

**Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE, (Autonomous) BARAMATI
Dist. – Pune-413102**

**B. Voc. JMC Syllabus Structure
Academic Year 2022-23**

**Syllabus (CBCS) For F.Y. B. Voc Journalism and Mass Communication
For Academic Year 2022-23**

First Year: Semester-I

| Subj. Code | Subject Name | No. of Credits | Marks |
|-------------------|--|----------------|-------|
| General component | | | |
| UBJM111 | Introduction to Mass Communication | 4 | 100 |
| UBJM112 | Introduction to Journalism | 4 | 100 |
| UBJM113 | Current Affairs- World, India, Maharashtra | 4 | 100 |
| Skill component | | | |
| UBJM114 | Language skills- Marathi | 6 | 150 |
| UBJM115 | Computer Application for Media | 6 | 150 |
| UBJM116 | Basics of photography | 6 | 150 |

First Year: Semester-II

| Subj. Code | Subject Name | No. of Credits | Marks |
|-------------------|------------------------------|----------------|-------|
| General component | | | |
| UBJM121 | News reporting and Editing-I | 4 | 100 |
| UBJM122 | Writing for Media-I | 4 | 100 |
| UBJM123 | India after independence | 4 | 100 |
| Skill component | | | |
| UBJM124 | Language skills- English | 6 | 150 |
| UBJM125 | Feature Writing | 6 | 150 |
| UBJM126 | Content Production on Mobile | 6 | 150 |

Program Outcomes (POs) for B.Voc.Programme

| | |
|-----|---|
| PO1 | Disciplinary Knowledge: Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Vocprogramme Execute strong theoretical and practical understanding generated from the chosen B.Voc programme. |
| PO2 | Critical Thinking and Problem solving: Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options. |
| PO3 | Social Competence Exhibit thoughts and ideas effectively in writing and orally; communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings. |
| PO4 | Research-Related Skills: Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism. |
| PO5 | Personal and Professional competence: Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals. |
| PO6 | Effective Citizenship and Ethics: Demonstrate empathetic social concern and equity centred national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility. |
| PO7 | Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development. |
| PO8 | Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes |
| PO9 | Trans-disciplinary Research competence: Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem. |

Theory

Paper No. UBJM111

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Course Objectives

- 1. To develop the knowledge of basic elements of Communication.**
- 2. To inculcate the knowledge of communication models.**
- 3. To introduce students to the theories of Communication.**

Detailed Course

Unit 1. Development of Communication

Concept of Communication
Development of Human communication
Transmission of ideas, Facts & feelings
Communication as a social, human & universal process.

Unit 2. Process of Communication:

Elements of Communication process
Noise and feedback in communication
Effective communication & its Barriers
The seven Cs of Communication,

Unit 3: Types and Forms of Communication

Types based on Number of Participants
Types based on Medium
Types based on Purpose
Forms of Communication-Verbal/Non-Verbal, Visual/ Olfactory

Unit 4. Communication models and models

Aristotle's Model, Lasswell's Model
Berlo's S-M-C-R Model, Gerbner's model
Shannon-Weaver Model, Newcomb's model,
Osgood-Schramm Model

Unit- 5 Basic communication theories

Two step Theory, Multi-step Theory

- Cultivation Theory
- Agenda Setting Theory
- The uses and gratification Theory

Unit 6. The Rise of Mass Communication:

Factors responsible for growing importance of Communication,
Concept of 'Mediation', 'Mass' and 'Mass Society'
Process and characteristics of 'Mass Communication',
Modernity and mass communication

Course Outcomes

1. Students would be able to introduce themselves to the theories of Communication.

2. Students would be able to inculcate the knowledge of Communication models.
3. Students would be able to develop the knowledge of basic elements of Communication.

Introduction to Journalism**Theory****Paper No. - UBJM112****Maximum Marks: 100****Credits: 4****Teaching Period: 4 /week****Teaching Load: 60 Theory Period****Course Objectives**

- 1. To introduce students to the basics of journalism.**
- 2. To inculcate the knowledge of elements of journalism.**
- 3. To develop the knowledge of skills of journalism.**

Detailed Course**Unit 1: Beginning of the Press**

Technological development,
Invention of printing and movable type
Beginning of the Press in India
Early Anglo-Indian newspapers

Unit 2: Development of newspapers

Social reform movement and journalism
Driving force of the freedom struggle
National leaders and newspapers,
National Press, Regional Press

Unit-3: Rise of Electronic media- Radio

Radio before independence
Radio journalism: Meaning & Definition.
News Division of AIR
Radio in disseminating news;

Unit-4 Rise of Electronic media- Television

Understanding broadcast journalism
News on television Doordarshan days
Rise and spread of news channels;
Digital Media and journalism.

Unit- 5 Understanding News:

Criteria defining news: new, unusual, significant, about people;
news areas and their relevance: conflicts, disasters and tragedies, crime, progress and development, economy, health, weather, religion, sports etc.;
news in different forms: breaking, developing, follow-up, speculative etc,
News sources, News Agencies

Unit-6 Legal and ethical Framework:

Intellectual property rights
Defamation, sedition, slander, IT Act
Statutory and self-regulatory bodies
Fundamental Rights and duties, Directive Principles

Course Outcomes

- 1. Students would be able to understand the basics of journalism.**
- 2. Students would be able to inculcate the knowledge of student elements of journalism.**
- 4. Students would be able to develop the knowledge of skills of journalism.**

CONTENT**Course Objectives**

1. To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio – economic issues.
2. To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues.
3. To inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.

Detailed Course**Unit-1: Contemporary Economic Scenario**

- Economic situation of India.
- Economic situation of Maharashtra.
- Economic reports and surveys
- Economic sectors

Unit-2: Contemporary Socio-Political Scenario

- Socio-political scenario of India.
- Socio-political scenario Maharashtra.
- Social scenario- post covid
- Socio-Political issues

Unit-3: Science & Educational Scenario

- Educational development and situation
- Educational policies and changing trends
- Development in science
- Latest news in India and Maharashtra

Unit-4: Agricultural Scenario in India

- Agricultural Development
- Government Policies and Agriculture
- Role of Media in Agriculture
- Agricultural issues

Unit-5: Cultural & Sports Scenario

- Cultural diversity in India
- Major sports events International and National.
- Current cultural & Sports Scenario of Maharashtra.
- Ethnic India Vs Modern India

Unit 6: Media & Entertainment Scenario

- Rise of media& entertainment industry
- Changing trends in media & entertainment
- Different platforms of entertainment
- Latest news regarding the media & entertainment industry.

Tips: Discussions on major National and International events.

Course Outcomes

1. Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio – economic issues.
2. Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues
3. Students would be able to inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.

Course Objectives

- 1. To create linguistic skills.**
- 2. To impart knowledge about advanced vocabulary for effective communication.**
- 3. To inculcate the knowledge of compositional and comprehension skills**

Detailed Course

Unit 1- Vocabulary: Active and passive vocabulary,

Choosing the right/precise word

Ways of expanding one's active vocabulary,

Levels of vocabulary usage: formal & informal, spoken & written.

Unit 2- Sentence: Definition, Subject & Predicate,

Importance of the verb in sentence, Unity, Lucidity,

Various relations between sentences, Connectors,

Types of sentences:

Unit 3- Paragraph:

Principles of organizing & developing a paragraph,

Topic sentence, Variation of length

Argument- Counter argument,

Explanation & illustration, Reiteration,

Unit 4- Punctuation:

Use of Punctuation in sentences.

Unit 5-Types of writing:

Essay,

Feature,

Business Letter,

Editorial comment.

Unit 6- Critical Reading:

the choice of vocabulary,

the sentence structure,

the sentence connectors,

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

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

Unit 10-Writing skill:

Review of book,
drama,
summarizing.

Course Outcomes

- 1. Students would be able to create linguistic skills.**
- 2. Students would be able to impart knowledge about advanced vocabulary for effective communication.**
- 3. Students would be able to inculcate the knowledge of compositional and comprehension Skills**

PRACTICAL

Paper No. UBJM115

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

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

Course Objectives

- 1. To learn about Computer.**
- 2. To understand PowerPoint presentation and its application**
- 3. To learn about adobe Photoshop**

Detailed Course

- 1. Introducing Computer and Operating system**
- 2. MS-WORD**
- 3. Scratch**
- 4. MS-POWERPOINT and its application**
- 5. Google Docs and Forms**
- 6. Introduction to Photoshop**
- 7. Web development: HTML and Scripting language**
- 8. Basic of website designing**
- 9. Search Engine optimization**

Course Outcomes:

- 1. Students will learn about computer**
- 2. Student will learn PowerPoint presentation and its application**
- 3. student will learn about adobe Photoshop**

References:

- 1) Microsoft Office 2000 by Vipra Computers, Vipra printers pvt. Ltd.
- 2) Advanced Maicrosoft Office 2000 by MeredithaFlynin, 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.

Course Objectives

1. Impart basic concepts and importance of Photography
2. To develop the knowledge of photography.
3. Encourage self-employment

Detailed Course

1- Evolution of camera

2- Types of cameras

3- Internal structure and working

4- Key concepts

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

5- Camera controls

- Camera control's 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

Course Outcomes

1. Students would be able to develop the knowledge of photography.
2. Learner would learn the concepts and importance of photography.
3. Learner would know different branches of photography and may be self-employed