



Anekant Education Society's

**Tuljaram Chaturchand College of Arts Commerce and
Science, Baramati**

(Autonomous)

Three Year B.Voc. in Journalism and Mass Communication

(Faculty of Vocational)

CBCS Syllabus

F.Y.B.Voc. - Journalism and Mass Communication Semester -I

Department of Media and Communication Studies

Tuljaram Chaturchand College, Baramati

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

To be implemented from Academic Year 2023-2024

Preamble

AES's Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati has made the decision to change the curriculum across various faculties since June 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. By integrating general (academic) education, vocational education, and experiential learning, the NEP hopes to advance education on every aspect and increase its efficiency. The NEP unveils a comprehensive and multidisciplinary educational approach that will aid in the students' intellectual, scientific, social, physical, emotional, ethical, and moral development. For the growth of the pupils, the NEP 2020 calls for adaptable curricular structures and a learning-based outcome strategy. The NEP 2020 aspires to promote academic excellence, facilitate seamless academic mobility, and increase the global competitiveness of Indian students by providing a nationally recognized and internationally comparable credit structure and course framework. As a result, more chances and doors are opened for students to follow their dreams on a worldwide scale. It also develops a system where educational achievements can be acknowledged and respected both nationally and internationally.

In response to the rapid advancements in Journalism, communication and technology and the evolving approaches in various domains of Media and related subjects, the Board of Studies in B.Voc Journalism and Mass Communication at Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati- Pune, has developed the curriculum for the first semester of FY B.Voc Journalism and Mass Communication, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrf, NHEQF, Prof. R.D Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A Journalism and Mass Communication degree equips students with the knowledge and skills necessary for a diverse range of fulfilling media career paths. Graduates in Journalism and Mass Communication finds opportunities in various media fields, including Print Media, Electronic Media, Digital Media, Social Media, Marketing, Advertising, Public Relations, Video Production, Cinematography, Photography, Editing, Script Writing,

Anchoring, Creative Content Writing, Direction, and many other media domains. Throughout their three-year degree program, students explore the media organization of both Journalism and Video Production across different scales, from local to global. They learn to analyze and write news reports, capture images and visuals, edit the news stories or contents in various levels. The curriculum also delves into the intricate relationship between society and media, examining how communication systems evolve over time. Students also cover creative writing skills, advertising, public relations and they create stories for video production. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of our world and address the challenges of our ever-changing society.

Overall, revising the Journalism and Mass Communication curriculum to align with NEP 2020 ensures that students receive a relevant, through education that equips them to successfully traverse the fast-paced, globally connected world of today. It gives them the knowledge, abilities, and competences required to achieve their academic and professional objectives in a constantly changing global environment while making a significant contribution to society.

Anekant Education Society's
Tuljaram Chaturchand College, Baramati
(Autonomous)

**Board of Studies (BOS) in Department of
Media and Communication Studies**

From 2022-23 to 2024-25

Sr.No.	Name	Designation
1.	Mr. Rahul P. Chaudhari	Chairman
2.	Mr. Ranjeet V. Pandit	Member
3.	Ms. Gayathri Nandhakumar	Member
4.	Ms. Rutuja S. Agam	Member
5.	Dr. Sanjay Vishnu Tambat	Vice-Chancellor Nominee
6.	Mr. Mithunchandra Chaudhari	Expert from other University
7.	Dr. Radheshyam Jadhav	Expert from other University
8.	Mr. Akash Dhopeswarkar	Industry Expert
9.	Ms. Ankita Khane	Meritorious Alumni
10.	Mr. Ravi Mane	Meritorious Alumni

Credit Distribution Structure for F.Y.B.Voc. Journalism and Mass Communication -2023-2024

Level	Semester	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Sem	Degree/Cum. Cr.
		Mandatory	Electives							
4.5	I	JMC-101-MJM: Intro to Mass Communication (2 credits)	--	--	JMC-116-OE: Aesthetics of Photography (2 credits)	JMC -121-VSC: Computer Application (2 credits)	ENG-131-AEC: Functional English-I (2 credit)	CC1 (2 credit)	22	UG Certificate 44 credits
		JMC-102-MJM: Introduction to Journalism (2 credits)			JMC-117-OE: Mobile Photography (2 credits)	JMC 126-SEC: Anchoring Skills (2 credits)	COS-135-VEC: Environmental Science (2 credits)			
		JMC-103-MJM Basics of Photography (2 credits)					JMC-137-IKS: Indian folk Media (2 credits)			
	II	JMC-151-MJM: News Reporting and Editing (2 credits)	--	JMC-161-MN: Introduction to social Media (2 credits)	JMC-166-OE: Introduction to podcast (2 credits)	JMC-171-VSC: Writing for Media (2 credits)	ENG-181-AEC Functional English-II (2 credit)	CC2 (2 credit)	22	
		JMC-152-MJM: Current affairs (2 credits)			JMC-167-OE: Podcast production (2 credits)	JMC-176-SEC Mobile content production (2 credits)	COS-185-VEC: Digital & Technological Solution (2 credits)			
		JMC-153-MJM News reporting and editing Skills (2 credits)								
Cum Cr.	12	--	2	8	8	10	4	44		

Syllabus as per NEP 2020 for F.Y.B.Voc. JMC (2023 Pattern)

Sem	Course Type	Course Code	Course Name	Theory / Practical	Credits
I	Major Mandatory	JMC-101-MJM	Introduction to Mass Communication	Theory	02
	Major Mandatory	JMC-102-MJM	Introduction to Journalism	Theory	02
	Major Mandatory	JMC-103-MJM	Basics of Photography	Practical	02
	Open Elective (OE)	JMC-116-OE	Aesthetics of photography	Theory	02
	Open Elective (OE)	JMC-117-OE	Mobile Photography	Practical	02
	Vocational Skill Course (VSC)	JMC-121-VSC	Computer Application for Media	Practical	02
	Skill Enhancement Course (SEC)	JMC-126-SEC	Anchoring skills	Practical	02
	Ability Enhancement Course (AEC)	ENG-131-AEC	Functional English-I	Theory	02
	Value Education Course (VEC)	COS-135-VEC	Environmental Science	Theory	02
	Indian Knowledge System (IKS)	JMC-137-IKS	Indian Folk Media	Theory	02
	Co-curricular Course (CC)	--	To be selected from the Basket	Theory	02
	Total Credits Semester-I				
II	Major Mandatory	JMC-151-MJM	News Reporting and Editing	Theory	02
	Major Mandatory	JMC-152-MJM	Current affairs	Theory	02
	Major Mandatory	JMC-153-MJM	News reporting and editing Skills	Practical	02
	Minor	JMC-161-MN	Introduction to social Media	Theory	02
	Open Elective (OE)	JMC-166-OE	Introduction to podcast	Theory	02
	Open Elective (OE)	JMC-167-OE	Podcast production	Practical	02
	Vocational Skill Course (VSC)	JMC-171-VSC	Writing for Media	Practical	02
	Skill Enhancement Course (SEC)	JMC-176-SEC	Mobile content production	Practical	02
	Ability Enhancement Course (AEC)	ENG-181-AEC	Functional English-II	Theory	02
	Value Education Course (VEC)	COS-185-VEC	Digital & Technological Solution	Theory	02
	Co-curricular Course (CC)	--	To be selected from the Basket	Theory	02
	Total Credits Semester II				
Cumulative Credits Semester I and II					44

Programme Specific Outcomes (PSOs)

- PSO1. Disciplinary Knowledge:** Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc program Execute strong theoretical and practical understanding generated from the chosen B.Voc program.
- PSO2. 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.
- PSO3. 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.
- PSO4. 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.
- PSO5. 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.
- PSO6. Effective Citizenship and Ethics:** Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
- PSO7. 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.
- PSO8. 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
- PSO9. Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

Syllabus as per NEP 2020 for F.Y.B. Voc. JMC (2023 Pattern)

Name of the Programme: B. Voc. Journalism and Mass Communication

Programme Code: UVJMC

Class: F.Y.B.Voc.

Semester: I

Course Type: Major Mandatory

Course Code: JMC-101-MJM

Course Title: Introduction to Mass Communication

No. of Credits: 02

No. of Teaching Hours: 30

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.

Course Outcomes:

By the end of the course, students will be able to:

CO1.Students would be able to introduce themselves to the theories of Communication.

CO2.Students would be able to inculcate the knowledge of Communication models.

CO3.Students would be able to develop the knowledge of basic elements of Communication.

Topics and Learning Points

UNIT 1: Basic Features Characteristics

Teaching Hours 06

- 1.1 Concept of Communication
- 1.2 Development of Human communication
- 1.3 Transmission of ideas, Facts & feelings
- 1.4 Communication as a social, human & universal process.

UNIT 2: Process of Communication

06

- 2.1 Elements of Communication process
- 2.2 Noise and feedback in communication
- 2.3 Effective communication & its Barriers
- 2.4 The seven Cs of Communication

UNIT 3: Types and Forms of Communication**06**

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

UNIT 4: Communication models and models**06**

- 4.1 Aristotle's Model, Lasswell's Model
- 4.2 Berol's S-M-C-R Model, Gerbner's model
- 4.3 Shannon-Weaver Model, Newcomb's model
- 4.4 Osgood-Schramm Model

UNIT 5: Media effects theories**06**

- 5.1 Two step Theory, Multi-step Theory
- 5.2 Cultivation Theory
- 5.3 Agenda Setting Theory
- 5.4 The uses and gratification Theory

SUGGESTED READINGS:

1. McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
2. Defleur M. L. Everette, Dannis, understanding, Mass-Communication GoyalSa,
3. Kumar Keval J., Mass Communication in India, Jayco, 2001.
4. Malhan P. V. Communication Media Yesterday, Today & Tomorrow, New Delhi.,
5. McLuhan Marshall understanding Media Rutledge & Kegan Paul, , 1964.
6. Schramm Wilbur, Mass Communication, University, J Illinois, 1960.
7. Schramm Wilbur, the Process and effects of Mass Communication, Uty&Illinois,.
8. Dr.PawarSudhakar, SanvadShastra, MansammanPrakashan, Pune

Syllabus as per NEP 2020 for F.Y.B. Voc. JMC (2023 Pattern)

Name of the Programme: B. Voc. Journalism and Mass Communication

Programme Code: UVJMC

Class: F.Y.B.Voc.

Semester: I

Course Type: Major Mandatory

Course Code: JMC-102-MJM

Course Title: Introduction to Journalism

No. of Credits: 02

No. of Teaching Hours: 30

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.
4. To enhance understanding of the technical terms and jargons of Journalism.

Course Outcomes:

- CO1.** Students would be able to understand the basics of journalism.
CO2. Students would be able to inculcate the knowledge of student elements of journalism.
CO3. Students would be able to develop the knowledge of skills of journalism.

Topics and Learning Points

Unit 1: Beginning of the Press

Teaching Hours- 06

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

Unit 2: Development of Indian Press

06

- 2.1 Social reform movement and journalism
- 2.2 Driving force of the freedom struggle
- 2.3 National leaders and newspapers,
- 2.4 National Press, Regional Press

Unit-3 Understanding Journalism

06

- 3.1 Journalism: Concept, nature, scope, function and types

- 3.2 Role of Journalism in Society
- 3.3 Journalism and Democracy
- 3.4 Concept of Fourth Estate.

Unit- 4 Understanding News: 06

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

5.1 Unit- 5 Forms of Journalism 06

- 5.1 Broadcast journalism: television and radio news
- 5.2 Online journalism: digital platforms, blogs, and social media
- 5.3 Journalism in the Digital Age
- 5.4 Emerging technologies and their impact on journalism

SUGGESTED READINGS:

1. Mitra, Mohit and Sunil Basu. A History of Indian Journalism.
2. Murthy, N.K. Indian Journalism,
3. Miller, Carl G. and others. Modern Journalism.
4. □□□□□□ □□□□□□□□□□ □□□□□□□□, □□□□□ □□□□□ □□□□□□□□□□, □□□□ □□□□□□□□□□□□,
5. Parvate, T.V. Marathi Journalism.
6. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.
7. Rau, Chalapathi. The Press. National Book Trust.
8. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.
9. Journalism InIndia : History • Growth • Development by Jai Narain Sharma (Author), K. C. Sharma (Author) 10. Print Journalism: A Complete Book of Journalism by Charanjit Ahuja (Author), Bharat Hiteshi (Author)

CBCS Syllabus as per NEP 2020 for F.Y.B. Voc. JMC (2023 Pattern)

Name of the Programme : B. Voc. Journalism and Mass Communication

Programme Code : UAJMC

Class : F.Y.B.Voc.

Semester : I

Course Type : Major Mandatory

Course Code : JMC-103-MJM

Course Title : Basics of Photography (Practical)

No. of Credits : 02

No. of Teaching Hours : 60

Course Objectives:

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

Course Outcomes:

By the end of the course, students will be able to:

CO1.Students would be able to develop the knowledge of photography.

CO2.Learner would learn the concepts and importance of photography.

CO3.Learner would know different branches of photography and may be self-employed

Topics and Learning Points

UNIT 1: Introduction of Camera	Teaching Hours
1.1 Evolution of camera	05
1.2 Types of cameras	
1.3 Internal structure and working	
1.4 Camera holding and body positions	
UNIT 2: Functions of Camera	
2.1 Aperture, Shutter Speed, ISO	10
2.2 Depth of Field	
2.3 Exposure	
2.4 Brightness, Contrast, Sharpness, Blur, Color, Size	
UNIT 3: Camera modes	
3.1 Auto mode	10
3.2 Manual mode	
3.3 Other programmed mode	

- 3.4 Silhouette
- 3.5 Night mode

UNIT 4: Photo Composition

- 4.1 Aesthetics of Photography 15
- 4.2 Rule of Third, Framing
- 4.3 Elements of Composition
- 4.4 Types of lenses

UNIT 5: Photo Exercise

- 4.1 Light in photography 20
- 4.2 Different types of photography
- 4.3 Black and white photography
- 4.4 Outdoor photography

Suggested Readings:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloc. Paul M. (2006)
7. Visual Communication: Images with Messages

CBCS Syllabus as per NEP 2020 for F.Y.B. Voc. JMC (2023 Pattern)

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc.
Semester	: I
Course Type	: Open Elective (OE)
Course Code	: JMC-116-OE
Course Title	: Aesthetics of Photography
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

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

Course Outcome:

By the end of the course, students will be able to:

- CO1.**Students would be able to develop the knowledge of photography.
- CO2.**Learner would learn the concepts and importance of photography.
- CO3.**Learner would know different branches of photography and may be self-employed

Course Outcome: Topics and Learning Points

UNIT 1: Introduction to Photography	Teaching Hours
1.1 History of Photography	06
1.2 Evaluation of Photography	
1.3 Photography as a Art	
1.4 Digital Evolution	
UNIT 2: Creative Composition	08
2.1 What is Composition	
2.2 Rule of Thirds, Framing	
2.3 Leading Lines, Shapes, Size	
2.4 Static vs. Dynamic Compositions	
UNIT 3: Functions of Camera	08
3.1 Aperture, Shutter Speed, ISO	
3.2 Depth of Field	
3.3 Exposure	

3.4 Brightness, Contrast, Sharpness, Blur, Color, Size

UNIT 4: Types of photography

4.1 Nature Photography

08

4.2 Portrait Photography

4.3 Landscape Photography

4.4 Wedding Photography

4.5 Product Photography

Suggested Readings:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloch. Paul M. (2006)
7. Visual Communication: Images with Messages

CBCS Syllabus as per NEP 2020 for F.Y.B. Voc. JMC (2023 Pattern)

Name of the Programme : B.Voc. Journalism and Mass Communication

Programme Code : UVJMC
Class : F.Y.B.Voc.
Semester : I
Course Type : Open Elective (OE)
Course Code : JMC-117-OE
Course Title : Mobile Photography
No. of Credits : 02
No. of Teaching Hours : 60

Course Objectives:

1. Impart basic concepts and importance of Photography
2. To develop the knowledge of photography.
3. To give the practical knowledge of photography through mobile camera
- 4 . Encourage to express through photographs
3. Encourage self-employment

Course Outcome:

By the end of the course, students will be able to:

- CO1.**Students would be able to develop the knowledge of photography.
CO2.Learner would learn the concepts and importance of photography.
CO3. Students would know how to use mobile camera for better photography.
CO4.Learner would know different branches of photography and may be self-employed

Topic and Learning Points

	Teaching hours
UNIT 1: Mobile Photography practice	
1.1 Photography with different modes	05
1.2 Photography with horizontal camera	
1.3 Photography with Vertical camera	
UNIT 2: Photo Composition	
2.1 Ways of Seeing	05
2.2 Rule of Third, Framing	
2.3 Elements of Composition	
UNIT 3: Understanding Light	15
3.1 Light in Photography	
3.2 Photography with Available Light	
3.3 Photography with Artificial Light	
3.4 Photography with Mix Light	
UNIT 4: Photo editing on mobile Application	15
4.1 Understanding the Application	
4.2 Adjustment of Brightness, Contrast	
4.3 Tonal and Color Values	
4.4 Experimenting with Level and Curve	
4.5 Applying selective effects to images	
4.6 Presentation of final output	
UNIT 5: Photography for Photo stories	
5.1 Developmental Story	20
5.2 Environmental Story	
5.3 Human stories	
5.4 Social Story	

Suggested Readings:

1. **The Art of Photography By Bruce Barnbaum**
2. **Practical Photography by Mascelli**
3. **Painting With Light by John Alton 3.**
4. **Cinematography: Theory and Practice by Blain Brown**
5. **Masters of Light by Dennis Schaefer**
6. **The Visual Story by Bruce Bloc.Paul M. (2006)**
7. **Visual Communication: Images with Messages**

CBCS Syllabus as per NEP 2020 for F.Y.B. Voc. JMC (2023 Pattern)

Name of the Programme : B. Voc. Journalism and Mass Communication

Programme Code : UVJMC

Class : F.Y.B.Voc.

Semester : I

Course Type : Vocational Skill Component (VSC)

Course Code : JMC-121-VSC

Course Title : Computer Application for Media

No. of Credits : 02

No. of Teaching Hours : 60

Course Objectives:

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

Course Outcome:

CO1. Students will learn about computer

CO2. Student will learn PowerPoint presentation and its application

CO3. Student will learn about adobe Photoshop

Topics and Learning Points

- 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**

Suggested Readings:

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

Syllabus as per NEP 2020 for F.Y.B.Voc JMC (2023 Pattern)

Name of the Programme	: F.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: F.Y.B.Voc
Semester	: I
Course Type	: Skills Enhancement Course (SEC)
Course Code	: JMC-126-SEC
Course Title	: Anchoring
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. To Develop Excellent Communication Skills.
2. To build confidence and stage daring.
3. To ability to speak with conviction.
4. To Grow up ability to speak with conviction.

Course Outcomes:

By the end of the course, students will be able to:

CO1. Students will improve communication with self and others

CO2. Student's development of one's own internal resources

CO3. This course skill helps to *the ability to think clearly, the ability to make decisions quickly, and the ability to stay calm under pressure*

CO4. Students will be able to improve Entrepreneurial skill to start an anchoring and market it to earn income

Topics and Learning Points

UNIT 1: Introduction to Anchoring:	Teaching Hours
1.1 Know your voice	
1.2 Voice Culture Exercise	08
1.3 Scope for voicing, Need of anchoring	
1.4 Basics of Anchoring	
UNIT 2: Practices of Anchoring:	
2.1 Voice over	06
2.2 RJ and Anchoring	
2.3 Dubbing and Events	
2.4 Reporting and Interview.	
UNIT 3: Qualities of Anchor:	
3.1 Communication skill, Passion, Investigative skill, Ability to handle pressure,	
3.2 Using Social media, Leadership Skill, Humanity.	06
3.3 Starting out on a positive note, admiring the audience,	
3.4 Mingling with the audience, having an effective speech.	
UNIT 4: Exercises for Anchoring	
4.1 Writing tips for Anchoring	
4.2 Recording your voice and analyze	
4.3 Story reading and pronunciation	10
4.4 Practical's living in our studio (mike facing),	

References:

1. 'Happy hooking' –The Art of Anchoring- Alex Blackwell and Dario Blackwell, Third Edition.
2. 'The Anchoring Change'- Jayapada. R.V, Editor-Neelima Ketan, Harpen Collins India.
3. 'The Pocket book of Anchoring'-Captain Michael Lloyd- July 2009.
4. 'Anchoring' – Hull Steven- Princeton Architectural Press, 1996

Syllabus as per NEP 2020 for F.Y.B. Voc. JMC (2023 Pattern)

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc. JMC
Semester	: 1
Course Type	: Indian Knowledge System
Course Code	: JMC-137-IKS
Course Title	: Indian Folk Media
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To introduce the students with ancient Indian Folk Arts and their contributions to mould communication system.
2. To understand the historical development of Folk media and its various allied subjects.
3. To know the origin of Folk Arts in India and its evolution.
4. To understand the relevance of ancient Folk Media and Art in current society.
5. To understand the impact of exploration and expressions of Folk Arts in the development of communication.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Understand ancient Indian Folk Arts and their contributions to mould communication system.
- CO2.** Understand the historical development of Folk media and its various allied subjects.
- CO3.** Know the origin of Folk Arts in India and its evolution.
- CO4.** Familiar with the relevance of ancient Folk Media and Art in current society.
- CO5.** Analyse the impact of exploration and expressions of Folk Arts in the development of communication.

Topics and Learning Points

UNIT 1: Evolution of Ancient Indian Folk Arts

Teaching Hours

- | | |
|---|----|
| 1.1 Introduction to Indian Folk Arts | 10 |
| 1.2 Introduction to Indian Folk Media | |
| 1.3 Geographical distributions of Folk Arts | |
| 1.4 Ritualistic significance in Indian society. | |

UNIT 2: Ancient Indian Folk Art Forms Part 1 **05**

- 2.1 Puppetry Traditions
- 2.2 Wall painting Traditions
- 2.3 Old Indian Sculptures
- 2.4 Folklores

UNIT 3: Ancient Indian Folk Art Forms Part 2 **05**

- 3.1 Folk street theatres
- 3.2 Folk songs and Folk tales
- 3.3 Folk dance forms
- 3.4 Folk Instruments

UNIT 4: The Relevance of Folk Arts in current Media **10**

- 4.1 Integrated use of Folk Media and Mass Media
- 4.2 Song and Drama Division
- 4.3 Role of traditional folk media in communicating modern themes
- 4.4 Preservation of folk media

References:

1. Parmer, Shyam. Traditional Folk Media in India. New Delhi: Geka Books.
2. Sitaram, KS. Culture and Communication, Associate Printers, Mysore.
3. Ranganath, H.K. Folk Media and Communication, Chintam Prakashana, Mysore.
4. Vijaya, N. The Role of Traditional Folk Media in Rural Areas, Gian Publishing House, Delhi.