



Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE,
(Autonomous)
BARAMATI, DIST- PUNE – 413102

Proposed Syllabus
For
B. Voc. (Journalism and Mass Communication)
F. Y. B. Voc.- J.M.C.

Under
National Skill Qualification Framework
(NSQF)

To be implemented from
2019-20

Title of the Programme: B. Voc. (Journalism and Mass Communication)

(To be implemented from Academic Year - 2019-2020)

Course structure:

- B.Voc. is three year programme with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course, there will be one visit to the relevant industry/ institute.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

- 1) **First Year B. Voc. (Diploma):** A student who has passed the Higher Secondary School certificate (10+2) in any stream_or its equivalent examination.
- 2) **Second Year B. Voc. (Advanced diploma):** Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.
- 3) **Third Year B. Voc. (Degree):** Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.

Note: Admissions will be given as per the selection procedure / policies adopted by the college, in accordance with conditions laid down by the Savitribai Phule Pune University, Pune.

Examination Pattern:

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
- Skill Component (Practical Course): Practical examination will be conducted
- Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

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Dist. -Pune-413102**

B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 101	Introduction to Mass Communication	4	100
JM 102	Introduction to Journalism	4	100
JM 103	Current Affairs- World, India, Maharashtra	4	100
Skill component			
JM 104	Language skills- Marathi	6	150
JM 105	Computer Applications for Media	6	150
JM 106	Basics of photography	6	150

First Year: Semester-II

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 201	News reporting and Editing-I	4	100
JM 202	Writing for Media-I(Print)	4	100
JM 203	Indian Constitution	4	100
Skill component			
JM 204	Language skills- English	6	150
JM 205	Feature Writing	6	150
JM 206	Photojournalism	6	150

Second Year: Semester-III

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 301	News reporting and Editing-II	4	100

JM 302	Writing for Media-II(Broadcast & New Media)	4	100
JM 303	India After Independence	4	100
Skill component			
JM 304	Editing Skills	6	150
JM 305	Film Appreciation	6	150
JM 306	Experimental Journal	6	150

Second Year: Semester-IV

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 401	Introduction to Television	4	100
JM 402	Introduction to Radio	4	100
JM 403	Indian Economics	4	100
Skill component			
JM 404	Radio Production	6	150
JM 405	Television Production	6	150
JM 406	Basics of Video production	6	150

Third Year: Semester-V

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 501	New Media	4	100
JM 502	Introduction to Media Research	4	100
JM 503	Public Relations	4	100
Skill component			
JM 504	New Media	6	150
JM 505	Video Production Group Project	10	250
JM 506	Industry Internship	2	50

Third Year: Semester-VI

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 601	Basics to Advertising	4	100
JM 602	Development Communication	4	100
JM 603	Media, Culture & Society	4	100
Skill component			
JM 604	Designing and Analysis of Ads	6	150
JM 605	Dissertation/In-depth reporting (IDR)	10	250
JM 606	Industry Internship	2	50

Introduction to Mass Communication

Theory

Paper No. JM 101

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Unit 1. Development of Communication

Why do we communicate?

Development of Human communication

Meaning & Elements/components of human communications;

Concept of Communication

Unit 2- Communication

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 3. Process of Communication:

Transmission of ideas, Facts & feelings

Elements of Communication process

Noise and feedback in communication

Unit 4. Verbal Communication

Universals of Verbal Communication

Meaning & Barriers in Verbal Communication

Language, Sub-Language & Culture

Elements of speech communication

Unit 5. Non-Verbal Communication

Non-Verbal behaviour as communication

Body communication-Body movement, Facial Communication

Space Communication-Physical environment

Silence, Paralanguage & Temporal communication

Unit 6. Forms of Communication:

Intra Personal Communication

Interpersonal Communication

Group Communication (Public, Crowd, Small Group)

Mass Communication

Unit 7. Communication models and models

Basic communication models

Basic communication theories

Campaign and propaganda- the case of politics
Agenda setting, Cultivation, Diffusion

Unit 8. The Rise of Mass Communication:

Concept of 'Mediation', 'Mass' and 'Mass Society'
Process and characteristics 'Mass Communication',
Modernity and mass communication
Media, culture and society

SUGGESTED READINGS :

- 1) McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
- 3) Defleur M. L. Everette, Dannis, understanding, Mass-Communication Goyal Sa, New Delhi - 1991.
- 7) Kumar Keval J., Mass Communication in India, Jayco, 2001.
- 8) Malhan P. V. Communication Media Yesterday, Today & Tomorrow, Publication Div., New Delhi., 1985.
- 9) McLuhan Marshall understanding Media Rutledge & Kegan Paul, , 1964.
- 10) Schramm Wilbur, Mass Communication, University, J Illinois, 1960.
- 11) Schramm Wilbur, the Process and effects of Mass Communication, Uty & Illinois, 1965.
- 12) Dr. Pawar Sudhakar, Sanvad Shastra, Mansamman Prakashan, Pune

Introduction to Journalism

Theory

Paper No. - JM 102

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period

CONTENT**Unit 1: Beginning of the Press in India**

- Beginning of the Press in India: Technological development,
- Invention of printing and movable type in Europe,
- Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal,
- Social reform movement and journalism- Raja Ram Mohan Roy, etc.

Unit 2: National leaders and newspapers

- Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers,
- Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan),
- Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle),
- Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru,
- S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit 3: Role of the language press

- Role of the language press with emphasis on Marathi newspapers and editors:
- Bal Shastri Jambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. Babasaheb Ambedkar, Khadilkar, Acharya Atre, Nanasaheb Parulekar, etc.;
- **Some significant Marathi Newspapers:** Darpan, Prabhakar, Sandesh, Dnyanprakash, Kesari, Kal, Bahishkrut Bharat, Prabhat, Sakal, Loksatta, Maharashtra Times, Lokmat, Pudhari etc.; Status of district newspapers, changing face of Marathi newspapers
- Hindi Journalism: beginning, growth, contribution; prominent Hindi journalists.

Unit 4: Emergence of the fourth estate

- Emergence of the fourth estate: Development of news agencies,
- Changing role and nature of the press, government's newsprint policy
- Emergency and the press, Role and reports of press commissions
- Current trends in English and language journalism in India

Unit-5: Indian Press

- National Press, Regional Press, District and Tehsil Level Press
- Electronic Medium and Internet Journalism,
- Representative Newspapers and Magazines (Anand Bazar Patrika, Enadu, Navbharat Times
- Jansatta, Malayalam Manorama, Nai Dunia, Bhaskar, Aaj Punjab Kesari, Kaumi Awaz, Sakaal, Hindu, Times of India, Dinman.

Unit-6: Introduction to printing industry in India

- Brief History, Latest development.
- Introduction to major specialized magazines .
- News magazines, Women's magazines, Sports magazines,
- Business magazines, Health magazines, IT magazines

Unit-7: News Agencies

- Major news agencies: Reuters, AP, AFP, UNI, PTI, ANI.
- Role and importance of news agencies.

- Politics of Maharashtra

- Latest news on India and Maharashtra politics.

Unit-5: Regional issues in India

- Shaming ,Intolerance – Everything From Religion And Art To Personal Choices,
- Air, Sound And Water Pollution, Hygiene And Sanitation, Women"s Safety, Poverty in India
- Population Stabilization, Climate Change, Renewable Energy – Solar Energy
- A Terrible Mistake: Equating "Dharma" with "Religion, disparities in India and human development.

Unit 6: Social issues in India and Maharashtra

- Social Problems: Conceptual understanding, Illiteracy, Poverty,
- Unemployment and Population Growth. Child Abuse,
- Child Labour and Violence against Women.
- Casteism, Communalism, Regionalism and Language Conflicts. Crime, Criminal, Criminology and Juvenile Delinquency. Alcoholism, Drug Abuse and Corruption.

Unit 7 : Agricultural issues in India and Maharashtra:

- Small and fragmented land-holdings, Seeds, Manures,
- Fertilizers and Biocides, Irrigation, Lack of mechanization ,
- Soil erosion, Inadequate storage facilities,
- Inadequate transport, Scarcity of capital.

Unit-8: Security issues of India, Terrorism, Nasalized movements

- Traditional and Non traditional issues.
- History of Terrorism, Foreign terrorist originations,
- Terrorism in India, Terror group in India, Naxial movement in India, Maoist ,
- Naxalism: grounds, ideology and power.

Suggested reading:

Current affairs magazines

India today

Frontline

The Caravan

Economical and Political weekly

Daily Newspapers.

Language skills- Marathi

PRACTICAL

Paper No. JM 104

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester (4 Period each)

Unit 1- Vocabulary: Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.

Unit 2- Sentence: Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences: Active & Passive, Simple, Complex, Compound, Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.

Unit 3- Paragraph: Principles of organizing & developing a paragraph, Topic sentence, Argument-Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity.

Unit 4- Punctuation: Comma, Semicolon, Colon, Full stop, Question mark, Exclamation mark, Hyphen & Dash, Brackets (round, square) and their sequencing, Parenthesis, Capitals, Apostrophe, Quotation marks, Ellipsis.

Unit 5-Types of writing: Essay, Feature, Business Letter, Editorial comment.

Unit 6- Critical Reading: Analyzing the choice of vocabulary, the sentence structure, the sentence connectors, the structure of paragraphs and the stylistic features; checking the material for simplicity and precision of expression of the intended meaning.

Unit 7- Spoken language: pronunciation, intonation, inflection, stress

Unit 8- Listening skills: Comprehension through listening, listening to various programs and analyzing them for their language and presentation

Unit 9-Translation: basics of translation, precautions to be taken, different types of translations.

Unit 10-Writing skill: Review of book, drama, summarizing.

First Year

Semester I

Computer Applications for Media

PRACTICAL

Paper No. JM 105

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester (4 Period each)

- 1. Introducing Computer and Operating system**
- 2. MS-WORD**
- 3. MS-EXCEL**
- 4. MS-POWERPOINT**
- 5. Introduction to the internet, search engine**
- 6. E-Mails, Google Docs and Forms**
- 7. Introduction to Pagemaker**
- 8. Introduction to Corel Draw**
- 9. Introduction to Photoshop**
- 10. Web development: HTML and Scripting language**

References:

- 1) Microsoft Office 2000 by Vipra Computers, Vipra printers pvt. Ltd.
- 2) Advanced Microsoft Office 2000 by Mereditha Flynnin, Nita Rukosky, BPB pub.
- 3) Teach yourself Windows
- 4) Fundaments of Computers - V. Rajaraman
- 5) Computer Fundamentals by P. K. Sinha & Priti Sinha, 4th edition, BPB, publication.

Basics of photography

PRACTICAL

Paper No. JM 106

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester (4 Period each)

1- Evolution of camera

2- Types of camera

3- Internal structure and working

4- Key concepts

- Brightness
- Contrast
- Sharpness
- Blur
- Color
- Size

5- Camera controls

- Camera controls introduction
- Aperture
- Shutter
- ISO
- Operations

6- Camera modes

- Auto mode
- Manual mode
- Other programmed mode
- Silhouette
- Night mode

7- Camera lenses

- Types of lenses
- Importance of lenses
- Composition
- Comparison
- Focusing

8- Rules of composition and framing

9- Light in photography

10- Types of photography

11- Black and white photography

12- Introduction to Photo editing

13- Resizing and cropping images

14- Working with basic selection tools

15- Photo retouching and color correction

News Reporting and Editing-I**Theory****Paper No. JM 201****Maximum Marks: 100****Credits: 4****Teaching Period: 4/week****Teaching Load: 60 Theory Period/Semester****Unit 1- Understanding news**

- Definitions, purpose and importance of news.
- Qualities of news accuracy.
- Clarity, objectivity, balance, directness, etc.;
- Media-specific nature of news: cross platform discussion.

Unit 2- News Reporter

- Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent
- Their functions and responsibilities
- Qualities of a news reporter
- Rights and responsibilities

Unit 3- Evaluating news

- News sense and news values, 5 Ws and H,
- Importance of 'what next?';
- Changing concepts: readers, relationship, relevance and utility,
- News beats: introduction beat mapping.

Unit 4- News gathering and Sources

- Basic tools for information gathering: maintaining a diary, taking notes
- Use of computer, internet, mobile and other gadgets, using maps, history and archives;
- Right to information: Concept, provisions, how to use it
- Cultivating the sources: Why and how?, reliability, checking information from various sources, pressures and pulls

Unit 5- Editing

- Editing: concept, process and significance ,
- Editorial Values: objectivity, facts, impartiality and balance ,
- Concept of news and news making ,
- Challenges before editor : bias, slants and pressures

Unit 6- News Desk

- Editorial structure of newspaper/magazines/ news agencies,
- Editorial hierarchy and job of various functionaries ,
- Functioning of news desk ,Newsroom ,
- News Flow and Editing: Role and Responsibility of Gatekeepers ,Sources of News Managing the news flow.

Unit 7- Editing Process

- News selection: News Value and other parameters ,Handlin of news copy ,

CONTENT

1) Introduction to writing Skills

- Different forms of writing
- Elements of Good Writing
- Searching ideas and nurturing them
- Writing CV's and minutes

2) Study Skills

- Memorizing Vs Internalizing
- Reading Skills: Skimming and Scanning Skills
- Non-linear Study methods
Thinking: Vertical and lateral,
- Lateral thinking in practice

3) ICT Skills

- Microsoft Office: Word, Excel, PowerPoint
- File Transfer and Sharing Resources
- Internet application: Email, important Websites
- Social Networks: use and application

4) Communication Skills

- Interpersonal Communication
- Group Communication
- Interview Skills
- Communication with Special Group

5) News Writing

- Styles of News writing
- Structure of News
- Writing Intro/Lead, Body
- Different types of Intro/Lead

6) Qualities of news writing

- Organizing the News Story: Angle, Attribution, Quote, Background & Context
- Accuracy, Objectivity, Fairness and Balance
- Writing Headlines
- Types of news: soft news and hard news

7) Types of Journalistic Writing

- Features: Idea, Process,

- Writing Style and Packaging
- Opinion Writing: Editorial, Article, Commentary
- Writing for News Magazines

8) Writing for media environment

- Conventions and practices
- writing for an audience, development; transitions
- Writing assignments, leads, short news

Recommended 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
7. **Brendan Hennessy, Writing Feature Articles,4th edition, focal press**
8. **सुनील माळी , बातमीदारी १,२,३ राजहंस प्रकाशन**
9. **प्रसन्नकुमार अकलूजकर, फिचर रायटिंग, राजहंस प्रकाशन**

Indian Constitution

Theory

Paper No. JM 203

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period/Semester

CONTENT

Unit-I Indian Constitution

- Inspirational sources for Indian constitution
- Indian Constitution making process
- Salient Features
- Preamble of Indian Constitution

Unit-II Features

- Fundamental Rights
- Fundamental duties.
- Directive Principles
- Correlation between Fundamental Rights and Directive Principles

Unit-III Indian States & Union Territories

- States
- Union Territories
- Centre-State Relations
- Directive Principles of state policy.

Unit-IV: Power and functioning of Central Government

- Parliament
- President Election and power
- Vice President: Election and power
- Prime Minister and the cabinet

Unit-V: Power and functioning of State Government

- Chief Minister and the cabinet
- Parliament – Functions and powers
- Governor: Power & functions
- Politics at the district level – Panchayat raj, Elections and governance

Unit-VI: -Judicial System

- State legislature – Functions and powers
- Superior Judiciary - Supreme Court,
- High Courts
- Subordinate Judiciary

Unit-VII: -Party System

- Multi-Party System
- National Parties and their history
- Regional Parties
- Presser Groups

Unit-VIII: Electoral System

- Election Commission – Functions and powers
- General Elections, Mid-Term Elections, By Elections
- Elections of upper and lower houses
- Election of President and Vice President

SUGGESTED READING :

Indian polity by Laxmikanth

Indian Administration by Subhash Kashyap

Indian Constitution by D.D. Basu

Indian Administration by Avasti and Avasti

First Year

Semester II

Language skills- English

PRACTICAL

Paper No. JM 204

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester (4 Period each)

Content

Unit 1 Fluency in Grammar Usage

- 1) Tenses
- 2) Verbs
- 3) Active & Passive Voice
- 4) Reported Speech
- 5) Prepositions
- 6) Conjunctions
- 7) Effective Sentence-Construction
- 8) Vocabulary

Unit 2 Fundamentals

- 1) Greeting and taking leave
- 2) Introducing yourself
- 3) Introducing people to one another
- 4) Making requests and asking for directions
- 5) Congratulating, expressing sympathy and offering condolence
- 6) Making suggestions and offering advice
- 7) Making and accepting an apology

Unit 3 Situational dialogues

Unit 4 Personality development

Unit 5 Interview and Group discussion

Unit 6 Writing and comprehension skills

- 1) Letter (Formal) and Email
- 2) Report
- 3) Summarizing reports, articles, editorials
- 4) Making an abstract
- 5) Review writing
- 6) Writing resume

First Year

Semester II

Feature writing- I

PRACTICAL

Paper No. JM 205

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester(4 Period each)

Content

- 1) **Computer typing techniques**
 - Understanding In script font
 - Marathi, English typing

- Page Setup
- 2) **Feature writing starting Point**
- writing on local Issues
 - Write about your favourite sports
 - Write about your home town
- 3) **Human interest stories**
- Visit nearby old age home and write about your experience
 - Visit nearby Orphanage and write about your experience
 - Write any government office and write report
- 4) **Feature Writing for Newspaper**
- Human interest stories, backgrounders
 - Op-ed articles, Editorials
 - Articles, Middles, Columns
- 5) **Writing across media**
- Writing for news magazines
 - Writing for blogs
 - Writing for mobile

First Year

Semester II

Photojournalism-I

PRACTICAL

Paper No. JM 206

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 30 Practical/Semester (4 Period each)

- 1- History of photojournalism
- 2- Role of photojournalists in a newsroom.
- 3- Principles and Ethics of photojournalism.
- 4- Reading the mistakes in photos (noise in photographs, over exposure etc.)
- 5- Caption Writing, Management of photographs and Digital archives.
- 6- Spot News, general news photography
- 7- Street Photography, off-beat photography
- 8- Documentary photography
- 9- War, terror, and crime
- 10- Photographs for photo features
- 11- Photo stories
- 12- Photo essays
- 13- Developing specializations
- 14- Group photo feature
- 15- Individual Documentary photography Project
