



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)

2019 Pattern

Sponsored by

University Grant Commission

Under

National Skill Qualification Framework

(NSQF)

To be implemented from 2019-20

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

(To be implemented from Academic Year – 2019-20)

Course structure:

- B.Voc. is three-year programme with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component 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 stream_or its equivalent examination.
- 2) **Second Year B. Voc. (Advanced diploma):** Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.
- 3) **Third Year B. Voc. (Degree):** Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.

Note: Admissions will be given as per the selection procedure / policies adopted by the college, in accordance with conditions laid down by the Savitribai Phule Pune University, Pune.

Examination Pattern:

Pattern of Examination: Semester:

- 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%)

B. Voc. Journalism and Mass Communication Syllabus Structure

Second Year: Semester-IV

Subject. Code	Subject Name	No. of Credits	Marks
General component			
JM 401	Introduction to Television	4	100
JM 402	India After Independence	4	100
JM 403	Introductions to Economics	4	100
Skill component			
JM 404	Television Production	6	150
JM 405	Film Appreciation	6	150
JM 406	Basics of Video production	6	150

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

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

From 2019-20 to 2021-22

Sr.no.	Name	Designation
1.	Mr. Ranjeet V. Pandit	Chairman
2.	Mr. Rahul P. Chaudhari	Member
3.	Mr. Jayendra P. Rane	Member
4.	Mr. Jayprakash S. Patil	Member
5.	Dr. Madhavi Reddy	Vice-Chancellor Nominee
6.	Dr. Nisha Mude Pawar	Expert from other University
7.	Mr. Mithunchandra Chaudhari	Expert from other University
8.	Dr. Alok Jatratkar	Industry Expert
9.	Dr. Radheshyam Jadhav	Expert from other University
10.	Mr. Akshay Sonwane	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.

Introduction to Television

General Component

Paper No. JM 401

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

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-based programme.
- 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 software's for editing television Programmes.
- 6) Students will know the Television newsroom and functionaries.

Content

Teaching hours

Unit 1- Understanding TV and TV Industry

- Television Broadcasting
- Characteristics
- History of TV in India
- Television in internet age

10

Unit 2- TV Industry

- Features, trends and issues
- Public service TV broadcasting
- Commercial TV broadcasting: News and Non-News sectors
- Economics of TV broadcasting
- Ethics in Television broadcasting

10

Unit 3- News Gathering

- Reporting skills
- In Normal Routine Day & Special situations
- Daily News and News analysis
- Special events, Political coverage
- War / Conflicts, & Crime, disasters

10

Unit 4- News Presentation and Production

- Anchoring
- Interviewing
- Current affair programs and group debates
- Live coverage
- Television newsroom and functionaries

10

Unit-5 Television Programming

- Fiction and non fiction
- Television Genres

- Day parting and scheduling strategies
 - Rating systems and business
 - TV in digital age (about revenue)
- 10**

Unit-6 Programming Genres

- Soap Opera
 - Talk show
 - Comedy shows
 - Reality show
 - Crime shows
 - Tele films
- 10**

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 functionalities.

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, Cengage Learning
6. Broadcast Journalism and Digital Media - Dr. keshav sathaye, Dimond Publication, Pune

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc (Sem IV)

Subject: Journalism and Mass Communication

Course: Introduction to Television

Course Code: JM 401

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 editing 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

India after Independence

General Component

Paper No. JM 402

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Course Objectives:

1. To introduce the students to history of India.
2. To understand the events led to the independence of India.
3. To know the timeline of various implements and movements.
4. To learn the social reform movements.
5. To understand the democratic traditions after independence
6. To know the national leaders and their contributions
7. To understand the formation of nation after independence.

CONTENT

Teaching hours

Unit 1 Colonial legacy

- Colonial legacy
- National movement and its legacy
- Architecture of the Constitution

10

Unit 2 Constructing a Nation

- Consolidation of India as nation
- The linguistic reorganization of the states
- Integration of the tribal
- Regionalism & regional inequality

10

Unit 3 Foundation Years

- A new Beginning with five years plan
- Foreign policy in Nehru era.
- Shastri to Indira Gandhi
- J P movement and emergency

10

Unit 4 Popular Movements

- Chipko Movement
- Dalit Panther
- Bharatiy Kisan Union
- Anti- Arrack Movement
- Narmada Bachav Movement
- Parallel Cinema Movement

10

Unit 5 Reforms

- Economic reform 1991
- Land reforms
- Green revolution and agricultural growth
- White Revolution
- IT Revolution

10

- Rise of Right-Wing Politics

Unit 6 Eve of new millennium

- Rise of Right-Wing Politics
- Anti-caste politics & strategies
- Achievements on the eve of new millennium
- UPA Governments: Nuclear deal, Coalition Government, Chandrayaan
- NDA Governments: Demonetization, GST

10

Course Outcomes:

1. Students will get introduced to the history of India.
2. Students will be able to understand the events led to the independence of India.
3. Students will know the timeline of various implements and movements.
4. Students can learn the social reform movements.
5. Students will understand the democratic traditions after independence
6. Students will know the national leaders and their contributions
7. Students will understand the formation of nation after independence.

Suggested reading:

1. India after independence- Bakimchandra
2. India after Gandhi- Ramchandra Guha
3. Rahul Pandita, Hello Bastar, Penguin
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Mapping of Program Outcomes with Course Outcomes

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

Subject: Journalism and Mass Communication

Course: India After Independence

Course Code: JM 402

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		3							
CO3				3					
CO4			2						
CO5					3				
CO6						3			
CO7							1		

Justification for the mapping

PO1 (Disciplinary Knowledge):

Strong relation - Understanding the history of India aligns with the comprehensive knowledge of a discipline, in this case, history.CO1: Students will get introduced to the history of India.

PO2 (Critical Thinking and Problem Solving):

Strong relation - Analyzing and understanding the events leading to India's independence involves critical thinking and problem-solving skills.CO2: Students will be able to understand the events led to the independence of India.

PO4 (Research-Related Skills): Strong relation - Knowing the timeline of events requires research skills and a sense of inquiry into historical data.CO3: Students will know the timeline of various implements and movements.

PO3 (Social Competence): Moderate relation - Learning about social reform movements involves understanding societal issues, contributing to social competence.CO4: Students can learn the social reform movements.

PO5 (Personal and Professional Competence): Strong relation - Understanding democratic traditions aligns with personal and professional competence, especially in the context of civic engagement.CO5: Students will understand the democratic traditions after independence.

PO6 (Effective Citizenship and Ethics): Strong relation - Knowing national leaders and their contributions contributes to effective citizenship and awareness of moral and ethical issues.CO6: Students will know the national leaders and their contributions.

PO7 (Environment and Sustainability): Weak relation - The formation of the nation after independence is not directly related to environmental and sustainability issues.CO7: Students will understand the formation of the nation after independence

Introduction to Economics**General Component****Paper No. JM 403****Maximum Marks: 100****Credits: 4****Teaching Period: 4/week****Teaching Load: 60 Theory Period/Semester****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

CONTENT**Teaching hours****Unit 1 Basic concepts in Economic Science**

- What is Economics?
- Scarcity, choice and economic systems
- The Specialist World
- Free Market Hypothesis

10**Unit 2 Microeconomics for Journalists**

- Scope and Importance of Micro Economics
- Micro Economics and Decision Making
- Utility, Demand, Supply and Elasticity
- Product Markets and Factor Markets

10**Unit 3 Macroeconomics and Journalism**

- National Income Accounting
- Business Cycles
- Unemployment
- Fiscal and Monetary Policy
- Different Schools of Thought

10**Unit 4 International Trade and its impact**

- Theoretical Foundations of International Trade
- Balance of Payment
- World Economics Order-IMF, World Bank, WTO

10**Unit 5 Introduction to Indian Economy**

- Indian Economy till 1947
- Indian Economy During 1947-1991
- Indian Economy After Reforms and Globalization
- Statistical Overview of Indian Economy

10

Unit 6 Contemporary National Economic Issues for Case Studies

- Population-Burden or Resource
- Taxation- GST, Direct Tax Code
- Disparities and Inclusive Growth
- Infrastructure and Investment
- Budget and Economic Survey

Unit 7 Contemporary Economic Issues in State of Maharashtra

- Regional Disparities
- Agricultural Policies and its Reporting

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 Books:

1. Indian Economy, Gaurav Dutta and Ashwini Mahajan, S.Chand Publication, New Delhi.
2. Bhagwati, Jagdish.[2004], 'In Defense of Globalization,' Oxford University.
3. Maharashtra State Board Textbook of Economics for 11th and 12th
4. Economic Survey of India and Maharashtra
5. Budget Documents of Government of India and Maharashtra
6. Economics-I, Development-II, Dr.Kiran Desale, Deetstambh Prakashan, Jalgaon.
7. Websites of - World Bank, RBI, Ministry of Finance, Government of Maharashtra etc.

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc (Sem IV)

Subject: Journalism and Mass communication

Course: Introduction to Economics

Course Code: JM403

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

Television Production

Skill Component

Paper No. JM 404

Maximum Marks: 150

Credits: 6

Teaching Period: 8/Week (1 hours period)

Teaching Load: 90 Practical 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

Teaching hours

Unit-1 Watching and analyzing television programs
Watching and analyzing Radio programs

15

Unit-2 Production Process

- Camera operation and shoot
- Video Editing
- Studio Lighting
- Audio Recording process

15

Unit-3 News Gathering and writing

- News Scripts AV, Headlines, Breaking News,
- Ticker and Packages.
- Reporting Skills - VOX POP, Walkthrough,
- Walk the Talk, One to One

15

Unit 4 News Anchoring

- Anchor Scripts,
- Studio Anchoring,
- Teleprompter reading

15

(Group Activity)

Unit 5 Interview and Panel Discussion in the studio/field

15

Unit 6 News Production- Packaging and production of bulletin in groups

15

Course Outcomes:

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will be 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 be able to familiarize the basic structure of news bulletin

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Voc (Sem IV)

Subject: Journalism and Mass Communication

Course: Television Production

Course Code: JM 404

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;

CO3 Students 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.

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.

Film Appreciation

Skill Component

Paper No. JM 405

Maximum Marks: 150

Credits: 6

Teaching Period: 8/Week(1hours period)

Teaching Load: 90 Practical period

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

Teaching hours

Unit 1 Language of Cinema I –

- Focus on visual Language: Shot, Scene, Sequence, Mis-en-scene
- Deep focus, Continuity, Editing, Montage

15

Unit 2 Language of Cinema II –

- Focus on Sound and Colour
- Diegetic and Non Diegetic Sound
- Off Screen Sound; Sync Sound
- The use of Color as a stylistic Element

15

Unit 3 Development of cinema

- Early Cinema (Evolution of cinema)
- Development of cinema in world and India.
- Silent era to contemporary era

15

Unit 4 Film Genre, Form and Style

- Different genres: Action, adventure, comedy,
- Drama, epic/historical Horror, Sci-fi, war etc.
- Film Form and Style: German Expressionism, Film Noir
- Italian Neo-realism, French New Wave

15

Unit 5 World and Indian Cinema

- Important directors and their contribution
- Important World Cinemas
- Indian popular cinema
- Indian parallel and art cinema
- Marathi films: classics
- Marathi films: contemporary and experimental

15

Unit 6 Other Film Institutions

- Censorship: need, relevance, Censor Board.
- Influence of cinema on society, culture, arts.
- NFDC, NFAI, FTII, Film Festivals Authority of India
- Children Film Society, Film Society movement, International film festivals

15

- Note: Screening of films and discussions regarding above topics is included in it.

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.

Mapping of Program Outcomes with Course Outcomes

Class: SY B. Voc (Sem IV)

Subject: Journalism and Mass Communication

Course: **Film Appreciation**

Course Code: JM405

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.

Basics of Video Production

Skill component

Maximum Marks: 150

Teaching Period: 8/Week (1 hours period)

Paper No. - JM406

Credits: 6

Teaching Load: 30Practical/Semester

Course Objectives:

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 learn the need of visually strong contents
6. To understand the narrative styles of different audio- visual stories
7. To create short stories for different audio- visual medium

CONTENT**Teaching hours****Unit 1 Camera Techniques**

- Camera body and operating
- Camera menu and video formats
- Tripod handling
- Camera equipment's utilization
- Sound equipment's utilization with camera

15**Unit 2 Camera Exercise**

- Camera shots exercise
- camera angels exercise
- Camera movements exercise
- Sound recording exercise

15**Unit 3 Writing Skills**

- Basic writing for video
- Writing format of video
- Writing for fiction
- Writing for Non-Fiction

15**Unit 4 Lights**

- Understanding light
- Light observation
- Types of lights
- Light equipment utilization
- Lighting Exercise with camera

15**Unit 5 Editing**

- Understanding editing
- Introduction of Editing Machine and Software
- Software- FCP, Adobe Primer Pro
- Editing video clips

15

- Editing Audio clips
- Titles and credits

Unit 6 Various Exercise

- One shot video
- Five shot videos
- One-minute video

15

Course Outcomes:

1. Students would be able to develop knowledge of audio- visual medium.
2. Students would be able to understand the visual story narrative language
3. Students would be able to create and develop audio-visual contents
4. Students would be able to explore and Creative visual stories
5. Students will learn the need of visually strong contents
6. Students will be able to understand the narrative styles of different audio- visual stories
7. Students will be able to create short stories for different audio- visual medium

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: JM 406

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