

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce, and Science College, Ahmednagar
(Autonomous)
(Affiliated to Savitribai Phule Pune University, Pune)**



**National Education Policy (NEP)
Choice Based Credit System (CBCS)**

**Programme Skeleton and Syllabus of
B. Voc. Journalism and Mass Communication (Major)**

**Implemented from
Academic Year 2023-24**

Credit Distribution: B. Voc. JMC (Major) including Minor and OE and other courses.

	Type of Courses	III Yr
Major	Discipline-Specific Courses (DSC)	46
	Discipline Specific Elective (DSE)	08
	Skill Enhancement Courses (SEC)	06
	Vocational Skill Courses (VSC)	08
	On-Job Training (OJT)	04
	Field Project (FP)	04
	Community Engagement and Service (CEP)	02
	Research project	00
	Research Methodology	00
	Indian Knowledge System	02
	Total (I, II and III Year)	80
Minor	Minor	20
Other Courses	Open Elective (OE)/ Multidisciplinary Courses	12
	Co-Curricular Courses	08
	Ability Enhancement Courses	08
	Value Education Courses	04
	Total	132

B. Voc. JMC Programme Framework: Credit Distribution

Year	Semester	Level	Major											Minor	OE	CC	AEC	VEC	Total
			DSC		DSE		SEC		VSC		FP/OJT /IN/CEP		IKS						
I	I	4.5	T	P	T	P	T	P	T	P	T	P		T/ P	-	-	-	-	-
I	II	4.5	4	2	-	-	-	2	-	-	-	-	2	03	3	2	2	2	22
			6	-	-	-		2	-	2	-	-		03	3	2	2	2	22
Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor																			
II	III	5.0	6	2	-	-		2	-	-	-	2		03	3	2	2	-	22
II	IV	5.0	6	2	-	-		-	-	2	-	2		03	3	2	2	-	22
Exit Option: Award of UG Diploma in Major with 88 credits and an additional 4 credit core NSQF course /Internship or Continue with major and minor																			
III	V	5.5	8	2	2	2	-	-	-	2		2		04	-	-	-	-	22
III	VI	5.5	6	2	2	2	-	-	-	2		4		04	-	-	-	-	22
Exit Option: Award of UG Degree in Major and Minor with 132 credits																			

B. Voc. JMC Programme Framework: Course Distribution

Year	Semester	Level	Major										Minor	OE	CC	AEC	VEC	Total
			DSC		DSE		SEC		VSC		FP/OJT /IN/CEP		IKS					
I	-	-	T	P	T	P	T	P	T	P	T	P		T	P	-	-	-
I	I	4.5	2	1	-	-	-	1	-	-	-	-	1	1	1	1	1	10
	II	4.5	2	-	-	-		1	-	1	-	-		1	1	1	1	09
Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF course /Internship or Continue with major and minor																		
II	III	5.0	2	1	-	-		1	-	-	-	1		1	1	1	1	09
II	IV	5.0	2	1	-	-		-	-	1	-	1		1	1	1	1	09
Exit Option: Award of UG Diploma in Major with 88 credits and an additional 4 credit core NSQF course /Internship or Continue with major and minor																		
III	V	5.5	2	1	1	1	-	-	-	1		1		1	-	-	-	08
III	VI	5.5	2	1	1	1	-	-	-	1		1		1	-	-	-	08
Exit Option: Award of UG Degree in Major and Minor with 132 credits																		

Programme Framework (Course Distribution): B. Voc. JMC (Major)

Year	Semester	Level	Major											Total	
			DSC		DSE		SEC		VSC		FP/OJT /IN/CEP/PR		IKS		
			T	P	T	P	T	P	T	P	T	P	T	T	P/PR
I	I	4.5	2	1	-	-	-	1	-	-	-	-	01	03	02
I	II	4.5	2	-	-	-		1	-	1	-	-		02	02
II	III	5.0	2	1	-	-		1	-	-	-	1		02	03
II	IV	5.0	2	1	-	-		-	-	1	-	1		02	03
III	V	5.5	2	1	1	1	-	-	-	1		1		03	04
III	VI	5.5	2	1	1	1	-	-	-	1		1		03	04

Programme Framework (Credit Distribution): B. Voc. JMC (Major)

Year	Semester	Level	Major											Total
			DSC		DSE		SEC		VSC		FP/OJT /IN/CEP/RP		IKS	
			T	P	T	P	T	P	T	P	T	P	T	
I	I	4.5	4	2	-	-	-	2	-	-	-	-	02	10
I	II	4.5	6	-	-	-		2	-	2	-	-		10
II	III	5.0	6	2	-	-		2	-	-	-	2		12
II	IV	5.0	6	2	-	-		-	-	2	-	2		12
III	V	5.5	8	2	2	2	-	-	-	2		2		18
III	VI	5.5	6	2	2	2	-	-	-	2		4		18

Programme Framework (Courses and Credits): B. Voc. JMC (Major)

SN	Year	Sem.	Level	Course	Course Code	Title	CR
1	I	I	4.5	DSC-1	BVC-JM111T	Intro. to Comm. Studies	02
2	I	I	4.5	DSC-2	BVC-JM112T	History of Media	02
3	I	I	4.5	DSC-3	BVC-JM113P	Media Technologies	02
4	I	I	4.5	SEC-1	BVC-JM114P	Basics of Camera	02
5	I	I	4.5	IKS-1	BVC-JM115T	Indian Fine Arts	02
6	I	II	4.5	DSC-4	BVC-JM121T	Comm. Studies - II	03
7	I	II	4.5	DSC-5	BVC-JM122T	Intro. to Journalism	03
8	I	II	4.5	SEC-2	BVC-JM123P	Basics of Photography	02
9	I	II	4.5	VSC-1	BVC-JM124P	Social Media	02
10	II	III	5.0	DSC-6	BVC-JM231T	Media Theories	03
11	II	III	5.0	DSC-7	BVC-JM232T	News Reporting	03
12	II	III	5.0	DSC-8	BVC-JM233P	Camera Techniques	02
13	II	III	5.0	SEC-3	BVC-JM234P	Photo Editing	02
14	II	III	5.0	FP-01	BVC-JM235P	Photo Story	02
15	II	IV	5.0	DSC-9	BVC-JM241T	Media Laws and Ethics	03
16	II	IV	5.0	DSC-10	BVC-JM242T	News Editing	03
17	II	IV	5.0	DSC-11	BVC-JM243P	Basics of Video Editing	02
18	II	IV	5.0	VSC-2	BVC-JM244P	Writing for New Media	02
19	II	IV	5.0	CEP-01	BVC-JM245P	Community Service	02
20	III	V	5.5	DSC-12	BVC-JM351T	Media Audience	04
21	III	V	5.5	DSC-13	BVC-JM352T	Digital Journalism	04
22	III	V	5.5	DSC-14	BVC-JM353P	AV Production Process	02
23	III	V	5.5	DSE-01	BVC-JM354T	A) Advertising B) Film Appreciation	02
24	III	V	5.5	DSE-02	BVC-JM355P	C) Radio Production D) Graphic Design	02
25	III	V	5.5	VSC-3	BVC-JM356P	New Media Production	02
26	III	V	5.5	FP-02	BVC-JM357P	New Media	02
27	III	VI	5.5	DSC-15	BVC-JM361T	Media : Society & Culture	03
28	III	VI	5.5	DSC-16	BVC-JM362T	Broadcast Journalism	03
29	III	VI	5.5	DSC-17	BVC-JM363P	Advance Camera Tech.	02
30	III	VI	5.5	DSE-03	BVC-JM364T	A) Int. Marketing Comm. B) Film Studies	02
31	III	VI	5.5	DSE-04	BVC-JM365P	C) Sound Design D) Editing Techniques	02
32	III	VI	5.5	VSC-4	BVC-JM366P	Digital Marketing	02
34	III	VI	5.5	OJT-01	BVC-JM367P	Internship	04

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
**New Arts, Commerce and Science College, Ahmednagar
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Board of Studies in B. Voc. Journalism and Mass Communication (Major)

Sr. No.	Name	Designation
1.	Dr. Bapu Chandanshive	Chairman
2.	Mr. Sandip Girhe	Member
3.	Mr. Abhijeet Gajbhiye	Member
4.	Mrs. Shweta Bangal	Member
5.	Mr. Rohan Tayde	Member
6.	Mr. Akshay Shelar	Member
7.	Dr. Shivaji Jadhav	Academic Council Nominee
8.	Dr. Ravindra Chincholkar	Academic Council Nominee
9.	Mr. Vishram Dhole	Vice-Chancellor Nominee
10.	Mr. Ranjeet Pandit	Alumni
11.	Mr. Assim Tribhuvan	Industry Expert

1. Prologue/ Introduction of the programme:

This three year B. Voc. program in Journalism and Mass Communication is offered at Department of Communication Studies, New Arts, Commerce and Science College, Ahmednagar (Autonomous), affiliated to Savitribai Phule Pune University, Pune. The media and communication industry has a widespread influence on the world around us, and this program helps enable students to be a part of that revolution. In recent years, the field of mass media and communication has evolved into a partially interactive concept that touches almost every aspect of human life. With the sheer proliferation of media into our lives through newspapers, television, and the internet the field of mass communication is gaining popularity like never. This undergraduate degree in Journalism and Mass Communication brings an opportunity to students to nurture themselves as media professional. The scope of mass media as a field is increasing and there is never a dearth of job opportunities.

This program is designed to offer a practical training approach towards all the areas of media and communications. This programme imparts intensive hands-on training in photography, social media, new media, digital marketing, journalism, advertising, film studies, well as digital journalism including news reporting, editing, mobile and broadcast journalism.

Department have well-equipped facilities and advance industry standard infrastructure for this. Students will also develop critical understanding of the way content is produced and consumed in the multi-platform and digitized environment of media industries. This program introduces students to a dynamic mix of theoretical, technical and critical approaches and to a range of practical experience across the sector. This program can equip students with the skills and insights required to be successful in the media environment. Students will explore how the media create meaning and how technology shapes the ways we communicate. With its unique blend of theory and practice, this program works towards the creation of a lively group of media ‘thinking do-ers’ and ‘doing thinkers’ at the same time.

The program will mediate the recruitment of candidates oriented to different areas of the media and communications industry, such as video production, digital journalism, mobile journalism, broadcast journalism, public relations, digital marketing and it will also mediate the enrolment of candidates planning an academic career along with careers in media and cultural industries, governmental agencies, public service organizations, and NGOs.

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 learn, practice and master the following objectives.

1. To become well-versed in the basics of media and communication studies.
2. To inculcate concepts of mediated communication, its role and importance in society.
3. Develop creative temperament and mindset for new media and visual production.
4. Develop an ability to define the meaning and purpose of mediated communication.
5. Enable students to create, design and produce multimedia products.
6. Apply media skills and practices in context of social and cultural milieu of the region.
7. Develop an ability to act with an informed awareness of issues and in civic life.
8. Inculcate students' ability to think critically and objectively.
9. To develop competent and efficient Media professionals.

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B. Voc. Journalism and Mass Communication (Major)

Title of the Course: Introduction to Communication Studies								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-1	BVC-JM111T	02	00	02	30	15	35	50

Learning Objectives :

1. Learn basic concept of communication.
2. Understand different types and forms of communication.
3. Learn basic theories about process of communication.

Course Outcomes (Cos)

1. To understand the basics of communication.
2. Critically analyses the key aspect of communication.
3. Develop a perspective about communication process.

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 : Forms of Communication:

07 Lectures

- Intra Personal Communication
- Interpersonal Communication
- Group Communication (Public, Crowd, Small Group)
- Mass Communication

Unit III : Verbal Communication

04 Lectures

- Universals of Verbal Communication
- Meaning & Barriers in Verbal Communication
- Language, Sub-Language & Culture
- Elements of speech communication

Unit IV : Non-Verbal Communication

04 Lectures

- Non-Verbal behaviour as communication
- Body Communication-Body movement, Facial Communication
- Space Communication-Physical environment
- Silence, Paralanguage & Temporal communication

Unit V : Communication models

07 Lectures

- Basic communication models
- Shannon and Weaver's model,
- Lasswell's model, Wiber & Shram model
- Gerbner's model

Suggested Reading :

1. Baran Stanley, Introduction to Mass Communication: Media Literacy and Culture, McGraw-Hill Higher Education; 6th edition (2009)
2. Datar Sushma, SanvadVishwa (Marathi), Diamand Publication, (2015)
3. Fiske, J., Introduction to Communication Studies, Routledge publications, (1990).
4. McQuail, Denis., Mass Communication Theory, London, Sage, (2000)
5. Kumar Keval J., Mass Communication in India, Jayco, Mumbai, (2001)
6. Malhan P. V. Communication Media Yesterday, Today & Tomorrow, New Delhi.
7. McLuhan, Marshall. Understanding Media: The Extensions of Man. Cambridge: The MIT Press, 1994.
8. Dr. Pawar Sudhakar, Sanvad Shastra, Mansamman Prakashan, Pune
9. Schramm Wilbur, Mass Communication, University of Illinois, 1960.

Suggested Material :

1. A Brief History of Communication
<https://www.youtube.com/watch?v=rDkxsNmKDGk>
<https://www.youtube.com/watch?v=0ay2Qy3wBe8>
2. Types of Communication
<https://www.youtube.com/watch?v=gh3UHwWfbjc>
3. Communication Skills
<https://www.youtube.com/watch?v=IsrfMamFoRI>

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Syllabus
B. Voc. Journalism and Mass Communication (Major)

Title of the Course: History of Media								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-2	BVC-JM112T	02	00	02	30	15	35	50

Learning Objectives :

1. To know and understand history of traditional and print media.
2. Learn important stages in development of media platforms.
3. Identify the timeline in to present status of various mass media.

Course Outcomes (Cos)

1. To acquaint students with the glorious journey of mass media.
2. To inculcate the knowledge of growth of print, radio, TV and cinema.
3. To develop the relation between past and present mass media environment.

Detailed Syllabus :

Unit I : History of Folk Media

(7 lectures)

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

Unit II : History of Press

(7 lectures)

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

Unit III : Print Technology

(7 lectures)

- The earliest known form of printing
- Gutenberg Revolution
- Development in printing technologies: Press to 3D Printing
- Components of printing: CMYK, Paper, Other Material, Machineries

Unit IV : Broadcast Technology

(10 lectures)

- Indian Broadcasting: The Early Years
- Development of Radio and Television
- All India Radio at Independence, Early Experiments in Television
- Digital Radio, Cable and Satellite, CAS and DTH

Suggested Reading :

1. B.N.Ahuja, History Of Indian Press:Growth Of Newspapers In India, Surjeet Publication, (2015)
2. Baran Stanley, Introduction to Mass Communication: Media Literacy and Culture, McGraw-Hill Higher Education; 6th edition (2009)
3. Dr. P. Thangamani, History of Broadcasting in India, Ponniah Pathippagam, (2000)
4. G.S.C. Raguavan, The Press in India: a New History, Gyan Publishing House (1995)
5. H.R Luthra, Indian Broadcasting, Publications Division (2016)
6. K. B. Dutta, Mass Media in India, Akansha Publishing, India (2005)
7. Kaushalendra Saran Singh, History of Broadcasting in India Policies and Principles, Kaniska Publication (2012)
8. Kumar Keval J., Mass Communication in India, Jayco, Mumbai, (2001)
9. S. Natarajan, A History of Press in India, Asia Publishing House (1962)

Suggested Material :

1. <http://www.ddindia.gov.in>
2. <http://prasarbharati.gov.in>
3. <https://www.theindiapost.com/articles/history-of-indian-media/>

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Syllabus
B. Voc. Journalism and Mass Communication (Major)

Title of the Course: Media Technologies								
Year: I					Semester: I			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-3	BVC-JM113P	00	02	02	60	15	35	50

Learning Objectives :

1. To have operating expourse to audio visual technology.
2. Learn the creative use of information technology in media and communication.
3. Learn basic usage of computers in media and communication.

Course Outcomes (Cos)

1. Make aware with audio visual technology.
2. Develop skill for use of information technology.
3. Develop a creative perspective of use of technology.

Detailed Syllabus :

Unit I : History of Cinema (5 lectures)

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

Unit II : Evolution of Viewing Technology (15 lectures)

- Origins of the Screen: The CRT
- Types of Screens: Plasma, LCD, LED, OLED, TFT, Projector, HD, QHD, VR
- Important Concepts: Interlaced-Scan, Progressive Scan, Resolution, Pixel ratios, Aspect Ratios, Refresh rates.
- Convergence of technology

Unit III : Audio Technology (15 lectures)

- A brief history of sound recording from Acoustic to Digital era
- Technology basics: Frequency, Modulation (AM-FM) Bandwidth
- Compression and Encoding: Sampling, bit rates, storage v/s quality
- Elements of audio recording: Equipment's, Software's, Basic Physics of Sound

Unit IV : Computers in Communication

(25 Lectures)

- Introduction to Computer, Software and Hardware Devices,
- Computer System Concepts, Operating System and Network
- MS Office (Word, Excel, Publisher, Power Point)
- Paint, Calculator, Image editor, Text, PageMaker

Suggested Reading :

1. Alexis Leon & Mathews Leon, Fundamentals of Information technology, Vikas Publishing House, New Delhi
2. Gordon Brebner, Computers In Communication, McGraw-Hill Education (1997)
3. Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier.
4. White, G. (1982). Video techniques. London: Newnes Technical Books
5. Peter Combs and John Tiffin, TV production for Education.Focal Press (1978).
6. Peter Norton, Fundamentals of computer, McGraw-Hill Publishing House
7. Richard Lindheim, Inside TV Producing, Focal Press (1991).

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Syllabus
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Title of the Course: Basics of Camera								
Year: I					Semester: I			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
SEC-1	BVC-JM114P	00	02	02	60	15	35	50

Learning Objectives :

1. To have operating expourse to camera technology.
2. Learn basics of digital camera technology.
3. Learn the creative use of camera as a tool for visual expression.

Course Outcomes (Cos)

1. Make students to rethink the environment in which they live through the pictures.
4. Hands on training & practice to digital camera technology.
5. Develop an integrated perspective about image.

Detailed Syllabus:

Unit I : 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 II : Functions of Camera

(20 lectures)

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

Unit III : Understanding Light

(10 lectures)

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

Unit IV : Outdoor Exercise

(20 lectures)

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

Suggested Readings:

1. Bruce Barnbaum, The Art of Photography, Rocky Nook Publication, (2010)
2. Bruce Bloc, The Visual Story: Creating the Visual Structure of Digital Media, Routledge; 2nd edition (2007)
3. John Alton, Painting With Light, University of California Press (2013)
4. Mascelli, Practical Photography, Hind Pocket Books (2003)
5. Paul Martin Lester, Visual Communication: Images with Messages, Wadsworth Publication, (2013)

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Title of the Course: Indian Fine Arts								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical					
						CIE	ESE	Total
IKS-1	BVC-JM115T	02	00	02	30	15	35	50

Learning Objectives :

1. To know about Indian Artistic History and Perspective.
2. Learn the various views and eras in artistic expression.
3. Learn the base of Indian Art Environment.

Course Outcomes (Cos)

1. Make students to rethink about traditional and historical artistic environment.
2. Critical understanding of various modern art movements, art groups and artist in India.
3. Develop a critical understanding of Indian philosophy of art and aesthetics.

Detailed Syllabus:

Unit I : Architecture

(7 lectures)

- Protohistoric Period
- Historic Periods
- Buddhist and Jain Structure
- Hindu Architecture
- Northern Architecture
- Southern Architecture
- Deccan Architecture

Unit II : Sculpture

(7 lectures)

- The Mauryas
- The Guptas
- The Chalukyas
- The Cholas
- Other Remarkable Periods

Unit III : Painting

(7 lectures)

- In the north – Ajanta, Badami, Ellora
- In the south – Kanchipuram, Tanjavur, Hampi
- Miniatures – Bengal, Gujrat, Mandu
- Mughal Painting, Rajasthani Painting, Pahadi Painting
- Modern Indian Painting

Unit IV : Cultural History of Indian Performing Arts

(7 lectures)

- Beginnings of Performing Arts in Ancient India
- Bhakti Performing Arts
- Dance – Kathak, Bharatanatyam, Kuchipudi, Odissi, Manipuri, Kathakali, Lavani
- Hindustani Melodic, Hindustani Vocal, Carnatic Music

Suggested Readings:

1. Edith Tomory, History of Fine Arts in India, Orient Longman (1982)
2. Anand, Mulk Raj, The Hindu View of Art, Bombay, 1954.
3. Archer, W.G, Indian Painting in Bundi and Kotah, 1959.
4. Deva, Krishna, Temples of north India, National Book trust, India
5. Fergusson, James, History of Indian and Eastern Architecture, Vols I and II, Delhi, Munshiram Manoharlal, 1967
6. Gupta, R.S., and Mahajan, B., D. Ajanta and Ellora, Taraporevala, 1962.
7. Havell, E. B., The Art Heritage of India (comprising India Sculpture and Painting and Ideals of India Art) Revised Edition, Bombay, Taraporevala, 1964
8. Indian Art Through the Ages, New Delhi, The Publications Division, Govt. Of India
9. Nihar Ranjan Ray, 'The Rajput Style' in the Panorama of Indian Painting, The Publications Division 1971.
10. Vogel, J. Ph., Buddhist Art in India, Ceylon and Java, Oxford, Clarendon 1936.

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Title of the Course: Comm. Studies - II								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-4	BVC-JM121T	03	00	03	45	30	70	100

Learning Objectives :

1. Learn the basic structure of semiotics.
2. Learn the various views and aspect about meaning making approach.
3. Learn the methods of semiotic analysis of a media product.

Course Outcomes (Cos)

1. To understand the basics of Semiotics.
2. Critically analyses the semiotics in media and communication.
3. Develop a perspective about meaning making approach.

Detailed Syllabus:

Unit I : Introduction to Semiotics (10 Lectures)

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

Unit II : Semiotic Perspectives (15 Lectures)

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

Unit III : Semiotic Interpretations and Culture (10 Lectures)

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

Unit IV : Evolution of Mass Communication

(10 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

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.

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B. Voc. Journalism and Mass Communication (Major)

Title of the Course: Intro. to Journalism								
Year: I					Semester: II			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-5	BVC-JM122T	03	00	03	45	30	70	100

Learning Objectives :

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of elements of journalism.
3. To acquaint students with important aspects of the process of Journalism.

Course Outcomes (Cos)

1. To understand the history of print Media..
2. To understand the basics of print journalism.
3. To develop the skills of journalism.

Detailed Syllabus:

Unit I : History of Journalism

(7 Lectures)

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

Unit II : Nature of Journalism

(7 Lectures)

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

Unit-III- Organizational Structure

(7 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

(7 Lectures)

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

Unit-V- News Reporting

(7 Lectures)

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

Unit-VI- Feature Writing

(5 Lectures)

- Feature
- Editorial
- Sources
- Reporting beats

Unit-VII- Responsibilities

(5 Lectures)

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

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 Chalapathi. 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

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B. Voc. Journalism and Mass Communication (Major)

Title of the Course: Basics of Photography								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
SEC-2	BVC-JM123P	00	02	02	60	15	35	50

Learning Objectives :

1. To introduce students to basic concepts and importance of Photography.
2. To inculcate the knowledge of elements of photography.
3. Learn to practice the photography as means of visual expression.

Course Outcomes (Cos)

1. 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.

Detailed Syllabus:

Unit I : Introduction to Photography (07 lectures)

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

Unit II : Photo Composition (15 lectures)

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

Unit III : Understanding Light (08 lectures)

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

Unit IV : Outdoor Exercise

(20 lectures)

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

Unit V : 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

Suggested Readings:

1. Bruce Barnbaum, The Art of Photography, Rocky Nook Publication, (2010)
2. Bruce Bloc, The Visual Story: Creating the Visual Structure of Digital Media, Routledge; 2nd edition (2007)
3. Elizabeth Allen, The Manual of Photography, Routledge; 10th edition (2010)
4. John Alton, Painting With Light, University of California Press (2013)
5. Mascelli, Practical Photography, Hind Pocket Books (2003)
6. Mark Galer, Introduction to Photography: A Visual Guide to the Essential Skills of Photography and Lightroom, Routledge; (2015)
7. Paul Martin Lester, Visual Communication: Images with Messages, Wadsworth Publication, (2013)
8. Sir William Abney, Instantaneous Photography, Legare Street Press (2021)
9. Tom Ang, Photography: The Definitive Visual History, DK Publisher, (2022)

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
New Arts, Commerce and Science College, Ahmednagar
(Autonomous)
Syllabus
B. Voc. Journalism and Mass Communication (Major)

Title of the Course: Social Media								
Year: I					Semester: II			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-1	BVC-JM124P	00	02	02	60	15	35	50

Learning Objectives :

1. To introduce students to the fundamentals of social media technology.
2. To have a theoretical understanding of new media.
3. Understand the ethical, legal, social, and economic issues of social media.

Course Outcomes (Cos)

1. To develop knowledge and competencies in using digital media.
2. Design and create meaningful communication in social media.
3. Demonstrate critical and innovative thinking about digital media.

Detailed Syllabus:

Unit I : Digital Media (5 lectures)

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

Unit II : Social Site Networking (10 lectures)

- Facebook
- Instagram
- Twitter
- LinkedIn

Unit III : Mobile Based Platform (10 lectures)

- Whats App
- Telegram
- Snapchat
- LinkedIn

Unit IV : Video Platforms

(10 lectures)

- You Tube
- Viemo
- Reels
- Shorts

Unit V : Content Creation

(25 lectures)

- Writing for social media platforms
- Accessing Audiencs, Responding online
- Audio Visual Production
- Image processing

Suggested 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
3. Eugenia Siapera, Understanding new media, Sage Publication, (2012)
4. Leah A. Lierouw and Sonia Livingstone, The Handbook of new media, Sage Publication,
5. Paul Hodkinson, Media,Culture and Society – An introduction by, Sage Publication,
6. McQuail Denis, Mass Communication Theory, Sage Publication, 2004
7. Downing John et al, Questioning the Media, Sage Publication The Art of Social Media: Power Tips for Power Users, by Peg Fitzpatrick, Guy Kawasaki
8. Writing on the Wall: Social Media - The First 2,000 Years, by Tom Standage
9. The Social Organism: A Radical Understanding of Social Media, by Michael Casey
10. Social Media Marketing: An Hour a Day, by Dave Evans
11. Social Media Marketing Workbook, by Jason A. Mcdonald
12. Likeable Social Media, by Dave Kerpen Socialnomics: How Social Media Transforms the Way We Live and Do Business, by Erik Qualman