

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



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

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

Implemented from  
**Academic Year 2023-24**

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

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

**B. Voc. JMC Programme Framework: Credit Distribution**

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

### B. Voc. JMC Programme Framework: Course Distribution

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

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

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

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

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

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

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

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
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**Board of Studies in B. Voc. Journalism and Mass Communication (Major)**

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

## **1. Prologue/ Introduction of the programme:**

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

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

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

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

## **2. Programme Outcomes (POs)**

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

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

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
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**(Autonomous)**  
**Syllabus**  
**B. Voc. Journalism and Mass Communication (Major)**

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus :**

**Unit I : Understanding the world of Communication** 07 Lectures

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

**Unit II : Forms of Communication:** 07 Lectures

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

**Unit III : Verbal Communication** 04 Lectures

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



**Unit IV : Non-Verbal Communication**

04 Lectures

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

**Unit V : Communication models**

07 Lectures

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

**Suggested Reading :**

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

**Suggested Material :**

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

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**Syllabus**

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

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus :**

**Unit I : History of Folk Media**

(7 lectures)

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

**Unit II : History of Press**

(7 lectures)

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

**Unit III : Print Technology**

(7 lectures)

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

**Unit IV : Broadcast Technology**

(10 lectures)

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

**Suggested Reading :**

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

**Suggested Material :**

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

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**Syllabus**

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

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus :**

**Unit I : History of Cinema** (5 lectures)

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

**Unit II : Evolution of Viewing Technology** (15 lectures)

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

**Unit III : Audio Technology** (15 lectures)

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

**Unit IV : Computers in Communication**

(25 Lectures)

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

**Suggested Reading :**

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

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**Syllabus**

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

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus:**

**Unit I : Basics of Camera**

(10 lectures)

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

**Unit II : Functions of Camera**

(20 lectures)

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

**Unit III : Understanding Light**

(10 lectures)

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

**Unit IV : Outdoor Exercise**

(20 lectures)

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

**Suggested Readings:**

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

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

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus:**

**Unit I : Architecture**

(7 lectures)

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

**Unit II : Sculpture**

(7 lectures)

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



**Unit III : Painting**

(7 lectures)

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

**Unit IV : Cultural History of Indian Performing Arts**

(7 lectures)

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

**Suggested Readings:**

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

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus:**

**Unit I : Introduction to Semiotics** (10 Lectures)

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

**Unit II : Semiotic Perspectives** (15 Lectures)

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

**Unit III : Semiotic Interpretations and Culture** (10 Lectures)

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

**Unit IV : Evolution of Mass Communication**

(10 Lectures)

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

**Suggested Readings:**

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

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**Syllabus**

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

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus:**

**Unit I : History of Journalism**

(7 Lectures)

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

**Unit II : Nature of Journalism**

(7 Lectures)

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

**Unit-III- Organizational Structure**

(7 Lectures)

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

**Unit-IV- News Nature** (7 Lectures)

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

**Unit-V- News Reporting** (7 Lectures)

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

**Unit-VI- Feature Writing** (5 Lectures)

- Feature
- Editorial
- Sources
- Reporting beats

**Unit-VII- Responsibilities** (5 Lectures)

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

**Suggested Readings:**

1. Mitra Mohit and Sunil Basu. A History of Indian Journalism.
2. Murthy N.K. Indian Journalism,
3. Miller Carl G. and others. Modern Journalism.
4. Parvate T.V. Marathi Journalism.
5. Padhy Dr. Krushna Singh. The Indian Press: Role and Responsibility.
6. Rau Chalapathi. The Press. National Book Trust.
7. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.
8. Journalism In India : History • Growth • Development by Jai Narain Sharma
9. लेले रा.के., मराठी वृत्तपत्रांचा इतिहास, काँटीनटल प्रकाशन

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

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

1. To rethink the environment in which they live through the pictures.
2. Gaining familiarity with the photography field.
3. Giving exposure to effective visual expression.

**Detailed Syllabus:**

**Unit I : Introduction to Photography** (07 lectures)

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

**Unit II : Photo Composition** (15 lectures)

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

**Unit III : Understanding Light** (08 lectures)

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

**Unit IV : Outdoor Exercise**

(20 lectures)

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

**Unit V : Image Processing**

(10 lectures)

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

**Suggested Readings:**

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

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

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

**Learning Objectives :**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus:**

**Unit I : Digital Media** (5 lectures)

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

**Unit II : Social Site Networking** (10 lectures)

- Facebook
- Instagram
- Twitter
- LinkedIn

**Unit III : Mobile Based Platform** (10 lectures)

- Whats App
- Telegram
- Snapchat
- LinkedIn



**Unit IV : Video Platforms**

(10 lectures)

- You Tube
- Viemo
- Reels
- Shorts

**Unit V : Content Creation**

(25 lectures)

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

**Suggested Readings:**

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

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

Title of the Course: Media Theories								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-6	BVC-JM231T	03	00	03	45	30	70	100

**Learning Outcomes (Los)**

1. Students will understand contemporary media framework.
2. Students will also consider the basics of media society relationship.
3. To learn basic theoretical framework of mass communication.

**Course Outcomes (Cos)**

1. To understand the functioning of media.
2. To understand the relationship between media and audience (society).
3. To understand various theories of communication.

**Detailed Syllabus:**

**Unit I: The Framework of Discussion about Mass Communication (08 Lectures)**

- The process of mass communication
- Various issues in popular and academic discussions.
- Academic origin and concerns
- Culture, Technology, Economy, Power and Effects
- Media as an important social institution

**Unit II: The Rise of Mass Communication (07 Lectures)**

- Modernity and mass communication
- The concept of 'mass'
- Characteristics of mass communication
- Development of media technologies
- Mass communication without modernity and media

**Unit III: Ideas, Issues and Perspectives (08 Lectures)**

- The functionalist and normative issues
- The political-economic perspectives
- Marxist view and the concept of cultural hegemony
- Information society perspective and technological influence

- Paradigm of study- Dominant and Alternative

**Unit IV: Media Structure and Institution** (07 Lectures)

- Features of media economy
- Competition and concentration, Ownership and control
- Policy issues: Freedom, Regulation, Protection, Diversity
- Public interest, economic pressures and cultural issues

**Unit V: Media Organizations in its Context** (08 Lectures)

- Organization- forms and goals
- Pressure groups and dynamics of interests
- Content: Freedom and gate-keeping
- Relations with society, clients and audiences
- Professional views, dilemmas and conflicts

**Unit VI: Media Content** (07 Lectures)

- Content production- cultural production
- Standardization and Genres
- Issues- Bias, Representation, Commercialization
- Aesthetic of mass art
- Ideologies- modernity and post-modernity

**Unit VII: Mass Audiences** (08 Lectures)

- Centrality of audiences in communication discourse
- Locating audiences- society, media, content etc.
- Three tradition of audience studies
- Audience behaviour- Uses and gratification
- Need to reach, know and measure audiences

**Unit VIII: Media Effects** (07 Lectures)

- The premise of the central concern
- Campaign and propaganda- the case of politics
- Phases of effect discourses
- Agenda setting, Cultivation, Diffusion
- Ideology and Effects

**Suggested Readings:**

1. Fiske, J. (1982). Introduction to communication studies. London, Angleterre: Methuen.
2. Williams, Raymond. (2002) The Technology and the Society. The Anthropology of Media, a Reader, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers.
3. Chakravarti, Uma (2006) Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India. Tulika Books, New Delhi.
4. Lewis, J. (2002). Cultural studies: The basics. London: SAGE Publications.
5. Kumar, K. J. (2000). Mass communication in India. Mumbai: Jaico Pub. House.

6. Watson, J. (1985). What is communication studies? London: Edward Arnold.
7. Berko Roy (1989) Basically Communicating. Wm. C. Brown Publishers, 312 pages
8. Roloff, M. E., & Miller, G. R. (1987). Interpersonal processes: New directions in communication research. Newbury Park, Calif: Sage Publications.
9. Carey, J. W. (1989). Communication as culture: Essays on media and society. Boston
10. McQuail, D. (2005). McQuail's mass communication theory. London: Sage Publications.

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**Syllabus**

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

Title of the Course: News Reporting								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-7	BVC-JM232T	03	00	03	45	30	70	100

**Course Outcomes (Cos):**

1. News reporting skills
2. Contemporary journalistic practices
3. Developing nose for news

**Learning Outcomes:**

1. To understand the basics of print journalism.
2. To understand the new trends in print journalism.
3. To learn the process of news reporting.

**Unit I : Reporting Skills**

- Reporting & Reporters - Training & Qualifications
- Reporting for Newspapers - Reporting the expected & unexpected
- Reporting skills- Nose for News
- Observation (listening & seeing)

**Unit II : Gathering the News**

- News Sources
- Taking notes, finding, checking, verifying, analyzing & interpreting information
- Interviewing- Asking questions
- Types of interviews
- Interviewing techniques

**Unit III : Skills for Writing News**

- The basic formula - The Inverted Pyramid
- Writing the Lead
- Organising the facts
- Datelines, Credit Lines, Bylines

**Unit IV : Beat Reporting**

- Objective, Interpretative, Investigative
- Legal, Developmental, Political
- Sports, Crime, Economic & Commercial
- Technical & Science Reporting

**Unit V : Writing the Story**

- News Values
- Soft news, hard news
- Attribution – Identification
- Time and Timeliness

#### **Unit VI : Feature Writing**

- Stories
- Writing feature
- Pyramid Style
- Involving the reader

#### **Unit VII Press Freedom**

- Freedom of press in India
- Restrictions
- Press Council of India
- Reporters' organizations

#### **Suggested Reading:**

- Beginners' Guide To Journalism & Mass Communication, Barun Roy, V&S Publications
- Time: 85 Years of Great Writing, Christopher Porterfield, Hachett Book Group US Agency
- बातमीदारी भाग १, सुनील माळी, राजहंस प्रकाशन, २०१८
- <https://byjus.com/english/how-to-write-a-news-report/>
- <https://www.scribd.com/document/106558658/News-Reporting>
- <https://egyankosh.ac.in/bitstream/123456789/7494/1/Unit-2.pdf>
- How to write news? <https://www.youtube.com/watch?v=ffDr8mwKPeY>
- मराठी पत्रकारिता: पहिली पावले, प्रा. सु. ह . जोशी, डायमंड पब्लिकेशन्स, २००९

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**Syllabus**

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

Title of the Course: Camera Techniques								
Year: II					Semester: III			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-8	BVC-JM233P	00	02	02	60	15	35	50

**Learning Objectives :**

1. To understand basic visual grammar.
2. Learn technological aspects of cinematography.
3. Demonstrate the ability to use camera for story telling.

**Course Outcomes (Cos)**

1. To learn the basics of cinematography.
2. Develop skills to click photos and shoot videos.
3. To practice and execute visual grammar.

**Detailed Syllabus:**

**Unit I : Terminologies in Cinematography**

**(15 Lectures)**

- Director of Photography (DOP)
- Gaffer
- Lens and their types with uses
- Colour wheel
- Aspect Ratio
- Resolution
- 

**Unit II : Composition**

**(15 Lectures)**

- Understanding Composition
- Types of shots and their significance
- Application of Composition
- Composing moving image
- Story telling through visuals

**Unit III : Elements of Composition**

**(15 Lectures)**

- Focus
- Rule of Third

- Diagonal Balance in the Frame
- Visual Balance of Frame
- Size
- Shape
- Lines
- Texture
- Colour
- Other

**Unit IV : Visual Grammar**

**(15 Lectures)**

- Time and Space logics.
- Shot-Scene-Sequence-Film
- Significance of visual elements in audio-visual language (rain, smoke, wind, bridges, railways, placement of object or character at higher platform or lower platform, etc.)

**Suggested Readings:**

1. Dancyger, K. (1999). *The world of film and video production: Aesthetics and practices.*

Fort

Worth: Harcourt Brace College Publishers.

2. *Non linear Editing Basics, Electronic Film and Video Editing*

3. Hart, Colin. (2012). *Television Program Making.* Focal Press

4. Bayes, S. (1999). *The Avid handbook.* Boston: Focal Press.

5. Vale, E., & Vale, E. (1998). *Vale's technique of screen and television writing.* Boston:

6. Anderson, G. H. (1984). *Video editing and post-production: A professional guide.*

7. Ivan Cury () *Directing and Producing for Television. A Formal Approach.*

8. *Cinematography Image making for Theory & Practice*



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**Syllabus**

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

Title of the Course: Photo Editing								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
SEC-3	BVC-JM234P	00	02	02	60	15	35	50

**Learning Objectives:**

1. Demonstrate and exercise use of the elements of design.
2. Use software tools and processes from a variety of creative perspective.
3. To edit images and design variety of media products.

**Course Outcomes (Cos)**

1. Apply design principles in the ideation, development, and production of visuals.
2. Produce creative works that demonstrate innovation in concepts
3. Giving exposure to effective visual expression.

**Detailed Syllabus:**

**Unit I : Introduction to Photoshop**

(10 Hours)

1. Understanding concepts of raster
2. How these two are used various designs
3. Introducing the various raster tools :Paint , Photoshop,
4. Introduction Variations in Photoshop Software
  - History of Photoshop
  - Work Environment of Photoshop CC
  - Looking at the Work Area
  - Working in 64 and 32 bit modes
  - Using the tools & Tool Options

**Unit II : Working with Selections**

(10 Hours)

1. Understanding Layers
2. Basic Photo Corrections
3. Understanding Images: Raster & Vector
4. Working with Images
  - Image Resolution
  - Tonal values & Photography
  - Image Adjustments Options
  - Working with the Adjustments Panel
  - Histogram
  - Levels Dialog Box
  - Curves Dialog Box
  - Straightening & Cropping
  - Using Automatic & Manual Adjustments - Contrast, Shadows & Highlights,
  - Hue & Saturation
  - Dodge, Sponge & Burn tools

**Unit III : Retouching Tools**

(10 Hours)

- Retouching & Repairing
- Clone Stamp Tool & Clone Panel Options
- Pattern Tool
- Spot Healing Brush
- Healing Brush & Patch Tools
- Content Aware Healing & Fills

**Unit IV : Type Tool**

(10 Hours)

- Adding Type
- Character & Paragraph settings
- Justification & Hyphenation
- Tracking, Kerning & Leading
- Warping Type
- Type on a Path Vertical Type

**Unit IV : With Brushes and its options**

(10 Hours)

- Working with brushes
- Changing Brush Options

**Unit IV : Image Files and Formats**

(10 Hours)

- Introduction of Mobile Apps
- Verticle size Design
- Colors, Shapes, etc.
- Social Media Design
- Corporate Design
- Exporting

**Suggested Readings/Material:**

1. Adobe Master Class Advance Composition in Adobe Photoshop CC 2nd Edition  
(Bringing the Impossible to Reality - with Bret Malley.
2. Corel Draw X7 User Guide (students can use recent edition of the Book)  
(Corel Community – Corel Corporation).

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

Title of the Course: Photo Story								
Year: II					Semester: III			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
FP - 01	BVC-JM235P	00	02	02	60	15	35	50

**Learning Outcomes (Los).**

1. To learn the process under supervision or guidance.
2. To have a instant personal breakthrough in critical situation.
3. To develop a third person prespective for the content and project.

**Course Outcomes (Cos)**

1. To develop ability to to a project at an individual level.
2. Inculcate a prspective towards execucate what one think in photographs.
3. To develop a critical prspective of visual expression.

**Detailed Syllabus:**

**Section I : Presentation**

- Every student will have to present project topic to the selection panel.
- The project idea and project details will be discussed througely with panel.
- A guide will be allotted to selected projects.

**Section II : Preperation**

- Once the guide is allotted to a project all further preparation will be carried out under the supervision of concern guide.

**Section III : Execution**

- Project execution schedule will be prepared for all the projects.
- Student will have to complete project in given schedule deadline.

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**Syllabus**

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

Title of the Course: Media Laws and Ethics								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-9	BVC-JM241T	03	00	03	45	30	70	100

**Learning outcomes (Los)**

1. Students will learn about their legal rights and obligations.
2. The course will educate students on how publish information without violating defamation.
3. How to gather information to avoid legal and or ethical trouble in media profession

**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.

**Detailed Syllabus:**

**Unit- I: Basics of Indian Constitution**

(08 Lectures)

- Introduction to the Indian Constitution
- Salient features of the Indian Constitutions
- Fundamental Rights
- Freedom of Speech and Expression and Limitations

**Unit- II: Indian Media**

(07 Lectures)

- Media Roles, Responsibilities and Privileges
- Directive Principles of State Policy
- Media Freedom in a Democracy
- Indian Media Scenario

**Unit- III: Indian Media and the State**

(08 Lectures)

- Parliamentary Privileges and Contempt of Court
- Working Journalist Act
- Defamation, Sedition Laws

- Official Secrets Act

**Unit- IV: Media Organizations and the Context**

(07 Lectures)

- Press Council and its Role, Function and Powers
- Prasar Bharati, Responsibilities, Functions and Limitations
- Broadcasting Codes, Media Regulation
- Film Censor Board: Role and Function

**Unit- V: Copyright Issues and the Context**

(08 Lectures)

- Copyright Act
- Piracy and Plagiarism
- Piracy and Legal Disputes
- Privacy Issues and Media

**Unit- VI: Ethical Issues and Manipulation**

(07 Lectures)

- Post Truth Era
- Fake News/ Hate Speech Issues
- Search and Find the Factual Information
- Trial by Media/Media Bias
- New Regulation Policies

**Suggested Readings:**

1. A.N. Grover: Press and the law
2. A.G. Noorani: Freedom of the Press in India
3. Durga Das Basu: Law of the Press in India
4. R.C. Sarkar: The press in India
5. Rangaswamy Parthasarathy: History of Indian Journalism
6. Reports of inquiry committees and the Press Council of India.
7. K.S. Venkateswaran: Mass Media Laws and Regulations in India
8. S.K. Aggarwal: Media & Ethics
9. Kushal N: Press and Democracy
10. Justice Yatindara Singh: Cyber Laws
11. Publication Division of India: Right to Information Act - 2005
12. Kashyap Subhash C: Constitution of India - Review and Reassessment

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

Title of the Course: News Editing								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
<b>DSC-10</b>	BVC-JM242T	03	00	03	45	30	70	<b>100</b>

**Course Outcomes (Cos)**

1. News writing and editing process
2. Gatekeepers and practice of gatekeeping
3. Feature editing and photo editing

**Learning Outcomes:**

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

**Detailed Syllabus:**

**Unit-I : Print News Nature**

**(10 Lectures)**

- Elements of News
- Changing Concepts of News
- News Structure
- Five W's and H

**Unit-II : Print News Writing**

**(07 Lectures)**

- Organizing the News Story: Angle, Attribution, Quote, Background and Context
- Writing Principles: Accuracy, Objectivity, Fairness and Balance
- Heading- subheading
- Need for translation

**Unit-III : News Editing Concept**

**(07 Lectures)**

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

**Unit-IV : News Editing Process – I**

**(07 Lectures)**

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

**Unit-V : News Editing Process – II**

**(07 Lectures)**

- Copy Editing
- Feature Editing
- Ensuring News Value and other Criteria
- Fact checking

**Unit-VI : News Editing Process – III**

**(07 Lectures)**

- Graphics and Cartoons
- Relevant Photos and Captions
- Editing Symbols
- Editing Software in Newsroom

**Suggested Readings:**

1. Feature Writing- a Practical introduction- Susan Paper, SAGE Publications
2. Brendan Hennessy, Writing Feature Articles, 4th edition, focal press
3. बातमीदारी भाग २ व ३, सुनील माळी, राजहंस प्रकाशन, २०१८
4. Writing and Editing News, K.V. Krishnaswamy, Orient Blackswan, 2016
5. News Reporting, Journalistic Writing and Editing, Prof. Pushendra P. Singh Dr. Akshay Kumar Nayak, Jnanada Prakashan, 2009
6. News Reporting and Editing, K. M. Shrivastava, Stosius Inc/Advent Books Division,
7. Reporting, Writing and Editing <https://egyankosh.ac.in/handle/123456789/570>
8. REPORTING AND EDITING  
<https://nios.ac.in/media/documents/srsec335new/ch7.pdf>
9. <https://becomeawritertoday.com/what-is-editing-in-journalism/>
10. मराठी शब्दकोश <https://shabdakosh.marathi.gov.in/>
11. Cambridge English Dictionary <https://dictionary.cambridge.org/dictionary/english/>
12. Oxford English Dictionary <https://www.oed.com/?tl=true>



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

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

Title of the Course: Basics of Video Editing								
Year: II					Semester: IV			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
DSC-11	BVC-JM243P	00	02	02	60	15	35	50

**Learning Objectives :**

1. To understand principles in video editing.
2. Learn working principles of video editing softwares.
3. Demonstrate the skills of storytelling using video editing.

**Course Outcomes (Cos)**

1. To understand and perform basic video editing.
2. To understand scope of professional video editing.
3. To develop skill of video editing.

**Detailed Syllabus:**

**Unit I : Intro to Video-editing (15 Lectures)**

- The types of machines and software
- Various file formats
- Video editing- set up and editing-studio structure
- Art of storytelling through video editing.

**Unit II : Video editing Workflow (15 Lectures)**

- Editing Software Introduction
- Capturing or Importing the Footage
- Types of Workspaces
- Setting of the Sequence
- Editing workflow (Importing footage to Exporting final out put video.)

**Unit III : Different Terminologies in Video Editing (15 Lectures)**

- Bin
- Graphics and Title
- Effects

- Transitions
- Tools in Video Editing

**Unit IV : Other Functions of Video Editing Software**

**(15 Lectures)**

- Basic Sound Editing
- Basic Colour Correction
- Basic motion to titles
- Creating monogram
- Etc.

**Suggested Reading :**

1. The Art of Music Production: The Theory and Practice, Burgess, Richard, J., Oxford
2. The Recording Engineer's Handbook, Owsinski, Bobby, Cengage Learning PTR (2013)
3. Audio Engineering 101: A Beginner's Guide to Music Production, Dittmar, Tim, Focal Press
4. What is Music Production?: A Producers Guide: The Role, the People, the Process
5. Creative Recording Volume 1: Effects and Processors, White, Paul, Music Sales America
6. Creative Recording Volume 2: Microphones, Acoustics, Soundproofing and Monitoring, White, Paul, Music Sales America (2006)

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**Syllabus**

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

Title of the Course: Writing for New Media								
Year: I				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
VSC-2	BVC-JM244P	00	02	02	60	15	35	50

**Learning Objectives:**

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

**Course Outcomes (Cos)**

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

**Detailed Syllabus:**

**Unit I: Growth of New Media**

(7 lectures)

- Origin of New Media
- Concept of New Media
- Widespread of New Media
- Characteristics of New Media

**Unit II: Nature of New Media**

(7 lectures)

- Global Reach
- Instant Communication
- Easy to Use
- Use of Text, Audio Visual, Emoji etc.

**Unit III: Language of New Media**

(7 lectures)

- Hybridization of Language
- Use of Sign and Symbol
- Emoji, Stickers, Memes, Cartoons etc.
-

**Unit IV: New Media Platforms** (7 lectures)

- Websites
- Blogs
- Social Media
- Streaming Services

**Unit V: Content Creation** (7 lectures)

- Text, Sign, Symbols
- Audio Visual Content
- Medium of Audio Visual Content
- New Media Audiences

**Practical-** (30 Lectures)

**Suggested Readings:**

13. Pradip Thomas, Digital India: Understanding Information, Communication and Social Change Media, Sage Publication, (2012)
14. Andrew Dewdney and Peter Ride, The New Media Handbook, Routledge publication
15. Eugenia Siapera, Understanding new media, Sage Publication, (2012)
16. Leah A. Lierouw and Sonia Livingstone, The Handbook of new media, Sage Publication,
17. Paul Hodkinson, Media, Culture and Society – An introduction by, Sage Publication,
18. McQuail Denis, Mass Communication Theory, Sage Publication, 2004
19. Downing John et al, Questioning the Media, Sage Publication The Art of Social Media: Power Tips for Power Users, by Peg Fitzpatrick, Guy Kawasaki
20. Writing on the Wall: Social Media - The First 2,000 Years, by Tom Standage
21. The Social Organism: A Radical Understanding of Social Media, by Michael Casey
22. Social Media Marketing: An Hour a Day, by Dave Evans
23. Social Media Marketing Workbook, by Jason A. McDonald
24. Likeable Social Media, by Dave Kerpen Socialnomics: How Social Media Transforms the Way We Live and Do Business, by Erik Qualman

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

Title of the Course: Community Service								
Year: I				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
CEP-01	BVC-JM245P	00	02	02	60	15	35	50

- **Community Engagement and Service Progeamm**
  - guidelines will be provided by college saperately.