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-IV)

(2022 Pattern)

Sponsored by
University Grant Commission

Under
National Skill Qualification Framework
(NSQF)

To be implemented from
December 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

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

Practical Course: Practical examination will be conducted

B. Voc. JMC Proposed Syllabus Structure
Academic Year 2023-24

First Year: Semester-I

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

First Year: Semester-II

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

Second Year: Semester-III

Subj. Code	Subject Name	No. of Credits	Marks
General Component			
UBJM231	News Reporting and Editing II	4	100
UBJM232	Writing for Media II	4	100
UBJM233	Introduction to Radio	4	100
Skill Component			
UBJM234	Reporting and Editing Skills	6	150
UBJM235	Radio Production	6	150
UBJM236	Experimental Journal	6	150

Second Year: Semester-IV

Subj. Code	Subject Name	No. of Credits	Marks
General Component			
UBJM241	Introduction to Television	4	100
UBJM242	Media Laws and Ethics	4	100
UBJM243	Introduction to Media Economics	4	100
Skill Component			
UBJM244	Television Production	6	150
UBJM245	Aesthetics of Audio- Visual Contents	6	150
UBJM246	Introduction to Video Production	6	150

Program Outcomes (POs) for B.Voc. Programme

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

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

PSO1 Newspaper and Society: Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a newspaper. Media Watch, an international journal, has been subscribed to help the students inculcate the habit of reading research oriented material on the subject. Regular group discussions and other class activities help in better understanding.

PSO 2 The Concept of broadcasting news and various news persons: Understand what news is all about and have an insight into the working of various news persons. This helps the students to have a clear idea about the functioning of a media news broadcasting organization.

PSO 3 Training for media content writing: Students learn about various types of writing for journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Publication of departmental journal 'Anekant Times' help the students to get a platform to express their talent in reporting, writing, interviewing, photography, short film, documentary and other allied areas.

PSO 4 The concept of editing: Students get a good idea about the various aspects of editing which are crucial requirements in the job market. Knowledge of page designing helps them to have a comprehensive knowledge on the topic. Editing audio- visual contents is also a greater perspective in current media industry.

PSO 5 Knowledge about basic aspects of photo journalism and ownership patterns of media: Students have an idea about photography and photojournalism which helps them to apply the knowledge when they search for jobs in the field. A Photography workshop was organized in the department which helped the students to have better understanding of photojournalism. Collaboration with various eminent persons in the media industry to organize script writing, light and camera operation workshop, media debate and short film and documentary making helped the students to get practical exposure of the subject. Ownership patterns of modern day newspapers, television channels, radio channel etc warrant close scrutiny. Students develop critical knowledge about ownership of newspaper houses.

PSO 6 Widening Options for Jobs by Learning about Advertising and Public Relations: Knowledge about advertising and public relations help in widening options for jobs. The various aspects of advertising and public relations are taught to the students. The details about copy writing and the job of a public relation officer provide them with practical aspects of two different jobs.

PSO 7 Core knowledge about media laws, ethics and media economy: Core knowledge about media law, economy which helps the students to understand crucial aspects related to working on the field as journalists. Having a good idea, about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

Second Year   **Semester IV**
Introduction to Television

General Component   **Paper No. UBJM241**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 4 /week   **Teaching Load: 60 Hrs.**

Course Objectives
1. Students will understand new trends in television journalism.
2. To introduce students' techniques and skills for presentation, anchoring for television programme production.
3. Students will know the procedure and techniques of different programme formats of television news and news-basedprogramme.
4. Understand Television journalism while practicing in the studios how to handle and use various television gadgets.
5. Students will acquire skills and learn to use different softwares for editing television Programmes.
6. Students will know the Television newsroom and functionaries.

Content

Unit 1- Understanding TV and TV Industry   **(10 hours)**
   • Television Broadcasting
   • Characteristics of tv
   • History of TV in India
   • Television in internet age

Unit 2- TV Industry   **(10 hours)**
   • Features, trends, and issues
   • Public service TV broadcasting
   • Commercial TV broadcasting: News and Non-News sectors
   • Economics of TV broadcasting
   • Ethics in Television broadcasting

Unit 3- News Gathering   **(10 hours)**
   • Reporting skills
   • In Normal Routine Day & Special situations
   • Daily News and News analysis
   • Special events, Political coverage
   • War / Conflicts, & Crime, disasters

Unit 4- News Presentation and Production   **(10 hours)**
   • Anchoring
   • Interviewing
   • Current affair programs and group debates
   • Live coverage

• Television newsroom and functionaries

Unit-5 Television Programming (10 hours)
• Fiction and non-fiction
• Television Genres
• Day parting and scheduling strategies
• Rating systems and business
• TV in digital age (about revenue)

Unit-6 Programming Genres (10 hours)
• Soap Opera
• Talk show
• Comedy shows
• Reality show
• Crime shows
• Telefilms

Course Outcomes:
1. Students will be able to understand new trends in television journalism.
2. Students will anchor, present and be able to produce television news bulletin.
3. Students will be able to cover events and news-based stories using mobile phones, video cameras.
4. Students will acquire skills and techniques of television media production.
5. Students will be able to do the editing both offline and online programme of television with using the software
6. Students will be able to understand Television newsroom and functionaries.

Books Recommended:
1. TV News, Building a Career in Broadcast Journalism, Ray White
2. Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd
3. Ethics for Media, William Reeves, and Cleave Mathews
4. Ethics in Journalism, Jeffrey Olen
5. Writing for Television, Radio, and New Media, 11th Edition- Robert L. Hilliard, CengageLearning
6. Broadcast Journalism and Digital Media - Dr. KeshavSathaye, Dimond Publication, Pune

Choice Based Credit System Syllabus (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc (Sem II)   Subject: Journalism and Mass Communication
Course:Introduction to Television   Course Code: UBJM241
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					1			2
CO2	2				2				
CO3		3	2		3				
CO4	2		2		2			2	
CO5								2	
CO6	2			2					

Justification for the mapping

PO1. Disciplinary Knowledge:
   CO1. Students will be able to understand new trends in television journalism.
   CO2. Students will anchor, present and be able to produce television news bulletins.
   CO4 Students will acquire skills and techniques of television media production.
   CO6 Students will be able to understand Television newsroom and functionaries.

PO2. Critical Thinking and Problem solving:
   CO2 Students will anchor, present and be able to produce television news bulletin.

PO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally;
 CO3 Students will be able to cover events and news-based stories using mobile phones, video cameras.
   CO4 Students will acquire skills and techniques of television media production.

PO4. Research-Related Skills
 CO4 Students will be able to understand Television newsroom and functionaries.

PO5. Personal and Professional competence:
 CO3. Students will anchor, present and be able to produce television news bulletins.
 CO4. Students will be able to cover events and news-based stories using mobile phones, video cameras.
 CO5. Students will acquire skills and techniques of television media production.

PO6. Effective Citizenship and Ethics:
 CO1. Students will be able to understand new trends in television journalism.

PO8. Self-directed and Life-long learning:
CO4.   Students will acquire skills and techniques of television media production.
CO5.   Students will be able to do the editing both offline and online programme of television with using the software
PO9.Trans-disciplinary Research competence:
CO1 Students will be able to understand new trends in television journalism

Second Year   **Semester IV**
                                 Media Laws and Ethics
General Component   **Paper No. – UBJM242**
Maximum Marks: 100   **Credits: 4**
Teaching Period: 2/week   **Teaching Load: 60 Theory Period**

Course Objectives:
1. Evaluate key laws impacting the media, such as defamation, copyright, Official secretAct, Law of sedition and the Freedom of Information Act
2. Evaluate how media laws vary across platforms and media
3. To know the media organizations and pressers groups.
4. To know Code of Journalistic Ethics
5. To learn about Press Council Act, Official Secret Act, Right to Information, Copyrights, Intellectual Property Right
6. To know about the Regulatory Institutions, Press Commission &PrasarBharati ofIndia

Content:

Unit 1: Indian Media and Constitution   **(10 hours)**
- Media rules responsibilities and privilege
- Fundamental rights directive principles of State policy
- Media freedom in democracy
- Indian media scenario

Unit 2 Indian Media and the State   **(10 hours)**
- Parliamentary privileges and contempt of court
- Official secrets act, sedition lows
- Defamation, working journalists act, copyright act
- Right to information

Unit 3 Copyright Issues, Piracy and Plagiarism   **(10 hours)**
- Digital rights management
- Ethical issues in entertainment and content regulation
- Broadcasting regulations- licensing and content
- Piracy and legal disputes

Unit 4 Ethical Issues in Indian Media   **(10 hours)**
- Code of ethics, Media Bias
- Obscenity, violence, hate speech, fake news and post truth
- Women and children in media
- Pressures on media freedom (political commercial legal)

Unit 5 Media Regulation in India   **(10 hours)**
- Regulation press
- Regulating television/ broadcasting
- Regulating radio
- Regulation of internet, social media

Unit 6 New Challenges and Issues   **(10 hours)**

- The post truth era
- Fake news issue
- How to search and find the factual information
- New regulation policies

Course outcomes

1. Students would be able to understand legal and ethical issues related to mass media
2. Students will gain knowledge of media laws in India and their implications
3. Students will know Code of Journalistic Ethics.
4. Students will understand current and future issues and their complications
5. Students will learn about Press Council Act, Official Secret Act, Right to Information, Copyrights, Intellectual Property Right
6. Students will know about the Regulatory Institutions, Press Commission &PrasarBharati of India

Books Recommended

1. A.N. Grover (1991). Press and the law, Vikas Publishing House Pvt Ltd, Mumbai
2. A.G. Noorani (1971). Freedom of the Press in India, Nachiketa Publications, Mumbai
3. Durga Das Basu (2010). Law of the Press in India, Lexis-Nexis India
4. R.C. Sarkar (1984). The press in India, S. Chand, New Delhi
5. J Natarajan (2000). History of Indian Journalism, Publications Division, India
6. K.S. Venkateswaran (1993). Mass Media Laws and Regulations in India, Asian Mass Communication Research and Information Centre, Singapore
7. S.K. Aggarwal (1993). Media & Ethics, Shipra Publications, New Delhi
8. James Curran (2011).Media and Democracy, Routledge, U.K
9. AparnaViswanathan(2012). Cyber Laws, LexisNexis, United Sates
10. SudhirNaib (2011).The Right to Information Act, Oxford University Press, UnitedKingdom
11. KashyapSubhash C (2012). Constitution Of India Review and Reassessment,Universal Law Publishing - LexisNexis, United states
12. Roy L. Moore&Michael D. Murray (2007). Media Law and Ethics, Routledge, UnitedKingdom

Choice Based Credit System Syllabus (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc (Sem IV)   Subject: B. Voc. Journalism and Mass Communication
Course: Media Laws and Ethics   Course Code: UBJM242
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					3			
CO2	3	2				3			
CO3	3					3			
CO4		2							
CO5	3								
CO6	3								

Justification for the mapping

PO1:   Disciplinary Knowledge:

CO1:Students will acquire the knowledge of legal and ethical issues related to mass media to generate the appropriate contents for audience

CO2: Students will gain the knowledge of media laws in India and their implications

CO3: Students will understand the roles and responsibility of journalist towards society.

CO5: Studentswilllearn the Press Council Act, Official Secret Act, Right to Information, Copyrights, and Intellectual Property Right

CO6: Students will learn about the Regulatory Institutions, Press Commission &PrasarBharati of India

PO2:   Critical Thinking and Problem solving:

CO2:Students will apply the knowledge of lows and ethics in their profession.

CO4: Studentswillthink critically on current situations and issues.

PO6:   Effective Citizenship and Ethics

CO1: Studentswill learn the media and cyber ethics and will apply for social content production and publication.

CO2: Studentswill follow the media laws in India and their implications.

CO3: Studentswill apply Code of Journalistic Ethics while working as journalist.

Second Year   **Semester IV**
<center>**Introduction to Media Economics**</center>
Skill Component   **Paper No. UBJM 243 Maximum**
Marks: 150   **Credits: 4**
Teaching Period: 2/Week   **Teaching Load: 60 hours**

Course objective:

1. To understand the basic principles of media economics
2. To analyze the economic aspects of the Indian electronic media business
3. To explore reports and research on media ownership
4. To explore the dynamics of audience, change in the media industry.
5. To understand the patterns of media ownership
6. To understand public service content provision
7. To understand strategies of horizontal and vertical expansion

Course Content

Unit 1 what is media economics about?   **(10 hours)**
- Macroeconomics and Microeconomics,
- The Firm in Economic Theory
- Competitive Market Structures
- Market Structure and Behavior

Unit 2 Media economics and public policy   **(10 hours)**
- The Indian print and digital media business
- The India electronic media business
- The Indian film business
- Digital media business

Unit 3 Technological change   **(10 hours)**
- innovation, creative destruction, multiplatform
- Week Media response to digitization, managerial theories,
- Horizontal expansion, vertical expansion,
- Transnational growth

Unit 4 Changing audience   **(10 hours)**
- Mass to niche, user empowerment,
- segmentation and branding,
- audience flow management,
- public service content provision

Unit 5 Media Ownership   **(10 hours)**
1. Increase in political parties/affiliation.
2. The growing corporatization
3. The absence of Cross media restrictions
4. Reports on media ownership

Unit- 6 Case studies   **(10 hours)**

- Times of India Group
- Ennadu Group
- FICCI Frames report
- Various OTT platforms

Reference:

- Understanding Media Economics, Gillian Doyle, Sage, 2013
- Media Economics: Theory and Practice, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004
- Handbook of Media Management and Economics, edited by Alan B. Albarran, Sylvia M. Chan Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006
- The Indian Media Business, Vanita Kohli Khandekar, Response, 2010

Course outcome

1. Students will improve ability to explain the significance of media economics.
2. Students able to understanding of the electronic factors to shaping the Indian dynamics of the Indian film industry
3. Students will gain knowledge of report and research on media ownership and its implications for media impact
4. Students would able to analyze the changing dynamics of media audience.
5. Students will able to understand analyze media ownership patterns and their implication for media content and journalism
6. Students will gain proficiency in audience flow management and public service content provision.
7. Students would able to understand evaluating strategies of horizontal and vertical expansion, and transnational growth in media.

Reference:

1. Understanding Media Economics, Gillian Doyle, Sage, 2013
2. Media Economics: Theory and Practice, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004
3. Handbook of Media Management and Economics, edited by Alan B. Albarran, Sylvia M. Chan Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006
4. The Indian Media Business, Vanita Kohli Khandekar, Response, 2010

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

Class: F.Y.B.Voc (Sem IV)　　　　　**Subject:** Journalism and Mass communication
Course: Introduction to Media Economics　　**Course Code**: UBJM243

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	PO6	PO 7	PO8	PO9
CO1					3			3	
CO2	3				3			3	
CO3				3					3
CO4									
CO5									
CO6			3		3				

Justification for the mapping

PO1: Disciplinary Knowledge:
CO2: Students will apply their knowledge for understanding of the electronic factors to Indian film industry.

PO3: Social Competence Exhibit thoughts and ideas effectively in writing and orally:
CO6: Students will apply their knowledge for gain proficiency in audience flow management and public service provision.

PO4: Research -Related skills-
CO3: Students will gain knowledge of report and research on media ownership and its implication for media impact

PO5: Personal and professional competence
CO1: Students will improve ability explain the significance of media economics shaping the Indian dynamic

CO2: Students will apply their knowledge for understanding of the electronic factors to Indian film industry.

CO6: Students will apply their knowledge for gain proficiency in audience flow management and public service provision.

PO8: Self-directed and Life- long learning
CO1: Students will able to understand the changing dynamics of media audience and analyze media ownership   pattern and their implication for media.

CO2: Students will apply their knowledge for understanding of the electronic factors to Indian film industry.

PO9: Trans-disciplinary research competence:
CO3: Students will gain knowledge of report and research on media ownership and its implication for media impact

Second Year   **Semester IV**

Television Production

Skill Component   **Paper No. UBJM244**

Maximum Marks: 150   **Credits: 6**

Teaching Period: 2/Week   **Teaching Load: 90 hours**

Course Objectives

1. To understand the working pattern of electronic media platform.
2. To familiarize the students with the basic techniques of broadcasting.
3. To create understanding of electronic media content creation.
4. To inculcate the knowledge of script writing.
5. To develop the knowledge of News anchoring.
6. To familiarize the students with the basic structure of news bulletin

Content

Unit-1 TV watching   **(15 hours)**
- Watching and analyzing television programs
- Watching and analyzing online programs

Unit-2 Production Process   **(15 hours)**
1. Camera operation and shoot
2. Studio Lighting for news anchoring
3. Audio Recording process
4. Video Editing of news

Unit-3 Writing Skills writing   **(15 hours)**
1. News Scripts AV, AVB
2. Headlines Writing, Breaking News,
3. Ticker and Astones
4. Writing news packages

Unit -4 Reporting Skills   **(15 hours)**
1. Reporting Skills - VOX POP, Walkthrough,
2. Walk the Talk, One to One
3. Story for news package
4. Story based on the feature

Unit 5 News Anchoring   **(15 hours)**
1. Basic makeup for anchoring
2. Anchor for News stories
3. Anchoring for short news video
4. Anchoring for feature programs
(Group Activity)

Unit 5 Interview and Panel Discussion in the studio/field   **(15 hours)**

Unit 6 News Production- Packaging and production of bulletin in groups   **(15 hours)**

Course Outcomes:

1. Students will be able to understand the working pattern of electronic media platform.

2. Students will able to familiarize with the basic techniques of broadcasting.

3. Students will be able to have understanding of electronic media content creation.

4. Students will be having the knowledge of script writing.

5. Students will be having the knowledge of News anchoring.

6. Students will able to familiarize the basic structure of news bulletin

Choice Based Credit System Syllabus (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc (Sem II)   Subject: Journalism and Mass Communication
Course:Television Production   Course Code: UBJM244

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

Justification for the mapping

PSO1. Disciplinary Knowledge:

CO1 Students will be able to understand the working pattern of electronic media platforms.

PSO2. Critical Thinking and Problem solving:

CO2 Students will be able to understand electronic media content creation.

PSO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally;

CO3Students will have the knowledge of script writing.
CO4 Students will be having the knowledge of News anchoring

PSO4. Research-Related Skills

CO6 Students will be able to familiarize the basic structure of news bulletin.

PSO5. Personal and Professional competence:

CO3 Students will be able to understand electronic media content creation.
CO4 Students will have the knowledge of script writing.
CO5 Students will have the knowledge of News anchoring.

PSO6. Effective Citizenship and Ethics:

PSO7. Environment and Sustainability:

PSO8. Self-directed and Life-long learning:

CO3 Students will be able to understand electronic media content creation.
CO4 Students will have the knowledge of script writing.
PSO9.Trans-disciplinary Research competence:
CO6 Students will be able to familiarize themselves with the basic structure of news bulletin.

Second Year   **Semester IV**

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Aesthetics of Audio- Visual Contents

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Skill Component   **Paper No. UBJM245**
Maximum Marks: 150   **Credits: 6**
Teaching Period: 2/week   **Teaching Load: 90 Practical**

Course Objectives

1) To understand the aesthetics of audio- visual medium.
2) To know the narrative story language.
3) To explore the subtext and screen language.
4) To understand how audio- visual contents makes meaning.
5) To know the various genres of audio- visual contents
6) To understand the process of meaning making on screen.
7) To know various geographical, political and social relevance of audio- visuals.

Content

Unit – 1The narrative language of visual medium   **(15 hours)**

- Analyzing advertisements – watching advertisements – socio-political and geographical relevance
- Understanding the narrative language of visual medium
- Identifying shots, scenes and sequence
- Identifying camera angles and camera movements

Unit – 2   **Meaning making in Art Direction and Costume**   **(15 hours)**

- Analyzing world films– watching world films – socio-political and geographical relevance
- Understanding Art Direction
- Understanding set designing
- Understanding the Costume designing and color theme patterns.

Unit – 3   **Understanding meanings of Lights**   **(15 hours)**

- Watch short films – discuss the meaning created by lights - socio-political and geographical relevance- write appreciation
- Meaning making of lights
- Patterns of lights in interior and exterior
- Understanding natural lights, artificial lights and mood lights

Unit – 4 Sound Designing and its meaning   **(15 hours)**

- Watch and analyze 3 regional films – discuss the meaning of sound created- socio-political and geographical relevance – write appreciation
- Understanding diegetic sound
- Understanding non- diegetic sound
- Use of folly and significance of sound designing.

Unit – 5   Editing Process and its patterns   **(15 hours)**

- Analyzing documentaries – watching documentaries - socio-political and geographical relevance – write appreciation
- Understanding the process of editing in visual narratives
- Meaning delivered in L cut and J cut
- Understanding the linear and non- linear patterns

Unit – 6 Film Analyses   **(15 hours)**

- Analyzing a regional film – writing review on the visual narrative language
- Analyzing a world cinema – writing review on the visual narrative language
- Analyzing a documentary – writing review on the visual narrative language
- Analyzing 3 short films– writing review on the visual narrative language

Course Outcomes

1) Students understand the aesthetics of audio- visual medium.
2) Students know the narrative story language.
3) Students explore the subtext and screen language.
4) Students understand how audio- visual contents makes meaning
5) Students know the various genres of audio- visual contents
6) Students understand the process of meaning making on screen.
7) Students know various geographical, political and social relevance of audio- visuals.

References:

1. **The great movies, Roger Ebert; 2003**
2. **The film club, David Gilmour; 2008**
3. **Art of watching films; Joseph M Boggs, Dennis W. Petrie, 2006**
4. **Film Theory and Criticism by Leo Brady**
5. **The Story of Film by Mark Cousins**

(As Per 2022 pattern)
Mapping of Program Outcomes with Course Outcomes

Class: SY B. Voc (Sem IV)   Subject: Journalism and Mass Communication
Course: Aesthetics of Audio- Visual Contents   Course Code: UBJM245
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	PO 8	PO 9
CO 1	3	1	1	2	1			1	2
CO 2	3	3	3	3	2			2	3
CO 3	2	2	3	2	2				2
CO 4	2	2							3
CO 5	2		2			2			
CO 6	2	2							2
CO 7	1	2	1		1			1	2

Justification for the mapping

PO1: Disciplinary Knowledge
CO1: Students would be able to understand the aesthetics of audio- visual medium.
CO2: Students would be able to know the narrative story language.
CO3: Students would be able to explore the subtext and screen language.
CO4: Students would be able to understand how audio- visual contents makes meaning
CO5: Students would be able to know the various genres of audio- visual contents
CO6: Students would be able to understand the process of meaning making on screen.
CO7: Students would be able to know various geographical, political and social relevance of audio- visuals.

PO2: Critical Thinking and Problem solving
CO1: Students would be able to understand the aesthetics of audio- visual medium.
CO2: Students would be able to know the narrative story language.
CO3: Students would be able to explore the subtext and screen language.
CO4: Students would be able to understand how audio- visual contents makes meaning
CO6: Students would be able to understand the process of meaning making on screen.
CO7: Students would be able to know various geographical, political and social relevance of audio- visuals.

PO3: Social competence exhibit thoughts and ideas effectively in writing and orally
CO1: Students would be able to understand the aesthetics of audio- visual medium.
CO2: Students would be able to know the narrative story language.
CO3: Students would be able to explore the subtext and screen language.
CO5: Students would be able to know the various genres of audio- visual contents
CO7: Students would be able to know various geographical, political and social relevance of audio- visuals.

PO4: Research- Related Skills
CO1: Students would be able to understand the aesthetics of audio- visual medium.

CO2: Students would be able to know the narrative story language.
CO3: Students would be able to explore the subtext and screen language.

PO5: Personal and professional competence
CO1: Students would be able to understand the aesthetics of audio- visual medium.
CO2: Students would be able to know the narrative story language.
CO3: Students would be able to explore the subtext and screen language.

PO6: Effective Citizenship and Ethics
CO5: Students would be able to know the various genres of audio- visual contents

PO8: Self-directed and Life-long learning
CO1: Students would be able to understand the aesthetics of audio- visual medium.
CO2: Students would be able to know the narrative story language
CO7: Students would be able to know various geographical, political and social relevance of audio- visuals.

PO9: Trans-disciplinary Research competence
CO1: Students would be able to understand the aesthetics of audio- visual medium.
CO2: Students would be able to know the narrative story language.
CO3: Students would be able to explore the subtext and screen language.
CO4: Students would be able to understand how audio- visual contents makes meaning
CO6: Students would be able to understand the process of meaning making on screen.
CO7: Students would be able to know various geographical, political and social relevance of audio- visuals.

Second Year   **Semester IV**
Introduction to Video Production

Skill Component   **Paper No. UBJM246**
Maximum Marks: 150   **Credits: 6**
Teaching Period: 2/week   **Teaching Load: 90 Practical**

Course Objective

1) To develop knowledge of audio- visual medium.
2) To understand the visual story narrative language.
3) To create and develop audio-visual contents
4) To Encourage Creative visual stories
5) To understand the processes behind audio- visual creation
6) To know the responsibilities of various departments of audio- visual production.
7) To know each department and their works of audio- visual production

Content

Unit – 1The crew and responsibilities   (15 hours)

- Understanding the audio-visual genres
- Identifying the genres and processes
- Identifying fiction and non-fiction
- Roles and Responsibilities of audio- visual production crew.

Unit – 2The camera shots, angles and movements   (15 hours)
- Understanding different types of camera shots and angles.
- Practice of different shots and angles with 5 shot exercises
- Understanding the camera movements
- Practice of different camera movements with 10 shot exercises

Unit – 3The lights and lighting techniques   (15 hours)
- Understanding different types of lights
- Practice the use of 3 point lighting in interior set-up
- Practice the use of 3 point lighting in exterior set-up
- Mood Lighting Creation

Unit – 4 Pre –production, Production and Post- Production   (15 hours)
- Different stages of audio- visual production.
- Stages of Pre-production for 3 minutes story.
- Production Stage for 3 minutes story
- Post Production Stage for 3 minutes story

Unit– 5 Visual narrative through Art Direction   (15 hours)
- Practice of Story board creation
- Practice of Mood board creation
- Practice of Art Direction – Set Designing
- Story board, Mood board and set designing for 3 minutes scene.

Unit – 6 The audio and sound designing   **(15 hours)**
- Practice of Location Sound Recording
- Practice of creating folly
- Practice of Editing software
- Short video creation – group work (3 minutes)

Course Outcome

1) Students develop knowledge of audio- visual medium.
2) Students understand the visual story narrative language
3) Students create and develop audio-visual contents
4) Students explore and Creative visual stories
5) Students understand the processes behind audio- visual creation
6) Students know the responsibilities of various departments of audio- visual production.
7) Students know each department and their works of audio- visual production

References:

1. **Film Directing Shot by Shot by Steven D. Katz**
2. **Rebel Without a Crew by Robert Rodriguez**
3. **Understanding the Business of Entertainment, Gregory Bernstein's**
4. **The Technique of Film & Video Editing, Ken Dancyger's**

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

Class: SY B. Voc (Sem IV)   Subject: Journalism and Mass Communication
Course: Basics of Video Production   Course Code: UBJM246
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	PO 8	PO 9
CO 1	3	2	2	3	1				3
CO 2	2	2	3						
CO 3	2		3	3					3
CO 4	2	3	3	3	2				3
CO 5	1				3			1	2
CO 6	2	1			3	2		3	
CO 7	1	2		1				2	2

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: Students would be able to develop knowledge of audio- visual medium.
CO2: Students would be able to understand the visual story narrative language
CO3: Students would be able to create and develop audio-visual contents

CO4: Students would be able to explore and Creative visual stories

CO5: Students would be able to understand the processes behind audio- visual creation

CO6: Students would be able to know the responsibilities of various departments of audio- visual production.

CO7: Students would be able to know each department and their works of audio- visual production

PO2: Critical Thinking and Problem solving

CO1: Students would be able to develop knowledge of audio- visual medium.

CO2: Students would be able to understand the visual story narrative language

CO4: Students would be able to explore and Creative visual stories

CO6: Students would be able to know the responsibilities of various departments of audio- visual production.

CO7: Students would be able to know each department and their works of audio- visual production

PO3: Social competence exhibit thoughts and ideas effectively in writing and orally

CO1: Students would be able to develop knowledge of audio- visual medium.

CO2: Students would be able to understand the visual story narrative language

CO3: Students would be able to create and develop audio-visual contents

CO4: Students would be able to explore and Creative visual stories

PO4: Research- Related Skills

CO1: Students would be able to develop knowledge of audio- visual medium.

CO3: Students would be able to create and develop audio-visual contents

CO4: Students would be able to explore and Creative visual stories

CO7: Students would be able to know each department and their works of audio- visual production

PO5: Personal and professional competence

CO1: Students would be able to develop knowledge of audio- visual medium.

CO4: Students would be able to explore and Creative visual stories

CO5: Students would be able to understand the processes behind audio- visual creation

CO6: Students would be able to know the responsibilities of various departments of audio- visual production.

PO6: Effective Citizenship and Ethics

CO6: Students would be able to know the responsibilities of various departments of audio- visual production.

PO8: Self-directed and Life-long learning

CO5: Students would be able to understand the processes behind audio- visual creation

CO6: Students would be able to know the responsibilities of various departments of audio- visual production.

CO7: Students would be able to know each department and their works of audio- visual production

PO9: Trans-disciplinary Research competence

CO1: Students would be able to develop knowledge of audio- visual medium.

CO3: Students would be able to create and develop audio-visual contents

CO4: Students would be able to explore and Creative visual stories

CO5: Students would be able to understand the processes behind audio- visual creation

CO7: Students would be able to know each department and their works of audio- visual production