



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

**DEPARTMENT OF MEDIA AND COMMUNICATION
STUDIES**

**Proposed Syllabus For
F.Y. B.Voc. Journalism and Mass Communication**

**(F.Y. B.Voc. JMC, Semester-I)
(As Per NEP 2020)**

(2025 Pattern)

To be implemented from Academic Year 2025-2026

Preamble

AES's Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati has made the decision to change the curriculum across various faculties since June 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. By integrating general (academic) education, vocational education, and experiential learning, the NEP hopes to advance education on every aspect and increase its efficiency. The NEP unveils a comprehensive and multidisciplinary educational approach that will aid in the students' intellectual, scientific, social, physical, emotional, ethical, and moral development. For the growth of the pupils, the NEP 2020 calls for adaptable curricular structures and a learning-based outcome strategy. The NEP 2020 aspires to promote academic excellence, facilitate seamless academic mobility, and increase the global competitiveness of Indian students by providing a nationally recognized and internationally comparable credit structure and course framework. As a result, more chances and doors are opened for students to follow their dreams on a worldwide scale. It also develops a system where educational achievements can be acknowledged and respected both nationally and internationally.

In response to the rapid advancements in Journalism, communication and technology and the evolving approaches in various domains of Media and related subjects, the Board of Studies in B.Voc Journalism and Mass Communication at Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati- Pune, has developed the curriculum for the first semester of FY B.Voc Journalism and Mass Communication, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrf, NHEQF, Prof. R.D Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A Journalism and Mass Communication degree equips students with the knowledge and skills necessary for a diverse range of fulfilling media career paths. Graduates in Journalism and Mass Communication finds opportunities in various media fields, including Print Media, Electronic Media, Digital Media, Social Media, Marketing, Advertising, Public Relations, Video Production, Cinematography, Photography, Editing, Script Writing, Anchoring, Creative Content Writing, Direction, and many other media domains. Throughout

their three-year degree program, students explore the media organization of both Journalism and Video Production across different scales, from local to global. They learn to analyze and write news reports, capture images and visuals, edit the news stories or contents in various levels. The curriculum also delves into the intricate relationship between society and media, examining how communication systems evolve over time. Students also cover creative writing skills, advertising, public relations and they create stories for video production. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of our world and address the challenges of our ever-changing society.

Overall, revising the Journalism and Mass Communication curriculum to align with NEP 2020 ensures that students receive a relevant, through education that equips them to successfully traverse the fast-paced, globally connected world of today. It gives them the knowledge, abilities, and competences required to achieve their academic and professional objectives in a constantly changing global environment while making a significant contribution to society.

Anekant Education Society's
TuljaramChaturchand College, Baramati
(Autonomous)

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

From 2025-26 to 2027-28

Sr.No.	Name of Member	Designation
1.	Mr.Chaudhari Rahul Prabhakar Head &Assistant Professor Department of Media and Communication Studies, T. C. College, Baramati.	Chairperson
2.	Mr.Bidve Prashant Parshuram Assistant Professor, Department of Media and Communication Studies, T. C. College, Baramati	Member
3.	Ms.Pawar Pooja Mohan Assistant Professor, Department of Media and Communication Studies, T. C. College, Baramati	Member
4.	Dr. Sanjay Vishnu Tambat Prof., Head, Dean,Department of Communication and journalism, SPPU	Vice-Chancellor Nominee Subject Expert from SPPU, Pune
5.	Dr. Jadhav Shivaji Gajendra Coordinator, Department of Mass Communication, Shivaji University, Kolhapur	Subject Expert from Outside the Parent University
6.	Mr. Chaudhari Mithunchandra Assistant professor, Symbiosis institute of Media and Communication, Symbiosis University, Pune.	Subject Expert from Outside the Parent University
7.	Mr. Tribhuvan Aseem Director of Native Communication, Pune	Representative from industry/corporate sector/allied areas
8.	Ms. Khane Ankita Abp Maza, Mumbai	Member of the College Alumni
9.	Mr. Bobhate Anshuman Dinesh	UG Student

Credit Distribution Structure for F.Y.B.Voc. Journalism and Mass Communication-2023-2024

Level I	Sem ester	DSC-I (General)	DSC-II (General)	DSC-III (General)	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Sem	Degree/Cu m.Cr.
4.5	I	JMC-101- GEN: Introduction to Journalism (T) (2credits)	JMC-103- GEN: Introduction to Mass Communication (T) (2credits)	JMC-105- GEN: Current Affairs, World, India Maharashtra (T) (2credits)	JMC-107- OE Aesthetics of Photograph y (T) (2 credits)	JMC-108-SEC: Computer Application for Media (P) (2 credits)	GEN-106-IKS (T) (2 credit)	—	22	UG Certificate 44 credits
		JMC-102- GEN: Writing Skills for Media (P) (2credits)	JMC-104- GEN: Photography (P) (2credits)	JMC-106- GEN: Blogging (P) (2credits)		ENV-105-VEC : Environmental Science (T) (2 credits)	ENG-104-AEC: Functional English-I (T) (2 credits)			
	II	JMC-151- GEN: News Reporting and Writing-I (T) (2 credits)	JMC-153- GEN: Introduction to Video Production (T) (2 credits)	JMC-155- GEN: Introduction to Podcast (T) (2 credits)	JMC-157- OE: Mobile Photography (T) (2 credits)	JMC-158-SEC: Anchoring skills (P) (2 credits)	ENG-154-AEC: Functional English-I (T) (2 credit)	YOG/PES/C UL/NSS/NC C-156-CC	22	
		JMC-152- GEN: News Reporting and Editing Skills (P) (2 credits)	JMC-154- GEN: Content production on Mobile (P) (2 credits)	JMC-156- GEN: Podcast Production (P) (2 credits)			COS-155-VEC: Digital & Technological Solution (T) (2 credits)			
	Cum Cr.	8	8	8	4	6	8	2	44	

Syllabus as per NEP 2020 for F.Y.B.Voc. JMC (2025 Pattern)

Sem.	Course Type	Course Code	Course Name	Theory / Practical	Credits
I	DSC-I (General)	JMC-101-GEN	Introduction to Journalism	Theory	02
		JMC-102- GEN	Writing Skills for Media	Practical	02
	DSC-II (General)	JMC-103- GEN	Introduction to Mass Communication	Theory	02
		JMC-104- GEN	Photography	Practical	02
	DSC-III (General)	JMC-105- GEN	Current Affairs, World, India Maharashtra	Theory	02
		JMC-106- GEN	Blogging	Practical	02
	Open Elective (OE)	JMC-107-OE	Aesthetics of photography	Theory	02
	Skill Enhancement Course (SEC)	JMC-108-SEC	Computer Application for Media	Practical	02
	Indian Knowledge System (IKS)	GEN-106-IKS	-	Theory	02
	Ability Enhancement Course (AEC)	ENG-104-AEC	Functional English-I	Theory	02
	Value Education Course (VEC)	ENV-105-VEC	Environmental Science	Theory	02
Total Credits Semester-I					22
II	DSC-I (General)	JMC-151- GEN	News Reporting and Writing-I	Theory	02
		JMC-152- GEN	News Reporting and Editing Skills	Practical	02
	DSC-II (General)	JMC-153- GEN	Introduction to Video Production	Theory	02
		JMC-154- GEN	Content production on Mobile	Practical	02
	DSC-III (General)	JMC-155- GEN	Introduction to Podcast	Theory	02
		JMC-156- GEN	Podcast Production	Practical	02
	Open Elective (OE)	JMC-157-OE	Mobile Photography	Practical	02
	Skill Enhancement Course (SEC)	JMC-158-SEC	Anchoring skills	Practical	02
	Ability Enhancement Course (AEC)	ENG-154-AEC	Functional English-II	Theory	02
	Value Education Course (VEC)	COS-155-VEC	Digital & Technological Solution	Theory	02
	Co-curricular Course (CC)	YOG/PES/CUL/ NSS/NCC-156- CC	YOG/PES/CUL/NSS/NCC	Theory	02
Total Credits Semester II					22
Cumulative Credits Semester I and II					44

Programme Outcomes for B.Voc Programme (POs)

- P01. 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.
- P02. 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.
- P03. 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.
- P04. 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.
- P05. 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.
- P06. 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.
- P07. 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.
- P08. 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
- P09. Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

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

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.

Syllabus as per NEP 2020 for F.Y.-B.Voc. JMC (2025 Pattern)

Name of the Programme	: B. Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc.
Semester	: I
Course Type	: DSC-I
Course Code	: JMC-101-GEN
Course Title	: Introduction to Journalism (T)
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To introduce students to the basics of journalism.
2. To inculcate the knowledge of elements of journalism.
3. To acquaint them with important aspects of the process of Journalism.
4. To develop the knowledge of skills of journalism.
5. To enhance understanding of the technical terms and jargons of Journalism.
6. To enhance understanding of Legal and ethical Framework of Journalism.
7. To develop the knowledge about News Media Management

Course Outcomes:

- CO1 Students would be able to understand the basics of journalism.
- CO2 Students would be able to inculcate the knowledge of student elements of journalism.
- CO3 Students would be able to acquaint them with important aspects of the process of journalism.
- CO4 Students would be able to develop the knowledge of skills of journalism.
- CO5 Students would be able to enhance understanding of the technical terms and jargons of journalism.
- CO6 Students would be able understand the legal and ethical Framework of Journalism.
- CO7 To develop the knowledge about News Media Management

Topics and Learning Points

Unit 1: Beginning of the Press Teaching Hours-

06

- 1.1 Technological development,
- 1.2 Invention of printing and movable type
- 1.3 Beginning of the Press in India
- 1.4 Early Anglo-Indian newspapers

Unit 2: Development of Indian Press

06

- 2.1 Social reform movement and journalism
- 2.2 Driving force of the freedom struggle
- 2.3 National leaders and newspapers,
- 2.4 National Press, Regional Press

Unit-3 Understanding Journalism

06

- 3.1 Journalism: Concept, nature, scope, function and types
- 3.2 Role of Journalism in Society
- 3.3 Journalism and Democracy
- 3.4 Concept of Fourth Estate.

Unit- 4 Understanding News:

06

- 4.1 Criteria defining news: new, unusual, and significant, about people;
- 4.2 News areas and their relevance: conflicts, disasters and tragedies, crime, progress and
- 4.3 development, economy, health, weather, religion, sports etc.;
- 4.4 news in different forms: breaking, developing, follow-up, speculative etc,
- 4.5 News sources, News Agencies

Unit- 5 Forms of Journalism

06

- 5.1 Broadcast journalism: television and radio news
- 5.2 Online journalism: digital platforms, blogs, and social media
- 5.3 Journalism in the Digital Age
- 5.4 Emerging technologies and their impact on journalism

Suggested Readings:

1. Mitra, Mohit and Sunil Basu. A History of Indian Journalism.
2. Murthy, N.K. Indian Journalism,
3. Miller, Carl G. and others. Modern Journalism.
4. Parvate, T.V. Marathi Journalism.
5. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.
6. Rau, Chalaphthi. The Press. National Book Trust.
7. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.
8. Journalism In India : History • Growth • Development by Jai Narain Sharma (Author), K. C. Sharma (Author)
9. Print Journalism: A Complete Book of Journalism by Charanjit Ahuja (Author), Bharat Hiteshi (Author)

Syllabus (2025 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

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

Subject: Journalism and Mass Communication

Course: Introduction to Journalism

Course Code: JMC-102-GEN

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

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

Mapping of Program Outcomes (POs) with Course Outcomes (COs) with Justification:

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

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

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

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

PO3 Social Competence - CO3, CO5, CO7:

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

PO4 -Research-Related Skills - CO4:

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

PO5 (Personal and Professional Competence - CO5:

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

PO6 Effective Citizenship and Ethics - CO6, CO7:

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

PO7 (Environment and Sustainability) - CO7:

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

PO8 (Self-directed and Life-long Learning) - CO1, CO4, CO5, CO7:

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

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

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

Syllabus as per NEP 2020 for F.Y.-B.Voc. JMC (2025 Pattern)

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc. JMC
Semester	: I
Course Type	: DSC-I
Course Code	: JMC-102-GEN
Course Title	: Writing Skills for Media (Practical)
No.of Credits	: 02
No.of Teaching Hours	: 60

Course Objectives:

1. To introduce the students to writing other than journalism.
2. To understand the development of drama and emotions in stories.
3. To know the scope of various audio – visual contents
4. To know the basic elements of audio – visual content writing.
5. To understand the various types of genres in writing.
6. To understand fictional stories
7. To lead students to the world of video- production contents.

Course Outcomes:

By the end of the course, students will be able to:

- | | |
|-------------|--|
| CO1. | Introduce the students to writing other than journalism. |
| CO2. | Understand the development of drama and emotions in stories. |
| CO3. | Know the scope of various audio – visual contents |
| CO4. | Know the basic elements of audio – visual content writing. |
| CO5. | Understand the various types of genres in writing. |
| CO6. | Understand fictional stories |
| CO7. | Lead students to the world of video- production contents. |

Topics and Learning Points

UNIT 1: Fundamentals of Writing

Practical 10 Hours

- 1.1 The Blank Page and Overcoming Fear of Writing
- 1.2 Four Step Process of Writing: Write-Review-Destroy- Repeat
- 1.3 Reading Techniques for faster review: Speed and Comprehension
- 1.4 An Introduction to Creative Writing

UNIT 2: Identifying Writing in Audio-Visual Content

Practical 10 Hours

- 2.1 Reading v/s watching Audio-Visual content
- 2.2 Tools of Reading Audio-Visual content
- 2.3 Identifying Structure

2.4 Identifying Drama and emotion

UNIT 3: Story Writing

Practical 10 Hours

- 3.1 Elements of a Story
- 3.2 Characters and Characterization
- 3.3 Structuring a Story: Emotion and Drama
- 3.4 Idea to Narrative: Practical Story Writing

UNIT 4: Introduction to Various Types of Online Media Writing

Practical 15 Hours

- 4.1 Writing for Marketing Content
- 4.2 Writing Ads
- 4.3 Writing for Social Media Content
- 4.4 Writing Vlogs

UNIT 5: Narrative Story with dialogues

Practical 15 Hours

- 5.1 Practical Passive Story Writing
- 5.2 Practical Narrative Story Writing
- 5.3 Practical story events and building characters
- 5.4 Writing narrative story with dialogues

References:

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

Choice Based Credit System Syllabus (2025 Pattern)
(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FY B. Voc (Sem I)

Subject: Journalism and Mass Communication

Course: Writing Skills for Media

Course Code: JMC-102-GEN

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	2	2	3	3	2			1	3
CO 2	1	3	3	2	1			1	2
CO 3	1	1	2	2	2			3	2
CO 4	2	3	3	3	2			2	2
CO 5	2	1	3	2	1			2	2
CO 6	1	2	2	2	1			1	2
CO 7	1	2	2	2	2			2	2

Justification for the mapping

PO1: Disciplinary Knowledge

- CO1. Introduce the students to writing other than journalism.
- CO2. Understand the development of drama and emotions in stories.
- CO3. Know the scope of various audio – visual contents
- CO4. Know the basic elements of audio – visual content writing.
- CO5. Understand the various types of genres in writing.
- CO6. Understand fictional stories
- CO7. Lead students to the world of video- production contents.

PO2: Critical Thinking and Problem solving

- CO1. Introduce the students to writing other than journalism.
- CO2. Understand the development of drama and emotions in stories.
- CO3. Know the scope of various audio – visual contents
- CO4. Know the basic elements of audio – visual content writing.
- CO5. Understand the various types of genres in writing.
- CO6. Understand fictional stories
- CO7. Lead students to the world of video- production contents.

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

- CO1. Introduce the students to writing other than journalism.
- CO2. Understand the development of drama and emotions in stories.
- CO3. Know the scope of various audio – visual contents
- CO4. Know the basic elements of audio – visual content writing.
- CO5. Understand the various types of genres in writing.
- CO6. Understand fictional stories
- CO7. Lead students to the world of video- production contents.

PO4: Research- Related Skills

- CO1. Introduce the students to writing other than journalism.
- CO2. Understand the development of drama and emotions in stories.
- CO3. Know the scope of various audio – visual contents
- CO4. Know the basic elements of audio – visual content writing.
- CO5. Understand the various types of genres in writing.
- CO6. Understand fictional stories
- CO7. Lead students to the world of video- production contents.

PO5: Personal and professional competence

- CO1. Introduce the students to writing other than journalism.
- CO2. Understand the development of drama and emotions in stories.
- CO3. Know the scope of various audio – visual contents
- CO4. Know the basic elements of audio – visual content writing.
- CO5. Understand the various types of genres in writing.
- CO6. Understand fictional stories
- CO7. Lead students to the world of video- production contents.

PO8: Self-directed and Life-long learning

- CO1. Introduce the students to writing other than journalism.
- CO2. Understand the development of drama and emotions in stories.
- CO3. Know the scope of various audio – visual contents
- CO4. Know the basic elements of audio – visual content writing.
- CO5. Understand the various types of genres in writing.
- CO6. Understand fictional stories
- CO7. Lead students to the world of video- production contents.

PO9: Trans-disciplinary Research competence

- CO1. Introduce the students to writing other than journalism.
- CO2. Understand the development of drama and emotions in stories.
- CO3. Know the scope of various audio – visual contents
- CO4. Know the basic elements of audio – visual content writing.
- CO5. Understand the various types of genres in writing.
- CO6. Understand fictional stories
- CO7. Lead students to the world of video- production contents.

Syllabus as per NEP 2020 for F.Y.-B.Voc. JMC (2025 Pattern)

Name of the Programme	: B. Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc.
Semester	: I
Course Type	: DSC-II
Course Code	: JMC-103-GEN
Course Title	: Introduction to Mass Communication (T)
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. Explore the fundamental reasons for communication; trace the historical development of human communication.
2. Analyze communication as a dynamic social, human, and universal process, identifying factors contributing to its growing importance, understanding effective communication, and recognizing barriers.
3. Examine the transmission of ideas, facts, and feelings, analyze the elements of the communication process..
4. Investigate the universals of verbal communication, understand the meaning and barriers in verbal communication, explore language, sub-language and culture.
5. Examine non-verbal behavior as a form of communication
6. Explore intra-personal, interpersonal, group (public, crowd, small group), and mass communication, recognizing the distinctive features and dynamics of each form.
7. Investigate basic communication models and theories, exploring their application in understanding communication dynamics.

Course Outcomes:

By the end of the course, students will be able to:

- CO 1. Students will gain a foundational understanding of the evolution and significance of communication, recognizing the basic elements that constitute effective human interaction.
- CO 2. Students will develop an awareness of the multifaceted nature of communication, exploring its social dynamics, human dimensions, and universal applicability, while also recognizing and addressing communication barriers.
- CO 3. Students will acquire a comprehensive understanding of the communication process, identifying elements, managing noise, and appreciating the importance of feedback for effective communication.

- CO 4. Students will demonstrate proficiency in verbal communication, recognizing cultural nuances, overcoming barriers, and effectively using language as a tool for expression and connection.
- CO 5. Students will develop a nuanced understanding of non-verbal communication, utilizing body language and spatial awareness to enhance the effectiveness of their interpersonal interactions.
- CO 6. Students will acquire the ability to navigate and engage in various forms of communication, understanding the unique challenges and opportunities presented by different communication contexts.
- CO 7. Students will critically analyze and apply communication models and theories, gaining insights into the role of media and communication in shaping public opinion and societal narratives.

Topics and Learning Points

Teaching Hours

UNIT 1: Basic Features Characteristics

06

- 1.1 Concept of Communication
- 1.2 Development of Human communication
- 1.3 Transmission of ideas, Facts & feelings
- 1.4 Communication as a social, human & universal process.

UNIT 2: Process of Communication

06

- 2.1 Elements of Communication process
- 2.2 Noise and feedback in communication
- 2.3 Effective communication & its Barriers
- 2.4 The seven Cs of Communication.

UNIT 3: Types and Forms of Communication

06

- 3.1 Types based on Number of Participants
- 3.2 Types based on Medium
- 3.3 Types based on Purpose
- 3.4 Forms of Communication-Verbal/Non-Verbal, Visual/ Olfactory

UNIT 4: Communication models and models

06

- 4.1 Aristotle's Model, Lasswell's Model
- 4.2 Berol's S-M-C-R Model, Gerbner's model
- 4.3 Shannon-Weaver Model, Newcomb's model
- 4.4 Osgood-Schramm Model

UNIT 5: Media effects theories

06

- 5.1 Two step Theory, Multi-step Theory
- 5.2 Cultivation Theory
- 5.3 Agenda Setting Theory
- 5.4 The uses and gratification Theory

SUGGESTED READINGS:

1. McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
2. Defleur M. L. Everette, Dannis, understanding, Mass-Communication Goyal Sa,
3. Kumar Keval J., Mass Communication in India, Jayco, 2001.
4. Malhan P. V. Communication Media Yesterday, Today & Tomorrow, New Delhi.,
5. McLuhan Marshall understanding Media Rutledge & Kegan Paul, , 1964.
6. Schramm Wilbur, Mass Communication, University, J Illinois, 1960.
7. Schramm Wilbur, the Process and effects of Mass Communication, Uty & Illinois,
8. Dr.Pawar Sudhakar, Sanvad Shastra, Mansamman Prakashan, Pune

Syllabus (2025 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

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

Subject: Journalism and Mass Communication

Course: Introduction to Mass Communication

Course Code: JMC-103-GEN

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

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

Justification for the mapping

PSO1. Disciplinary Knowledge:

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

PSO2. Critical Thinking and Problem Solving:

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

PSO3. Social Competence:

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

PSO4. Research-Related Skills:

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

PSO5. Personal and Professional Competence:

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

PSO6. Effective Citizenship and Ethics:

CO2, CO3and CO7: involve developing awareness, acquiring comprehensive understanding, and critically analyzing communication models and theories. PSO6 aligns by emphasizing empathetic social concern, equity-centered national development, and acting with an informed awareness of moral and ethical issues in communication.

PSO7. Environment and Sustainability:

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

PSO8. Self-directed and Life-long Learning:

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

PSO9. Trans-disciplinary Research Competence:

CO7: involves critically analyzing and applying communication models and theories. PSO9 aligns by emphasizing trans-disciplinary research competence in addressing common issues and shaping public opinion and societal narratives through communication.

Syllabus as per NEP 2020 for F.Y.-B.Voc. JMC (2025 Pattern)

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

Programme Code : UVJMC

Class : F.Y.B.Voc.

Semester : I

Course Type : DSC-II

Course Code : JMC-104-GEN

Course Title : Photography (Practical)

No. of Credits : 02

No. of Teaching Hours : 60

Course Objectives:

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

Course Outcomes:

By the end of the course, students will be able to:

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

CO 7. Students will gain practical skills in post-processing, allowing them to enhance and refine their photographs, ensuring a polished final product.

Topics and Learning Points

UNIT 1: Introduction of Camera	Teaching Hours
1.1 Evolution of camera	05
1.2 Types of cameras	
1.3 Internal structure and working	
1.4 Camera holding and body positions	
UNIT 2: Functions of Camera	
2.1 Aperture, Shutter Speed, ISO	10
2.2 Depth of Field	
2.3 Exposure	
2.4 Brightness, Contrast, Sharpness, Blur, Color, Size	
UNIT 3: Camera modes	
3.1 Auto mode	10
3.2 Manual mode	
3.3 Other programmed mode	
3.4 Silhouette	
3.5 Night mode	
UNIT 4: Photo Composition	
4.1 Aesthetics of Photography	15
4.2 Rule of Third, Framing	
4.3 Elements of Composition	
4.4 Types of lenses	
UNIT 5: Photo Exercise	
4.1 Light in photography	20
4.2 Different types of photography	
4.3 Black and white photography	
4.4 Outdoor photography	

Suggested Readings:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloch. Paul M. (2006)
7. Visual Communication: Images with Messages

Mapping of Program Outcomes with Course Outcomes**Class:**F.Y.B.Voc (Sem-I)**Subject:** Journalism and Mass Communication**Course:** Photography (Practical)**Course Code:** JMC-104-GEN

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

Justification for the mapping**PSO1: Disciplinary Knowledge:**

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

PSO2: Critical Thinking and Problem Solving:

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

PSO3. Social Competence:

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

PSO4. Research-Related Skills:

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

PSO5. Personal and Professional Competence:

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

PSO6. Effective Citizenship and Ethics:

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

PSO7. Environment and Sustainability:

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

PSO8. Self-directed and Life-long Learning:

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

PSO9. Trans-disciplinary Research Competence:

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

**Syllabus as per NEP 2020 for F.Y.-B.Voc. JMC
(2025 Pattern)**

Name of the Programme	: F.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: F.Y.B.Voc
Semester	: II
Course Type	: DSC-III
Course Code	: JMC-105-GEN
Course Title	: Current affairs World, India, Maharashtra (T)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio- economic issues.
2. To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues.
3. To inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues.
4. To know impact of educational policies, and the role of government policies in agriculture.
5. To understand the current trends and challenges in the cultural, sports, media, and entertainment sectors
6. To analyze the rise of the media and entertainment industry in India, including the different platforms of entertainment and their influence on society.
7. To stay informed about current events and developments in India and Maharashtra.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international

level about socio –economic issues.

CO2. Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues

CO3. Students would be able to inculcate the extensive knowledge about general knowledge, awareness and contemporary activities at local, regional cultural issues.

CO4. Students will be able to critically evaluate the progress made in science and technology, and its implications on education and agriculture in India and Maharashtra.

CO5. Students will gain an in-depth understanding of the cultural diversity in India, and will be able to analyze the contemporary cultural and sports scenario in the country.

CO6. Students will be able to understand and discuss the various platforms of entertainment available in India

CO7. Students will be able to discuss and analyze their impact on different aspects of society, economy and governance

Topics and Learning Points

UNIT 1: Contemporary Economic Scenario

Teaching Hours

1.1 Economics situation of World

1.2 Economics situation of India

8

1.3 Economics situation of Maharashtra

1.4 Economic reports and surveys

UNIT 2: Contemporary Socio-Political Scenario

2.1 Socio-political scenario of World

8

2.2 Socio-political scenario of India

2.3 Socio-political scenario of Maharashtra

2.4 Economic reports and surveys

UNIT-3: Science, Educational & Agricultural Scenario

3.1 Development in science

7

3.2 Educational policies and changing trends

3.3 Government Policies and Agriculture

3.4 Latest news in India and Maharashtra

UNIT-4: Cultural-Sports and Media & Entertainment Scenario

4.1 Cultural diversity in India

4.2 Current cultural & Sports Scenario

4.3 Rise of media & entertainment industry

7

4.4 Different platforms of entertainment

References:

1. Current affairs magazines

2. India today

3. Frontline

4. The Caravan
5. Economic and Political weekly
6. Daily Newspaper

Choice Based Credit System Syllabus (2025 Pattern)
(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Voc (Sem II)

Subject: B. Voc. Journalism and Mass Communication

Course: Current affairs World , India, Maharashtra Course Code: JMC-152-MJM

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

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

Justification for the mapping

PO1: Disciplinary Knowledge:

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

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

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

PO2: Critical Thinking and Problem solving:

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

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

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

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

PO5: Personal and Professional competence

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

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

Syllabus as per NEP 2020 for F.Y.-B.Voc. JMC (2025 Pattern)

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc. JMC
Semester	: I
Course Type	: DSC-III
Course Code	: JMC-106- GEN
Course Title	: Blogging (Practical)
No.of Credits	: 02
No.of Teaching Hours	: 60

Course Objectives:

1. Introduce the concept and historical background of blogging.
2. Develop an understanding of the relevance and significance of blogging in various fields.
3. Familiarize students with popular blog platforms and the technical setup process.
4. Guide students in identifying suitable blog topics and target audiences.
5. Teach students the skills required to write effective and engaging blog posts.
6. Enable learners to create different types of blogs (social, educational, business, etc.).
7. Introduce strategies for blog promotion, SEO, and monetization.

Course Outcomes:

By the end of the course, students will be able to:

CO1: Explain the meaning, history, and significance of blogging.

CO2: Identify influential bloggers and analyze their content.

CO3: Set up a blog using platforms like WordPress or Blogger, including domain and hosting selection.

CO4: Choose appropriate blog topics and design visually appealing blog layouts.

CO5: Write clear, structured, and engaging blog posts tailored to specific audiences.

CO6: Create different types of blogs such as social, political, educational, or business oriented.

CO7: Apply SEO techniques, promote blogs via social media, and explore monetization strategies.

Topics and Learning Points

UNIT 1: Basics of Blogging

Teaching Hours

(6 Hours)

- 1.1 Blogging Meaning, its historic evolution
- 1.2 Importance of Blogging
- 1.3 Famous Blog writers
- 1.4 Blog Reading

Unit 2: How to start a Blog

(8 Hours)

- 2.1 Selecting a platform (Word Press, Blogger)
- 2.2 Getting a domain and hosting
- 2.3 Subjects for blog
- 2.4 Designing your blog

Unit 3: How to Writing blog post

(8 Hours)

- 3.1 Understanding your audience
- 3.2 Writing blog
- 3.3 Crafting compelling headlines
- 3.4 Structuring blog posts
- 3.5 Proofreading and editing

Unit 4: Blogs Creation and Promotion

(8 Hours)

- 4.1 Blog creation: Social, cultural, political, Business Blogs
- 4.2 Educational, Agricultural, Science and Technology
- 4.3 Social media marketing, SEO
- 4.4 Monetizing your Blog

Suggested Readings:

1. **“ProBlogger: Secrets for Blogging Your Way to a Six-Figure Income”**
Authors: Darren Rowse, Chris Garrett, *Publisher:* Wiley
Description: A comprehensive guide to professional blogging, covering everything from content creation to monetization.
2. **“Blogging for Dummies”**
Author: Amy Lupold Bair, *Publisher:* Wiley
Description: Beginner-friendly book that walks through blogging platforms, content strategy, SEO, and promotion.
3. **“The Art of Social Media: Power Tips for Power Users”**
Authors: Guy Kawasaki, Peg Fitzpatrick, *Publisher:* Portfolio
Description: Practical tips on promoting content on social media and engaging with an online audience.
4. **“Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content”**
Author: Ann Handley, *Publisher:* Wiley
Description: Offers guidance on writing well-structured and engaging content suitable for blogs and digital platforms.
5. **“SEO 2024: Learn Search Engine Optimization”**
Author: Adam Clarke, *Publisher:* CreateSpace Independent
Description: A practical and up-to-date book on SEO strategies for improving blog visibility and ranking.
6. **“WordPress for Beginners 2024: A Visual Step-by-Step Guide”**
Author: Dr. Andy Williams, *Publisher:* Independently published
Description: Step-by-step instructions for setting up and customizing WordPress blogs.
7. **“Content Inc.”**
Author: Joe Pulizzi, *Publisher:* McGraw-Hill Education
Description: Covers content creation, audience building, and blog-based entrepreneurship.

Mapping of Program Outcomes with Course Outcomes**Class:** F.Y.B.Voc (Sem-I)**Subject:** Journalism and Mass Communication**Course:** Blogging**Course Code:** JMC-106- GEN

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

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

Mapping of Programme Outcomes (POs) with Course Outcomes (COs) – Justification**PO1 – Disciplinary Knowledge**

CO1 to CO7: All course outcomes directly contribute to a comprehensive understanding of blogging, including its conceptual foundations, technical platforms, writing skills, design, promotion, and monetization—integrating both theoretical and practical aspects.

PO2 – Critical Thinking and Problem Solving

CO2, CO4, CO7: CO2 involves analyzing blogger content critically; CO4 requires problem-solving in choosing suitable topics and designs; CO7 includes evaluating SEO and promotional strategies.

PO3 – Social Competence

CO3, CO4, CO5, CO7: Students learn to communicate ideas through blogs, use media platforms, engage audiences, and promote content—enhancing their digital and social interaction capabilities.

PO4 – Research-Related Skills

CO4: Choosing relevant blog topics and designing blogs requires inquiry, exploration, and basic audience research, promoting essential research-related skills.

PO5 – Personal and Professional Competence

CO3, CO5, CO6, CO7: These outcomes build the skills necessary to work independently on blog creation, collaborate in content planning, and professionally manage a blog's purpose and performance.

PO6 – Effective Citizenship and Ethics

CO6, CO7: Blogging in domains like social, political, and educational spaces cultivates responsible content creation, ethical communication, and socially conscious engagement.

PO7 – Environment and Sustainability

CO7: When promoting blogs or selecting themes, awareness of sustainable practices and societal impact is encouraged (e.g., eco-blogging, green tech content).

PO8 – Self-directed and Life-long Learning

CO1, CO3, CO4, CO5, CO7: Blogging is inherently self-directed and dynamic; learners stay updated with platforms, strategies, and audience behavior—fostering life-long learning.

PO9 – Trans-disciplinary Research Competence

CO2 to CO7: Blogging spans across subjects like technology, society, culture, politics, and education, enabling learners to synthesize content from multiple disciplines.

**Syllabus as per NEP 2020 for F.Y.-B.Voc. JMC
(2025 Pattern)**

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

Programme Code : UVJMC

Class : F.Y.B.Voc.

Semester : I

Course Type : Open Elective (OE)

Course Code : JMC-107-OE

Course Title : Aesthetics of Photography (T)

No. of Credits : 02

No. of Teaching Hours : 30

Course Objectives:

1. Impart basic concepts and importance of Photography
2. To develop the knowledge of photography.
3. Encourage self-employment
4. Explore the historical evolution of photography, understanding its roots and development over time.
5. Define the concept of composition in photography, recognizing its importance in creating visually appealing images
6. Develop practical skills in manipulating camera settings to achieve desired photographic outcomes.
7. Understand the distinctive characteristics and requirements of nature, portrait, landscape, wedding, and product photography.

Course Outcome:

- CO 1. Students would be able to develop the knowledge of photography.
- CO 2. Learner would learn the concepts and importance of photography.
- CO 3. Learner would know different branches of photography and may be self-employed.
- CO 4. Students will develop a comprehensive understanding of photography's historical context, artistic significance, and the transformative impact of digital technology on the medium.
- CO 5. Students will demonstrate proficiency in employing various composition techniques, creating visually engaging photographs with a strong sense of balance and aesthetics.
- CO 6. Students will demonstrate the ability to effectively control camera functions, capturing images with the desired visual characteristics and technical precision.

CO 7. Students will showcase proficiency in various types of photography, producing high-quality images that align with the specific requirements and creative nuances of nature, portrait, landscape, wedding, and product photography.

Topics and Learning Points

UNIT 1: Introduction to Photography	Teaching Hours
1.1 History of Photography	06
1.2 Evaluation of Photography	
1.3 Photography as a Art	
1.4 Digital Evolution	
UNIT 2: Creative Composition	
2.1 What is Composition	08
2.2 Rule of Thirds, Framing	
2.3 Leading Lines, Shapes, Size	
2.4 Static vs. Dynamic Compositions	
UNIT 3: Functions of Camera	
3.1 Aperture, Shutter Speed, ISO	08
3.2 Depth of Field	
3.3 Exposure	
3.4 Brightness, Contrast, Sharpness, Blur, Color, Size	
UNIT 4: Types of photography	
4.1 Nature Photography	08
4.2 Portrait Photography	
4.3 Landscape Photography	
4.4 Wedding Photography	
4.5 Product Photography	

Suggested Readings:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton
3. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloch. Paul M. (2006)
7. Visual Communication: Images with Messages

Mapping of Program Outcomes with Course Outcomes**Class:** F.Y.B.Voc (Sem-I)**Subject:** Journalism and Mass Communication**Course:** Aesthetics of photography**Course Code:** JMC-107-OE

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

Justification for the mapping**PSO1. Disciplinary Knowledge:**

CO 1: focuses on imparting basic concepts and importance of Photography, developing knowledge of photography. PSO1 aligns with this by emphasizing comprehensive knowledge of disciplines forming part of the program.

PSO2. Critical Thinking and Problem Solving:

CO 5 and CO 6: involve understanding the historical evolution of photography, recognizing the importance of composition, and developing practical skills in manipulating camera settings. PSO2 is relevant here as it encourages critical design thinking and the evaluation of creative solutions to design problems.

PSO3. Social Competence:

CO 7: highlights understanding the distinctive characteristics and requirements of different types of photography, including portrait and wedding photography. PSO3 aligns by emphasizing effective communication skills and the ability to connect with others, which is crucial in portrait and wedding photography.

PSO4. Research-Related Skills:

CO 4: involves exploring the historical evolution of photography, understanding its roots and development. PSO4 complements this by emphasizing a sense of inquiry, asking relevant questions, and demonstrating awareness of research avenues and ethics.

PSO5. Personal and Professional Competence:

CO 3: encourages self-employment,

CO 7: involves showcasing proficiency in various types of photography. PSO5 aligns by emphasizing personal and professional competence, including the ability to perform independently and in team activities.

PSO6: Effective Citizenship and Ethics:

CO 7: involves understanding the impact of photographic solutions in societal and environmental contexts. PSO6 aligns by emphasizing empathetic social concern and an awareness of moral and ethical issues in photography.

PSO7: Environment and Sustainability:

CO 7: involves understanding the impact of photography in societal and environmental contexts. PSO7 aligns by emphasizing the knowledge of and need for sustainable development.

PSO8: Self-directed and Life-long Learning:

CO 2: focuses on developing knowledge of photography,

CO 4: involves exploring the historical evolution of photography. PSO8 aligns by emphasizing the ability to engage in independent and lifelong learning.

PSO9: Trans-disciplinary Research Competence:

CO 7: involves understanding the impact of photographic solutions in societal and environmental contexts. PSO9 aligns by emphasizing trans-disciplinary research competence in addressing common problems beyond discipline-specific approaches.

Syllabus as per NEP 2020 for F.Y.-B.Voc. JMC (2025 Pattern)

Name of the Programme	: B. Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc.
Semester	: I
Course Type	: Skill Enhancement Course (SEC)
Course Code	: JMC-108-SEC
Course Title	: Computer Application for Media (Practical)
No. of Credits	: 02
No. of Teaching Hours	: 60

Course Objectives:

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

Course Outcome:

CO1 Students will understand different applications of computer in media.

CO2 Students will be learning various applications in computer benefitting media.

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

CO4 Students can understand the different software applications in media

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

CO6 Students will understand the platforms to use the software

CO7 Students will be learning Photoshop, Google docs, power point.

Topic and Learning Points

1. Introducing Computer and Operating system

2. MS-WORD

3. Scratch

4. MS-POWERPOINT and its application

5. Google Docs and Forms

6. Introduction to Photoshop

7. Web development: HTML and Scripting language

8. Basic of website designing

9. Search Engine optimization

Suggested Readings:

- 1) Microsoft Office 2000 by Vipra Computers, Vipra printers pvt. Ltd.
- 2) Advanced Microsoft Office 2000 by Meredith Flynn, Nita Rukosky, BPB pub.
- 3) Teach yourself Windows
- 4) Fundamentals of Computers - V. Rajaraman
- 5) Computer Fundamentals by P. K. Sinha & Priti Sinha, 4th edition, BPB, publication.

Choice Based Credit System Syllabus (2025 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FY B. Voc (Sem I)

Subject: Journalism and Mass Communication

Course: Computer Application for Media

Course Code: JMC-108-SEC

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	PO 10
CO1	3									
CO2		2								
CO3			3							
CO4				3						
CO5					1					
CO6						1				
CO7								2		

Justification for the mapping

(PO1): Technical Competence

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

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

(PO2): Problem Solving Skills

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

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

(PO3): Employability Skills

Strong relation - Knowing the uses of software is more technical and does strongly relate to employability competence.

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

(PO4): Industry Relevance and Entrepreneurial abilities

Strong relation - Understanding software applications in media may directly involve industry skills.

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

(PO5): Ethical and Social Responsibility

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

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

(PO6): Environmental Awareness

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

CO6: Students will understand the platforms to use the software

(PO8): Global Perspective

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

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