



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

**DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES**

**Proposed Syllabus For**  
**S.Y. B.Voc. Journalism and Mass Communication**  
**(S.Y. B.Voc. JMC, Semester III)**

**2022 Pattern**

Sponsored by  
**University Grant Commission**

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

To be implemented from 2023-24

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

**(To be implemented from Academic Year - 2023-2024)**

### **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%)

**Anekant Education Society's**  
**TULJARAM CHATURCHAND COLLEGE, (Autonomous) BARAMATI**  
**Dist. – Pune-413102**  
**B. Voc. JMC Proposed Syllabus Structure**  
**Academic Year 2023-24**

**First Year: Semester-I**

Subj. Code	Subject Name	No. of Credits	Marks
<b>General component</b>			
UBJM111	Introduction to Mass Communication	4	100
UBJM112	Introduction to Journalism	4	100
UBJM113	Current Affairs- World, India, Maharashtra	4	100
<b>Skill component</b>			
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
<b>General component</b>			
UBJM121	News reporting and Editing-I	4	100
UBJM122	Writing for Media-I	4	100
UBJM123	India after independence	4	100
<b>Skill component</b>			
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
<b>General Component</b>			
UBJM231	News Reporting and Editing II	4	100
UBJM232	Writing for Media II	4	100
UBJM233	Introduction to Radio	4	100
<b>Skill Component</b>			
UBJM234	Reporting and Editing Skills	6	150
UBJM235	Radio Production	6	150
UBJM236	Experimental Journal	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**

<b>Sr.No.</b>	<b>Name</b>	<b>Designation</b>
1.	<b>Mr. Ranjeet V. Pandit</b>	Chairman
2.	<b>Mr. Rahul P. Chaudhari</b>	Member
3.	<b>Ms. Gayathri Nandhakumar A</b>	Member
4.	<b>Ms. Rutuja Agam</b>	Member
5.	<b>Dr. Madhavi Reddy</b>	Vice-Chancellor Nominee
6.	<b>Dr. Sanjay Tambat</b>	University Representative
7.	<b>Mr. Mithunchandra Chaudhari</b>	Expert from other University
8.	<b>Dr. Radheshyam Jadhav</b>	Expert from other University
9.	<b>Mr. Akash Dhopeswarkar</b>	Industry Expert
10.	<b>Mr. Ravindra Mane</b>	Prominent Alumni
11.	<b>Ms. Ankita Khane</b>	Prominent Alumni

- 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.

### **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.

**News Reporting and Editing-II**

**General Component**  
**Maximum Marks: 100**  
**Teaching Period: 4 /week**

**Paper No. UBJM231**  
**Credits: 4**  
**Teaching Load: 60 Theory Period/Semester**

**Course objectives:**

1. To familiarize the students with different types of reporting.
2. To create understanding of specialized reporting.
3. To develop the general understanding of art culture and sports reporting.
4. To inculcate the knowledge of crime reporting.
5. To understand the process of editing for various platforms.
6. To inculcate the knowledge of dummy, printing and layout.
7. To develop the knowledge of photojournalism.

**Unit 1- Reporting****(8 Lectures)**

- Reporting: Various types of reporting (Objective, Interpretative, Investigative)
- News beats: Political: Grampanchayat to Parliament
- Crime, Health, Sports, Education
- Science and Tech., Courts etc.

**Unit 2 –Interviewing****(10 Lectures)**

- Doing the research, setting up the interview
- Conducting the interview
- Types and formats of interviews
- Interview Techniques
- Writing interviews

**Unit 3 - Other Forms of Writing****(10 Lectures)**

- Tools and Techniques of Feature Writing
- Opinion Writing: Editorial, Op-ed page and Middle, Special articles
- Reviews (Books/Films/Documentaries)

**Unit 4 - Creative Editing****(12 Lectures)**

- Creative sub editing, not just news- relevant information
- Value addition, use of additional sources (Professionals, websites, news channels, etc.)
- Need for specialization; specialized subbing:( metro (city), sports, crime, business, science Columns, reviews, and features)
- Readers' letters and photos, utilizing feedback, Citizen Journalism

**Unit 5 - New media impact on Newsroom****(10 Lectures)**

- Advent of new media and convergence, impact on newsroom
- Need of multi-media journalists
- New role of editor
- Use of other media platforms

## Unit 6 - Layout Design and Photojournalism

(10 Lectures)

- Principles of Layout & Design
- Concept and techniques of Photo Feature and Caption Writing
- Information graphics: concept and process
- Ethics of editing

### Course outcomes

1. Students would be able to understand the basics of reporting.
2. Students would be able to familiarize themselves with different types of reporting.
3. Students would be able to create understanding of specialized reporting.
4. Students would be able to understand the process of editing for various platforms.
5. Students would be able to understand about the dummy, printing and layout.
6. Students would be able to develop the knowledge of photojournalism.
7. Students would be able to understand media convergence

### SUGGESTED READINGS:

1. Lewis James. The Active Reporter. Vikas Publication
2. Warren Carl. Modern News Reporting. Harper and Row.
3. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
4. Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.
5. Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.
6. Kamath, M.V. Behind The By-Line. Vision Books.
7. Kamath, M.V. Reporter at Large
8. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
9. Parthasarthy Rangaswami. Basic Journalism. McMillan India Ltd.
10. Saxena Sunil. Headlines Writing. Sage publication.
11. T.J.S. George: Editing – A Handbook for Journalists.
12. William Strunk & E. B. White – Elements of Style.
13. Kamath, M.V. The Journalist's Handbook.
14. Kamath, M.V. The Professional Journalist.



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

Class: S Y B. Voc (Sem III)

Subject: Journalism and Mass Communication

Course: News Reporting and Editing-II

Course Code: UBJM231

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	2				2	
CO2	2				3			2	
CO3	2	3	2	2		2		2	3
CO4	2	3						2	
CO5	2				3			2	
CO6	2	2		2				2	3
CO7	2	2	2		2	2	2	2	2

**Justification of Mapping**

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

Justification: Understanding the basics of reporting (CO1), familiarizing with different types of reporting (CO2), creating an understanding of specialized reporting (CO3), understanding the editing process (CO4), knowledge of dummy, printing, and layout (CO5), and knowledge of photojournalism (CO6) collectively contribute to comprehensive disciplinary knowledge.

**PO2 -Critical Thinking and Problem Solving - CO3, CO4, CO6, CO7:**

Justification: Creating understanding of specialized reporting (CO3), understanding the editing process (CO4), knowledge of photojournalism (CO6), and understanding media convergence (CO7) require critical thinking and problem-solving skills in the context of journalism.

**PO3 -Social Competence - CO1, CO3, CO7:**

Justification: Understanding the basics of reporting (CO1), creating an understanding of specialized reporting (CO3), and understanding media convergence (CO7) contribute to effective communication and social competence in journalism.

**PO4 - Research-Related Skills - CO1, CO3, CO6:**

Justification: Basics of reporting (CO1), creating an understanding of specialized reporting (CO3), and knowledge of photojournalism (CO6) involve research-related skills, such as inquiry and understanding the subject matter deeply.

**PO5- Personal and Professional Competence - CO2, CO5, CO6:**

Justification: Familiarizing with different types of reporting (CO2), understanding the dummy, printing, and layout (CO5), and knowledge of photojournalism (CO6) contribute to personal and professional competence in journalism.

**PO6 -Effective Citizenship and Ethics - CO3, CO7:**

Justification: Creating an understanding of specialized reporting (CO3) and understanding media convergence (CO7) involve ethical considerations and contribute to effective citizenship in journalism.

**PO7- Environment and Sustainability - CO7:**

Justification: Understanding media convergence (CO7) can contribute to understanding the impact of scientific solutions in societal and environmental contexts, aligning with PO7.

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

Justification: All the Course Outcomes collectively contribute to building a foundation for self-directed and life-long learning in the field of journalism.

**PO9 -Trans-disciplinary Research Competence - CO3, CO6, CO7:**

Justification: Creating an understanding of specialized reporting (CO3), knowledge of photojournalism (CO6), and understanding media convergence (CO7) can involve creating new conceptual and methodological innovations, contributing to trans-disciplinary research competence

**Writing for Media II**

**General Component**  
**Maximum Marks: 100**  
**Teaching Period: 4/week**

**Paper No. – UBJM232**  
**Credits: 4**  
**Teaching Load: 60 Theory Period**

**Course Objectives:**

1. Familiarize students with non-journalistic forms of writing.
2. Analyze the evolution of drama and emotional elements in narrative construction.
3. Explore the breadth of various audio-visual content mediums.
4. Acquire knowledge of the fundamental elements integral to audio-visual content creation.
5. Comprehend the diverse genres prevalent in written expression.
6. Gain insight into the intricacies of crafting fictional narratives.
7. Facilitate students' immersion into the realm of video production content.

**Content:**

- 1. Understanding Fiction (8 Lectures)**
  - Introduction to different types of Fiction Contents
  - Classifying the difference of Fiction Contents
  - Identifying various kinds of Fiction Contents
  - Understanding the narrative structure of Fiction Contents
- 2. Creative Content Creation (10 Lectures)**
  - Aesthetics of creative contents
  - Deriving idea to screenplay
  - Grammar of screenplay to Shot Designing
  - Grammar of visualization with technical aspects.
- 3. New Trends of Content Creation (10 Lectures)**
  - New styles of writing for different platforms
  - Importance of adapting to new writing styles
  - Identifying new structures of contents
  - Creating drama and emotions in 3 act structure.
- 4. Understanding Non-Fiction (11 Lectures)**
  - Introduction to Non-Fiction Contents
  - Identifying Non-Fiction Contents
  - Differences of Non-Fiction Genres
  - Identifying the platforms of Non-Fiction Contents
- 5. Writing for Non-Fiction Genres (11 Lectures)**
  - Writing a Docu-drama
  - Writing styles of Documentary
  - Introduction to different forms of documentary

- Various treatments of Documentary

**6. Writing for Non-Fiction Genres – Reality Show and Originals (10 Lectures)**

- Understanding Reality Shows
- Understanding the genre of Originals
- Writing styles of Originals
- Treatment analysis and identifying narratives of Reality Shows

**Course Outcomes:**

1. Attain an introduction to writing styles beyond the purview of journalism.
2. Demonstrate an understanding of the nuanced development of drama and emotions within storytelling.
3. Recognize and appreciate the extensive range of audio-visual content forms.
4. Apply knowledge of essential elements in the creation of audio-visual content.
5. Demonstrate comprehension of various genres within the realm of writing.
6. Understand the intricacies involved in the construction of fictional narratives.
7. Navigate the world of video production content with acquired knowledge and skills.

**SUGGESTED READINGS:**

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

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

Class: FY B. Voc (Sem III)  
 Course: Writing for Media II

Subject: Journalism and Mass Communication  
 Course Code: UBJM232

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	1								
CO2					1				
CO3		2							
CO4			2						
CO5				1					
CO6						1			
CO7							1		

**Justification for the mapping**

**PO1 : Disciplinary Knowledge**

This may have a weak relation as it is more focused on journalism and writing, which might not directly align with engineering knowledge.

CO1: Introduce the students to writing other than journalism.

**PO5 : Personal and Professional Competence**

This might have a weak relation as it focuses more on storytelling and emotions rather than the use of modern tools

CO2: Understand the development of drama and emotions in stories.

**PO2 : Critical Thinking and Problem Solving**

This could have a moderate relation as understanding the scope of audio-visual content involves analyzing various factors and identifying potential problems.

CO3: Know the scope of various audio-visual contents.

**PO3 : Social Competence**

This could have a moderate relation as understanding the basic elements of audio-visual content writing is crucial in designing effective solutions for media projects.

CO4: Know the basic elements of audio-visual content writing.

CO5: Understand the various types of genres in writing.

**PO6 : Effective Citizenship and Ethics**

This might have a weak relation, as understanding fictional stories may not directly link to the engineer's role in society.

CO6: Understand fictional stories.

**PO7 (Environment and sustainability):**

This may have a weak relation as it focuses more on video production than environmental and sustainability issues.

CO7: Lead students to the world of video-production contents.

**Introduction to Radio****General Component****Maximum Marks: 100****Teaching Period: 4 /week****Paper No. - UBJM233****Credits: 4****Teaching Load: 60 Theory Period****Course Objective:**

1. To introduce students to the history of radio in world and India
2. To introduce students to the working of radio
3. To develop the knowledge of program production and workflow of radio
4. To understand the different type of transmission and station
5. To understand the production technology of production used for audio
6. To know the how ethics regulate in broadcasting ministry
7. To understand the term of podcasting and webcasting

**Content:****Unit 1 General Awareness about Radio****(7 Lectures)**

- History of Radio world and India
- Functions & Characteristics of Radio
- Radio Programme Formats
- Latest trends of Radio

**Unit 2 The growth of Radio during different ages****(10 Lectures)**

- AIR (Prasar Bharti)
- Commercialization of Radio
- Reach, Access, Impact
- Ethics of Radio broadcasting

**Unit 3 Types of Radio and its Reach****(10 Lectures)**

- Entertainment Radio
- Community Radio
- Internet Radio
- Satellite Radio

**Unit-4 Radio News****(11 Lectures)**

- Radio journalism: Meaning & Definition.
- Qualities of an Anchor/Presenter and Reporter
- Importance of pronunciation & voice modulation
- Characteristics of radio writing style
- News Services Division & News based programs

**Unit-5 Different modes of transmission & stations****(11 Lectures)**

- Modes of transmission: AM, SW, MV and FM
- Different types of radio stations
- Types of broadcasting
- Private radio stations

## Unite-6 Production technology

(11 Lectures)

- Types of microphones
- Audio recording
- Sound editing software's
- Webcasting / podcasting
- Radio apps

### Course outcome

1. Students would be able to understand working of the radio
2. The student will understand creative writing and strategic communication skills for radio
3. Students would be able to understand technical or editing knowledge for radio production
4. Students will understand the different type of transmission and station which used in sound production
5. Students will able to understand different aspect of production technology
6. Students will able to understand how ethics regulate in broadcasting ministry
7. Students will able to know the term of podcasting and webcasting

### Books Recommended:

1. Broadcasting in India, P.C. Chatterjee, SageNew Delhi.
2. Broadcast Journalism, Boyd Andrew, Focal PressLondon.
3. News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.
4. This is ALL India Radio, U.L Baruah, Publications Division.
5. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
6. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
7. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
8. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
9. Radio Programme Production: , Richard Aspinall, UNESCO, Paris, 1971
10. Modern radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010
11. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
12. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
13. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
14. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik,Sage, New Delhi, 2007
15. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
16. Radio Programme Production –M.Neelamalar PHI Learning private ltd Delhi 2018
17. News production: Theory and Practice, Routledge, Machin, David & Niblock, Sarah

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

Class: S.Y.B.Voc (Sem-III)

Subject: Journalism and Mass Communication

Course: Introduction to radio

Course Code: UBJM 233

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

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

**Justification for the mapping**

**PSO1 - Disciplinary Knowledge:**

**CO1:** Demonstrating comprehensive knowledge of radio, including its history, working, program production, and transmission, aligns with gaining understanding of the working of radio, creative writing, strategic communication skills, technical and editing knowledge for radio production, and different aspects of production technology.

**PSO2 - Critical Thinking and Problem Solving:**

**CO2, CO3:** Critical design thinking is essential when understanding the history of radio, evaluating creative writing and strategic communication skills, analyzing technical and editing knowledge for radio production, and addressing ethical considerations in broadcasting ministry.

**PSO3 - Social Competence:**

**CO6:** Social competence is demonstrated through effective communication of thoughts and ideas about radio, building effective interactive and presenting skills, and understanding how ethics regulate in broadcasting ministry.

**PSO4 - Research-Related Skills:**

**CO4:** Demonstrating a sense of inquiry aligns with gaining comprehensive knowledge of radio, understanding program production and workflow, different types of transmission and stations, and production technology.

**PSO5 - Personal and Professional Competence:**

**CO5:** Personal and professional competence is exhibited through independent understanding of the working of radio, creative writing, strategic communication skills, and participation in team activities related to radio production.



**PSO6 - Effective Citizenship and Ethics:**

**CO2:** Demonstrating empathetic social concern and an informed awareness of moral and ethical issues aligns with understanding how ethics regulate in broadcasting ministry.

**PSO7 - Environment and Sustainability:**

**CO7:** Understanding the impact of scientific solutions in societal and environmental contexts aligns with understanding the different types of transmission and stations used in sound production.

**PSO8 - Self-directed and Life-long Learning:**

**CO1:** Acquiring the ability to engage in independent and life-long learning is essential for students to continually update their knowledge of radio in the broadest context of socio-technological changes.

**PSO9 - Trans-disciplinary Research Competence:**

**CO3:** Creating new conceptual, theoretical, and methodological innovations aligns with understanding different aspects of production technology and exploring terms like podcasting and webcasting in the radio context.

**Reporting and Editing Skills****Skill Component****Paper No. UMJM234****Maximum Marks: 150****Credits: 6****Teaching Period: 2/week****Teaching Load: 30 practical/semester****Course Objective:**

1. Learn the principles and techniques of effective news editing and translation
2. Learn the principles of effective newspaper and magazine layout, including front, back, and other pages.
3. Acquire the ability to adapt writing styles for different media, including news magazines, websites, blogs, and mobile platforms.
4. Develop skills in copy editing for accuracy and consistency.
5. Learn the art of writing compelling headlines, introductions, and leads.
6. Acquire skills in photo coverage of news events, ensuring effective visual storytelling.
7. Develop proficiency in translating news and feature content between Marathi and English, Hindi, and vice versa.

**Content:****Practical - News Reporting****(3 Practical)**

- Speech/ meeting reporting, event reporting, covering writing based on press releases, press conferences
- Interviews, profiles based on field assignments.

**Practical - Specialized Writing****(3 Practical)**

- Writing features and human-interest stories, backgrounders
- Op-ed articles/ Editorials/ Articles/ Middles/ Columns/ Research articles for academic journals

**Practical - Writing across media****(3 Practical)**

- Writing for news magazines/ Writing for websites /Writing for blogs/ Writing for mobile/
- Letters to the Editor/Comments on website

**Practical - Editing Assignments****(4 Practical)**

- Copy editing
- Writing Headlines
- Intro/lead writing
- Rewriting assignments

**Practical - Layout and design****(3 Practical)**

- Using Templates and Making Dummy Sheets
- Preparing the layout of the front, back and other pages of a newspaper and a magazine (using Quark Xpress, Adobe CS)

**Practical - Photography****(3 Practical)**

- Photo coverage of news events on the campus or outside
- Shooting and preparing Photo Feature along with write-up
- Photo editing and caption writing

**Practical -Translation****(3 Practical)**

- Translation of news from Marathi to English and Hindi and vice-versa
- Translation of feature
- Translate the news English to Marathi or Marathi to English

**Course outcome**

1. Students will be proficient in reporting, editing, and translating news effectively.
2. Students will be capable of designing and laying out newspapers and magazines, using software like Quark Xpress and Adobe CS.
3. Students will have the ability to write across various media platforms, including news magazines, websites, blogs, and mobile platforms.
4. Students will demonstrate expertise in editing tasks, including copy editing, headline writing, intro/lead writing, and rewriting assignments.
5. Students will acquire skills in layout and design, including using templates and creating dummy sheets for newspapers and magazines.
6. Students will demonstrate proficiency in photography, including photo coverage of news events, photo feature creation, and photo editing with appropriate captions.
7. Students will be adept at translation, covering news and feature content from Marathi to English and Hindi, and vice versa, as well as translating news between English and Marathi.

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

Class: S.Y.B.Voc (Sem-III)

Subject: Journalism and Mass Communication

Course: Reporting and Editing Skills

Course Code: UMJM234

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

Course Outcomes	Programme Outcomes (POs)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	2			2	1			1	1
CO2	2	2			1			1	1
CO3	2		3			2	2	1	1
CO4	2	2			1	2	2	1	1
CO5	2	2			2			1	1
CO6	2	3			2	3		1	1
CO7	2	3	3	2		3		1	1

**Mapping of Program Outcomes (POs) with Course Outcomes (COs)**

**PO1 - Disciplinary Knowledge:**

Justification: CO1, CO2, CO3, CO4, CO5, CO6, and CO7 all contribute to the development of disciplinary knowledge in journalism. Students will acquire comprehensive knowledge and practical understanding of reporting, editing, translating news, designing layouts, and writing across various media platforms.

**PO2 - Critical Thinking and Problem Solving: CO2, CO4, CO5, CO6, CO7**

Justification: CO2, CO4, CO5, CO6, and CO7 involve critical thinking and problem-solving skills.

Designing and laying out newspapers, editing tasks, layout and design, photography, and translation all require critical design thinking and choosing appropriate options.

**PO3 - Social Competence: CO3, CO7**

Justification: CO3 and CO7 contribute to social competence by requiring effective communication across various media platforms and the ability to translate news content between languages, connecting with people individually or in group settings.

**PO4 - Research-Related Skills: CO1, CO4**

Justification: CO1 and CO4 involve research-related skills. Students will demonstrate the ability to inquire, ask relevant questions, plan and execute experiments, and report results in journalistic contexts.

**PO5 - Personal and Professional Competence: CO1, CO2, CO4, CO5, CO6**

Justification: CO1, CO2, CO4, CO5, and CO6 contribute to personal and professional competence by emphasizing independence, participation in team activities, cooperation, and improvement of personal and team performance levels.

**PO6 - Effective Citizenship and Ethics: CO3, CO4, CO6, CO7**

Justification: CO3, CO4, CO6, and CO7 contribute to effective citizenship and ethics by developing social concern, awareness of moral and ethical issues, and commitment to professional ethics and responsibility in journalism.

**PO7 - Environment and Sustainability: CO3, CO4**

Justification: CO3 and CO4 contribute to understanding the impact of journalistic solutions in societal and environmental contexts, emphasizing sustainability in reporting and ethical considerations.

**PO8 - Self-directed and Life-long Learning:**

Mapped COs: All COs

Justification: All COs contribute to self-directed and life-long learning by providing a foundation in journalism concepts and practices, encouraging critical thinking and problem-solving, and fostering research-related skills.

**PO9 - Trans-disciplinary Research Competence:**

Mapped COs: All COs

Justification: All COs contribute to trans-disciplinary research competence by integrating various aspects of journalism, including reporting, editing, design, photography, and translation, transcending beyond discipline-specific approaches.

**Radio Production****Skill Component****Maximum Marks: 150****Teaching Period: 2/week****Paper No. UBJM235****Credits: 6****Teaching Load: 30 practical/semester****Course Objective:**

1. To ability to actively listen to radio programs, advertisements, and news bulletins in various languages.
2. To train students in voice culture exercises and effective communication in Marathi, Hindi, and English for radio broadcasting.
3. To teach students the fundamentals of news reporting, writing, and editing for radio
4. To introduce students to radio production techniques, tools, and the process of creating.
5. To train students in designing and producing special radio programs, including interviews, discussions, review shows, and live program announcing.
6. To develop students' skills in creating advertisements, promos, jingles, and (RJ) links for marketing.
7. To familiarize students with podcasting, including listening to various podcast genres.

**Content:****Practical on:****(3 Practical)**

- Listening radio programs and understanding
- Morning and Evening 2-hour transmission listening
- Private FM channel radio shows listening
- Listening Private FM advertisement and understanding

**Practical on:****(3 Practical)**

- Voice Culture Exercise
- Practice on Marathi, Hindi & English content for Radio
- Story reading Exercise
- Announcement writing and recording Exercise

**Practical on:****(3 Practical)**

- Listening various news bulletins
- Writing regional news bulletin
- Reading regional news bulletin and editing
- Radio Production Techniques & Tools

**Practical on:****(4 Practical)**

- Radio Program production
- Interviews, Radio Talk, Discussions, Review Programmers
- Special Program Designing and Production
- Live Program Announcing

**Practical on:****(4 Practical)**

- Advertisements

- Promos
- Jingles
- RJ Links

**Practical on:**

**(4 Practical)**

- Listing Podcast Program
- Understanding different type of podcast
- Writing for Podcasts
- Production of podcast

**Course Outcome:**

1. Students will acquire a keen understanding of different radio formats and styles, improving their overall listening skills.
2. Students will demonstrate improved vocal modulation, clarity, and articulation, contributing to professional.
3. Students will be able to create regional news bulletins, showcasing proficiency in writing, editing news content.
4. Students will gain hands-on experience in planning, recording, and editing radio content using industry-standard production tools.
5. Students will demonstrate the ability to conceptualize, plan, and execute engaging and high-quality radio programs.
6. Students will produce compelling audio content for advertisements and promotions, showcasing creativity and marketing understanding.
7. Students will create and produce their podcasts, demonstrating proficiency in scripting, recording, and editing podcast content.

**Books Recommended:**

1. Broadcasting in India, P.C. Chatterjee, SageNew Delhi.
2. Broadcast Journalism, Boyd Andrew, Focal PressLondon.
3. News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.
4. This is ALL India Radio, U.L Baruah, Publications Division.
5. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
6. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
7. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
8. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
9. Radio Programme Production: , Richard Aspinall, UNESCO, Paris, 1971
10. Modern radio Production: Production, Programming and Performance, Hausman,
11. Messere,Benoit & O'Donnel, Wadsworth, Boston, 2010 The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
12. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003 Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010
13. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and Kanchan K. Malik,Sage, New Delhi, 2007
14. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
15. Radio Programme Production –M.Neelamalar PHI Learning private ltd Delhi 2018
16. News production: Theory and Practice, Routledge, Machin, David & Niblock, Sarah

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

Class: S.Y.B.Voc (Sem-III)

Subject: Journalism and Mass Communication

Course: Radio production

Course Code: UBJM235

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

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

**Justification for the mapping**

**PSO1. Disciplinary Knowledge:**

**CO1:** Students will focus on actively listening to radio programs in various languages, aligning with the need for comprehensive knowledge of different radio formats and styles.

**PSO2. Critical Thinking and Problem-solving:**

**CO4 and CO5:** Students will involve introducing students to radio production techniques and training them in designing and producing special radio programs. This requires critical design thinking and creative problem-solving.

**PSO3. Social Competence:**

**CO2:** Emphasizes voice culture exercises and effective communication in multiple languages for radio broadcasting, aligning with the need for effective communication skills in writing and orally.

**PSO5. Personal and Professional Competence:**

**CO6:** Students focus on developing students' skills in creating advertisements, promos, jingles, and links for marketing, requiring personal and professional competence.

**PSO6. Effective Citizenship and Ethics:**

**CO6 and CO7:** Involve creating audio content for advertisements and producing podcasts, aligning with the need for an informed awareness of moral and ethical issues in media production.

**PSO8. Self-directed and Life-long Learning:**

**CO7:** This course focuses on familiarizing students with podcasting, contributing to the broader goal of self-directed and life-long learning in the field.

**PSO9. Trans-disciplinary Research Competence:**

**CO4 and CO5:** Involve introducing students to radio production techniques, showcasing the trans-disciplinary nature of media production that integrates beyond discipline-specific approaches.



**Experimental Journal**

**Skill Component**  
**Maximum Marks: 150**  
**Teaching Period: 2/week**

**Paper No. UBJM236**  
**Credits: 6**  
**Teaching Load: 30 practical/semester**

**Course Objective:**

1. Introduce students to the intricacies of print media writing.
2. Analyze the structural differences between tabloid and broadsheet layouts.
3. Explore the principles and practices involved in newspaper design.
4. Familiarize students with the foundational elements of newspaper production.
5. Comprehend the process of proofreading in the context of print media.
6. Equip students with the skills to prepare tabloids, journals, or broadsheets.
7. Guide students through the processes of layout and production in journal creation.

**Content:**

- Production of Laboratory Journal (Reporting, Editing & Page layout on computer)
- Every student has to produce at least three issues under the supervision of the teacher
- They need to produce a four-page newspaper.
- Minimum 60% content of the Experimental journal should be news based.
- Preparing layout of the front, back and other pages of a newspaper
- Rewrite own and local newspaper reports, articles, features regularly.
- Design and layout news reports, articles and features using Page Maker
- Upload experimental newspaper on available new media platforms.
- Grades are based upon the effort and quality of completed work including weekly papers, online articles and daily assignments.
- Consistent staff participation through planning and development of all phases of production.
- Quality completion of individual and group assignments.
- Weekly composite participation grade (20%)
- Adherence to staff established deadlines (20%)
- Quality of news and article write up (20%)
- Section and issue development (20%)
- Creativity and design (10%)
- Editing (10%)
- Each student is expected to develop five (various subjects) quality pieces throughout the term, distributed over 3 issues. A quality piece is defined as one which is of sufficient length and content to challenge the student. Each piece will go into the student's newspaper portfolio, upon which the student's nine-week grade will be evaluated. Laying-out the paper is considered the equivalent of producing two pieces of work. Students are expected to print out and save all of their work in their file in the classroom and submit it.

**Course outcome:**

1. Attain an introduction to the art and craft of print media writing.
2. Demonstrate an understanding of the distinctive layouts employed in tabloids and broadsheets.
3. Gain knowledge of the principles governing newspaper design.
4. Acquire proficiency in the fundamental elements contributing to newspaper production.
5. Demonstrate competence in the proofreading process within the realm of print media.
6. Exhibit the ability to prepare various print media formats, including tabloids, journals, or broadsheets.
7. Demonstrate the capability to undertake the layout and production processes involved in journal creation.

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

Class: FY B. Voc (Sem III)

Subject: Journalism and Mass Communication

Course: Experimental Journal

Course Code: UBJM236

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

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

**Justification for the mapping**

**PO1 (Disciplinary Knowledge):**

Strong relation - Introducing students to print media writing aligns with building disciplinary knowledge in the field of media.

CO1: Students will get introduced to print media writing.

**PO2 (Critical Thinking and Problem Solving):**

Strong relation - Understanding the layout of tabloids and broadsheets involves critical thinking in design and problem-solving in presenting information effectively.

CO2: Students will understand the layout of tabloids and broadsheets.

**PO3 (Social Competence):**

Moderate relation - Designing newspapers involves effective communication, contributing to social competence.

CO3: Students will get to know the designing of newspapers.

**PO4 (Research-Related Skills):**

Weak relation - Knowing the basic elements of newspaper production may not directly involve research-related skills.

CO4: Students will get to know the basic elements of newspaper production.

**PO5 (Personal and Professional Competence):**

Strong relation - Understanding the proofreading process contributes to personal and professional competence, emphasizing attention to detail.

CO5: Students will understand the proofreading process.

**PO6 (Effective Citizenship and Ethics):**

Moderate relation - Making the layout and production of a journal involves effective communication, contributing to effective citizenship.

CO7: Students will be able to make the layout, production of a journal.

**PO8 (Self-directed and Life-long Learning):**

Strong relation - Preparing different types of newspapers involves self-directed learning and life-long learning skills.

CO6: Students will be able to prepare a tabloid, journal, or broadsheet.