writing
- Online Tools for Writing

Unit- IV: Creative Content Writng Practical (30 Lectures)

- Write a Short Story
- Create the Blog/ Facebook Account and Write the Posts
- Write the Radio Documentary
- Write the Skit for TV Programme

Suggested Reading:

1. Downing John et al, Questioning the Media, Sage Publication
2. Smith, Richard -. "What is Digital Media?". The Centre for Digital Media.
3. Rayburn, Dan -. Streaming and Digital Media: Understanding the Business and Technology. Taylor & Francis. ISBN 978-1-136-03217-2.
4. Londoño, Juan - "The Growing Tensions Between Digital Media Platforms and Copyright Enforcement".
5. Dewar, James A. (1998). "The information age and the printing press: looking backward to see ahead". RAND Corporation. 5.Koehl, Sean (15 May 2013). "We need to act now to prevent a digital 'dark age'". Wired. Retrieved 29 March 2014.
6. Hilbert, Martin; López, Priscila (2011). "The World's Technological Capacity to Store, Communicate, and Compute Information". Science.

7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation – Damian Ryan and Calvin Jones

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Semester – IV	Paper - I
Course Code: BVC-JM 401 T	Title of the Course: Media Audience and Society
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To describe the evolution of mass audience.
2. To identify the context related to media audience.
3. To discuss the theories and explain the relevance of audience in media studies.

Detailed Syllabus:

Unit-I: Understanding Audiences (7 Lectures)

- History of the term Audience
- Public-Crowd-Group-Mass Audience
- Media – Audience Relationship
- Audience as Consumer

Unit-II: Audience Specification (7 Lectures)

- Audience Typologies
- Types of Audiences
- Characteristics of Audience
- Cult, Niche Audience

Unit- III: Audience Theories (7 Lectures)

- Bullet Theory
- Individual Difference Theory
- Social Category Theory
- Mass Audience in Critical Perspective

Unit- IV: Audience Research Traditions (7 Lectures)

- Importance of Audience Study
- Structural Tradition
- Behavioral Tradition
- Cultural Tradition

Unit- V: Reaching Mass Audience (7 Lectures)

- Audience in a flux
- Forces of change: Social, Economic and Technological Factors
- Abundance and Fragmentation: Moving away from 'Mass'?
- Need to 'reach' audiences and 'know' them

Unit- VI: Measuring Mass Audience (7 Lectures)

- Pressure for measuring audience
- Key Concepts: Viewer, Listener, Reader
- History of audience measurement
- Audience Measurement Systems- NRS, BARC etc.

Unit- VII: Audience Measurement Systems (7 Lectures)

- Circulation
- Rating Points
- Box Office
- Hits, Views

Unit- VIII: A View form Audience Side (7 Lectures)

- Negotiating meaning
- Construct of media use
- Social factors, Normative framing of media use
- Holistic understanding of audience hood

Suggested Readings:

1. McQuail, D. (1997). Audience analysis. Thousand Oaks, Calif: Sage Publications
2. McQuail, D. (2000). McQuail's mass communication theory. London: Sage Publications.
3. Fiske, J. (1990). Introduction to communication studies. London: Routledge

4. Ang, I. (1991). *Desperately seeking the audience*. London: Routledge.
5. Kumar, K. J. (2000). *Mass communication in India*. Mumbai: Jaico Pub. House
6. Nightingale, V. (2011) (ed.), *The Handbook of Media Audiences*, Wiley and Blackwell, United Kingdom
7. Ross, K. and Nightingale, V. (2003), *Media and Audiences: Issues in Cultural and Media Studies*, McGraw-Hill International, England

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Semester – IV	Paper - II
Course Code: BVC-JM 402 T	Title of the Course: Indian Culture and Society
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To understand the Indian culture and society .
2. To discuss the Indian culture and society.
3. To study and analyze the Indian culture and society.

Detailed Syllabus:

Unit- I: Defining the term ‘Culture’ (7 Lectures)

- Cultural History to Cultural Studies
- Material Culture and Cultural Material
- Diversity in Indian Culture
- The Co-relation of Culture and Society

Unit- II: Material Culture of Early India (7 Lectures)

- Pre- Historical India
- Harappa Civilization- Socio-Economical and Religious life
- Vedic Culture: Rughvedic and Post Rughvedic Period
- Resynsthesis of Hindu Philosophy – Aadya Shankarachrya and Purana

Unit- III: Economical and Religious Transfer (7 Lectures)

- Agricultural, Iron Technology and Urbanization
- Jainism and Buddhism: Causes of Origin and Philosophy
- Counter Cultural Philosophy: Charavak and Lokayat
- Heterodox" schools of Indian philosophy-

Unit- IV: Art, Literature in Ancient India (7 Lectures)

- Art
- Literature
- Fine Arts

Unit- V: Synthesis in Medieval Period (7 Lectures)

- Indo-Islamic Contacts and Mutual Cultural Impacts
- Religious and Philosophic cults- Sufi and Bhakti Movement
- Sufism
- Influences on Culture Fusion

Unit- VI: Stratification in Indian Society (7 Lectures)

- Religious Stratification
- Regional Stratification
- Cast Stratification

Unit- VII: Social Institutions in Indian Culture (7 Lectures)

- Village Community
- Marriage and Family
- Fairs and Festivals
- Education

Unit VIII : Contemporary Issues of Indian Society (7 Lectures)

- Secularism and Anti Conversion
- Regionalism: Demand for Smaller States, Reservation
- Socio-Economic Caste Census, 2011
- Effects of globalization on Indian society

Suggested Reading:

1. Indian society and culture by Nadeem Hasnain
2. Indian cultures as Heritage –Romila Thapar
3. Indian Art and Culture – P.K. Agrawal
4. Indian Culture Art and Heritage – Devdutt Patanaik

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Semester – IV	Paper - III
Course Code: BVC-JM 403 T	Title of the Course: Introduction to Digital Media
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To familiarize the students with the basic understandings of digital media.
2. To understand function of digital media.
3. To develop knowledge about digital media.

Detailed Syllabus:

Unit- I: Digital Media (7 Lectures)

- Introduction to Digital Media
- Characteristics of Digital Media
- Understanding the Dynamics of Human Computer Interface

Unit- II: New media and Identity (7 Lectures)

- Virtual Reality
- Digital Media and Cultural Imperialism
- Negotiating Identity (Gender, Class and Caste)

Unit- III: Language of Digital Media (7 Lectures)

- Computer mediated form of Communication
- Hybridity and Convergence
- Contestations: Verbal vs. Visual

Unit – IV: Digital Media Technologies (7 Lectures)

- Web Development
- Games
- Animation
- Social Media

Unit- V: Digital Media Industries (7 Lectures)

- Media and Entertainment
- Games and Animation
- Health and Education
- Social Media

Unit- VI: Digital Data (7 Lectures)

- What is Digital Data?
- Types of Digital Data
- Structured Data
- Unstructured Data

Unit- VII: Digital Advertising (7 Lectures)

- Types of Advertising
- Advertising Strategy
- Various Platforms
- Target Audience

Unit- VIII: Digital Marketing (7 Lectures)

- Principles of Marketing
- Types of Marketing
- Website, Blogs, Apps
- Online Video, Displays Adds, Social Media

Recommended Readings:

1. Pradip Thomas, Digital India: Understanding Information, Communication and Social Change Media, Sage Publication, (2012)
2. Andrew Dewdney and Peter Ride, The New Media Handbook, Routledge publication (2009)
3. Eugenia Siapera, Understanding new media, Sage Publication, (2012)
4. Leah A. Lierouw and Sonia Livingstone, The Handbook of new media, Sage Publication, (2007)
5. Paul Hodkinson, Media,Culture and Society – An introduction by, Sage Publication, (2011)
6. McQuail Denis, Mass Communication Theory, Sage Publication, 2004
7. Downing John et al, Questioning the Media, Sage Publication
8. Smith, Richard -. "What is Digital Media?". The Centre for Digital Media.

9. Rayburn, Dan -. Streaming and Digital Media: Understanding the Business and Technology. Taylor & Francis. ISBN 978-1-136-03217-2.
10. Londoño, Juan - "The Growing Tensions Between Digital Media Platforms and Copyright Enforcement".
11. Dewar, James A. (1998). "The information age and the printing press: looking backward to see ahead". RAND Corporation. 5. Koehl, Sean (15 May 2013). "We need to act now to prevent a digital 'dark age'". Wired. Retrieved 29 March 2014.
12. Hilbert, Martin; López, Priscila (2011). "The World's Technological Capacity to Store, Communicate, and Compute Information". Science.
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Semester – IV	Paper - IV
Course Code: BVC-JM 404 T/P	Title of the Course: Broadcast Journalism
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. Introduction of broadcast media.
2. To learn of writing for broadcast media.
3. To learn technical awairness of broadcast media.

Detailed Syllabus:

Unit- I: Introduction of Broadcast Media (10 Lectures)

- Concept of Broadcast Media
- Charcteristics of Broadcast Media
- Broadcast Media: Radio and TV
- Development of Broadcast Journalism

Unit- II: Broadcast Journalism: Radio-I (10 Lectures)

- Brief history of Indian Radio
- Nature of Radio Journalism
- Language of Radio News
- Briefness and Shortness

Unit- III: Broadcast Journalism: Radio-II (10 Lectures)

- State, National and International News
- Reporter and Corrspondents
- Sound Recording and Editing
- Sound Bites

Unit- IV: Radio Journalism Practicals (30 Lectures)

- Write the News for Radio
- Editing and Rewriting
- News Writing and Recording
- Sound Bites and Editing

Unit- V: Broadcast Journalism: Television-I (10 Lectures)

- Brief History of Indian Television
- Nature of TV Journalism
- Visuals and Language Fusions for News
- Briefness and Shortness

Unit- VI: Broadcast Journalism: Television-II (10 Lectures)

- Nature of TV news reporting
- Reporters and Camera persons
- Audio Visual Bites
- Indian News Agencies

Unit- VII: Broadcast Journalism: Television-III (10 Lectures)

- Nature of TV News Room
- Input and Output Heads
- Assignment Editor
- News Producers

Unit- VIII: TV Journalism Practicals (30 Lectures)

- Reporting the News for TV
- Editing and Rewriting
- Visit to Local News Channel and Write the Report
- Record the News for TV, Edit and Read It

Suggested Readings:

1. Herbert Zettle, Handbook of Television Production.
2. Frederick Shook, Television Field Production and Reporting.
3. Rudy Bretz, Techniques of TV Production, Focal Press
4. Gerald Millerson, Techniques of Video Production.
5. Effective TV Productions by Gerald Millerson, Focal Press.
6. Gerald Millerson, Video Camera Techniques.
7. David Lusted and Christine Geraghty, The Television Studies Book.
8. Jonathan Bignell, An Introduction to Television Studies, Routledge 2007.

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Semester – IV	Paper - V
Course Code: BVC-JM 405 T/P	Title of the Course: Digital Journalism
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To introduction of digital journalism.
2. To know the tools of digital journalism.
3. To learn the ethical issues of digital journalism.

Detailed Syllabus:

Unit- I: Nature of Digital Journalism (10 Lectures)

- Brief History of Digital Journalism
- Approach to Digital Journalism
- Characteristics of Digital Journalism
- Scope of Digital Journalism

Unit- II: Digital Journalism Platforms (10 Lectures)

- Websites
- News Apps
- Youtube Channels
- Web Portals

Unit- III: Digital Journalism Tools (10 Lectures)

- Written Language
- Digital Photo Journalism
- Audio Visual Productions
- Use of Animation, Graphics and Cartoons

Unit- IV: Digital Journalism Practicals (30 Lectures)

- Create Web Page
- Create Facebook Page
- Create Youtube Channel
- Write for any One of Digital Media

Unit- V: Reach and Outspread (10 Lectures)

- Use of Mobile (MoJo)
- Digital Reach and Expansion
- Likes, Subscribe and Share
- Digital Divide in India

Unit- VI: Responsibility and Reliability (10 Lectures)

- Sources : Untrustworthiness
- Fake News and its Fact Findings Techniques
- Rumours and Gossips
- Prejudice and Partiality

Unit- VII: Digital Journalism: Ethical Issues (10 Lectures)

- New Amendments about Social Media (2021)
- Ethics of Online Journalism
- Digital Media Ethics
- Cyber Laws in India

Unit- VIII: Digital Journalism Practicals (30 Lectures)

- Find the Fake News
- Find and Analyze the Cyber Crime News
- Search the News about Rumours and Gossips
- Search the Unlawful Posts on Social Media

Suggested Reading:

1. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication.
2. Saxena Sunil (2006), Headline Writing, Sage.
3. Kim Jihoon :Between film, video and the digital, Bloomsbury.
4. Davisson Amber, Controversies in Digital ethics, Bloomsbury.
5. Rey G Rosales (2006), The Elements of Online Journalism, iUniverse, U.S.
6. Jim Foust (2011), Online Journalism: Principles and Practices of News for the Web, Routledge.
7. Tapas Ray, Online Journalism, Cambridge University Press, 2011

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Semester – IV	Paper - VI
Course Code: BVC-JM 406 T/P	Title of the Course: Translation
Credits: 06	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

4. To make the students understand the process of translation
5. To prepare them to become professional translators
6. To give them hands-on experience in translation

Detailed Syllabus:

Unit I : Basics of Translation as a Process (10 Lectures)

- What is Translation? How is it done?
- Different modes and Disciplines
- Significance of translation in academia and media
- Myths about Translation

Unit II : Types of Translation - I (10 Lectures)

- Formal translation
- Word translation: Verbal, literal and lexical level
- Semantic Translation
- Translation as Paraphrase, Adaptation
- Affective and Symbolic Translation

Unit III : Types of Translation - II (10 Lectures)

- Free Translation
- Creative translation
- Experimental or Double Translation
- Film Adaptations: Dubbing as Translation, Subtitling as Translation

Unit IV : Theories and Trends in Translation (10 Lectures)

- Historical Theories of Translation in Past Classics and Canons:
- Translations of Epics, Scriptures and stories in Mythology
- Modern Theories in Translation: Impact of Technology
- Changing trends and ideas in translation

Unit V : New Possibilities and Strategies in Translation (10 Lectures)

- Significance of Synonyms and Accuracy levels in Translation
- Translation in Social Media and Literature: A Comparative glance
- Translation in Re-Scripting for different audience or readers
- Importance of Translation as Original Writing

Unit VI : Mass media and Translation - I (10 Lectures)

- Social importance of Mass media
- Features of Print media
- Aspects of Electronic media
- Characteristics of Spoken media
- Translation issues regarding language use in Mass Media

Unit VII : Mass media and Translation - II (10 Lectures)

- News Translation
- Feature Translation
- Article, Editorial Translation
- Story Translation

Unit VIII : Translation Project (50 Lectures)

- Student will have to complete a translation project in given format.

Suggested Readings:

1. Baker, Mona and Gabriela Saldanha, eds. Routledge Encyclopaedia of Translation Studies. Routledge, London/New York, 1998.
2. Bassnett, Susan-McGuire. Translation Studies. Methun /Routledge, London, 1980.
3. Bassnett, Susan-McGuire and Andre Lefever (eds). Translation, History and Culture. Pinter Publishers, London, 1990.
4. Das, Sisir Kumar. A History of Indian Literature: 1800-1910. Vol. I. Sahitya Akademi, New Delhi, 1991.
5. A History of Indian Literature: 1911-1956. Vol II, Sahitya Akademi, New Delhi

6. Deb, Amiya. *The Idea of Comparative Literature*. Papyrus, 1984.
7. Guha, Ranjit and Spivak Gayatri. eds. *Selected Subaltern Studies*. Oxford University Press, New York and Oxford, 1988.
8. Lakshmi, H (ed). *Problems of Translation*. Hyderabad: Books links Corporation,
9. Mukherjee, Sujit. *Translation as Discovery*. Orient Longman, 1994.
10. Robinson, Douglas(ed). *Western Translation Theory from Herodotus to Nietzsche*. St Jerome publishing, Manchester, 1997.
11. Sarang, Vilas. *The Stylistics of literary Translation*. University of Mumbai
12. Steiner, George. *After Babel: Aspects of Language and Translation*. OUP, 1975.
13. Venuti, Lawrence. *Re-thinking Translation: Discourse, Subjectivity Ideology*, Routledge, London and New York, 1992.
14. *The Translators invisibility: A History of Translation*. Routledge, 1995.
15. *Translation Studies Reader*. Routledge, London and New York. 2000.