

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 Framework**  
**B. Voc. Journalism and Mass Communication**

**Implemented from**  
**Academic Year 2024-25**

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce and Science College, Ahmednagar**  
**(Autonomous)**  
**Board of Studies in Communication Studies**

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.	Dr. Shivaji Jadhav	Academic Council Nominee
7.	Dr. Ravindra Chincholkar	Academic Council Nominee
8.	Mr. Vishram Dhole	Vice-Chancellor Nominee
9.	Mr. Ranjeet Pandit	Alumni
10.	Mr. Aseem Tribhuvan	Industry Expert

## 1. Prologue/ Introduction of the programme

This three-year B. Voc. programme in Journalism and Mass Communication is offered at Department of Communication Studies, New Arts, Commerce and Science College, Ahmednagar (Autonomous). The media and communication industry has a widespread influence on the world around us, and this programme 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 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 will be a lot of job opportunities for skilled personnel.

This programme is designed to offer a hands-on training approach towards all the areas of media and communication. This programme imparts intensive training in professional

photography, social media, digital media, digital marketing, advertising, YouTube video production, non-fiction production as well as journalism including news reporting, editing, mobile and broadcast journalism.

Department of Communication Studies has well-equipped facilities and advance industry standard infrastructure for media courses. 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 the dynamics of theoretical, technical and critical approaches and to a wide range of practical experience across the sector. This programme 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 way we communicate. With its unique blend of theory and practice, this programme works towards the creation of a lively group of media ‘thinking do-ers’ and ‘doing thinkers’ at the same time.

The programme will facilitate the recruitment of candidates oriented to different areas of the media and communications industry. It will also mediate the enrolment of candidates planning an academic career along with careers in media and communication industries, government agencies, corporate organizations, and NGOs. Moreover, they can surely start own media enterprise.

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

Students enrolled in this programme will complete a curriculum that avail media related training, wide 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 journalism, its role and importance in society.**
- 3. To develop creative approach and flexible mindset for audio-visual production.**
- 4. To develop an ability to define the meaning and purpose of mediated communication.**
- 5. To enable students to create, design and produce multimedia content.**

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

Level/ Difficulty	Sem	Subject-1 (Selected as Major)						Subject-2		Subject-3		(SEC)	GE/OE		IKS	AEC	VEC	CC	Total	
		T		P				T	P	P	T	P	T	P						
Certificate 4.5 / 100	I	02		02				02	02	02	02	-	02		02	02	02	02	22	
	II	02		02				02	02	02	02	02	-	02		--	02	02	02	22
		Credits Related to Major						Selected as Minor												
		Core		Elective		VSC	FP / OJT/ CEP/RP													
		T	P	T	P	P	P	T	P	-	P	T	P	-	-	-	-	-	-	
Diploma 5.0 / 200	III	04	02	--		02	02	02	02	-	02	02		-	02	-	02	22		
	IV	04	02	--		02	02	02	02	-	02		02	--	02	-	02	22		
Degree 5.5 /300	V	06	04	02	02	2	2	02	-	-	-	-	-	02	-	-	-	22		
	VI	06	04	02	02	2	4	02	-	-	-	-	-	-	-	-	-	22		
<b>Total</b>		<b>24</b>	<b>16</b>	<b>04</b>	<b>04</b>	<b>08</b>	<b>10</b>	<b>10</b>	<b>08</b>	<b>04</b>	<b>04</b>	<b>06</b>	<b>08</b>	<b>04</b>	<b>08</b>	<b>04</b>	<b>08</b>	<b>132</b>		
6.0/400 Honors	VII	08	06	02	02	-	RM-04											22		
	VIII	08	06	02	02		OJT-04											22		
6.0/400 Honors with Research	VII	06	04	02	02		RM-04 RM-04											22		
	VIII	06	04	02	02		RM-08											22		
<b>Total</b>		<b>40/36</b>	<b>28/24</b>	<b>08</b>	<b>08</b>	<b>08</b>	<b>18/26</b>	<b>10</b>	<b>08</b>	<b>04</b>	<b>04</b>	<b>06</b>	<b>04</b>	<b>04</b>	<b>04</b>	<b>08</b>	<b>04</b>	<b>08</b>	<b>176</b>	

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

Level/ Difficulty	Sem	Subject-1 (Selected as Major)						Subject-2		Subject-3		(SEC)	GE/OE		IKS	AEC	VEC	CC	Total
		T		P				T	P	P	T	P	T	P					
Certificate 4.5 / 100	I	01		01				01	01	01	01	-	01		01	01	01	01	11
	II	01		01				01	01	01	01	01	-	01	--	01	01	01	11
		Credits Related to Major						Selected as Minor											
		Core		Elective		VSC	FP / OJT/ CEP/RP												
		T	P	T	P	P	P	T	P	-	P	T	P	-	-	-	-	-	
Diploma 5.0 / 200	III	02	01	--		01	FP-01	01	01	-	01	01		-	01	-	01	11	
	IV	02	01	--		01	CEP-01	01	01	-	01		01	--	01	-	01	11	
Degree 5.5 /300	V	03	02	01	01	01	FP-01	01	-	-	-	-		01	-	-	-	11	
	VI	03	02	01	01	01	OJT-01	01	-	-	-	-		-	-	-	-	10	
<b>Total</b>		<b>12</b>	<b>08</b>	<b>02</b>	<b>02</b>	<b>04</b>	<b>04</b>			<b>02</b>	<b>02</b>	<b>03</b>	<b>04</b>	<b>02</b>	<b>04</b>	<b>02</b>	<b>04</b>	<b>65</b>	
6.0/400 Honors	VII	03	03	01	01	-	RM-01											09	
	VIII	03	03	01	01		OJT-01											09	
6.0/400 Honors with Research	VII	02	02	01	01		RM-01 RM-01											08	
	VIII	02	02	01	01		RM-01											07	
<b>Total</b>		<b>18/16</b>	<b>14/12</b>	<b>04</b>	<b>04</b>	<b>04</b>	<b>06/07</b>	<b>06</b>	<b>04</b>	<b>02</b>	<b>02</b>	<b>03</b>	<b>04</b>	<b>02</b>	<b>04</b>	<b>02</b>	<b>04</b>	<b>83/80</b>	

**B. Voc. JMC : Credit and Course Distribution in Brackets**

Level / Difficulty	Sem	Subject-1							Total
		T		P					
4.5	I	02 (01)		02 (01)				04(02)	
	II	02 (01)		02 (01)				04(02)	
		Credits Related to Major							
		Core		Elective		VSC	FP / OJT/ CEP	IKS	
		T	P	T	P	P	P	T	
5.0	III	04(02)	02(01)	--		02(01)	FP-02(01)		10(05)
	IV	04(02)	02(01)	--		02(01)	CEP-02(01)		10(05)
5.5	V	06(03)	04(02)	02(01)	02(01)	02(01)	FP-02(01)	02(01)	20 (10)
	VI	06(03)	04(02)	02(01)	02(01)	02(01)	OJT-04(01)		20(09)
<b>Total</b>		<b>12</b>	<b>08</b>	<b>(02)</b>	<b>(02)</b>	<b>04</b>	<b>04</b>	<b>(01)</b>	<b>33</b>
6.0	VII	03	03	(01)	(01)	-	RM-04(01)		22(09)
	VIII	03	03	(01)	(01)		OJT-04(01)		22(09)
6.0	VII	(02)	(02)	(01)	(01)		RM-04(01) RP-04(01)		22(08)
	VIII	(02)	(02)	(01)	(01)		RM-08(01)		22(07)
		<b>18/16</b>	<b>14/12</b>	<b>04</b>	<b>04</b>	<b>04</b>	<b>06/07</b>	<b>(01)</b>	<b>51/48</b>

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

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	DSC-01	BVC-JM 111T	Intro. to Communication Studies	02
2.	I	I	4.5	DSC-02	BVC-JM 112P	Media Skills	02
3.	I	II	4.5	DSC-03	BVC-JM 121T	Visual Communication	02
4.	I	II	4.5	DSC-04	BVC-JM 122P	Mobile Photography	02
5.	II	III	5.0	DSC-05	BVC-JM 231T	Semiotics	02
6.	II	III	5.0	DSC-06	BVC-JM 232T	Fundamentals of Journalism	02
7.	II	III	5.0	DSC-07	BVC-JM 233P	Reading and Writing Skills	02
8.	II	III	5.0	VSC-01	BVC-JM 234P	Media Technologies	02
9.	II	III	5.0	FP-01	BVC-JM 235P	Field Project – Photo Story	02
10.	II	IV	5.0	DSC-08	BVC-JM 241T	Media Theories	02
11.	II	IV	5.0	DSC-09	BVC-JM 242T	News Writing	02
12.	II	IV	5.0	DSC-10	BVC-JM 243P	Writing for Media Platforms	02
13.	II	IV	5.0	VSC-02	BVC-JM 244T	Camera Techniques	02
14.	II	IV	5.0	CEP-01	BVC-JM 245P	CEP – News Story	02

15.	III	V	5.5	DSC-11	BVC-JM 351T	Media Laws	02
16.	III	V	5.5	DSC-12	BVC-JM 352T	News Editing	02
17.	III	V	5.5	DSC-13	BVC-JM 353T	Advertising	02
18.	III	V	5.5	DSC-14	BVC-JM 354P	Content Creation	02
19.	III	V	5.5	DSC-15	BVC-JM 355P	Graphic Design	02
20.	III	V	5.5	DSE-01	BVC-JM 356T	A) Marketing Comm. B) Media Industry	02
21.	III	V	5.5	DSE-02	BVC-JM 357P	A) Audio Production B) Digital Media Platforms	02
22.	III	V	5.5	VSC-03	BVC-JM 358P	Basics of Editing	02
23.	III	V	5.5	FP-02	BVC-JM 359P	AV Production	02
24.	III	V	5.5	IKS-02	BVC-JM 360T	Indian Fine Arts	02
25.	III	VI	5.5	DSC-16	BVC-JM 361T	Media Audience	02
26.	III	VI	5.5	DSC-17	BVC-JM 362T	Film Appreciation	02
27.	III	VI	5.5	DSC-18	BVC-JM 363T	Media : Innov. & Transformation	02
28.	III	VI	5.5	DSC-19	BVC-JM 364P	Research for Non Fiction	02
29.	III	VI	5.5	DSC-20	BVC-JM 365P	Non Fiction Production	02
30.	III	VI	5.5	DSE-03	BVC-JM 366T	A) Brand Marketing B) Media Management	02
31.	III	VI	5.5	DSE-04	BVC-JM 367P	A) Mobile Production B) Digital Media Production	02
32.	III	VI	5.5	VSC-04	BVC-JM 368P	Editing Techniques	02
33.	III	VI	5.5	OJT-01	BVC-JM 369T	Internship	04

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce and Science College, Ahmednagar**  
**(Autonomous)**  
**Syllabus**  
**B. Voc. -I (JMC)**

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
<b>DSC-01</b>	<b>BVC-JM 111T</b>	02	00	02	30	15	35	50

### Learning Objectives:

1. To learn basic concept of communication.
2. To understand different types and forms of communication.
3. To learn basic theories about process of communication.

### Course Outcomes (Cos)

1. Student will understand the basics of communication.
2. Student will develop ability to critically analyze the key aspect of communication.
3. Student will 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 behavior 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, Sanvad Vishwa (Marathi), Diamand Publication, (2015)
3. Fiske, J., Introduction to Communication Studies, Routledge publications, (1990).
4. McQuail, Denis., Mass Communication Theory, London, Sage, (2000)
5. Kumar Keval J., Mass Communication in India, Jayco, Mumbai, (2001)
6. Malhan P. V. Communication Media Yesterday, Today & Tomorrow, New Delhi.
7. McLuhan, Marshall. Understanding Media: The Extensions of Man. Cambridge: The MIT Press, 1994.
8. Dr. Pawar Sudhakar, Sanvad Shastra, Mansamman Prakashan, Pune
9. Schramm Wilbur, Mass Communication, University of Illinois, 1960.

**Suggested Material :**

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

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce and Science College, Ahmednagar**  
**(Autonomous)**  
**Syllabus**  
**B. Voc. -I (JMC)**

Title of the Course: Media Skills								
Year: I				Semester: I				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
<b>DSC-02</b>	<b>BVC-JM 112P</b>	00	02	02	60	15	35	50

**Learning Objectives:**

1. To develop information literacy through evaluation of diverse media sources.
2. To enhance language skills for effective communication in various media contexts.
3. To foster critical thinking by analyzing media messages and evaluating ethical implications.

**Course Outcomes (Cos)**

1. Students will demonstrate enhanced information literacy.
2. Students will critically assess reliable media sources.
3. Students will acquire basic language skills intended for media.
4. Students will learn responsible use of digital media platforms.
5. Students will cultivate a habit of lifelong critical engagement with media.

**Detailed Syllabus:**

**Unit I: Information Literacy**

**(15 hours)**

- Accurate information sources  
Practical 1- Visit to Central Library
- Credible sources  
Practical 2- References in Books and Magazines
- Communicate and present information  
Practical 3- Individual presentation
- Save, record, reuse and archive information  
Practical 4- Notes, Daily Diary, Computer files, pen drive
- Create unavailable information  
Practical 5- Create new knowledge in any text format- notes/essay/poetry/story/letter

**Unit II: Language Skills****(15 hours)**

- Listening audio bulletin, radio shows, podcasts  
Practical 6- Listening AIR, ILN bulletin, Ameen Sayani shows, Akashwani interview, Nilesh Misra audio stories, ‘Amuk Tamuk’ Marathi podcast
- Speaking skills- group discussions  
Practical 7- Group discussion on mother tongue and other language-based education.
- Reading newspaper, magazines  
Practical 8- Reading newspapers and periodicals
- Writing skills
- Practical 9- daily diary, essays, opinions, reviews

**Unit III: Thinking Skills****(15 hours)**

- Observation and identification
- Interpretation and relevance
- Practical 10- Observe indoor and outdoor areas, identify patterns, trends, situations, issues and discuss about the same.
- Problem solutions- media related questions, complaints  
Read/listen/watch media content and raise questions about credibility, manipulation, inciting extreme emotions
- Ask questions  
Practical 11- Debate OR Complain to ASCI, NBA, IBF, PCI, Google Feedback, Facebook report

**Unit IV: Digital Skills****(15 hours)**

- Google search engine
- Google Trends  
Practical 12- Search, Use tools, Compare and understand the results on Google Trends
- Gmail and Google products  
Practical 13- Compose email with an attachment, Google Drive, Calendar, Classroom
- Responsible use of Social media platforms  
Practical 14- Use X, Facebook, WhatsApp and Telegram
- Apps like Evernote, WPS, Duolingo, Oxford Dictionary, Grammarly  
Practical 15- Install and use apps

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce and Science College, Ahmednagar**  
**(Autonomous)**  
**Syllabus**  
**B. Voc. -I (JMC)**

Title of the Course: Visual Communication								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
<b>DSC-03</b>	<b>BVC-JM 121T</b>	02	00	02	30	15	35	50

**Learning Objectives:**

1. To introduce students to the fundamentals of visual communication.
2. To apply appropriate visual communication skills in mediated communication.
3. To have a theoretical understanding of visual media perspective.

**Course Outcomes (Cos)**

1. Student will develop knowledge and competencies in visual communication.
2. Student will demonstrate critical and innovative thinking about visual elements.
3. Student will perceive visual media in an efficient manner.

**Detailed Syllabus :**

**Unit I : Fundamentals of Design** (07 lectures)

- Human and Visual Communication
- History of Cave Painting

**Unit II : Fundamentals of Design** (14 lectures)

- Definition
- Approaches to Design, Centrality of Design, Rule of Third
- Elements of Design: Line, Shape, Space, Color, Texture. Form Etc.
- Principles of Design: Symmetry. Rhythm, Contrast, Balance Mass/Scale etc.
- Design and Designers

**Unit III : Principles of Visual and other Sensory Perceptions** (05 lectures)

- Color psychology and theory
- Optical / Visual Illusions Etc.

**Unit IV : Basics of Visual Design** (05 lectures)

- Design process-research, a source of concept,
- Process of developing ideas-verbal, visual, combination & thematic, visual thinking
- Associative techniques, materials, tools

**Suggested Readings/Material:**

1. Communication between cultures - Larry A. Samovar, Richard E. Porter, Edwin R. McDaniel & Carolyn Sexton Roy, Monica Eckman, USA, 2012
2. Introduction to Communication studies - John Fiske & Henry Jenkins 3rd edition, Routledge, Oxon 2011
3. An Introduction to communication studies - Sheila Steinberg, Juta & Co., Cape Town
4. One World Many Voices: Our Cultures - Marilyn Marquis & Sarah Nielsen, Wingspan Press, California, 2010
5. Lester, E (2000) Visual Communications: Images with Messages. Thomson Learning
6. Picture this: Media Representation of Visual Arts and artists. University of Luton Press
7. Palmer, Frederic: Visual Elements of Art and Design,1989
8. Longman Porter, Tom and Goodman, Sue: Manual of Graphic Technique 2: For Architects, Graphic Designers, and Artists,1982, Astragal Books. London
9. Palmer, F: Visual Awareness (Batsford, 1972)

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce and Science College, Ahmednagar**  
**(Autonomous)**  
**Syllabus**  
**B. Voc. -I (JMC)**

Title of the Course: Mobile Photography								
Year: I				Semester: II				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
<b>DSC-03</b>	<b>BVC-JM 122P</b>	00	02	02	60	15	35	50

**Learning Objectives:**

1. To introduce students to basics of mobile camera technology.
2. To apply appropriate camera techniques and skills in photography.
3. To have a vocational perspective of image creation.

**Course Outcomes (Cos)**

1. Students will develop strength and opportunities in mobile photography.
2. Students will demonstrate mobile camera techniques in photography.
3. Students will utilize their mobile photography skills efficiently.

**Detailed Syllabus:**

**Unit I : Basics of Mobile Camera**

- Camera as a Tool, Lenses
- Camera Settings, Perspectives
- Camera Operating  
 Practical 1 - Use of camera setting  
 Practical 2 - Operating Settings (Pro Mode)  
 Practical 3 - Applying Grids

**Unit II : Functions of Camera**

- Aperture, Shutter Speed, ISO
- Depth of Field
- Exposure
- Preset Modes  
 Practical 4 - Rule of Third  
 Practical 5 - Aperture  
 Practical 6 - Shutter Speed  
 Practical 7 - Depth of Field

**Unit III : Composition**

- Practical 8 - Line
- Practical 9 – Shape & Form
- Practical 10 - Pattern
- Practical 11 - Space
- Practical 12 - Color
- Practical 13 - Texture
- Practical 14 - Contrast & Exposure
- Practical 15 - Balance

**Suggested Readings/Material:**

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)