



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

Syllabus  
For  
**B.Voc. Journalism and Mass Communication**

Sponsored by  
**University Grant Commission**

Under  
**National Skill Qualification Framework**  
**(NSQF)**

To be implemented from  
2022-23

**(To be implemented from Academic Year – December 2022-2023)**

**Course structure:**

- B.Voc. is three year course with three theory and three practical courses in each semester.
- Each theory course will be of three credits and each credit is of 15 periods
- Each practical course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each practical 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 streamer 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

Theory courses Paper I, II, III, IV, V and VI: Semester

Practical Course: Practical examination will be conducted

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**TULJARAM CHATURCHAND COLLEGE, (Autonomous) BARAMATI**  
**Dist. – Pune-413102**  
**B. Voc. JMC Proposed Syllabus Structure**  
**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

**Second Year: Semester-III**

Subj. Code	Subject Name	No. of Credits	Marks
General component			
UBJM211	News Reporting and Editing-II	4	100
UBJM212	Writing for Media-II	4	100
UBJM213	Introduction to Radio	4	100
Skill component			
UBJM214	Editing Skills	6	150
UBJM215	Radio Production	6	150
UBJM216	Experimental Journal	6	150

## Program Outcomes (POs) for B.Voc.Programme

PO1	<b>Disciplinary Knowledge:</b> 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	<b>Critical Thinking and Problem solving:</b> 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	<b>Social Competence Exhibit thoughts and ideas effectively in writing and orally;</b> 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	<b>Research-Related Skills:</b> 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	<b>Personal and Professional competence:</b> 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	<b>Effective Citizenship and Ethics:</b> 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	<b>Environment and Sustainability:</b> Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.
PO8	<b>Self-directed and Life-long learning:</b> Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes
PO9	<b>Trans-disciplinary Research competence:</b> Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

**First Year / Semester II**

**News reporting and Editing-I**

**Theory**

**Teaching Period: 4/week**

**Teaching Load: 60 hours in semester**

**Paper No. UBJM121**

**Credits: 4**

**Maximum Marks: 100**

**Course Objectives**

1. To introduce students to the basics of News Reporting for Print Media
2. To introduce students to the basics of News Editing for Print Media
3. To inculcate the knowledge of elements of Reporting and editing for print journalism.
4. To develop the knowledge of News paper structure and workflow

**CONTENT:**

**Unit 1 Newspaper organization & Newsroom**

- Newspaper organization, various departments & coordination
- Editorial hierarchy and functioning of a newsroom
- Role and responsibilities of the Editor
- Role and responsibilities of the News Editor
- Role and responsibilities of Chief Reporter

**Unit 2 Basics of News Writing**

- What is NEWS? Various definitions
- Who is a reporter? : Basic qualities and functions
- Understanding NEWS VALUES with examples
- Inverted Pyramid structure of News Writing, 5 Ws and H of News writing
- Basic skills: Reporter's diary, communication, observations, taking and organizing notes

**Unit 3 Basics of News Editing**

- Page structure of a newspaper
- Who is a Sub-Editor? : Basic qualities and functions
- Various desks in the Newsroom
- Leads/ledes of news stories, various examples
- Writing news stories from press releases
- Basics of proofreading and copy editing

**Unit 4 News Reporting and News Beats**

- General reporting: Writing news stories with the help of field notes, finding proper lead, etc.
- News Beats: Different sources and subjects of news
- Understanding the beats & cultivating sources (Corporation, ZP, Panchayat Samiti, Crime & courts, Education, Health, Culture and Community, etc.)
- Difference between urban and rural reporting
- Hard and soft news

- Covering political and cultural events, crime and accidents, agriculture and weather reporting

### **Unit 5 Working on News Desks 1**

- Different news desks and their functioning, Role and function of Chief Sub-Editor
- Different sources of news: Staff reporters, rural reporters, news agency, digital media, etc.
- Target readers, news values and selection of news stories

### **Unit 6 Working on News Desks 2**

- Process of verification in detail (Skeptical mind of a Sub-Editor, checking facts and figures, quotes and attribution, multiple sources, archives, asking experts, etc.)
- Following the Stylebook
- Writing headlines, Types of headlines

### **Course Outcomes:**

1. Students would be able to understand the basics of news reporting and editing.
2. Students would be able to inculcate the knowledge of News reporting, Writing and editing
3. Students would be able to develop the knowledge about structure and workflow of journalism.

### **Suggested reading:**

- 1. कुलकर्णी एस.के, 2004 पत्रकारिता मार्गदर्शक, पुणे विद्यार्थी गृह प्रकाशन
- 2. सुनील माळी, 2008, बातमीदारी
- 3. Lewis James. The Active Reporter. Vikas Publication
- 4. Warren Carl. Modern News Reporting. Harper and Row.
- 5. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
- 6. Charnley V. Mitchell. Reporting(4th Ed.). Holt, Rinehart and Winston.
- 7. Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.
- 8. Kamath, M.V. Behind The By-Line. Vision Books.
- 9. Kamath, M.V. Reporter at Large.

**First Year**

**Semester 2**

**Writing for Media 1**

**General education**

**Paper No. – UBJM122**

**Maximum Marks: 100**

**Credits: 4**

**Teaching Period: 2/week**

**Teaching Load: 60 Theory Period**

**Course Objectives:**

- The student will develop basic critical and analytical media writing skills and learn to effectively structure messages for a specific audience
- The student will understand the similarities and differences among all forms of media writing.
- The student will recognize, critique, and produce writing that delivers accurate, clear and concise information to a mass audience.
- The student will learn Associated Press style and use it correctly when writing media messages

**Content:**

**1. Fundamentals of Writing**

- The Blank Page and Overcoming Fear of Writing
- Three Step Process of Writing: Write-Review-Destroy- Repeat
- Reading Techniques for faster review: Speed and Comprehension
- An Introduction to Creative Writing

**2. Identifying Writing in Audio-Visual Content**

- Reading v/s watching Audio-Visual content
- Tools of Reading Audio-Visual content
- Identifying Structure
- Identifying Drama and emotion

**3. Story Writing**

- Elements of a Story
- Characters and Characterization
- Structuring a Story: Emotion and Drama
- Idea to Narrative: Practical Story Writing

**4. Introduction to Various Types of Online Media Writing**

- Writing on the Internet
- Blogs
- Marketing Content
- Social Media

**5. Introduction to Different forms of Media Writing**

- Understanding Fiction vs Non-Fiction
- Understanding Print vs TVC
- Understanding Television serials
- Understanding online streaming contents

**6. Practice Writing**

- Practical Story Writing
- Practical Narrative Story Writing

- Practical Blogs Writing, Tweets formation, Captions, articles
- Writing story with dialogues

**Course Outcomes:**

- The student will understand what communication professionals do and the relationship between academic theory and professional practice.
- The student will demonstrate critical thinking skills when generating, consuming, and evaluating messages in relevant communication contexts.
- The student will create written messages demonstrating command of relevant communication constructs and industry/professional standards.

**SUGGESTED READINGS:**

- Hilliard Robert L. (2015) Writing for Television, Radio and New Media
- Witt Leonard (1991) Complete Book of Feature Writing
- Brande Dorothea (1934) Becoming a Writer
- Lamott Anne (1994) Bird by Bird: Some Instructions on Writing and Life
- Standage Tom (2013) Writing on the Wall: Social Media- The First 2000 years

**First Year**

**Semester II**

**India after Independence**

**Theory**

**Paper No. UBJM123**

**Maximum Marks: 100**

**Credits: 4**

**Teaching Period: 4 /week**

**Teaching Load: 60 Theory Period/Semester**

**Course Objectives**

1. To introduce students to history of India after independence
2. To introduce students to the prominent incident happened in India in last 7 decades
3. To inculcate the knowledge about role of media after independence

**CONTENT:**

**Unit 1**

- Impact of the British Raj and colonial legacy
- Indian renaissance and social reforms
- Comprehensive nature of India’s Freedom Struggle, Partition and its impact
- Making of the Indian Constitution and its basic features

**Unit 2**

- Emergence of India as a modern nation-state
- Integration of the Princely States (Problem of Jammu-Kashmir, Hyderabad Liberation Movement, Liberation of Goa, etc.)
- Reorganization of the states on linguistic basis, regionalism and challenges before the Union
- Integration of the tribal
- Insurgency in North-East

**Unit 3**

- Nation-building: Five years plan, heavy industry and foundation of future development, land reforms, ‘Garibi Hatao’ and Nationalization of banks, food crisis and Green Revolution



- Shaping of foreign policy from Nehru to Indira (Cold war, Non-Aligned Movement, Asian Conference, etc)
- Occupation of Tibet, Chinese invasion and war with Pakistan
- The Congress system in early years
- Emergency and censorship, JP Movement and Janata Party, Foundation of BJP
- Liberation of Bangladesh

#### **Unit 4**

- Crisis in Punjab, terrorism and assassination of Indira Gandhi
- The Rajiv years and beginning of alliance era in Indian politics
- Mandal Commission, Shahbano case and Ayodhya agitation
- Narsimha Rao government and reforms in Indian economy
- The Vajpayee years (Nuclear tests, Kargil Conflict and Bus diplomacy)

#### **Unit 5**

- Return of the Congress: The UPA years (Nuclear deal, loan waiver to farmers, etc.)
- India against corruption movement and emergence of Aam Adami Party
- Bhuj earthquake, Godhra, Gujrat riots and rise of Narendra Modi
- Narendra Modi as the Prime Minister (2014 and 2019 elections, development policies, Surgical strike, Demonetization, GST, etc.)

#### **Unit 6**

- Politics in India after independence: From Congress to BJP, regional parties and state politics, Center-state relationship
- Internal security challenges: Terrorism, Naxalism and other threats  
Rise of Indian Diaspora

#### **Course Outcomes:**

1. Students would be able to understand The India after independence
2. Students would be able to inculcate the knowledge about prominent events happened in India which was remarkable
3. Students will know about what was the role played by media after independence.

#### **Suggested reading:**

India after independence- Bakimchandra

India after Gandhi- Ramchandra Guha

गांधीनंतरचा भारत- रामचंद्र गुहा

असा घडला भारत - सुहास कुलकर्णी, मिलिंद चंपानेरकर, रोहन प्रकाशन

Language skills- English

**PRACTICAL**

**Paper No. UBJM124**

**Maximum Marks: 150**

**Credits: 6**

**Teaching Period: 2/week**

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

**Unit 1 Fluency in Grammar Usage**

- 1) Tenses
- 2) Verbs
- 3) Reported Speech
- 4) Prepositions
- 5) Conjunctions
- 6) Effective Sentence-Construction

**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
- 8) Understanding Accent-British and American

**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
- 7) Translation study.

References:

1. Phrases, Clauses and Sentences-George Davidaon
2. Intermediate English Grammar-Raymond Murphy
3. Essential English Grammar-Raymond Murphy
4. Nonviolent Communication- Marshal B Rosenberg
5. Attitude is Your Superpower- Edurado Clemente

**Feature writing**

**PRACTICAL**

**Paper No. JM 205**

**Maximum Marks: 150**

**Credits: 6**

**Teaching Period: 2/week**

**Teaching Load: 30Practical/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 favorite sports
- Write about your hometown

**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 newsmagazines
- Writing for blogs
- Writing for mobile

**First Year**

**Semester II**

**Content Production on Mobile**

**Practical**

**Paper No. UBJM126**

**Maximum Marks: 100**

**Credits: 4**

**Teaching Period: 4 /week**

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

### **Course Objectives**

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

### **Unit-1 Smartphone friendly content**

- User Generated Content
- Identification of Uique content
- Need of Consistsnt creation
- Planning and paper work

### **Unit-2 Creation of short Videos**

- Shooting Vertically
- Platform based content
- Planning and creation
- Place your contatant in online crowd

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- Shooting HOrizontalyy
- Platform based content
- Planning and creation
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### **Unit-4 Types of Content**

- Creation of Image, Garaphics
- Creation of GIFS
- Creation of Memes

### **Unit 5- Case study of Algorithm**

- Algoritham of googfle
- Algoritham of Facebook
- Algoritham of Instagram
- Government regulation

### **Unit-6 Project work**

- Making of a short-video of 1 minute
- Making of a short-video of 2 minute

### **Unit- 7 – becoming a influancer**

- Unboxing videos
- Review videos
- Rating videogas

- Travel vlog/ food Vlog

**Course Outcomes**

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