

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



Bachelor of Vocation (B. Voc.)
Syllabus of
Journalism and Mass Communication
Implemented from
Academic year 2021 -22

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A. Definitions and Keywords:

1. **Credit Based Semester System:** The degree programme and total credits of the same are divided into semesters. To complete the degree the students, need to complete the prescribed options of credits during all the semesters of an academic programme.
2. **Choice-Based Credit System:** The choice-based credit system provides choices for students to select courses from the range of available programmes.
3. **Academic Programmes:** A range of learning experiences offered to students formally for one to four years leading to a certificate, diploma, or degree. All the specified degrees were notified by the University Grants Commission (UGC) in the Gazette of India on 05 July 2014.
4. **Semester:** Semester consists of 15 to 18 weeks of academic work equivalent to 90 actual teaching days. The odd semester of the academic programme is usually scheduled from June to December and even semesters from January to May.
5. **Academic Year:** The consecutive (One odd and One even) semesters constitute one academic year.
6. **Course:** A course (Paper) is a unit of credits in a formal degree programme.
7. **Credit:** A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching or two hours of practical work/fieldwork per week.
8. **Credit Point:** It is a product of grade points and the number of credits of a course.
9. **Grade Point:** It is a numerical weight prescribed to each letter grade on a 10-point scale.
10. **Letter Grade:** Letter grade is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P, and F.
11. **Semester Grade Point Average (SGPA):** It measures the performance of work done in a semester. It is a ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.
12. **Cumulative Grade Point Average (CGPA):** It measures the overall cumulative performance of overall semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.

13. **Certificate (Marksheet):** Based on the grades earned, a Marksheet will be issued to all the registered students after every semester. The grade certificate will display the course details (code, title, number of credits, grade secured) and SGPA of that semester and CGPA earned till that semester.

14. **Transcript:** The degree transcript will be issued as per the demand of students.

B. Types of Courses:

1. **General Education Component (GEC):** These courses should lay emphasise on offering courses which provide holistic development.
2. **Skill Development Components (SDC):** Skill component of the programmes/courses shall be employment oriented.

C. Letter Grades and Grade Points

Letter Grade	Meaning	Percentage of Marks	Grade Points
O	Outstanding	90 and Above	10
A+	Excellent	75-89	9
A	Very Good	60-74	8
B+	Good	55-59	7
B	Above Average	50-54	6
C	Average	45-49	5
D	Pass	40-44	4
F	Fail	Less than 40	0
Ab	Absent	Absent	0
-	-	Fx (Detained, Repeat the course)	0
-	-	IC (Incomplete Course - Absent for examination but continue for the course)	0

D. CGPA and Grade

Sr. No.	CGPA	Grade
1.	9.50 and above	O (Outstanding)
2.	8.25 to 9.49	A+ (Excellent)
3.	6.75 to 8.24	A (Very Good)
4.	5.75 to 6.74	B+ (Good)
5.	5.25 to 5.74	B (Above Average)
6.	4.75 to 5.24	C (Average)
7.	4.00 to 4.74	D (Pass)
8.	Less than 4.00	F (Fail)

E. Computation of SGPA and CGPA

As per the UGC recommendations the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

1. The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student,

$$\text{i.e. SGPA (S}_i\text{)} = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

2. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme,

$$\text{i.e. CGPA} = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.

iii. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

Examination Pattern: The methods of internal and external evaluation will be finalized as per the recommendations of the academic council and approval of governing body of the institution.

It is expected that the examination cell will separately develop a guideline and manual containing all the forms and formats.

F. Internal Assignments:

Conducting only written tests should not be encouraged. More focus should be on non-written tests. Students should be encouraged to conduct various academic activities. A teacher must select a variety of the procedures for internal assessment suggested as follows.

- ◆ Mid-term Test
- ◆ On-line Test
- ◆ Computer Based Examination
- ◆ Open Book Test (concerned teacher will decide the allowed books)
- ◆ Tutorial
- ◆ Surprise Test
- ◆ Oral/Viva-voce
- ◆ Assignments
- ◆ Review of Research Paper
- ◆ Seminar Presentation
- ◆ Journal/ Lecture/ Library notes Student/ Teacher has to Preserve the Documentation of the Internal Assessment.

G. Project based/Practical/ Production Courses:

It is a continuous evaluation process. Evaluation will be on the basis of progress of project work, progress report, referencing, oral, results and documentation (for eg. Diaries) Attendance, punctuality, helping other production/projects are considered

Faculty of Arts and Humanities

Bachelor Vocation Journalism and Mass Communication

Rules and Regulations

1. The B. Voc. Journalism and Mass Communication programme is of 3 academic years and 6 semesters. The total number of credits requirements for programme is 180 credits.
2. The B. Voc. degree will be awarded to the students who complete a total of 180 credits in a minimum of three years by completing an average of 30 credits per semester.
3. Each theory credit is equivalent to 15 clock hours of teaching and each practical credit is equivalent to 30 clock hours teaching in a semester.
4. Semester Grade Point Average (SGPA) will be calculated based on 30 credits and Final Cumulative Grade Point Average (CGPA) will be calculated based on 180 credits of all Six semesters.
5. The duration of each theory semester is 16-20 weeks in which at least 12-week classroom teaching and 03 weeks of continuous internal assessment is a must.
6. The duration of each practical semester is 16 to 20 weeks in which at least a 14-week laboratory session and one week of internal evaluation including viva and dissertation certification is a must.
7. The student can complete the three-year degree programme in a maximum of five years by completing fewer credits in each semester. This rule does not apply to practical courses, a student needs to opt for practical courses in the two years of the degree programme.
8. All the Courses are compulsory.
9. Students are not allowed to opt for the credits from another department.

Bachloer of Vocation Journalism and Mass Communication (B.Voc. JMC)

Distribution of Credits

Type of Courses	Total Credits	Credits/ semester
General Education Component (GEC)	72	12
Skill Development Components (SDC)	108	18
Total	180	30

(B.Voc. JMC) Course Distribution

Class	Semester	Subjects	Courses	GEC	SDC	Project	Total Credits
				T	T/P	P	
B.Voc. JMC I	I	01	06	03	03	-	30
B.Voc. JMC I	II	01	06	03	03	-	30
B.Voc. JMC II	III	01	06	03	03	-	30
B.Voc. JMC II	IV	01	06	03	03	-	30
B.Voc. JMC III	V	01	06	03	03	-	30
B.Voc. JMC III	VI	01	05	03	02	01	30

Distribution of Credits

Class	Semester	Course and their credits in Bracket	
		GEC	SDC
B.Voc. JMC I	I	GEC - 01 (04)	SDC - 01 (06)
B.Voc. JMC I	I	GEC - 02 (04)	SDC - 02 (06)
B.Voc. JMC I	I	GEC - 03 (04)	SDC - 03 (06)
B.Voc. JMC I	II	GEC - 04 (04)	SDC - 04 (06)
B.Voc. JMC I	II	GEC - 05 (04)	SDC - 05 (06)
B.Voc. JMC I	II	GEC - 06 (04)	SDC - 06 (06)
B.Voc. JMC II	III	GEC - 07 (04)	SDC - 07 (06)
B.Voc. JMC II	III	GEC - 08 (04)	SDC - 08 (06)
B.Voc. JMC II	III	GEC - 09 (04)	SDC - 09 (06)
B.Voc. JMC II	IV	GEC - 10 (04)	SDC - 10 (06)
B.Voc. JMC II	IV	GEC - 11 (04)	SDC - 11 (06)
B.Voc. JMC II	IV	GEC - 12 (04)	SDC - 12 (06)
B.Voc. JMC III	V	GEC - 13 (04)	SDC - 13 (06)
B.Voc. JMC III	V	GEC - 14 (04)	SDC - 14 (06)
B.Voc. JMC III	V	GEC - 15 (04)	SDC - 15 (06)
B.Voc. JMC III	VI	GEC - 16 (04)	SDC - 16 (06)
B.Voc. JMC III	VI	GEC - 17 (04)	SDC - 17 + SDC - 18
B.Voc. JMC III	VI	GEC - 18 (04)	Project of 12 Credit

Structure of CGPA and Marking Scheme

Semester – I

Semester	Course Code	Type of Course	Course Name	Credits	Maximum Internal Marks	Maximum External Marks	Total
I	GEC – 01	Theory	X	04	50	50	100
I	GEC - 02	Theory	X	04	50	50	100
I	GEC – 03	Theory	X	04	50	50	100
I	SDC – 01	Practical	X	06	75	75	150
I	SDC – 02	Practical	X	06	75	75	150
I	SDC – 03	Practical	X	06	75	75	150
Semester Total				30	375	375	750

Semester – II

Semester	Course Code	Type of Course	Course Name	Credits	Maximum Internal Marks	Maximum External Marks	Total
I	GEC – 04	Theory	X	04	50	50	100
I	GEC – 05	Theory	X	04	50	50	100
I	GEC – 06	Theory	X	04	50	50	100
I	SDC – 04	Practical	X	06	75	75	150
I	SDC – 05	Practical	X	06	75	75	150
I	SDC – 06	Practical	X	06	75	75	150
Semester Total				30	375	375	750

Semester – III

Semester	Course Code	Type of Course	Course Name	Credits	Maximum Internal Marks	Maximum External Marks	Total
I	GEC – 07	Theory	X	04	50	50	100
I	GEC – 08	Theory	X	04	50	50	100
I	GEC – 09	Theory	X	04	50	50	100
I	SDC – 07	Practical	X	06	75	75	150
I	SDC – 08	Practical	X	06	75	75	150
I	SDC – 09	Practical	X	06	75	75	150
	Semester Total			30	375	375	750

Semester – IV

Semester	Course Code	Type of Course	Course Name	Credits	Maximum Internal Marks	Maximum External Marks	Total
I	GEC – 10	Theory	X	04	50	50	100
I	GEC – 11	Theory	X	04	50	50	100
I	GEC – 12	Theory	X	04	50	50	100
I	SDC – 10	Practical	X	06	75	75	150
I	SDC – 11	Practical	X	06	75	75	150
I	SDC – 12	Practical	X	06	75	75	150
	Semester Total			30	375	375	750

Semester – V

Semester	Course Code	Type of Course	Course Name	Credits	Maximum Internal Marks	Maximum External Marks	Total
I	GEC – 13	Theory	X	04	50	50	100
I	GEC – 14	Theory	X	04	50	50	100
I	GEC – 15	Theory	X	04	50	50	100
I	SDC – 13	Practical	X	06	75	75	150
I	SDC – 14	Practical	X	06	75	75	150
I	SDC – 15	Practical	X	06	75	75	150
Semester Total				30	375	375	750

Semester – VI

Semester	Course Code	Type of Course	Course Name	Credits	Maximum Internal Marks	Maximum External Marks	Total
I	GEC – 16	Theory	X	04	50	50	100
I	GEC - 17	Theory	X	04	50	50	100
I	GEC – 18	Theory	X	04	50	50	100
I	SDC – 16	Practical	X	06	75	75	150
I	SDC – 17	Practical	X	12	150	150	300
Semester Total				30	375	375	750

1. The mechanism for workload computation:
2. 01 credit is equivalent to a 01-hour theory lecture per week
3. 01 credit is equivalent to a 02-hour duration per week

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's

**New Arts, Commerce and Science College, Ahmednagar
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Board of Studies in Journalism and Mass Communication

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 Tayade	Member
6.	Mr. Akshay Shelar	Member
7.	Dr. Shivaji Jadhav	Academic Council Nominee
8.	Dr. Ravindra Chincholkar	Academic Council Nominee
9.	--	Vice-Chancellor Nominee
10.	Mr. Ranjeet Pandit	Alumni
11.	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.

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

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 P	Reading Skills	06
SDC - 02	BVC-JM 105 P	ICT Skills	06
SDC - 03	BVC-JM 106 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 P	Print Journalism	06
SDC - 05	BVC-JM 205 P	Basics of Photography	06
SDC - 06	BVC-JM 206 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 & Television	04
SDC - 07	BVC-JM 304 P	Print News Editing	06
SDC - 08	BVC-JM 305 P	Photo Journalism	06
SDC - 09	BVC-JM 306 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 P	Broadcast Journalism	06
SDC - 11	BVC-JM 405 P	Digital Journalism	06
SDC - 12	BVC-JM 406 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 Laws & Ethics	04
GEC - 14	BVC-JM 502 T	Gender and Media Studies	04
GEC - 15	BVC-JM 503 T	Advertising & Public Relation	04
SDC - 13	BVC-JM 504 P	Broadcast News Reporting	06
SDC - 14	BVC-JM 505 P	Audio Visual Technology	06
SDC - 15	BVC-JM 506 P	Content Creation	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 P	Radio Programming	06
SDC - 17	BVC-JM 605 P	Production Project	12

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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
<ul style="list-style-type: none">• Why do we communicate?• Development of Human communication• Meaning & Elements/components of human communications;• Concept of Communication	
Unit II : Communication	07 Lectures
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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 Reading:

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

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:

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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, लोकवांडमयगृह, मुंबई, 1986.
12. दत्त आर. पी., इंडिया टुडे, अनु., देवधर य. ना., आजकालचा भारत, डायमंड, पब्लिकेशन,पुणे, 2006.

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**F. Y. B. Voc. Journalism and Mass Communication
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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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**F. Y. B. Voc. Journalism and Mass Communication
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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 prespective of vocabulary and reading.
4. Improve reading comprehension.
5. Develop critical comprehension reading strategies.

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**
Unit II : Vocabulary learning skills
Unit III : Reading Sessions
Unit IV : Analysing Texts
Unit V : Understanding Types of Text
Unit VI : Reading Excercise
Unit VII : Comprehension Reading Strategies
Unit VIII : Reading Sessions

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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

(7 Lectures)

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

Unit- II: Computer Generation

(7 Lectures)

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

Unit- III: Input & Output Devises

(2 Lectures)

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

Unit- IV: Operating System

(2 Lectures)

- Microsoft Windows, Apple mac OS, Linux OS

Unit- V: Screen Resolution

(5 Lectures)

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

Unit- VI: Hardwar

(2 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

(5 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

(7 Lectures)

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

Unit-II: Listening skills

(7 Lectures)

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

Unit-III: Spoken Skills

(7 Lectures)

- Pronunciation
- Intonation
- Inflection
- Stress

Unit-IV: Reading Skills (7 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 (7 Lectures)

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

Unit-VI: Sentence (7 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 (7 Lectures)

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

Unit-VIII: Punctuation (7 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 (30 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 Trillian 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, स्वतंत्र्यतोतर 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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**F. Y. B. Voc. Journalism and Mass Communication
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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

(7 Lectures)

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

Unit-II: Journalism Nature

(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

(7 Lectures)

- Feature
- Editorial
- Sources
- Reporting beats

Unit-VII: Responsibilities

(7 Lectures)

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

Unit- VIII: Media Relations

(7 Lectures)

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

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

(07 lectures)

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

Unit- II: Basics of Camera

(07 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 (07 lectures)

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

Unit- IV: Image Files and Formats (07 lectures)

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

Unit- V: Photo Composition (07 lectures)

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

Unit- VI: Understanding Light (07 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 (07 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. 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

(7 Lectures)

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

Unit-II: Writing Sources

(7 Lectures)

- Imagination
- Observation and Depiction
- Experiences
- Formal Happenings

Unit-III: Beginning to Write

(7 Lectures)

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

Unit-IV: Formal Writing (7 Lectures)

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

Unit-V: Informal Writing (7 Lectures)

- Literatures
- Letters to family
- Autobiography
- Memoire

Unit-VI: Writing and Editing (7 Lectures)

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

Unit-VII: Writing for Media (7 Lectures)

- Print Media
- Radio
- Television
- Film

Unit-VIII: Writing for New Media (7 Lectures)

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

Practical

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	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 characteristi '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

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. Abir Chattopadhyay: *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 – II	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: 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: Constitutional Amendments: Scope and Limitations.

- Constitutional Provisions
- Major constitutional Amendments (42,44 and 86)
- Basic structure of the Indian Constitution

Unit- IV: Indian Judiciary

- The Supreme Court
- The High Court
- Subordinate 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 Reading:

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. 5)Jha Rajesh, 2012, Fundamentals of Indian Political System. Delhi, Dorling Kindersley (India) Pvt Ltd, Pearson Education Society.
6. Indian polity by Laxmikanth
7. 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

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

Unit- II: Production Process

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

Unit- III: Technical People and Work

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

Unit- IV: Non-Technical People and Work

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

Unit- V: Film / Television Making Terminology

- Camera
- Lighting
- Sound
- Editing

Unit- VI: Television Programming and Genres

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

Unit- VII: Television Industry

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

Unit- VIII: Understanding News Production

- 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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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: Writing for News Paper

(10 Lectures)

- Concept of news editing
- Need of editing
- Concept of gate-keeping
- News editor

Unit-II: Print News

(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-III: Nature of News

(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-IV: News Editing Practicals (30 Lectures)

- Reporting of news
- Editing of news
- Editing process
- Proofreading

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

- Concept of news editing
- 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)

- Editing of Hard news
- Editing of soft news
- Editing crime news
- Editing of entertainment news, ect.

Practical

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

Suggested Readings:

- Richard, Communication Skills
- A.E. Schwartz, Communication Skills
- Leena Sen, Communication Skills
- John Niles on, Communication Skills

- Juluis, Fast Body Language
- Feature Writing- a Practical introduction- Susan Paper, SAGE Publications
- Brendan Hennessy, Writing Feature Articles, 4th edition, focal press
- सुनील माळी, बातमीदारी भाग-१,२ आणि ३, राजहंस प्रकाशन
- प्रसन्नकुमार अकलुजकर, फिचर रायटींग, राजहंस प्रकाशन

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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: Photojournalism 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. Distinguish between the literary genres.
2. Write for 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 Creative Writing-I (10 Lectures)

- Plot and Subplots
- Setting, Characters
- Dialogue, Point of View
- Literary Devices

Unit- VI: Elements of Creative Writing-II (10 Lectures)

- Figurative Language
- Elements of Style
- Grammar and the Structure of Language
- Proof Reading and Editing

Unit VII: Creative Writing for Media (10 Lectures)

- Web Content Writing
- Blog Writing
- Script Writing
- Journalistic Writing

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

- Fictional writing
- Forming story
- Style of writing
- Development of characters

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

Unit- VII: Audience Measurement Systems

(7 Lectures)

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

Unit- VIII: A View from 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 and 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: 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)

- What is Advertising
- 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

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

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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
- Characteristics of broadcast media
- Broadcast media: radio and TV
- Development of broadcast journalism

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

- Brief history of Indian radio
- Nature of radio journalism
- Language of radio news
- Briefness and shortness

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

- State, national and international news
- Reporter and correspondents
- Sound bites
- AIR news sevices: Nature and scope

Unit- IV: Radio Journalism Practicals (30 Lectures)

- Write the news for radio
- Editing and rewriting
- Sound bites
- News writing and recording

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

- Brief history of Indian television
- Nature of TV journalism
- Visuals and language for news
- Briefness and shortness

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

- Nature of TV news reporting
- Reporters and camerapersons
- Audio visual bites
- State, national and international news

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

- Nature of TV news room
- Input and Output head
- Assignment Editor
- News Producers

Unit- VIII: Radio Journalism Practicals (30 Lectures)

- Reoprtng the news for TV
- Editing and rewriting
- News analysis / Visit to local new channel
- News recording/ Watching

Suggested Readings:

1. Herbert Zettle, Handbook of Television Production.
2. Frederich 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 enrich the power of Imagination.
2. To enhance the skill of writing.
3. To upkeep critical thinking and writing.

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)

- View the Web Portal
- Watch the Youtube News Channel
- Write for Web Portal
- Download News app, Read and Analyze

Unit- V: Reach and Outspread (10 Lectures)

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

Unit- VI: Responsibility and Reliability (10 Lectures)

- Sources : Untrustworthiness
- Fake News
- Rumours and Gossips
- Prejudice and Partiality

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

- Journalistic Ethics
- Ethics of Online Journalism
- Digital Media Ethics
- Cyber Laws in India

Unit- VIII: Digital Journalism Practicals (30 Lectures)

- Find the Fake News
- View and Analyze the News Portal
- Search the News about Rumours and Gossips
- Analyze Online News

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. Davison 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)

1. To make the students understand the process of translation
2. To prepare them to become professional translators
3. 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 (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 : Translation and other issues (10 Lectures)

- Translation and Culture
- Translation and Gender
- Politics of Translation
- Translation and Caste

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. Translation Studies Reader. Routledge, London

**T.Y.B. Voc.
Semester - V**

Course Type	Course Code	Course Title	Credits
GEC - 13	BVC-JM 501 T	Media Laws and Ethics	04
GEC - 14	BVC-JM 502 T	Gender and Media Studies	04
GEC - 15	BVC-JM 503 T	Advertising and Public Relation	04
SDC - 13	BVC-JM 504 P	Broadcast News Reporting	06
SDC - 14	BVC-JM 505 P	Audio Visual Technology	06
SDC - 15	BVC-JM 506 P	Content Creation	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 P	Radio Programming	06
SDC - 17	BVC-JM 605 P	Production Project	12

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Semester – V	Paper – I
Course Code: BVC-JM 501T	Title of the Course: Media Laws and Ethics
Credits: 04	Total Lectures: T– 60 Hours

Course Outcomes (Cos)

1. To help students gain understanding of media laws in India.
2. To introduce students to legal and ethical issues related to media.
3. To give their implications on the profession of media.
4. To develop a personal critical perspective about media ethics.

Detailed Syllabus:

Unit- I: Broadcasting Law

(07 Lectures)

- Cable TV network Regulation Act
- Advertising code
- Cinematography act 1952
- Film censorship

Unit- II: Indian Media and the State

(08 Lectures)

- Parliamentary Privileges
- Working Journalist Act
- Official Secrets Act
- Defamation and Contempt of court

Unit- III: Media Organizations and the Context

(07 Lectures)

- Press Council and its Role ,Function and Powers
- Prasar Bharati, Responsibilities,
- Functions and Limitations
- Broadcasting Codes

Unit- VI: Copyright Issues and the Context (08 Lectures)

- Copyright Act
- Piracy and Plagiarism
- Piracy and Legal Disputes
- Piracy issues and Media

Unit- V: Cyber laws - 1 (07 Lectures)

- Introduction to Cyber laws
- Media Regulation in India
- Cyber Crimes
- Right to Information

Unit- VI: Cyber Laws - II (08 Lectures)

- IT act of 2000,
- Amendment of IT act in 2008
- Measures against digital Piracy
- Social Media and OTT platform – self regulation

Unit- VII: Ethics issues in Indian Media Context (07 Lectures)

- Ethics – An Introduction
- Morals vs. Ethics
- Code of Ethics
- Social Responsibility of the Media

Unit- VIII: Ethical Issues and Manipulation (08 Lectures)

- Media Bias
- Hate Speech, Fake news and post truth
- Fact checking
- Trial by Media
- Pressures on media freedom

Suggested Readings:

1. Laws of the Press in India by Durga Das Basu Prentice Hall, Delhi
2. Indian Press Laws by Radhakrishnamuthi India Law House
3. Media and Press Laws by Gaurac Oberoi

4. Press Laws and Media Ethics by Anil K Dixit reference press
5. Media and Ethics by S.K. Aggarwal Shipri Publication
6. Basu, DD (2010) Law of the Press in India, Prentice – Hall India
7. Basu DD (2012) , Introduction to Indian Constitution, Prentice Hall India.
8. M. Neelamalar, Media Law and Ethics, PHI Private Learning Ltd., New Delhi.

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Semester – V	Paper – II
Course Code: BVC-JM 502 T	Title of the Course: Gender and Media Studies
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. To Introduction of Gender Consciousness.
2. Identify stereotypes of gender, race, class and sexual identity in media portrayals.
3. To Learn the Decent Issues of Gender.

Detailed Syllabus:

Unit- I: Introduction of Gender

(08 Lectures)

- Sex and Gender
- Types of Gender
- Gender Socialization and Gender Stereotyping
- Gender Stratification and Gender Discrimination

Unit- II: Gender Issues

(07 Lectures)

- LGBTQ
- Gender Perspectives of Body
- Social Construction of Femininity
- Gender-based Violence in Community and State

Unit- III: Gender and Society

(08 Lectures)

- Social Construction of Masculinity
- Social Status to LGBTQ
- Social Discrimination
- Economical Discrimination

Unit- IV: Feminism (8 Lectures)

- Liberal Feminism and Marxist Feminism
- Radical Feminism
- Socialist Feminism
- Black Feminism, Eco-Feminism

Unit- V: Gender -Cinema and Television (7 Lectures)

- Gender Portrayal in Indian Popular Cinema
- Gender Portrayal in Indian Television
- Women and LGBTQ Film Makers- Case Studies
- Gender Crisis in Cinema and Serials

Unit- VI: Gender and Advertisements (8 Lectures)

- Gender Representation
- Objectification of Women
- Sexism in Advertising
- New Media and Gender Depiction in Advertising

Unit- VII: Gender and Social Media (7 Lectures)

- Gender Bending
- Internet Infidelity
- Gender Movement and Social Media
- Case Study- Me Too, Free the TiT, Pink Chaddi Campaign

Unit – VIII: Media and Gender Movements (7 Lectures)

- Gender Inequality in Main Stream Media
- Gender Equality Policy and Legislation
- Movements for Gender Equality in Media- Cancel Culture
- Case Study- Disha Pinki Shaikh, Lakshmi Tripathi, Gauri Sawant, ect.

Suggested Reading:

1. Connell, R.W. (2002), Gender, Cambridge: Polity Press
2. S. Gunew (ed.) (1991), A Reader in Feminist Knowledge, London, Routledge.
3. Holmes M (2007), What is Gender?, New Delhi, Sage Publications.
4. Jackson S and Scott S (2002), Gender: A Sociological Reader, New York, Routledge.
5. Kessler S J and Mckenna W (1978), Gender: An Ethno methodological Approach, Chicago, University of Chicago Press.
6. Kimmel S Michael (2004), The Gendered Society: Reader, Oxford: Oxford University Press.
7. Lipman-Blumen J (1984), Gender Roles and Power, New Jersey, Prentice Hall.
8. Oakley A (1985), Sex, Gender and Society, London, Temple Smith.

9. Stanley L and Wise S. (1983), *Breaking out Again: Feminist Methodology and Epistemology*, London, Routledge.
10. Andrea N (1989), *Feminist Theory and Philosophies of Men*, New York, Routledge.
11. *Gender Inequality in Indian Media: A Preliminary Analysis*, UN Women, 2019.

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Semester – V	Paper – III
Course Code: BVC-JM 503T	Title of the Course: Advertising and Public Relations
Credits: 04	Total Lectures: T- 60 Hours

Course Outcomes (Cos)

1. To understand basic and emerging concepts and principles in the areas of advertising and public relations.
2. To learn the latest techniques of advertising and various tools of public relations.
3. To orient learners towards the practical aspects of advertising and public relations.

Detailed Syllabus:

Unit-I Introduction to Advertising

(07 Lectures)

- Origin and Evolution of Advertising
- Role and Functions of Advertising
- Definition and Characteristics of Advertising
- Indian and Global Advertising Industry

Unit- II Advertising Agencies

(08 Lectures)

- History of Advertising Agencies
- Role of Advertising Agencies
- Types of Advertising Agencies
- Top Advertising Agencies in India

Unit-III Marketing Communication

(07 Lectures)

- Marketing Strategy
- Marketing mix
- Product Mix
- Service Mix

Unit- IV: Consumer Culture (08 Lectures)

- Consumer behaviour
- Segmentation
- Targeting
- Product positioning

Unit- V: Integrated Marketing Communication (07 Lectures)

- Concepts, Features, and Elements
- Marketing Environment
- Role of advertising in marketing
- Changing Indian Marketing Environment

Unit- VI: Foundations of Public Relations (08 Lectures)

- Defining Public Relations
- History of Public Relations
- Public Relations as a Profession
- Effective Public Relations Skills

Unit- VII: Public Relations Practices (07 Lectures)

- Public Relations and Communication
- Events and Sponsorship
- Media Relations
- Writing a Press Release

Unit- VIII: Marketing Public Relations (08 Lectures)

- Role of Public Relations in Marketing
- MPR Activities
- Digital PR Tools for Marketing
- Modern PR Issues

Suggested Readings:

1. The New Rules of Marketing and PR, Scott D. M., Wiley Publications (2015)
2. Pandeymonium- Piyush Pandey on Advertising, Pandey P., Penguin Books Ltd. (2016)
3. Ogilvy on Advertising, David O., RHUS (1985)
4. Advertising, Brands and Consumer Behaviour- The Indian Context, Kumar S.R., Krishnamurthy A., Sage Publishing (2020)
5. Advertising Principles and Practice, Gupta R., S. Chand and Company (2012)

6. Advertising and Integrated Marketing Communications, Shah K., McGraw Hill Education (2017)
7. The Ultimate Marketing and PR Book: Digital Marketing, Perfect Public Relations, Davis E., Smith N., Teach Yourself (2019)
8. Effective Public Relations and Media Strategy, Reddi C.V.N., PHI Learning Pvt. Ltd. (2019)
9. जनसंपर्काचे अंतरंग, डॉ. रवींद्र चिंचोलकर, अक्षरधारा पब्लिकेशन (२०२१)
10. जनसंपर्क - बदलते आयाम, पुष्पेंद्र पाल सिंह, इंद्र पब्लिशिंग हाऊस (२०१९)
11. मीडिया, जनसंपर्क एवं विज्ञापन, रामप्रसाद मौर्य, अर्जुन पब्लिशिंग हाऊस (२०१८)
12. जनसंपर्क, संजय कप्तान, किशोर फुले, डायमंड पब्लिकेशनस (२००९)
13. जाहिरातींत तडजोड नाहीच!, सुभाष पवार, विश्वकर्मा पब्लिकेशनस (२०१६)
14. जाहिरात उद्योग, अनिल शिंदे, चेतक बुक्स (२०१९)
15. जाहिरात विश्व, संजय कप्तान, डायमंड पब्लिकेशनस (२०१६)

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Semester – V	Paper – IV
Course Code: BVC-JM 504P	Title of the Course: Broadcast News Reporting
Credits: 06 (4-T/2-P)	Total Lectures: T – 60 P – 60 Hours

Course Outcomes (Cos)

1. To enable students to write and produce programmes for Radio
2. To understand the development of Broadcast Journalism.
3. To introduce briefly the concepts of News Coverage and Presentation

Detailed Syllabus:

Unit I: Introduction

(10 Lectures)

- Concept of Broadcast Journalism
- Broadcast Reporting
- Types of Broadcast Reporting
- Radio and TV News Reporting

Unit- II: Radio Reporting

(10 Lectures)

- Characteristics of Radio
- Concept of Radio Reporting
- Radio News Reporting
- News Sources

Unit- III: Radio News Writing

(10 Lectures)

- Headlines
- Copy Writing
- Brevity and Neatness
- Use of Language

Unit- IV: Radio Practical (30 Lectures)

- Write the 15 headlines for Radio News
- Write the five news for Radio
- Record the Radio News with Headlines and Description (Individual)
- Record the News Bulletin (Group)

Unit- V: TV Broadcasting (10 Lectures)

- Television Broadcasting: Main Characteristics
- News Broadcasters and Digital Association
- BARC India
- Ownership Pattern and Financial Issues

Unit- VI: TV News Broadcasting (10 Lectures)

- Input Head
- News Editing News Features
- News Features
- Live Broadcasting

Unit- VII: TV News Coverage (10 Lectures)

- News Resources
- News Agencies
- Research for News
- Stringer, Reporter, Correspondent, Bureau Chief
- Cameraperson, Use of Mobile for Reporting

Unit- VIII: Television Practical (30 Lectures)

- Write the 10 headlines for TV News
- Write the five news for Television
- TV News Production
- Record the Two PTC for News Bulletin

Suggested Reading:

1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
5. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
6. Awasthi, G. C. Broadcasting in India, Allied Publications.

7. Chakravarthy, Jagdish. Net, Media and the Mass Communication., Authors press, New Delhi, 2004.
8. Bhargava, Gopal, Mass Media and Information Revolution, Isha Books, New Delhi, 2004.
9. Pavlik J.V., Media in the Digital Age, Columbia University Press.
10. Robert McLiesh, Radio Production, Focal Press.
11. Janet Trewin, Presenting on TV and Radio, Focal Press, New Delhi.
12. Andrew Boyd, Techniques of Radio and Television News Publisher, Focal Press, India.

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Semester – V	Paper – V
Course Code: BVC-JM 505P	Title of the Course: Audio Visual Technology
Credits: 06 (4-T/2-P)	Total Lectures: T– 60 I P-60 Hours

Course Outcomes (Cos)

1. To introduce students to basics of audio-visual technology.
2. To help students gain an understanding of use and function of various equipment's.
3. To acquire micro skills of using equipment's for audio visual projects.

Detailed Syllabus:

Unit- I: Understanding Audio Visual Form

(10 Lectures)

- Idea Generation
- Thinking in Images and Sounds
- 3 Act Structure
- Writing – from Concept to Scene

Unit- II: Narrative Technique

(10 Lectures)

- Story telling – Narration and Pitching
- Story telling through Camera
- Story telling through Editing
- Story telling through use of sound and music

Unit- III: Production Equipment and Technology

(30 Lectures)

- Camera types
- Audio / visuals cables and function
- Tripod and functions
- Lighting equipment's

Unit- IV: Basic Camera Function (10 Lectures)

- Overview of camera
- Composition
- Camera shot size
- Camera framing
- Camera angles and movement

Unit- V: Lighting (10 Lectures)

- Three point lighting
- Indoor and Outdoor lighting
- Soft lighting and Hard lighting
- Practical lighting

Unit- VI: Types of microphones for Sound recording (10 Lectures)

- Lavalier microphones
- Wireless microphones
- Directional microphone and accessories
- On camera microphones, Audio recorders

Unit- VII: Basics of Editing (10 Lectures)

- Introduction of the Editing software
- Understanding basic formats and projects set up
- Setting of the sequence/Arranging the footage
- Rough cut/Final cut
- Apply transition
- Rendering and exporting

Unit- VIII: Scene Exercise (30 Lectures)

- Student will have to complete an Practical Exercise like (Shoot a Scene)

Suggested Readings:

1. Monaco, J. How to read a film: The art, technology, language, history, and theory of film and media. New York: Oxford University Press
2. Millerson, G., & Owens, J. (2012). Television Production. Burlington: Elsevier Science.
3. Burrows, T. D (1986). Television production: Disciplines and techniques. Dubuque, Iowa
4. White, G. (1982). Video techniques. London: Newnes Technical Books

5. Peter.Combs and John Tiffin(1978). TV production for Education.Focal Press. 196 pages.
6. Richard .Lindheim. (1991) Inside TV Producing.Focal Press.328 pages.
7. Harcourt, A. The Independent producer: Film and television. London: Faber and Faber
8. Dancyger, K. (1999). The world of film and video production: Aesthetics and practices. Fort Worth: Harcourt Brace College Publishers.
9. Non linear Editing Basics, Electronic Film and Video Editing
10. Hart, Colin. (2012). Television Program Making. Focal Press
11. Bayes, S. (1999). The Avid handbook. Boston: Focal Press.
12. Vale, E., & Vale, E. (1998). Vale's technique of screen and television writing. Boston:
13. Anderson, G. H. (1984). Video editing and post-production: A professional guide.
14. Ivan Cury ()Directing and Producing for Television. A Formal Approach. 8. Cinematography Image making for Theory & Practice.

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Semester – V	Paper –VI
Course Code: BVC-JM 506 T/P	Title of the Course: Content Creation
Credits: 06(4-T/2-P)	Total Lectures: T –60 P –60 Hours

Course Outcomes (Cos)

Students will learn-

1. The basic concept of content writing
2. Social Media Content Creation
3. Disseminate content to target potential user

Detail Syllabus:

Unit I: Introduction to Content Creation (8 Lectures)

- What is Content
- Definition of Content Creation
- Conceptual Knowledge
- Importance in Digital Era

Unit II: Content Creation Ideas-Examples (7 Lectures)

- Blogs
- Podcasts
- Video
- Graphics

Unit III: Use of Social Channels (8 Lectures)

- Social Media Platforms
- Strength and Format
- User Statistic
- Monetization

Unit IV: Content Creation Essentials

(7 Lectures)

- Content Planning
- Content Strategy
- Target User
- Promotion

Unit V: Content Creation Process

(8 Lectures)

- Writing
- Editing
- Uploading and Publishing
- Promotion and Analysis

Unit VI: Writing a Blog

(7 Lectures)

- Blogging
- Blog Content
- Promotion
- Case Studies- Blogger, Wordpress, top bloggers in India

Unit VII Mobile Applications

(8 Lectures)

- News and Infotainment
- Content Creation
- Audio-Visual Stories
- Production and Distribution

Unit VIII Web Portal

(7 Lectures)

- Online Communication Medium
- News Portal
- Case Study- scroll.in, pari- <https://ruralindiaonline.org/en/>
- Challenges and Opportunities

Practical: -

(60 Lectures)

- Write a content for different kinds of websites
- Write a press release/press note for different kinds of occasions
- Write a blog about your favorite topic
- Case Studies

Suggested Readings: -

1. Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound by Lynda Felder
2. Blog Writing: The Content Creation Blueprint by Anthony James
3. How To Write Great Website Content in 2019 by Andy Williams
4. Content Writing Step-by-step by Robinson Joseph
5. Clout: The Art and Science of Influential Web Content by Colleen Jones
6. Letting Go of The Words: Writing Web Content That Works by Janice Redish
7. Mobile Usability by Jakob Nielsen and Raluca Budiu
8. How to understand social media and digital world Vol 1 & 2 by R. K. Kashyap

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Semester- VI	Paper- I
Course Code: BVC-JM - 601T	Title of the Course: Film Appreciation
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos):

1. To learn the history of cinema
2. To learn about world cinema and their prominent masters
3. To Learn Indian cinema in association with world cinema
4. To enhance the students' understanding of cinema

Detailed Syllabus:

Unit-I: Introduction to Images (8 Lectures)

- Moving from words to images
- Grammar of images
- Basic elements of image reading
- A brief history of moving image: Film to Video

Unit-II: Understanding Films (7 Lectures)

- What is cinema?
- How to read a film? (Film as a text)
- Cultural significance in relation to Film
- World Cinema and world view

Unit-III: Cinematic Concepts: (8 Lectures)

- Time and space and mise-en-scene
- Moving images and storytelling
- Genres, their origination, and current form
- Film theory – An overview

Unit-IV: Study of Iconic film directors and their styles (8 Lectures)

- Ingmar Bergman, Fredrico Fellini, Jean Luc Godard
- Alfred Hitchcock, George Lucas, Steven Spielberg
- Akira Kurosawa and Yasujiro Ozu
- Abbas Kiarostami, Majid Majidi and Jafar Panahi
- Other contemporary directors (Alejandro Inarritu, Dennis Villeneuve, etc.)

Unit-V: Study of Iconic Indian film directors and their Styles (8 Lectures)

- Satyajit Ray and Ritwik Ghatak
- V. Shantaram, Raj Kapoor and Guru Dutt
- Basu Chatterjee, Hrishikesh Mukherjee and Sai Paranjpye
- Other contemporary Indian filmmakers (Gauri Shinde, Lijo Jose Pellissery, etc.)

Unit-VI: Indian Cinema (7 Lectures)

- Indian storytelling
- Songs as an art form
- The difference in visual culture from western aesthetics
- How Indian Cinema changed over the decade

Unit-VII: Regional Cinema (8 Lectures)

- An overview of films made in regional languages
- A brief history of Marathi cinema
- Contemporary Marathi cinema
- Contemporary regional cinema

Unit-VIII: Cinema and Society (6 Lectures)

- Cinematic liberty
- Influence and importance of cinema
- Relationship between films and society
- Film literacy and its dire need

Suggested Readings:

- Bazin, Andre. (1967). What is Cinema?
- Bordwell, David & Thompson, Kristin. (1979). Film Art. An Introduction. McGraw-Hill Education, 2013.
- Monaco, James. (1977). How to read a film. University of California Press, 2004.
- Rajadhyaksha, Ashish. (2016). Indian Cinema: A very short introduction.
- Wood, Michael. (2012). Film: A Very Short Introduction.
- झणकर अनिल, सिनेमाची गोष्ट, राजहंस प्रकाशन.

- मत्तकरी, गणेश. (२०२२). चित्रपट प्रवाहांचा इतिहास: जागतिक आणि भारतीय. महाराष्ट्र राज्य साहित्य आणि संस्कृती मंडळ, मुंबई.

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Semester – VI	Paper – II
Course Code: BVC-JM 602 T	Title of the Course: Digital Humanities
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos)

1. Explore a broad spectrum of perspective on digital humanities.
2. Become thoughtful, critical and reflective user of digital tools and technology.
3. Critically examined the relationship between digital technologies and humanity.
4. Student will develop competency in writing for digital media.

Detailed Syllabus:

Unit- I: Conceptualizing the Digital Humanities (8 Lectures)

- A History of the Humanities in an Age of Digital Computing
- What exactly it is? What is “Digital” and what is “Humanities?”
- Digital Humanities: Meaning and Nature
- Features and Principles

Unit- II: The Humanities: Transitions (7 Lectures)

- The Tradition and the Core Concern of the Humanities
- Factors Responsible for Growing Importance of Communication
- The Digital turn Including the Timeline
- Social Construction of Technology

Unit- III: The Digital Humanities: Development (8 Lectures)

- Beginnings of the Intersection of Humanities with Computing
- The Second Wave: Qualitative and Generative
- Present State of DH
- Digital Humanity in India

Unit- IV: Digital Publishing in the Humanities (7 Lectures)

- Introduction: Opportunities and Challenges
- Tools and Systems
- Basics of Computing, Text Encoding, Editing Tools
- Word Press (Blogging), Word Press (Website)

Unit- V: Digital Libraries and Archiving (8 Lectures)

- Digital Preservation
- Existing Methods
- Digital Archives of Moving Images
- Digital Music Archiving

Unit- VI: Advanced Text Technologies (7 Lectures)

- Theory of Digital Texts
- TEI and XML, XSLT
- Text Editing and Digital Publication
- Philosophical Implications of the Digital Text

Unit- VII: Digital Visualization (8 Lectures)

- The Photograph and its Digital Surrogates
- Digital Preservation: Archiving and Organizing Still Images
- Databases for Visual Material
- Creative Commons

Unit- VIII: Data Mining and Analysis (7 Lectures)

- Discovering Platforms
- Extracting Data
- Interpreting and Analyzing Algorithms
- Big Data Analytics

SUGGESTED READINGS :

1. Adolphs, Svenja and Dawn Knight, editors. The Routledge Handbook Digital Humanities. Delhi: Routledge, 2020.
2. Berry, David M., and Anders Fagerjord. Digital humanities: Knowledge and critique in a digital age. John Wiley & Sons, 2017.
3. Bulkun, Mestrovic Deyrup & Mary. Transformative Digital Humanities: Challenges and Opportunities. Delhi: Routledge, 2020.
4. Crompton, Constance, Richard J. Lane, and Ray Siemens, eds. Doing digital humanities: Practice, training, research. Taylor & Francis, 2016.
5. Dobson, James E. Critical Digital Humanities: The Search for a Methodology. Chicago: University Illinois of Press, 2019.
6. Gairola, Roopika Risam and Rahul K. South Asian Digital Humanities: Postcolonial Mediations Across Technology's Cultural Canon. Delhi: Routledge, 2020.
7. Gold, Matthew, editor. Debates in the Digital Humanities. Minneapolis: University of Minnesota Press, 2012.

8. Karla, Maya Doddd & Nidhi. Exploring Digital Humanities in India Pedagogies, Practices, and Institutional Possibilities. Delhi: Routledge India, 2020.
9. Rosenzweig, Roy and Dan Cohen. Digital History: A Guide to Gathering, Preserving, and Presenting the Past on the Web. Pennsylvania: University of Pennsylvania Press.
10. Sabharwal, Arjun. Digital curation in the digital humanities: Preserving and promoting archival and special collections. Chandos Publishing, 2015.
11. Schnapp, Jeffrey. Digital Humanities. Cambridge: MIT Press, 2021. Schreibman, Susan and Ray Siemens, editors. A Companion to Digital Literary Studies. New Jersey: Blackwell Publishing, 2008.
12. Terras, Melissa, Julianne Nyhan, and Edward Vanhoutte, eds. Defining digital humanities: a reader. Routledge, 2016. Warwick, Claire, Melissa Terras, and Julianne Nyhan, eds. Digital humanities in practice. Facet Publishing, 2012.

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Semester VI	Paper III
Course Code: BVC-JM - 603T	Title of the Course: Brand Management
Credits: 04	Total Lectures: 60 Hours

Course Outcomes (Cos):

1. Basics of brand management.
2. Key brand-related terminology.
3. Key issues in building and maintaining brand.
4. Important frameworks and principles of branding.

Detailed syllabus:

Unit-I: Understanding Brands

(08 Lectures)

- What is a Brand?
- Products Vs Brands
- Journey from Product to Brand
- Need for Strong Brands

Unit-II: Key Terminologies

(07 Lectures)

- Branding
- Brand Assets
- Brand Positioning
- Brand Equity

Unit-III: Branding Components

(08 Lectures)

- Brand Identity
- Brand Image
- Brand Culture
- Brand Personality

Unit-IV: Brand Knowledge

(07 Lectures)

- Brand Awareness and Image
- Brand Personality
- Brand Recognition and Recall
- Case Study- Coca Cola, Mercedes, Apple

Unit-V: Brand Management (08 Lectures)

- Importance of Brand Management
- Tangible and Intangible Aspects
- Brand Positioning
- Brand Performance

Unit-VI: Brand- Consumer Relationship (07 Lectures)

- Brand Relationship
- Brand Loyalty
- Cult Brands
- Iconic Brands

Unit-VII: Consumer Behaviour (08 Lectures)

- Customer Segmentation
- Buying Behaviour
- VALS (Values and Lifestyle Survey)
- Effect of Celebrity Endorsement

Unit-VIII: New Age Challenges (07 Lectures)

- Country of Origin Effect
- Impact of Counterfeit Products
- E-Commerce
- Influence on Consumer Culture

Suggested readings:

1. Aaker, David. (1996). Building Strong Brands.
2. Beverland, Michael. (2018). Brand Management: Co-creating Meaningful Brands.
3. Keller, Kevin Lane. (1997). Strategic Brand Management.
4. Ed. Kotler, Philip & Cox, Keith Kohn. (1980). Marketing Management and Strategy: A Reader.
5. Pandey, Piyush. (2015). Pandeymonium.
6. Pandey, Piyush & Rangaswami, Anant. (2022). Open House with Piyush Pandey.

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Semester- VI	Paper- IV
Course Code: BVC-JM 604 T/P	Title of the Course: Radio Programming
Credits: 06 (4-T/2-P)	Total Lectures: T-60 P-60 Hours

Course Outcomes (Cos)

1. To provide an understanding of the operation of radio stations and the radio industry.
2. To expose students to the radio broadcast industry to comprehend technical and creative aspects of radio programming.
3. To demonstrate professional knowledge and skills for audio production.

Detailed Syllabus:

Unit-I: Introduction to Audio Production

- What is Audio Production? **(08 Lectures)**
- Basic Concepts
- Important Elements
- Types of Audio Production

Unit- II: Radio Industry

- Radio Broadcasting **(08 Lectures)**
- Market Size in India
- Global Radio Industry
- Relevance in 21st Century

Unit- III: Knowing the Studio

- Studio Layout **(08 Lectures)**
- Equipments
- Personnel in the production process
- Role and Responsibilities

Unit- IV: Recording Process

(08 Lectures)

- Presentation Skills
- Voice Modulation
- Vocal Dynamics
- Live Compering

Unit- V: Sound Editing

(08 Lectures)

- Editing
- Sound Effects
- Background Music
- Audio Editing Apps

Unit- VI: Dubbing

(08 Lectures)

- Importance of Dubbing
- Dubbing Artists
- Dubbing Process
- Tools for Dubbing
-

Unit- VII: Podcasts

(08 Lectures)

- Planning and Preparation
- Organizing Episodes
- Recording and Editing
- Publishing and Promotion

Unit- VIII: Practical Exercises

(60 Lectures)

- Visit to a Radio station, Dubbing Studio
- Interview a Voice Artist, RJ, or News Anchor
- Case Study- Community Radio, FM
- Audio Production Exercises- Voice over for a documentary, radio drama, audiobook

Suggested Readings:

1. Introduction to Radio, Apuke O.D., Lambert Academic Publishing, (2017).
2. Basic Radio and Television, Sharma S., McGraw Hill Education, (2017).
3. Broadcasting Management in India: A Prospective Perspective, Radhika C.A., Notion Press (2021).
4. Community Radio and Empowerment, Sharma L., Manda Publishers (2022).
5. Basic Radio and Television, Sharma S., McGraw Hill Education (2017).
6. Stay Tuned: The Story of Radio in India, Athawale P., Indus Source Books (2018).

7. Everything in Radio: Broadcasting to the Masses, Rathnam K., Aakar Books (2019).
8. स्वाती गुप्ता, रेडिओ जॉकी व्हायचंय मला, अमेय बुक्स.

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Semester- VI	Paper- V
Course Code: BVC-JM 604 T/P	Title of the Course: Production Project
Credits: 12 (4-T/8-P)	Total Lectures: T-60 P-240 Hours

Course Outcomes (Cos)

1. To write and produce the news reports.
2. To create the audio visual song.
3. To write the creative content for social media.

Detailed Syllabus: (300 Marks)

1. News Bulletin.
2. Create website.
3. Create Blog.
4. Radio Documentary.
5. Video Advertising.
6. Audio Advertising.
7. Interactive Video.
8. Campaign Design.
9. Social Media Handling.
10. Reels.
11. Interview.
12. Audio Story, Drama

(Note: Guide will assign after the selection of project by the students.)
