



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

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

Under
National Skill Qualification Framework
(NSQF)

To be implemented from
2021-22

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

(To be implemented from Academic Year - 2022-2022)

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%)

**Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE, BARAMATI
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	4	100
JM 303	Introduction to Radio	4	100
Skill component			
JM 304	Editing Skills	6	150
JM 305	Radio Production	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	India After Independence	4	100
JM 403	Introductions to Economics	4	100
Skill component			
JM 404	Television Production	6	150
JM 405	Film Appreciation	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	Introduction to Digital Media	4	100
JM 502	Introduction to Media Research	4	100
JM 503	Mass Communication Theory	4	100
Skill component			
JM 504	Content Development For Digital 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 of Advertising	4	100
JM 602	Basics of Public Relations	4	100
JM 603	Media Management	4	100
Skill component			
JM 604	Advertising Practices	6	150
JM 605	Dissertation/In-depth reporting (IDR)	10	250
JM 606	Internship	2	50

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B. Voc. (Journalism and Mass Communication)
REVISED SYLLABUS

Third Year

Semester V

INTRODUCTION TO DIGITAL MEDIA

General Component

Paper No. JM 501

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Course Objectives

1. To provide an understanding of the digital media landscape.
2. To gain proficiency in specific uses of various types of Digital media platforms
3. To provide understanding of etiquette of various social media
4. To understand how to create own presence on digital media professionally.
5. To understand basic strategies of brand Management on social media.

CONTENT

Unit 1-Digital Media- basic Understanding

- Digital Media- Evolution, Definitions, Concept and Scope
- The Characteristics of Digital Media and Significance
- Old Media vs. New Media
- Concepts and evaluation of Internet

Unit-2 Digital storytelling

- Content management & content management systems
- Digital story-telling formats
- Content writing, editing, reporting
- Blogging
- Video blogging and podcasting

Unit 3- Online Journalism

- News on the web
- Changing paradigms of news
- Characteristics of Online Journalism
- Citizen Journalism
- Data Journalism

Unit 4- New Media Theories

- MacLuhan & Network Society
- Online Disinhibition
- Theory of Castells
- The Changing Mass Media Audience
- Digital Divides

Unit 5- New trends and issues

- OTT
- Mobile Applications

- Artificial Intelligence
- Google Tools for media
- Ethical issues

Unit 6- Social Media

- Social networking
- social profile management products: Facebook, LinkedIn
- Social publishing: Instagram, YouTube
- Social Media Metrics
- Understanding Fake News: Issues, Challenges

Course Outcomes

1. Students would gain understanding of the concepts of digital and social media.
2. Students would be able to utilize digital social media tools for different developmental activities.
3. Students would be able to gain understanding of cyber ethics.
4. Students will comprehend the functionalities of digital media.

Recommended Readings:

1. Feldman, Tony. An Introduction to Digital Media. Routledge.
2. Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
3. Handbook for Media, General Elections to the 17 th Lok Sabha 2019, Election Commission of India
4. New Media and Politics, Sage publication
5. Digital Journalism: Making News, Breaking News, Open Society Foundation
6. The Routledge Handbook of Developments in Digital Journalism Studies
7. The Handbook of Global Online Journalism, Wiley-Blackwell
8. गरुड, विश्वनाथ(२०१९), डिजिटलपत्रकारिता, गमभनप्रकाशन.
9. बोरटे, योगेश (२०१९), सोशलमीडिया, अथर्वप्रकाशन.
10. Al Jazeera Media Training and Development Centre, Mobile Journalism.
11. Al Jazeera Media Training and Development Centre, Data Journalism

Third Year

Semester V

INTRODUCTION TO MEDIA RESEARCH

General Education

Paper No. JM 502

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

CONTENT

Course Objectives

1. To impart the definitions and basic concepts of media research,
2. To understand difference between communication research, media research and social research.
3. To understand the need, role, importance functions and ethics of research.
4. To know the elements and types of research.
5. To impart the knowledge of basics of statistics and media metrics.

Unit 1-Science and Research Methods

- Different methods of knowing

- Comparing Indian and Western epistemological thought
- Concept of research
- Nature of scientific enquiry, Characteristics of Science
- Relevance and nature of media research

Unit 2- Elements of Research

- Review of literature
- Theoretical framework of research
- Hypothesis or research questions
- Types of variables etc.

Unit 2. Qualitative research methods:

- Nature, limitations,
- Interpreting qualitative data.
- Field observations
- Focus groups
- Intensive interviews
- Case studies

Unit 3. Quantitative research methods:

- Nature, uses, generalization
- Content Analysis
- Survey Research
- Constructing questionnaire

Unit 4. Sampling:

- Universe, population and sample;
- Probability sampling
- Nonprobability sampling
- Advantages and disadvantages
- Measuring sampling error.

Unit 5. Data Analysis

- Textual analysis
- Digital Data analysis

Statistics for research

- Importance of statistical analysis.
- Descriptive and inferential statistics.
- Basic statistical terms and tests

Unit 6. Research Ethics:

- Research ethics
- Research report writing
- Visualization and representation
- Bibliography
- In-text citations

Course Objectives

1. Students would learn the definitions and basic concepts of research,
2. Students would know the difference between communication research, media research and social research.

3. Students would gain knowledge about the need, role importance, functions and ethics of research.
4. Students would learn the concept of each element of research and the interrelations between elements.
5. Students would learn the various types of research.

Recommended Readings:

- Wimmer, R. D., & Dominick, J. R. (2000). Mass media research: An introduction. Belmont, Calif: Wadsworth Pub. Co.
1. Berger, A. A. (2015). Media and communication research methods: An introduction to qualitative and quantitative approaches. Sage Publications.
 2. Reinard, J. C. (2001). Introduction to communication research. McGraw-Hill Humanities, Social Sciences & World Languages.
 3. Kothari, C. R. (2004). Research methodology: Methods & techniques. New Delhi: New Age International (P) Ltd.
 4. International (P) Ltd.
 5. www.thehoot.org
 6. www.indiantelevision.com
 7. www.media4exchange.com
 8. www.agencyfaqs.com
 9. www.indianstat.com

Third Year

Semester V

MASS COMMUNICATION THEORY

General Education

Paper No. JM 503

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Course Objectives

1. To provide students with basic theoretical and conceptual aspects of mass media.
2. Explain the uses of various media effects theories.
3. To enable students to understand relation between media and culture.
4. To introduce students political and economic aspects media.
5. To provide an understanding correlation between media and society.

CONTENT

Unit 1. The Rise of Mass Communication:

- Media as an important social institution
- Concept of 'Mediation'
- The concepts of 'Mass' and 'Mass Society'
- The process and characteristics 'Mass Communication'

Unit 2. Basic Mass Communication Theories

- Individual Difference Theory
- Selective Exposure
- Selective Perception
- Selective Retention Theory

Unit 3. Normative Theories of Mass Communication

- Authoritarian Theory
- Free Press Theory

- Social Responsibility Theory
- Development Communication Theory

Unit 4. Personal Influence and Sociological Theory

- Two step Theory, Multi-step Theory
- Cultivation Theory
- Agenda Setting Theory
- The uses and gratification Theory

Unit 5. Mass Media and Society

- The Mass Society
- Social construction
- The Information Society

Unit 6. Mass Media and Culture

- Political Economic Theory
- Hegemony Theory
- Culture and semiotic Theory

Course Outcomes

1. Students will be able to grasp the relationship between communication and media theories.
2. Students will understand through the theory that how media work for people and society and its effects on society.
3. Students will understand the use of Normative theories by media.
4. Students will understand how media make influence on audience using Agenda setting theory, Uses and gratification theory and other sociological theories.

Suggested reading:

- Denis. McQuail, McQuail's Mass Communication Theory. (2000). London: Sage.
- Keval J. Kumar, Mass Communication in India, Jaico Publication
- Stanely Baran, Dennis K. Davis, Mass Communication Theory
- Uma Narula, Mass Communication Theory
- Denis. McQuail, McQuail's Reader in Mass Communication Theory.

Third Year

Semester V

CONTENT DEVELOPMENT FOR DIGITAL MEDIA

Skill Component

Paper No. - JM 504

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 90 Practical Period

CONTENT

Unit 1- Writing for Digital Media

- Linear vs. nonlinear form
- Writing for the screen vs. writing for print
- Content writing, editing

Unit-2 Storytelling

- Storytelling structures that work on the Web
- Storytelling using text and Image,
- Storytelling using Audio and Video

Unit3- Blog Writing

- Creating individual Blogs- Blogger, WordPress
- Writing a News stories, and feature
- Writing with hyperlinks

Unit 4- Content for Facebook

- creative writing- one liner, normal post
- Post on Political, personal, sport, technology topics
- Create Facebook page, Fb Promotion
- Case Study

Unit-5 Twitter and Instagram

- Twitter and advanced search
- Use of tags
- Instagram promotion

Unit 6 YouTube

- Setting up a YouTube channel
- Managing content on YouTube

Unit-7 Fake News and facts checking

- Video and Photo verification
- Digital hygiene
- Use of 5W1H to find fake information

Third Year

Semester V

VIDEO PRODUCTION PROJECT

Skill Component

Paper No. - JM 505

Maximum Marks: 300

Credits: 12

Teaching Period: 4/week

Teaching Load: 180 Practical Period

In this semester Students of the specialization of Video Production take up a Group video Production project. There should be five to seven students in each group. The project may be Fiction or Non-Fiction. The subject, topic, content of the project must be of the length Minimum 07 minutes and maximum 10 minutes including titles and credits. After approval of the story concept from the production guide and the script selection committee, students are expected to assume the role of the director for this project and execute it within given/scheduled time frame. Also, in order to understand the process better, students will be expected to do at least two production exercises and do detailed paperwork in the pre-production, production and post-production phases. The activities involved are meant to give the student a thorough experience of the script-to-screen process. Evaluation is made based on production exercises, submissions related to productions and the basis of the assessment of the video production project film itself and viva voce.

Evolution of group project based on the following steps and submission.

- Group formation
- Idea pitching individually by group members.
- Finalization of idea.
- Define Role and Responsibility of each member in group.
- Script writing
- Screenplay writing

- Dialoged writing
- Location Hunting
- Casting
- Set designing
- Costume Finalization
- Shot break down
- Story boarding
- Production Work (Direction, Cinematography, Art direction, Lighting, production Etc.)
- Postproduction work (Editing, Dubbing, Color Correction, Music, Sound Mixing, Titling & Subtitling, Final output)

INTERNSHIP

Paper No. JM 506

Maximum Marks: 50

Credits: 02

Internship must be evaluated for 2 credits.

Norms of internship are as follows:

- It should be done **before the end of Sem. IV** in any Media organizations for minimum 45 days. Students may work in two different types of organizations min. 30 days each.
- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organization.
- **Norms of evaluation for 50 marks:**
Evaluation by the authority: 20, Volume and quality of work: 20, Quality of report: 10

BASICS OF ADVERTISING

General Education

Paper No. JM 601

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period/Semester

Course Objectives

1. Impart basic concepts of advertising and its development.
2. Aware importance of advertising in media.
3. Encourage graduates for self-employability.
4. Inculcate knowledge of economy of media.
5. Knowledge of the functioning of advertising agencies

CONTENT

Unit 1. Introduction to Advertising

- Advertising: concepts, definitions, needs
- Importance and role of advertising in media
- Basic Principles and Vocabulary
- Development of advertising in India and World
- Appreciating the still images

Unit 2. Vehicles of Advertising

- Trends in advertising
- Outdoor or Out of home Advertising
- Print Advertising
- Online Advertising

Unit 3. Classification of Advertising

- Product advertising
- Market segmentation
- Sales promotion
- Identification of target consumer
- Market trends

Unit4 Theories and Models of Advertising

- AIDA Model,
- DAGMAR Model,
- Maslow 's Hierarchy Model
- Communication theories applied to advertising
- pre and post testing

Unit 5. Understanding Brands

- What is a Brand?
- Journey: from product to brand
- The need for Strong Brands
- Brand Awareness

Unit 6. Working of Advertising Agency

- Advertising Agencies, growth and development
- Structure and function of Ad-agency
- Media selection, print, audio visual, digital

- Design, budget, client relations

Course Outcomes

1. Students would learn development of advertising and basic concepts.
2. Students would be able to know about role and importance of advertising in media.
3. Learner will have the knowledge of self-employment.
4. Students would know about advertising agencies.
5. Learner would know about the advertising industry and its functioning

Recommended Reading:

1. Mass Communication in India by Keval j. Kumar
2. Introduction to Mass communication by Stanley J. Baran
3. Absolut Book.: The Absolut Vodka Advertising Story, Richard W. Lewis
4. Beyond Buzz: The Next Generation of Word-of-Mouth Marketing, Lois Kelly
5. Bill Bernbach's Book: A History of Advertising That Changed the History of
6. Advertising, Bob Levenson
7. Blink: The Power of Thinking Without Thinking, Malcolm Gladwell
8. Brain Surgery for Suits: 56 Things Every Account Person Should Know, Robert Solomon
9. PandePuran, Piyush Pande

Third Year

Semester VI

BASICS OF PUBLIC RELATIONS

General Education

Paper No. - JM 602

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period

Course Objectives

1. To provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising, and e-PR.
2. To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity, propaganda and publicity.
3. To understand the basic tools of public relations.
4. To impart the fundamentals of public relations writings.

CONTENT

Unit 1 Introduction to Public Relations

- Public Relations: Meaning, Definition & Concept
- Objective of Public Relations
- Role and responsibilities of PR professional
- Qualities required of a PR professional

Unit 2 Public Relation History

- Brief history of Public Relation
- Growth of PR in India
- How PR is different from advertising, publicity and propaganda
- Need and Importance of Public Relations

Unit-3 Tools & Techniques

- Tools and techniques of Public Relations
- Press Release: Importance and need
- Media relations -press conference and press tours
- Internal and External PR tools

Unit-4 Role & Organizational setup

- Organizational Set-up of PR agency
- PR in government organization
- PR in public sector
- PR in private Sector
- PR in Corporate

Unit-5 PR during crisis

- What is crisis?
- Case studies
- PR in crisis management
- Steps in crisis management
- PR Campaigns

Unit-6 Use of Social Media in PR

- Website: a tool for faster dissemination of information
- Blogging, LinkedIn, Face book, Twitter etc.
- Photographs and A/V material.
- Use of Internet.

Course Outcomes

- 1.Students would learn about the definitions and concepts of publicrelations,
- 2.Students would know the difference between public relations and corporate communications
- 3.Students would gain knowledge about the tools of public relations.
- 4.Students would learn the basics of public relationswritings.
- 5.Students would gain knowledge about the basic ethics and laws of public relations.

Suggested Readings:

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Public Relations Techniques, Butterworth Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd

MEDIA MANAGEMENT

General Education

Paper No. JM 603

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period/Semester

Course Objectives

1. Describe the principles, need and functions of management
2. Describe the structure and functions of media organization
3. To provide understanding of knowledge of the media management process.
4. Students will know internal structure of various media platforms.
5. To understand the correlation between business and responsibilities of media.

CONTENT

UNIT 1 Internal Structure of Media

- Organizational structure: Print, TV, New Media
- Management role in ensuring editorial freedom
- Delegation of responsibilities
- Coordination between departments

UNIT 2 Ownership and Management

- Types of ownership and their agendas
- Ideal management structure to ensure free flow of information,
- Informed comment and analysis for an idea
- Newspaper or broadcast channel

UNIT 3 Finance and HR Management

- Financial management
- Break up of expenditure for the year
- Raw material costs, human resource inputs, various allocations
- Fixed and variable costs
- Unforeseen factors specialized training for skilled workers, HRD, advertising revenues, without compromising quality or commitment to high, professional standards.

Unit 4 Marketing strategies

- Meeting consumer demands without pandering to baser instincts.
- Public relations, brand building Identification with readers’/ viewers’
- Honesty or professional integrity
- Creation of goodwill, brand building Sales promotion

Unit 5 Changing Scenario

- Challenges of globalization
- Liberalization
- Foreign Direct Investment [FDI]
- Digital revolution and its impact on media
- Commercialization of media

Unit 6 Overview of India Media and Organizations

- Case Studies
- BBC, ‘Sakaal, and their marketing and development strategies

- Organizational bodies: IENS, NRS, ILNA, ABC

Course Outcomes

- 1. Students shall have understanding of media proliferation in India.
- 2. Students shall get aware to management values and process.
- 3. Students shall have an overview of recent changes and future challenges of media regulation
- 4. Students shall have understanding of media ownership pattern.
- 5. Students shall know Liberalization globalization have impacted the current media scenario.

Suggested reading:

1. C. S. Rayudu (2018) Media and Communication Management. Mumbai: Himalaya Publishing House.
2. Koontz, Harold; Weihrich, Heinz. (1990) Essentials of management. New York McGraw-Hill Publishing Company.
3. Jan R. Hakeculdar (1998) Media Ethics and Laws
4. Black, J. and Roberts, C. (2011). Doing ethics in media: Theories and practical applications. New York: Routledge.
5. Ben Badgikian: Media Monopoly -Rucket and Williams: Newspaper Organization and management, IOWA State University Press,1974
6. Nicholas Coleridge: The Paper Tigers -P.K.Ravindranath: News media management, English Edition, Mumbai 2004

Third Year

Semester VI

ADVERTISING PRACTICES

Skill component

Paper No. – JM604

Maximum Marks: 150

Credits: 6

Teaching Period: 2/Week

Teaching Load: 90 Practical Period

CONTENT

Unit 1- Watching Ad

- Watching television ad and internet ad
- Listening radio ad
- Reading print advertise

Unit 2 Copy writing, testing

- Copy writing for Print ad
- Copy writing for Radio ad
- Scripting for audio visual ads

Unit 3 Creation of Advertisement

- Print Advertisement
- Radio Advertisement
- Audio Visual Advertisement

Unit-4 Online platforms for advertisements

- Face book advertises
- Google Advertising
- Twitter advertising
- What's app Advertise

Unit-5 Advertising Campaign design

- Idea pitch for ad campaign
- Advertising campaign
- Campaign planning

Unit 6 PR Writing

- Writing press releases
- Feature writing, Corporate features,
- Development stories, Editorial writing.

Research

Maximum Marks: 250

RESEARCH PROJECT (Group)

Paper No. JM 605

Credits: 10

In this semester student take up a group research project worth 10 credits. Every group should consist of 4-5 students. These students will be equally responsible for their research project. After approval from the guide and the committee, students are expected to work on the topic thoroughly and submit the dissertation within the given deadline.

Continuous internal assessment for research based up the maintaining research diary, Research idea presentation, and final research project presentation.

A typed dissertation must be submitted by the end of the semester. The typed dissertation evaluated by the research guide and External Examiner. Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks for the viva-voce.

OR

IN-DEPTH REPORTING PROJECT (Group)

Group of 4-5 students must work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic

Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports. The reports will be evaluated by the guide and External Examiner. Viva-voce based on the project has to be conducted by the External Examiner, in the presence of the project guide.

Continuous internal assessment for research based up the maintaining IDR diary, IDR idea presentation, and final project presentation.

INTERNSHIP

Paper No. JM 606

Maximum Marks: 50

Credits: 02

Internship must be evaluated for 2 credits.

Norms of internship are as follows:

- It should be done **before the end of Sem. VI** in any Media organizations for minimum 45 days. Students may work in two different types of organizations min. 30 days each.
- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organization.
- **Norms of evaluation for 50 marks:**
Evaluation by the authority: 20, Volume and quality of work: 20, Quality of report: 10
