



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

**DEPARTMENT OF MEDIA AND COMMUNICATION
STUDIES**

Proposed Syllabus For
F.Y. B.Voc. Journalism and Mass Communication
(F.Y. B.Voc. JMC, Semester I)

2022-Pattern

Sponsored by
University Grant Commission
Under
National Skill Qualification Framework
(NSQF)

To be implemented from 2022-23

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

(To be implemented from Academic Year - 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 four 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 Satisfactory keeping the 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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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

Anekant Education Society's
TuljaramChaturchand 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. Ranjeet V. Pandit	Chairman
2.	Mr. Rahul P. Chaudhari	Member
3.	Ms. Gayathri Nandhakumar A	Member
4.	Dr. Madhavi Reddy	Vice-Chancellor Nominee
5.	Dr. Sanjay Tambat	University Representative
6.	Mr. Mithunchandra Chaudhari	Expert from other University
7.	Dr. Radheshyam Jadhav	Expert from other University
8.	Mr. Akash Dhopeswarkar	Industry Expert
9.	Mr. Ravindra Mane	Prominent Alumni
10.	Ms. Ankita Khane	Prominent Alumni

Programme Outcomes for B.Voc Programme (POs)

- PO1. 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.
- 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 centered 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.

Specific Outcomes for B.Voc Journalism and Mass Communication (PSOs)

1. To impart the basic knowledge of Mass communication & Journalism and related Areas of studies:

Provide a comprehensive understanding of the theoretical foundations and practical applications in Mass Communication and Journalism. Equip students with essential concepts, terminologies, and historical perspectives within the field.

2. To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.

Foster practical skills and industry-relevant expertise to ensure graduates are well-prepared for diverse roles in the Media & Entertainment sector. Emphasize hands-on training and real-world experiences to bridge the gap between academic knowledge and professional demands.

3. To empower learners by communication, professional and life skills.

Enhance communication proficiency, both written and oral, to enable effective expression and comprehension. Cultivate a range of professional and life skills, including teamwork, critical thinking, problem-solving, and adaptability.

4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.

Develop proficiency in utilizing Information Communication Technologies for media production, dissemination, and analysis. Foster digital and media literacy, ensuring graduates are adept in navigating and utilizing modern communication tools.

5. To imbibe the culture of research, innovation, entrepreneurship and incubation.

Encourage a research-oriented mindset among learners, promoting exploration, analysis, and critical evaluation of media and communication phenomena. Instill an entrepreneurial spirit, fostering innovation and creative thinking, while providing avenues for incubation of new ideas and projects.

6. To inculcate professional ethics, values of Indian and global culture.

Embed a strong sense of professional ethics and integrity within the practice of journalism and mass communication. Promote an understanding and appreciation of both Indian and global cultural values to create culturally sensitive media professionals.

7. To prepare socially responsible media academicians, researchers, professionals with global vision

Instill a sense of social responsibility, emphasizing the role of media in addressing societal issues and promoting positive change. Develop a global perspective, enabling graduates to navigate diverse cultural landscapes and contribute responsibly to the global media community.

First Year

Semester I

Introduction to Mass Communication

Theory

Paper No. UBJM111

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Course Objectives

1. Explore the fundamental reasons for communication; trace the historical development of human communication, and grasp the meaning and essential components of human communication.
2. Analyze communication as a dynamic social, human, and universal process, identifying factors contributing to its growing importance, understanding effective communication, and recognizing barriers.
3. Examine the transmission of ideas, facts, and feelings, analyze the elements of the communication process, and understand the role of noise and feedback in communication.
4. Investigate the universals of verbal communication, understand the meaning and barriers in verbal communication, explore language, sub-language, and culture, and examine the key elements of speech communication.
5. Examine non-verbal behavior as a form of communication, analyze body communication including body movement and facial communication, explore space communication in physical environments, and understand the significance of silence, paralanguage, and temporal communication.
6. Explore intra-personal, interpersonal, group (public, crowd, small group), and mass communication, recognizing the distinctive features and dynamics of each form.
7. Investigate basic communication models and theories, exploring their application in understanding communication dynamics, propaganda in politics, and the phenomena of agenda setting, cultivation, and diffusion.

Contents:

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 will gain a foundational understanding of the evolution and significance of communication, recognizing the basic elements that constitute effective human interaction.
2. Students will develop an awareness of the multifaceted nature of communication, exploring its social dynamics, human dimensions, and universal applicability, while also recognizing and addressing communication barriers.
3. Students will acquire a comprehensive understanding of the communication process, identifying elements, managing noise, and appreciating the importance of feedback for effective communication.
4. Students will demonstrate proficiency in verbal communication, recognizing cultural nuances, overcoming barriers, and effectively using language as a tool for expression and connection.
5. Students will develop a nuanced understanding of non-verbal communication, utilizing body language and spatial awareness to enhance the effectiveness of their interpersonal interactions.
6. Students will acquire the ability to navigate and engage in various forms of communication, understanding the unique challenges and opportunities presented by different communication contexts.
7. Students will critically analyze and apply communication models and theories, gaining insights into the role of media and communication in shaping public opinion and societal narratives

Mapping of Program Outcomes with Course Outcomes

Class:F.Y.B.Voc (Sem-I)

Subject: Journalism and Mass Communication

Course:Introduction to Mass Communication

Course Code: UBJM111

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or directrelation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2		2					2	
CO2	2	2			2	2		2	
CO3	2	2			2	2		2	
CO4	2		2		2				
CO5	2	2			2			2	
CO6	2		2					2	
CO7	2	2		3		2	2		2

Justification for the mapping

PSO1. Disciplinary Knowledge:

CO1,CO 2, CO 3, CO 4, CO 5, CO 6, and CO 7: involve gaining foundational understanding, exploring the multifaceted nature, acquiring comprehensive understanding, demonstrating proficiency in verbal and non-verbal communication, acquiring the ability to navigate various forms of communication, and critically analyzing communication models and theories. PSO1 aligns by emphasizing comprehensive knowledge in communication disciplines.

PSO2. Critical Thinking and Problem Solving:

CO2, CO 3, CO5, CO6, and CO7: involve developing awareness, acquiring comprehensive understanding, developing nuanced understanding, acquiring the ability to navigate various forms of communication, and critically analyzing communication models and theories. PSO2 aligns by emphasizing critical design thinking in predicting creative solutions to communication challenges.

PSO3. Social Competence:

CO1, CO 4, and CO 6: involve gaining foundational understanding, demonstrating proficiency in verbal communication, and acquiring the ability to navigate various forms of communication. PSO3 aligns by emphasizing effective communication skills in writing and orally, building interactive and presenting skills to connect to people individually or in group settings.

PSO4. Research-Related Skills:

CO7: involves critically analyzing and applying communication models and theories. PSO4 aligns by emphasizing research-related skills in understanding the avenues for research in communication and being aware of research ethics and intellectual property rights.

PSO5. Personal and Professional Competence:

CO2, CO3, CO4, and CO5: involve developing awareness, acquiring comprehensive understanding, demonstrating proficiency in verbal communication, and developing nuanced understanding. PSO5 aligns by emphasizing performing independently, participating in team activities (as implied by communication contexts), and building skills to achieve goals.

PSO6. Effective Citizenship and Ethics:

CO2, CO3 and CO7: involve developing awareness, acquiring comprehensive understanding, and critically analyzing communication models and theories. PSO6 aligns by emphasizing empathetic social concern, equity-centered national development, and acting with an informed awareness of moral and ethical issues in communication.

PSO7. Environment and Sustainability:

CO7: involves critically analyzing and applying communication models and theories. While not explicit, consideration of societal impact aligns with PSO7's emphasis on understanding the impact of scientific solutions in societal contexts.

PSO8. Self-directed and Life-long Learning:

CO1, CO2, CO3, CO5 and CO6: involve gaining foundational understanding, developing awareness, acquiring comprehensive understanding, demonstrating proficiency in verbal and non-verbal communication, and acquiring the ability to navigate various forms of communication. PSO8 aligns by emphasizing the ability to engage in independent and life-long learning in the context of socio-technological changes in communication.

PSO9. Trans-disciplinary Research Competence:

CO7: involves critically analyzing and applying communication models and theories. PSO9 aligns by emphasizing trans-disciplinary research competence in addressing common issues and shaping public opinion and societal narratives through 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 acquaint them with important aspects of the process of Journalism.
4. To develop the knowledge of skills of journalism.
5. To enhance understanding of the technical terms and jargons of Journalism.
6. To enhance understanding of Legal and ethical Framework of Journalism.
7. To develop the knowledge about News Media Management

Contents:**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.
3. Students would be able to acquaint them with important aspects of the process of journalism.
4. Students would be able to develop the knowledge of skills of journalism.
5. Students would be able to enhance understanding of the technical terms and jargons of journalism.
6. Students would be able understand the legal and ethical Framework of Journalism.
7. To develop the knowledge about News Media Management

Mapping of Program Outcomes with Course Outcomes

Class:F.Y.B.Voc (Sem-I)

Subject: Journalism and Mass Communication

Course:Introduction to journalism

Course Code: UBJM112

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	2		2	3					
CO2	2		2	3					
CO3	2			3					2
CO4	1			3					
CO5	1					2			
CO6	1				2	2			
CO7	1				2				

Justification for the mapping

PO1 (Disciplinary Knowledge) - CO1, CO2, CO3, CO4, CO5, CO6, CO7:

Justification: All the Course Outcomes contribute to developing comprehensive knowledge of journalism, including theoretical and practical aspects. Understanding the basics, elements, process, skills, technical terms, legal and ethical framework, and news media management collectively form disciplinary knowledge.

PO2 (Critical Thinking and Problem Solving) - CO2, CO4, CO7:

Justification: CO2 involves critical design thinking, CO4 requires inquiry and problem-solving skills, and CO7 understands the societal impact of solutions. These align with the critical thinking and problem-solving skills emphasized in PO2.

PO3 (Social Competence) - CO3, CO5, CO8:

Justification: CO3, CO5, and CO8 collectively contribute to social competence. Effective communication, personal and professional competence, and development in news media management skills enhance students' abilities to connect with others, both individually and in group settings.

PO4 (Research-Related Skills) - CO4:

Justification: CO4 focuses on research-related skills, including inquiry, planning, execution, and reporting. This directly aligns with the research-related skills emphasized in PO4.

PO5 (Personal and Professional Competence) - CO5:

Justification: CO5 emphasizes personal and professional competence, including working independently, participating in team activities, and demonstrating cooperation. This aligns with the objectives of PO5.

PO6 (Effective Citizenship and Ethics) - CO6, CO7:

Justification: CO6 focuses on legal and ethical frameworks, while CO7 addresses the societal and environmental impact. Both contribute to developing effective citizenship and ethical awareness, aligning with PO6.

PO7 (Environment and Sustainability) - CO7:

Justification: CO7 specifically addresses understanding the impact of scientific solutions in societal and environmental contexts, aligning with the goals of PO7 related to environment and sustainability.

PO8 (Self-directed and Life-long Learning) - CO1, CO4, CO5,:

Justification: CO1 introduces the basics, CO4 involves planning and executing experiments, CO5 focuses on personal and professional competence, and CO8 involves developing knowledge about news media management. All these contribute to developing the ability for self-directed and life-long learning.

PO9 (Trans-disciplinary Research Competence) - All COs:

Justification: While not explicitly stated in the COs, the diverse range of skills and knowledge developed in journalism can contribute to trans-disciplinary research competence, as journalism often requires integration beyond discipline-specific approaches.

CONTENT**Course Objective**

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.
4. To know impact of educational policies, and the role of government policies in agriculture.
5. To understand the current trends and challenges in the cultural, sports, media, and entertainment sectors
6. To analyze the rise of the media and entertainment industry in India, including the different platforms of entertainment and their influence on society.
7. To stay informed about current events and developments in India and Maharashtra.

Contents:**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, awareness and contemporary activities at local, regional cultural issues.
4. Students will be able to critically evaluate the progress made in science and technology, and its implications on education and agriculture in India and Maharashtra.
5. Students will gain an in-depth understanding of the cultural diversity in India, and will be able to analyze the contemporary cultural and sports scenario in the country.
6. Students will be able to understand and discuss the various platforms of entertainment available in India
7. Students will be able to discuss and analyze their impact on different aspects of society, economy and governance

Suggested reading:

1. Current affairs magazines
2. India today
3. Economical and Political weekly
4. Daily Newspapers.

Choice Based Credit System Syllabus (2022 Pattern)
Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Voc (Sem I) Subject: B. Voc. Journalism and Mass Communication

Course: Current affairs World, India, Maharashtra Course Code: **UBJM113**

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

	Programme Outcomes (POs)								
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	3								
CO2	2	2							
CO3	2								
CO4		2							
CO5					2				
CO6					2				
CO7		2							

Justification for the mapping

PO1: Disciplinary Knowledge:

CO1: Students will acquire the knowledge of current general knowledge at local, regional, national and international level about socio- economic issues.

CO2: Students will gain the knowledge of political issues of regional, national and international level

CO3: Students will gain the knowledge of Educational and cultural issues of regional, national and international level

PO2: Critical Thinking and Problem solving:

CO2: Students will apply their knowledge and information to develop the content for media.

CO3: Students will gain the knowledge of Agricultural policies of government and

CO4: Students will use their understanding for providing information to people.

CO7 Students will use their understanding about socio- economy and government while writing the content

PO5: Personal and Professional competence

CO5: Students will apply their knowledge of socio-political issue, Educational and cultural aspects in their profession while developing the content.

CO6: Students will use their knowledge while working in media industry for entertainment sector.

Course Objectives

1. To strengthen oral communication skills in Marathi
2. To develop the knowledge of written in Marathi.
3. To improve vocabulary in Marathi.
4. To enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. To inculcate the knowledge of grammar Marathi
6. To develop the translation skills
7. To develop the Marathi language skills to use in Media

Contents

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 strengthen oral communication skills in Marathi
2. Student would be able to develop the knowledge of writing in Marathi.
3. Students would be able to improve vocabulary in Marathi.
4. Students would be able to enrich the knowledge of synonyms, antonyms, idioms and phrases.
5. Students would be able to inculcate the knowledge of grammar in Marathi.
6. Students would be able to develop translation skills
7. Students would be able to develop the Marathi language skills to use in Media

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Voc (Sem-I)

Subject: Journalism and Mass Communication

Course: Language Skills Marathi

Course Code: UBJM114

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	3		2		2			3	
CO2	3	2		2				3	2
CO3	3		2					3	
CO4	3	2						3	
CO5	3				2			2	
CO6	3	2		2				3	2
CO7	2	2	2		2	3	2	2	2

Mapping of Programme Outcomes (POs) with Course Outcomes (COs):

PO1 -Disciplinary Knowledge- - CO1, CO2, CO3, CO4, CO5, CO6, CO7:

Justification: The Marathi language skills covered in CO1 to CO7 contribute to developing comprehensive knowledge in the chosen discipline, both theoretically and practically.

PO2 Critical Thinking and Problem Solving - CO2, CO4, CO6, CO7:

Justification: Developing writing skills in Marathi (CO2), enriching vocabulary (CO3), understanding idioms and phrases (CO4), translation skills (CO6), and using Marathi language skills in media (CO7) require critical thinking and problem-solving to effectively communicate ideas.

PO3 Social Competence - CO1, CO3, CO7:

Justification: Strengthening oral communication skills (CO1), improving vocabulary (CO3), and using Marathi language skills in media (CO7) contribute to effective communication and social competence.

PO4 Research-Related Skills - CO2, CO6:

Justification: Developing writing skills (CO2) and translation skills (CO6) involve inquiry, planning, execution, and reporting, aligning with research-related skills.

PO5 -Personal and Professional Competence - CO1, CO5, CO7:

Justification: Strengthening oral communication skills (CO1), inculcating grammar knowledge (CO5), and using Marathi language skills in media (CO7) collectively contribute to personal and professional competence.

PO6 Effective Citizenship and Ethics - CO7:

Justification: Developing Marathi language skills for use in media (CO7) aligns with promoting effective citizenship and ethical communication.

PO7 -Environment and Sustainability - CO7:

Justification: Using Marathi language skills in media (CO7) can contribute to understanding the impact of scientific solutions in societal and environmental contexts.

PO8 Self-directed and Life-long Learning - CO1, CO2, CO3, CO4, CO5, CO6, CO7:

Justification: Continuous improvement in oral communication (CO1), writing (CO2), vocabulary (CO3), grammar (CO5), translation (CO6), and media use (CO7) aligns with the goals of self-directed and life-long learning.

PO9 Trans-disciplinary Research Competence - CO2, CO6, CO7:

Justification: Translation skills (CO6) and using Marathi language skills in media (CO7) can involve creating new conceptual and methodological innovations, contributing to trans-disciplinary research competence.

Computer Applications for Media

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 understand different applications of computer in media.
2. To learn various applications in computer benefitting media.
3. To know the uses of different software
4. To understand the different software applications in media
5. To learn the relevance of the software like scratch, HTML
6. To understand the platforms to use the software
7. To learn Photoshop, Google docs, power point.

Contents:

- 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 understand different applications of computer in media.
2. Students will be learning various applications in computer benefitting media.
3. Students will be able to know the uses of different software
4. Students can understand the different software applications in media
5. Students will learn the relevance of the software like scratch, HTML
6. Students will understand the platforms to use the software
7. Students will be learning Photoshop, Google docs, power point.

References:

1. Microsoft Office 2000 by Vipra Computers, Vipra printers pvt.Ltd.
2. Advanced Maicrosoft Office 2000 by MeredithaFlynin, Nita Rukosky, BPBpub.
3. Teach yourselfWindows
4. Fundaments of Computers - V. Rajaraman
5. Computer Fundamentals by P. K. Sinha &Priti Sinha, 4th edition, BPB,publiation.

Mapping of Program Outcomes with Course Outcomes

Class:F.Y.B.Voc (Sem-I)

Subject: Journalism and Mass Communication

Course: Computer Application for Media **Course Code:** UBJM115

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	3								
CO2		2							
CO3			1						
CO4				1					
CO5					1				
CO6						1			
CO7								2	

Justification for the mapping

PO1 (Disciplinary Knowledge):

Strong relation - This directly aligns with the comprehensive knowledge of computer applications in the chosen B.Voc program.

CO1: Students will understand different applications of computer in media.

PO2 (Critical Thinking and Problem Solving):

Moderate relation - Learning various applications may involve critical design thinking and evaluating creative solutions.

CO2: Students will be learning various applications in computer benefiting media.

PO3 (Social Competence):

Weak relation - Knowing the uses of software is more technical and doesn't strongly relate to social competence.

CO3: Students will be able to know the uses of different software.

PO4 (Research-Related Skills):

Weak relation - Understanding software applications in media may not directly involve research skills.

CO4: Students can understand the different software applications in media.

PO5 (Personal and Professional Competence):

Weak relation - Understanding the relevance of software might have indirect connections to personal and professional competence.

CO5: Students will learn the relevance of the software like scratch, HTML.

PO6 (Effective Citizenship and Ethics):

Weak relation - Understanding platforms may not strongly relate to ethical considerations.

CO6: Students will understand the platforms to use the software.

PO8 (Self-directed and Life-long learning):

Moderate relation - Learning specific software applications may contribute to self-directed and life-long learning.

CO7: Students will be learning Photoshop, Google docs, PowerPoint.

PRACTICAL

Basics of photography

Paper No. UBJM116

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

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

Course Objective:

1. To comprehend the historical development and technological advancements in camera design and functionality
2. To familiarize students with essential camera controls, including aperture, shutter speed, ISO, and operations.
3. To introduce students to various camera modes, such as auto, manual, programmed, silhouette, and night modes.
4. To educate students about the types and importance of camera lenses, emphasizing their role in composition and image quality.
5. To instruct students on the principles of composition and framing in photography
6. To explore the significance of light in photography and its impact on image quality
7. To introduce students to basic photo editing techniques, including resizing, cropping, selection tools, retouching, and color correction.

Contents:

- 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 Outcome:

1. Students will gain knowledge of the evolution of cameras, enabling them to appreciate the context and significance of contemporary camera technology.
2. Students will acquire practical skills in manipulating camera settings to achieve desired photographic effects and understand the impact of each control on the final image.
3. Students will gain proficiency in selecting and utilizing different camera modes to capture images in diverse lighting conditions and creative scenarios.
4. Students will develop the ability to choose the right lens for different photographic situations, enhancing their understanding of composition and framing.
5. Students will be able to apply established rules of composition and framing to create visually compelling and aesthetically pleasing photographs.
6. Students will understand how to leverage natural and artificial light effectively, resulting in well-exposed and visually appealing photographs.
7. Students will gain practical skills in post-processing, allowing them to enhance and refine their photographs, ensuring a polished final product

Mapping of Program Outcomes with Course Outcomes

Class:F.Y.B.Voc (Sem-I)

Subject: Journalism and Mass Communication

Course:Basics of photography

Course Code: UBJM116

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or directrelation

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3			3				2	
CO2				3	3			2	
CO3				3	2				
CO4		3					2	2	
CO5		3						2	
CO6		2					2	2	
CO7			3		3	2			2

Justification for the mapping

PSO1: Disciplinary Knowledge:

CO 1: focuses on understanding the historical development and technological advancements in camera design. PSO1 aligns by emphasizing comprehensive knowledge of disciplines forming part of the B.Voc program.

PSO2: Critical Thinking and Problem Solving:

CO 4, CO5, and CO6: involve understanding camera controls, modes, and principles of composition. PSO2 aligns by emphasizing critical design thinking and predicting creative solutions towards a design problem.

PSO3. Social Competence:

CO 7: introduces students to basic photo editing techniques. PSO3 aligns by emphasizing effective communication skills through visual media.

PSO4. Research-Related Skills:

CO1, CO2, and CO3: involve understanding the historical development, camera controls, and camera modes. PSO4 aligns by emphasizing a sense of inquiry and asking relevant questions.

PSO5. Personal and Professional Competence:

CO 2, CO3, and CO7: involve practical skills in manipulating camera settings, understanding camera modes, and basic photo editing. PSO5 aligns by emphasizing performing independently and participating in team activities.

PSO6. Effective Citizenship and Ethics:

CO 7: involves understanding the impact of photo editing techniques. PSO6 aligns by emphasizing an awareness of moral and ethical issues in photography.

PSO7. Environment and Sustainability:

CO 4 and CO6: involve understanding the importance of camera lenses and the significance of light in photography. PSO7 aligns by emphasizing the impact of scientific solutions in societal and environmental contexts.

PSO8. Self-directed and Life-long Learning:

CO 1, CO2, CO4,CO5, CO6: involve understanding the historical development, camera controls, camera modes, and principles of composition. PSO8 aligns by emphasizing the ability to engage in independent and life-long learning.

PSO9. Trans-disciplinary Research Competence:

CO 7: involves understanding basic photo editing techniques. PSO9 aligns by emphasizing trans-disciplinary research competence in addressing common problems beyond discipline-specific approaches.