



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

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

Proposed Syllabus For
T.Y. B.Voc. Journalism and Mass Communication

(T.Y. B.Voc. JMC-Semester-V)
2019 Pattern

Sponsored by
University Grant Commission

Under
National Skill Qualification Framework
(NSQF)

To be implemented from
Academic Year 2021-22

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

(To be implemented from Academic Year - 2019-2020)

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, BARAMATI
Dist. -Pune-413102**

B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 101	Introduction to Mass Communication	4	100
JM 102	Introduction to Journalism	4	100
JM 103	Current Affairs- World, India, Maharashtra	4	100
Skill component			
JM 104	Language skills- Marathi	6	150
JM 105	Computer Applications for Media	6	150
JM 106	Basics of photography	6	150

First Year: Semester-II

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 201	News reporting and Editing-I	4	100
JM 202	Writing for Media-I(Print)	4	100
JM 203	Indian Constitution	4	100
Skill component			
JM 204	Language skills- English	6	150
JM 205	Feature Writing	6	150
JM 206	Photojournalism	6	150

Second Year: Semester-III

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 301	News Reporting and Editing-II	4	100

JM 302	Writing for Media-II	4	100
JM 303	Introduction to Radio	4	100
Skill component			
JM 304	Editing Skills	6	150
JM 305	Radio Production	6	150
JM 306	Experimental Journal	6	150

Second Year: Semester-IV

Subj. 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

Third Year: Semester-V

Subj. Code	Subject Name	No. of Credits	Marks
General component			
JM 501	Introduction to Digital Media	4	100
JM 502	Introduction to Media Research	4	100
JM 503	Mass Communication Theory	4	100
Skill component			
JM 504	Content Development For Digital Media	6	150
JM 505	Video Production Group Project	10	250
JM 506	Industry Internship	2	50

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 Jatratar	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.

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TULJARAM CHATURCHAND COLLEGE, BARAMATI, DIST- PUNE – 413102
B. Voc. (Journalism and Mass Communication) REVISED SYLLABUS

Third Year

Semester V

INTRODUCTION TO DIGITAL MEDIA

General Component

Paper No. JM 501

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Course Objectives

1. To provide an understanding of the digital media landscape.
2. To gain proficiency in specific uses of various types of Digital media platforms
3. To provide understanding of etiquette of various social media
4. To understand how to create own presence on digital media professionally.
5. To understand basic strategies of brand Management on social media.
6. To explore and comprehend the impact of emerging technologies like OTT, Artificial Intelligence, And Google Tools.
7. To examine ethical considerations and challenges arising from the use of technology in media.

CONTENT

Unit 1-Digital Media- basic Understanding

10 hrs

- Digital Media- Evolution, Definitions, Concept and Scope
- The Characteristics of Digital Media and Significance
- Old Media vs. New Media
- Concepts and evaluation of Internet

Unit-2 Digital storytelling

10 hrs

- Content management & content management systems
- Digital story-telling formats
- Content writing, editing, reporting
- Blogging
- Video blogging and podcasting

Unit 3- Online Journalism

10 hrs

- News on the web
- Changing paradigms of news
- Characteristics of Online Journalism
- Citizen Journalism
- Data Journalism

Unit 4- New Media Theories

10 hrs

- MacLuhan & Network Society
- Online Disinhibition
- Theory of Castells
- The Changing Mass Media Audience
- Digital Divides

Unit 5- New trends and issues

10 hrs

- OTT

- MobileApplications
- ArtificialIntelligence
- Google Tools formedia
- Ethicalissues

Unit 6- Social Media

10 hrs

- Socialnetworking
- social profile management products: Facebook, LinkedIn
- Social publishing: Instagram, YouTube
- Social MediaMetrics
- Understanding Fake News: Issues,Challenges

Course Outcomes:

1. Students would gain understanding of the concepts of digital and social media.
2. Students would be able to utilize digital social media tools for different developmental activities.
3. Students would be able to gain understanding of cyber ethics.
4. Students will comprehend the functionalities of digital media
5. Students would gain understanding basic strategies of brand Management on social media.
6. Students will develop understanding knowledge of how these technologies are reshaping content Creation, distribution, and consumption in the digital era.
7. Students will be equipped with ethical frameworks and critical thinking skills to address complex issues, ensuring responsible and principled engagement with evolving media technologies.

Recommended Readings:

1. Feldman, Tony. An Introduction to Digital Media. Routledge.
2. Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
3. Handbook for Media, General Elections to the 17 th Lok Sabha 2019, Election Commission of India
4. New Media and Politics, Sage publication
5. Digital Journalism: Making News, Breaking News, Open Society Foundation
6. The Routledge Handbook of Developments in Digital Journalism Studies
7. The Handbook of Global Online Journalism, Wiley-Blackwell
8. [REDACTED], [REDACTED]([REDACTED]), [REDACTED], [REDACTED].
9. [REDACTED], [REDACTED]([REDACTED]), [REDACTED], [REDACTED].
10. Al Jazeera Media Training and Development Centre, Mobile Journalism.
11. Al Jazeera Media Training and Development Centre, Data Journalism

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

Justification for the mapping

PSO1 - Disciplinary Knowledge:

CO1: This course will demonstrate comprehensive knowledge of the digital media landscape aligns with gaining understanding of digital and social media concepts, utilizing digital social media tools, and comprehending the functionalities of digital media.

PSO2 - Critical Thinking and Problem Solving:

CO3: Critical design thinking is essential for predicting creative solutions towards the use of digital media tools, understanding cyber ethics, developing basic strategies of brand management on social media, and addressing ethical considerations and challenges in the digital media landscape.

PSO3 - Social Competence:

CO2: Social competence is demonstrated through effective communication of thoughts and ideas about the digital media landscape, understanding the etiquette of various social media platforms, creating a professional presence on digital media, and exploring the impact of emerging technologies on media.

PSO4 - Research-Related Skills:

CO4 and CO6: Demonstrating a sense of inquiry aligns with gaining understanding of the digital media landscape, utilizing digital social media tools, comprehending the functionalities of digital media, and exploring the impact of emerging technologies on media.

PSO5 - Personal and Professional Competence:

CO3: Students will improve personal and professional competence is exhibited through the independent use of digital social media tools, gaining understanding of cyber ethics, and developing basic strategies of brand management on social media.

PSO6 - Effective Citizenship and Ethics:

CO7: Demonstrating empathetic social concern aligns with understanding the etiquette of various social media platforms, creating a professional presence on digital media, and examining ethical considerations and challenges in the use of technology in media.

PSO8 - Self-directed and Life-long Learning:

CO1: Students will improve acquiring the ability to engage in independent and life-long learning is essential for keeping up with the broadest context of socio-technological changes in the digital

media landscape.

PSO9 - Trans-disciplinary Research Competence:

CO6: Students will gain creating new conceptual, theoretical, and methodological innovations aligns with exploring and comprehending the impact of emerging technologies like OTT, artificial intelligence, and Google Tools, as well as addressing ethical considerations and challenges in the use of technology in media.

INTRODUCTION TO MEDIA RESEARCH

General Education

Paper No. JM 502

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Course Objectives

1. To impart the definitions and basic concepts of media research,
2. To understand difference between communication research, media research and social research.
3. To understand the need, role, importance functions and ethics of research.
4. To know the elements and types of research.
5. To impart the knowledge of basics of statistics and media metrics.
6. Conduct basic qualitative and quantitative research methods
7. Employ appropriate sampling techniques and assess sampling error

CONTENT

Unit 1-Science and Research Methods	10 hrs
<ul style="list-style-type: none"> ● Different methods of knowing ● Comparing Indian and Western epistemological thought ● Concept of research ● Nature of scientific enquiry, Characteristics of Science ● Relevance and nature of media research 	
Unit 2- Elements of Research	10 hrs
<ul style="list-style-type: none"> ● Review of literature ● Theoretical framework of research ● Hypothesis or research questions ● Types of variables etc. 	
Unit 2. Qualitative research methods:	10 hrs
<ul style="list-style-type: none"> ● Nature, limitations, ● Interpreting qualitative data. ● Field observations ● Focus groups ● Intensive interviews ● Case studies 	
Unit 3. Quantitative research methods:	10 hrs
<ul style="list-style-type: none"> ● Nature, uses, generalization ● Content Analysis ● Survey Research ● Constructing questionnaire 	
Unit 4. Sampling:	10 hrs
<ul style="list-style-type: none"> ● Universe, population and sample; ● Probability sampling ● Non-probability sampling ● Advantages and disadvantages ● Measuring sampling error. 	

Unit 5. Data Analysis

10 hrs

- Textual analysis
- Digital Data analysis

Statistics for research

- Importance of statistical analysis.
- Descriptive and inferential statistics.
- Basic statistical terms and tests

Unit 6. Research Ethics:

10 hrs

- Research ethics
- Research report writing
- Visualization and representation
- Bibliography
- In-text citations

Course Objectives (CO)

CO1 Students would learn the definitions and basic concepts of research,

CO2 Students would know the difference between communication research, media research and social research.

CO3 Students would gain knowledge about the need, role importance, functions and ethics of research.

CO4 Students would learn the concept of each element of research and the interrelations between elements.

CO5 Students would learn the various types of research.

CO6 Student can conduct basic qualitative and quantitative research methods

CO7 Students will employ appropriate sampling techniques and assess sampling error

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Voc (Sem-V)

Subject: Journalism and Mass Communication

Course: Introduction to digital media

Course Code: JM 502

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							1	2
CO2	2								
CO3			2			3	2		
CO4		2		2				2	2
CO5		2							
CO6		2		2	3				
CO7			2	2	3			2	1

Mapping of Program Outcomes (PO) with Course Outcomes (CO) with justification**PO1 - Disciplinary Knowledge: CO1, CO2**

Justification: These course objectives directly contribute to developing comprehensive knowledge in research, covering basic concepts and distinctions between various research types.

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

Justification: These objectives involve critical thinking skills as students need to understand the complex interrelations between research elements and choose appropriate research methods for specific situations.

PO3 - Social Competence: CO3, CO7

Justification: Understanding the ethical considerations and the application of sampling techniques require effective communication skills and social competence.

PO4 - Research-Related Skills: CO4, CO6, CO7 –

Justification: These objectives align with the development of research-related skills, including the ability to plan, execute, and report research results.

PO5 - Personal and Professional Competence: CO6, CO7

Justification: Conducting research methods and employing sampling techniques require a combination of personal and professional competence.

PO6 - Effective Citizenship and Ethics: CO3

Justification: Understanding the ethical considerations in research directly contributes to effective citizenship and professional ethics.

PO7 - Environment and Sustainability: CO3

Justification: Awareness of the ethical and societal aspects of research contributes to understanding the impact of scientific solutions in societal and environmental contexts.

PO8 - Self-directed and Life-long learning: CO1, CO5, CO7

Justification: The entire set of course objectives contributes to creating a foundation for self-directed and lifelong learning in research.

PO9 - Trans-disciplinary Research Competence: CO5 CO6

Justification: Learning various types of research methods provides students with a trans-disciplinary approach to problem-solving.

Recommended Readings:

- Wimmer, R. D., & Dominick, J. R. (2000). Mass media research: An introduction. Belmont, Calif: Wadsworth Pub. Co.
1. Berger, A. A. (2015). Media and communication research methods: An introduction to qualitative and quantitative approaches. SagePublications.
 2. Reinard, J. C. (2001). Introduction to communication research. McGraw-Hill Humanities, Social Sciences & WorldLanguages.
 3. Kothari, C. R. (2004). Research methodology: Methods & techniques. New Delhi: NewAge International (P)Ltd.
 4. International (P)Ltd.
 5. www.thehoot.org
 6. www.indiantelevision.com
 7. www.media4exchange.com
 8. www.agencyfaqs.com
 9. www.indianstat.com

MASS COMMUNICATION THEORY**General Education****Paper No. JM 503****Maximum Marks: 100****Credits: 4****Teaching Period: 4 /week****Teaching Load: 60 Theory Period/Semester****Course Objectives**

Course Objectives:

1. To provide students with basic theoretical and conceptual aspects of mass media.
2. Explain the uses of various media effects theories.
3. To enable students to understand relation between media and culture.
4. To introduce students political and economic aspects media.
5. To provide an understanding correlation between media and society.
6. Develop a comprehensive understanding of the concept of mass society, social construction, and the transition to the information society.
7. Students will demonstrate the ability to critically analyze the characteristics of mass society, examine how information is socially constructed, and evaluate the impact of societal transitions on the role and functions of mass media.

CONTENT

Unit 1. The Rise of Mass Communication:	10 hrs
<ul style="list-style-type: none"> • Media as an important social institution • Concept of 'Mediation' • The concepts of 'Mass' and 'Mass Society' • The process and characteristics 'Mass Communication' 	
Unit 2. Basic Mass Communication Theories	10 hrs
<ul style="list-style-type: none"> • Individual Difference Theory • Selective Exposure • Selective Perception • Selective Retention Theory 	
Unit 3. Normative Theories of Mass Communication	10 hrs
<ul style="list-style-type: none"> • Authoritarian Theory • Free Press Theory • Social Responsibility Theory • Development Communication Theory 	
Unit 4. Personal Influence and Sociological Theory	10 hrs
<ul style="list-style-type: none"> • Two step Theory, Multi-step Theory • Cultivation Theory • Agenda Setting Theory • The uses and gratification Theory 	
Unit 5. Mass Media and Society	10 hrs
<ul style="list-style-type: none"> • The Mass Society • Social construction • The Information Society 	
Unit 6. Mass Media and Culture	10 hrs
<ul style="list-style-type: none"> • Political Economic Theory 	

- Hegemony Theory
- Culture and semiotic Theory

Course Outcomes

- CO1** Students will be able to grasp the relationship between communication and media theories.
- CO2** Students will understand through the theory that how media work for people and society and its effects on society.
- CO3** Students will understand the use of normative theories by media.
- CO4** Students will understand how media make influence on audience using Agenda setting theory,
- CO5** Students will able to understand Uses and gratification theory and other sociological theories.
- CO6** Familiarize students with key theories, including Political Economic Theory, Hegemony Theory, and Culture and Semiotic Theory, to deepen their understanding of the intricate relationships between mass media and culture.
- CO7** Students will critically engage with theoretical frameworks, applying them to analyze and interpret the interplay between mass media and culture, recognizing the political, economic, and semiotic dimensions that shape media and societal dynamics.

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Voc (Sem-V)

Subject: Journalism and Mass Communication

Course: Mass communication theory

Course Code: JM 503

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

PSO1. Disciplinary Knowledge:

CO1, CO 2, CO 3, CO 4: involve grasping the relationship between communication and media theories, understanding how media work for people and society, understanding the use of normative theories by media, understanding the influence of media using Agenda Setting theory, understanding Uses and Gratification theory, and familiarizing students with key theories such as Political Economic Theory, Hegemony Theory, and Culture and Semiotic Theory. PSO1 aligns by emphasizing comprehensive knowledge in media theories and their application.

PSO2. Critical Thinking and Problem Solving:

CO 4, CO 5, CO 6, and CO 7: involve grasping, understanding, and critically engaging with various media theories. PSO2 aligns by emphasizing critical design thinking in predicting creative solutions towards understanding and interpreting media theories.

PSO3. Social Competence:

CO1, CO 3, CO 4, CO 5: involve grasping the relationship between communication and media theories, understanding how media work for people and society, understanding the use of normative theories by media, understanding the influence of media using Agenda Setting theory,

understanding Uses and Gratification theory, and critically engaging with theoretical frameworks. PSO3 aligns by emphasizing effective communication skills in writing and orally, building interactive and presenting skills to connect with people individually or in group settings.

PSO4. Research-Related Skills:

CO 6, CO 7: involve critically engaging with theoretical frameworks and applying them to analyze and interpret the interplay between mass media and culture. PSO4 aligns by emphasizing research-related skills in understanding and applying theoretical frameworks in media analysis.

PSO5. Personal and Professional Competence:

CO 4, CO 5, CO 6: involve grasping, understanding, and critically engaging with various media theories. PSO5 aligns by emphasizing performing independently and participating in team activities implied by media analysis and interpretation.

PSO6. Effective Citizenship and Ethics:

CO1, CO 2, CO 3, CO 4, CO 5, CO 6, and CO 7: involve grasping the relationship between communication and media theories, understanding how media work for people and society, understanding the use of normative theories by media, understanding the influence of media using Agenda Setting theory, understanding Uses and Gratification theory, and critically engaging with theoretical frameworks. PSO6 aligns by emphasizing empathetic social concern, equity-centered national development, and acting with an informed awareness of moral and ethical issues in media analysis.

PSO7. Environment and Sustainability:

CO7: involve critically engaging with theoretical frameworks and applying them to analyze and interpret the interplay between mass media and culture. While not explicit, consideration of societal impact aligns with PSO7's emphasis on understanding the impact of scientific solutions in societal contexts.

PSO8. Self-directed and Life-long Learning:

CO1, CO 2, CO 3: involve grasping, understanding, and critically engaging with various media theories. PSO8 aligns by emphasizing the ability to engage in independent and life-long learning in the context of socio-technological changes in media and communication.

PSO9. Trans-disciplinary Research Competence:

CO7: involve critically engaging with theoretical frameworks and applying them to analyze and interpret the interplay between mass media and culture. PSO9 aligns by emphasizing trans-disciplinary research competence in addressing common issues and shaping societal dynamics through the understanding of media theories.

Suggested reading:

- Denis. McQuail, McQuail's Mass Communication Theory. (2000). London:Sage. Keval J. Kumar, Mass Communication in India, aicoPublication
- Stanely Baran, Dennis K. Davis, Mass Communication Theory
- Uma Narula, Mass CommunicationTheory
- Denis. McQuail, McQuail's Reader in Mass CommunicationTheory.

SkillComponent
Maximum Marks:150
TeachingPeriod:8 /week

Paper No. - JM504
Credits: 6
Teaching Load: 90 Practical periods

Course objective:

1. To develop proficiency in forms of writing for digital media.
2. To explore effective storytelling structures for the web, using text, images, audio, and video.
3. To create and manage individual blogs using platforms like Blogger and Word Press.
4. To develop proficiency in creative writing for Face book, including crafting one-liners and Normal posts, with a focus on political, personal, sports, and technology topics.
5. To explore advanced search techniques on Twitter, effective use of tags.
6. To provide hands-on experience in setting up and managing a YouTube channel.
7. To identify and counter fake information with video and photos verification.

CONTENT

Unit 1- Writing for Digital Media	10 hrs
<ul style="list-style-type: none">● Linear vs. nonlinear form● Writing for the screen vs. writing for print● Content writing, editing	
Unit-2 Storytelling	15 hrs
<ul style="list-style-type: none">● Storytelling structures that work on the Web● Storytelling using text and Image,● Storytelling using Audio and Video	
Unit3- Blog Writing	15 hrs
<ul style="list-style-type: none">● Creating individual Blogs- Blogger, WordPress● Writing a News stories, and feature● Writing with hyperlinks	
Unit 4- Content forFacebook	10 hrs
<ul style="list-style-type: none">● creative writing- one liner, normal post● Post on Political, personal, sport, technology topics● Create Facebook page, Fb Promotion● Case Study	
Unit-5Twitter and Instagram	10 hrs
<ul style="list-style-type: none">● Twitter and advanced search● Use of tags● Instagram promotion	
Unit 6 YouTube	15 hrs
<ul style="list-style-type: none">● Setting up a YouTube channel● Managing content on YouTube	
Unit-7 Fake News and facts checking	15 hrs
<ul style="list-style-type: none">● Video and Photo verification● Digital hygiene● Use of 5W1H to find fake information	

Course outcome:

CO1 Students will be able to adapt their writing style for digital platforms, enhancing readability

and engagement.

- CO2** Students will demonstrate the ability to create multimedia storytelling content optimized for diverse digital platforms
- CO3** Students will improve their practical skills in blog creation, content writing, and promotion in the Digital space.
- CO4** Students will be capable of creating engaging Face book content and managing promotional Activities for personal and professional purposes
- CO5** Students will acquire the skills for effective communication and audience engagement.
- CO6** Students will be able to create and curate content for YouTube, optimizing it for discoverability and audience engagement.
- CO7** Students will develop critical thinking skills to evaluate information authenticity and informed Digital communication environment

Mapping of Program Outcomes with Course Outcomes

Subject: Journalism and Mass Communication

Class: T.Y.B.Voc (Sem-V)

Course: Digital content production for digital media

Course Code: JM 504

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

Justification for the mapping

PSO1 - Disciplinary Knowledge:

CO1: Students will apply their knowledge writing for digital media is crucial for students to adapt their writing style for digital platforms and create multimedia storytelling content optimized for diverse digital platforms.

PSO2 - Critical Thinking and Problem Solving:

CO3: Critical design thinking is essential for exploring effective storytelling structures for the web, creating engaging Face book content, and developing critical thinking skills to evaluate information authenticity in the digital communication environment.

PSO3 - Social Competence:

CO4: Students will gain knowledge effective communication and audience engagement, as well as building effective interactive and presenting skills, align with social competence. This is important for creating and managing individual blogs, crafting social media posts, and engaging with an online audience.

PSO4 - Research-Related Skills:

CO6: Demonstrating a sense of inquiry, effective use of search techniques on Twitter, and

countering fake information through verification align with research-related skills in the digital media context.

PSO5 - Personal and Professional Competence:

CO3: Students will gain knowledge performing independently, participating in team activities, and demonstrating cooperation are essential for practical skills in blog creation, content writing, and promotion in the digital space. Building skills for personal and professional purposes aligns with personal and professional competence.

PSO6 - Effective Citizenship and Ethics:

CO7: Students will apply their knowledge demonstrating empathetic social concern, ethical use of information and countering fake information align with effective citizenship and ethics in the digital media landscape.

PSO8 - Self-directed and Life-long Learning:

CO2: Students will gain knowledge acquiring the ability to engage in independent and life-long learning is essential for keeping up with the broad socio-technological changes in the digital media landscape.

PSO9 - Trans-disciplinary Research Competence:

CO3: Students will apply their knowledge creating new conceptual, theoretical, and methodological innovations in digital media aligns with the trans-disciplinary aspects of the course, where students learn to adapt writing styles, create multimedia content, and engage with audiences across various digital platforms.

VIDEO PRODUCTION PROJECT**Skill Component****Paper No. – JM 505****Maximum Marks: 250****Credits: 10****Teaching Period: 16/week****Teaching Load: 180 Practical Period****Course objective:**

1. To develop a comprehensive understanding of moving image dynamics, including technical aspects.
2. Master the art of audio-visual combination by delving into the basic physics and cultural elements of sound, achieving synchronization, and understanding the technical aspects of combining image and sound
3. Enhance visual composition skills by exploring elements of shot composition, scenes, and sequences, and understanding the elements of writing for the visual medium within the dimensions of time and space.
4. Understand screen grammar and genres by analyzing camera angles, continuity, transitions, and gaining knowledge of basic TV genres.
5. Navigate the entire video production process from idea to screen, covering feasibility and research, script development, production planning, production work, and postproduction processes.
6. Familiarize students with the roles of creative and technical personnel in video production, emphasizing teamwork and understanding elements of production management
7. Develop proficiency in handling various production equipments and technology, including different camera types, lighting equipment, sound equipment, and editing tools.

Content

In this semester Students of the specialization of Video Production take up a Group video Production project. There should be five to seven students in each group. The project may be Fiction or Non-Fiction. The subject, topic, content of the project must be of the length Minimum 07 minutes and maximum 10 minutes including titles and credits. After approval of the story concept from the production guide and the script selection committee, students are expected to assume the role of the director for this project and execute it within given/scheduled time frame. Also, in order to understand the process better, students will be expected to do at least two production exercises and do detailed paperwork in the pre-production, production and post-production phases. The activities involved are meant to give the student a thorough experience of the script-to-screen process. Evaluation is made based on production exercises, submissions related to productions and the basis of the assessment of the video production project film itself and vivavoce.

Evolution of group project based on the following steps and submission.

- Group formation
- Idea pitching individually by group members.
- Finalization of idea.
- Define Role and Responsibility of each member in group.
- Scriptwriting
- Screenplaywriting
- Dialoged writing
- Location Hunting
- Casting
- Set designing

- CostumeFinalization
- Shot breakdown
- Storyboarding
- Production Work (Direction, Cinematography, Art direction, Lighting, productionEtc.)
- Postproduction work (Editing, Dubbing, Color Correction, Music, Sound Mixing, Titling & Subtitling, Finaloutput)

Course outcome:

1. Students will demonstrate a nuanced grasp of moving image dynamics, showcasing the ability to analyze and differentiate between still and moving images, and understand the evolution of the medium from film to video.
2. Students will produce well-integrated audio-visual projects, displaying proficiency in understanding the physics and cultural implications of sound, achieving synchronization, and effectively combining image and sound in a technical context
3. Students will demonstrate advanced visual composition skills, creating compelling shots, scenes, and sequences while effectively incorporating elements of writing for the visual medium within the dimensions of time and space.
4. Students will apply screen grammar principles, showcasing proficiency in using various camera angles, ensuring continuity, and employing transitions, while demonstrating a nuanced understanding of basic TV genres.
5. Students will execute efficient production processes, demonstrating the ability to manage and deliver high-quality video content from ideation through post-production.
6. Students will demonstrate effective collaboration within creative and technical teams, showcasing a thorough understanding of the roles involved and contributing to successful production management.
7. Students will operate production equipment competently, ensuring they can effectively use cameras, lighting, sound, and editing equipment in real-world production scenarios, contributing to the successful execution of video projects.

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Voc (Sem-V)

Subject: Journalism and Mass Communication

Course: Video Production Group Project Course Code: JM 505

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation
Programme Outcomes (POs)

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

Justification for the mapping

PO 1. Disciplinary Knowledge:

CO1, CO 2, CO 3, CO 4, CO 5, CO 6, CO7: Students will demonstrate a nuanced grasp of moving image dynamics, showcasing the ability to analyze and differentiate between still and moving images, and understand the evolution of the medium from film to video. This aligns with the need for comprehensive knowledge of the discipline of moving image production.

PO2. Critical Thinking and Problem Solving:

CO 2, CO 3, CO 4: Students will produce well-integrated audio-visual projects, displaying proficiency in understanding the physics and cultural implications of sound, achieving synchronization, and effectively combining image and sound in a technical context. This requires critical design thinking to solve problems related to audio-visual synchronization.

PO 3. Social Competence:

CO 3, CO 4: Students will demonstrate advanced visual composition skills, creating compelling shots, scenes, and sequences while effectively incorporating elements of writing for the visual medium within the dimensions of time and space. Effective communication and visual storytelling contribute to social competence in the field.

PO 4. Research-Related Skills:

No direct mapping to PSO4 is evident in the provided COs.

PO 5. Personal and Professional Competence:

CO 4, CO 5, CO 6, CO7: Students will execute efficient production processes, demonstrating the ability to manage and deliver high-quality video content from ideation through post-production. This aligns with personal and professional competence in managing and delivering video projects.

PO 6. Effective Citizenship and Ethics:

CO7 : Students will demonstrate effective collaboration within creative and technical teams, showcasing a thorough understanding of the roles involved and contributing to successful production management. This involves ethical considerations and effective collaboration contributing to effective citizenship.

PO 7. Environment and Sustainability:

No direct mapping to PSO4 is evident in the provided COs.

PO 8. Self-directed and Life-long Learning:

CO1, CO3, CO4, CO5, CO6, CO7: All course outcomes collectively contribute to the development of self-directed and life-long learning skills in the broadest context of socio-technological changes in moving image production.

PO 9. Trans-disciplinary Research Competence:

CO2, CO3, CO4: Students will apply critical design thinking, advanced visual composition skills, and screen grammar principles to create new conceptual, theoretical, and methodological innovations in moving image production, addressing a common problem. This aligns with the trans-disciplinary research competence required in the field.

INTERNSHIP

Third Year

Semester V

Paper No. JM 506

Maximum Marks: 50

Credits: 02

Course Objectives:

1. Gain insights into the structure, functioning, and culture of the organization.
2. Apply theoretical concepts learned in the academic curriculum to real-world scenarios encountered during the internship, bridging the gap between theory and practice.
3. Develop effective communication skills through the preparation and delivery of the post-internship presentation/report, showcasing the ability to articulate and present information in a professional manner.
4. Acquire project management skills and demonstrating the ability to plan and execute tasks within a specified timeframe.
5. Develop problem-solving skills by identifying and addressing challenges encountered during the internship.
6. Showcasing adaptability and resilience in a dynamic work environment.
7. Demonstrate the ability to contribute positively to the organization's functioning.

Internship must be evaluated for 2 credits.

Norms of internship are as follows:

- It should be done **before the end of Sem. IV** in any Media organizations for minimum 45 days. Students may work in two different types of organizations min. 30 days each.
- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organization.
- **Norms of evaluation for 50 marks:**
Evaluation by the authority: 20, Volume and quality of work: 20, Quality of report: 10

Course outcomes

- CO1. Students will be able to describe the structure, functioning, and culture of a specific organization based on their Studentship experience.
- CO2. Students will be able to apply theoretical concepts from their academic curriculum to solve real-world problems encountered during their Studentship.
- CO3. Students will be able to effectively communicate their Studentship experience and learnings through a professional presentation or report, demonstrating clear and concise articulation of information.
- CO4. Students will be able to plan and execute tasks within a specified timeframe, showcasing effective project management skills.
- CO5. Students will be able to identify and address challenges encountered during their Studentship, demonstrating critical thinking and problem-solving skills.
- CO6. Students will be able to demonstrate adaptability and resilience in a dynamic work environment, adjusting to new situations and overcoming challenges.
- CO7. Students will be able to identify and describe how their work contributed positively to the organization's functioning.

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Voc (Sem-V)

Subject: Journalism and Mass Communication

Course: Internship

Course Code: JM 506

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

PO1 - Disciplinary Knowledge:

CO2 - Apply theoretical concepts to solve real-world problems during Studentship: This connection is logical as applying theoretical concepts requires a comprehensive understanding of disciplinary knowledge.

PO2 - Critical Thinking and Problem Solving:

CO5 - Identify and address challenges during Studentship, demonstrating critical thinking skills: The ability to address challenges requires critical thinking, making this connection relevant.

PO3 - Social Competence:

CO3 - Effectively communicate Studentship experience through professional presentation or report: Effective communication is a key aspect of social competence, aligning with the need for effective communication in various settings.

PO4 - Research-Related Skills:

CO1 - Describe the structure, functioning, and culture of a specific organization based on Studentship experience: Research-related skills involve the ability to observe, analyze, and report findings, which is reflected in understanding the organization's structure and culture.

PO5 - Personal and Professional Competence:

CO6 - Demonstrate adaptability and resilience during Studentship: Adaptability and resilience are attributes of personal and professional competence, especially in dynamic work environments.

PO6 - Effective Citizenship and Ethics:

CO7 - Identify and describe how work contributed positively to the organization's functioning: This connection is justified as contributing positively to an organization often involves ethical considerations and a sense of social responsibility.

PO7 - Environment and Sustainability:

CO5 - Identify and address challenges during Studentship, demonstrating critical thinking and problem-solving skills: Environmental and sustainability challenges often require critical thinking and problem-solving skills.

PO8 - Self-directed and Life-long Learning:

CO4 - Plan and execute tasks within a specified timeframe, showcasing effective project management skills: Planning and executing tasks within a timeframe reflect the ability to engage in self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence:

CO2 - Apply theoretical concepts from academic curriculum to solve real-world problems during Studentship: Applying theoretical concepts to real-world problems may involve a trans-disciplinary approach, making this connection appropriate.