



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)**  
**(As Per NEP 2020)**

**(2023 Pattern)**

**To be implemented from Academic Year 2025-2026**

### **Preamble**

AES's TuljaramChaturchand 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 TuljaramChaturchand 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 21<sup>st</sup> 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 20<sup>th</sup> April and 16<sup>th</sup> May 2023, and the Circular issued by SPPU, Pune on 31<sup>st</sup> 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.	<b>Mr.Chaudhari Rahul Prabhakar</b> Head &Assistant Professor Department of Media and Communication Studies, T. C. College, Baramati.	<b>Chairperson</b>
2.	<b>Mr.Bidve Prashant Parshuram</b> Assistant Professor, Department of Media and Communication Studies, T. C. College, Baramati	Member
3.	<b>Ms.Pawar Pooja Mohan</b> Assistant Professor, Department of Media and Communication Studies, T. C. College, Baramati	Member
4.	<b>Dr. Sanjay Vishnu Tambat</b> Prof., Head, Dean,Department of Communication and journalism, SPPU	Vice-Chancellor Nominee Subject Expert from SPPU, Pune
5.	<b>Dr. Jadhav Shivaji Gajendra</b> Coordinator, Department of Mass Communication, Shivaji University, Kolhapur	Subject Expert from Outside the Parent University
6.	<b>Mr. Chaudhari Mithunchandra</b> Assistant professor, Symbiosis institute of Media and Communication, Symbiosis University, Pune.	Subject Expert from Outside the Parent University
7.	<b>Mr. Tribhuvan Aseem</b> Director of Native Communication, Pune	Representative from industry/corporate sector/allied areas
8.	<b>Ms. Khane Ankita</b> Abp Maza, Mumbai	Member of the College Alumni
9.	<b>Mr. Bobhate Anshuman Dinesh</b>	UG Student

## T.Y.B.Voc. Journalism and Mass Communication-2025-2026

Level	Seme ster	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Se m	Degree/C um.Cr.
		Mandatory	Electives							
5.5	V	JMC-301-MJM: Digital Media (2 Credit )-T	JMC -306-MJE (A): Introduction to Media Research (2 Credit )-T	JMC -341-MN: Content Creation for Social Media (2 Credit )-T	-	JMC -321- VSC: Advance Video Editing (2 Credit )-P	-	JMC -335-FP: Field Project (2 Credit )-P	22	UG Certificate 44 Credits
		JMC -302-MJM: Visual Communication (2 Credit )-T								
		JMC -303-MJM: Mass Communication (2 Credit )-T	JMC -306-MJE (B): Social Media Management (2 Credit )-T	JMC -342-MN: Short Video Production (2 Credit )-P						
		JMC -304-MJM: Content Development for Digital Media (2 Credit )-P								
		JMC -305-MJM: Short Film Production (2 Credit )-P	JMC -306-MJE (C): Development Communication (2 Credit )-T							
	VI	JMC -351-MJM: Advertising (2 Credit )-T	JMC -356-MJE(A): Research Methodology (2 Credit )-T	JMC -361-MN: Basics of Advertising (2 Credit )-T	-		-	JMC -385-OJT: On Job Training (4 Credit )-P	22	
		JMC -352-MJM: Public Relation (2 Credit )-T								
		JMC -353-MJM: Political Communication (2 Credit )-T	JMC -356-MJE(B): Media Law and Ethics (2 Credit )-T	JMC -362-MN: Advertising Production (2 Credit )-P						
		JMC -354-MJM: Video Podcast Production (2 Credit )-P								
		JMC -355-MJM: PR Practices (2 Credit )-P	JMC -356-MJE(C): Media Management (2 Credit )-T							
	Cum. Cr	20	8	8	–	2	–	6	44	

## Syllabus as per NEP 2020 for T.Y. B.Voc. JMC (2023 Pattern)

Sem	CourseType	CourseCode	Course Title	Theory/ Practical	Credits
V	Major Mandatory	JMC-301-MJM	Digital Media	Theory	02
	Major Mandatory	JMC -302-MJM	Visual Communication	Theory	02
	Major Mandatory	JMC -303-MJM	Mass Communication Theory	Theory	02
	Major Mandatory	JMC -304-MJM	Content Development for Digital Media	Practical	02
	Major Mandatory	JMC -305-MJM	Short FilmProduction	Practical	02
	Major Elective(MJE)	JMC -306-MJE(A)	Introduction to Media Research	Theory (Any two)	04
	Major Elective(MJE)	JMC -306-MJE(B)	Social Media Management		
	Major Elective(MJE)	JMC -306-MJE(C)	Development Communication		
	Minor	JMC -341-MN	Content Creation for Social Media	Theory	02
	Minor	JMC -342-MN	Short Video Production	Practical	02
	Vocational Skill Course (VSC)	JMC -321-VSC	Advance Video Editing	Practical	02
	Field Project(FP)	JMC -335-FP	Field Project	Practical	02
	<b>Total Credits Semester-V</b>				<b>22</b>
VI	Major Mandatory	JMC -351-MJM	Advertising	Theory	02
	Major Mandatory	JMC -352-MJM	Public Relation	Theory	02
	Major Mandatory	JMC -353-MJM	Political Communication	Theory	02
	Major Mandatory	JMC -354-MJM	Video Podcast Production	Practical	02
	Major Mandatory	JMC -355-MJM	PR Practices	Practical	02
	Major Elective(MJE)	JMC -356-MJE(A)	Research Methodology	Theory (Any two)	04
	Major Elective(MJE)	JMC -356-MJE(B)	Media Law and Ethics		
	Major Elective(MJE)	JMC -356-MJE(C)	Media Management		
	Minor	JMC -361-MN	Basics of Advertising	Theory	02
	Minor	JMC -362-MN	Advertising Production	Practical	02
	On Job Training(OJT)	JMC -385-OJT	On Job Training	Practical	04
	<b>Total Credits Semester-VI</b>				<b>22</b>
	<b>Total Credits Semester-V+ VI</b>				<b>44</b>

## Programme Outcomes for B.Voc Programme (POs)

### Programme Outcomes for Vocational (B.Voc.) Degree Programme in accordance with National Education Policy-2020 with effect from Academic Year 2023-24.

Bachelor of Vocation (B.Voc.) Courses are designed to provide students with specific vocational skills and knowledge that are directly applicable to the industry or field they are studying. The programme outcomes of these courses typically focus on preparing students for employment or entrepreneurship in their chosen vocational area.

<b>PO1</b>	<b>Technical Competence:</b> Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.
<b>PO2</b>	<b>Problem Solving Skills:</b> Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.
<b>PO3</b>	<b>Employability Skills:</b> Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.
<b>PO4</b>	<b>Industry Relevance and entrepreneurial abilities:</b> The students will adopt knowledge and skills that are relevant to the current needs and required practices of the industry or sector, they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their own businesses in their chosen field.
<b>PO5</b>	<b>Ethical and Social Responsibility:</b> Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.
<b>PO6</b>	<b>Environmental Awareness:</b> The students should be able to ability to apply the knowledge, skills, attitudes and values required to take appropriate action for justifying the effect of environmental degradation, climate change, pollution control, effective waste management etc.
<b>PO7</b>	<b>Research and Innovations:</b> Depending on the programme, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.
<b>PO8</b>	<b>Global Perspective:</b> In an increasingly interconnected world, programmes may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.
<b>PO9</b>	<b>Multidisciplinary studies:</b> Students will adopt the multidisciplinary studies in an academic approach that integrate knowledge and methodology from various discipline to provide a comprehensive understanding of related job/business opportunities.
<b>PO10</b>	<b>Community Engagement:</b> The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the wellbeing of society.

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

**PSO 1 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.



**B. Voc. (Journalism and Mass Communication) REVISED SYLLABUS**

**Syllabus as per NEP 2020 for T.Y.B.Voc. JMC  
(2023 Pattern)**

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: T.Y.B.Voc JMC
Semester	: V
Course Type	: Major Mandatory (T)
Course Code	: JMC-301-MJM
Course Title	: Digital Media
No. of Credits	: 02
No. of Teaching Hours	: 30

**Course Objectives:**

1. Understand the fundamental concepts, evolution, and significance of digital media.
2. Analyze the impact of digital transformation on journalism and media industries.
3. Develop skills in digital storytelling, including blogging, vlogging, and podcasting.
4. Explore the principles and practices of online journalism.
5. Understand audience behavior and digital media theories.
6. Learn about social media platforms and digital engagement strategies.
7. Evaluate ethical considerations and challenges in digital journalism.

**Course Outcomes:**

1. Explain the evolution and significance of digital media in journalism.
2. Create and manage digital content using various platforms and storytelling formats.
3. Identify key characteristics and trends in online journalism.
4. Utilize digital tools for reporting, data analysis, and content optimization.
5. Analyze audience engagement and social media strategies for journalism.

6. Apply ethical guidelines in digital journalism and media practices.
7. Adapt to emerging technologies such as AI and OTT in journalism.

## Topics and Learning Points

	<b>Teaching Hours</b>
<b>Unit 1: Fundamentals of Digital Media</b>	<b>06</b>
1.1 Evolution and Concept of Digital Media	
1.2 Characteristics and Significance of Digital Media	
1.3 Traditional Media vs. Digital Media	
1.4 Impact of Digital Media on Journalism	
1.5 Digital Media Ethics and Responsible Journalism	
<b>Unit 2: Digital Storytelling &amp; Content Creation</b>	<b>08</b>
2.1 Content Management & Content Management Systems (CMS)	
2.2 Digital Storytelling Formats (Text, Video, Audio, Interactive)	
2.3 Content Writing, Editing & Reporting for Digital Platforms	
2.4 Blogging, Video Blogging (Vlogging), and Podcasting	
2.5 AI and Automation in Content Creation	
<b>Unit 3: Online Journalism &amp; Emerging Trends</b>	<b>08</b>
3.1 News in the Digital Age: Changing Paradigms	
3.2 Characteristics of Online Journalism	
3.3 Citizen Journalism and Participatory Media	
3.4 Data Journalism & Investigative Reporting	
3.5 Understanding Fake News: Issues & Challenges	
<b>Unit 4: Social media, Digital Media Theories &amp; Analytics</b>	<b>08</b>
4.1 Media Theories (McLuhan's Global Village, Castells' Network Society)	
4.2 Changing Mass Media Audience Behavior	
4.3 Social Media Platforms & Their Role in Journalism (Instagram, YouTube, X, LinkedIn)	
4.4 Digital Media Metrics & Analytics (SEO, Engagement, Reach)	
4.5 OTT Platforms & AI in Digital Journalism	

## Suggested Readings:

1. Wimmer, R. D., & Dominick, J. R. – Mass Media Research: An Introduction (Cengage Learning)
2. Berger, A. A. – Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (SAGE Publications)
3. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. – Mass Communication Research Methods (Palgrave Macmillan)
4. Priest, S. H. – Doing Media Research: An Introduction (SAGE Publications)
5. Kothari, C. R. – Research Methodology: Methods and Techniques (New Age International Publishers)
6. Jensen, K. B. – A Handbook of Media and Communication Research (Routledge)
7. Patnaik, S. – Research Methodology in Social Sciences (Himalaya Publishing House)

## **BCS Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)**

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: T.Y.B.Voc JMC
Semester	: V
Course Type	: Major Mandatory (T)
Course Code	: JMC -302-MJM
Course Title	: Visual Communication
No. of Credits	: 02
No. of Teaching Hours	: 30

### **Course Objectives:**

1. To introduce students to the concept of visual culture and its significance in society.
2. To familiarize students with the key elements of visual communication, including line, shape, colour, and texture.
3. To explore the principles of visual design and their application in creating effective visual communication.
4. To understand the role of contrast, symbolism, time, sound, balance, symmetry, rhythm, harmony, unity, layout, and grid in visual design.
5. To provide students with an overview of the history and evolution of visual art, including key movements and styles.
6. To examine various forms of visual expression, such as painting, architecture, sculpture, and artistic styles and movements.
7. To analyze the aesthetics of symbols and language in visual communication and their impact on conveying meaning and emotion.

### **Course Outcomes:**

1. Students will demonstrate an understanding of the significance of visual culture in society.
2. Students will be able to identify and analyze key elements of visual communication in various visual artifacts.
3. Students will apply principles of visual design to create visually compelling compositions.
4. Students will effectively use contrast, symbolism, time, sound, balance, symmetry, rhythm, harmony, unity, layout, and grid in visual communication projects.
5. Students will develop a comprehensive understanding of the history and evolution of visual art, including major movements and styles.
6. Students will recognize and appreciate different forms of visual expression, including painting, architecture, sculpture, and artistic styles and movements.

7. Students will demonstrate proficiency in analyzing the aesthetics of symbols and language in visual communication, and effectively convey meaning and emotion through visual artifacts.

## Topics and Learning Points

	Teaching Hours
<b>Unit 1: Evolution of Visual Arts</b>	<b>08</b>
1.1 Introduction to visual art history	
1.2 Key movements in visual arts (Renaissance, Modernism, Postmodernism)	
1.3 Evolution of visual storytelling in media	
1.4 Influence of visual art on communication	
<b>Unit 2: Visual Expressions &amp; Media</b>	<b>08</b>
2.1 Painting, Sculpture, and Architecture as visual communication	
2.2 Role of photography and cinematography in visual storytelling	
2.3 Impact of digital media on visual culture	
<b>Unit 3: Fundamentals of Visual Communication</b>	<b>08</b>
3.1 Significance of visual culture in society	
3.2 Elements of visual communication: Line, Shape, colour, Texture, Space	
3.3 Principles of perception and semiotics in visual media	
<b>Unit 4: Visual Design &amp; Composition</b>	<b>06</b>
4.1 Principles of visual design: Balance, Symmetry, Contrast, Unity, Rhythm	
4.2 Layout, Grid, and Composition in design	
4.3 Role of typography and iconography in communication	
4.4 Understanding movement and depth in visual media	

## Suggested Readings:

1. "Interaction of Colour" by Josef Albers
2. "Visual Language for Designers: Principles for Creating Graphics that People Understand" by Connie Malamed
3. "The Elements of Graphic Design" by Alex W. White
4. "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton
5. "Visual Thinking: for Design" by Colin Ware
6. Art Beauty and Creativity: Indian and Western Aesthetics by Shyamala Gupta

## CBCS Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)

<b>Name of the Programme</b>	: B.Voc. Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Major Mandatory (T)
<b>Course Code</b>	: JMC -303-MJM
<b>Course Title</b>	: Mass Communication Theory
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### Course objectives:

1. To introduce students to the fundamental theories of mass communication.
2. To analyze the impact of media on individuals and society.
3. To explore psychological and sociological perspectives in media studies.
4. To understand the role of media in shaping public opinion and cultural norms.
5. To critically assess the influence of media on power structures and ideologies.
6. To examine international communication theories and their relevance in the globalized world.
7. To develop analytical skills for evaluating contemporary media trends.

### Course Outcomes:

1. Students will understand key mass communication theories and their applications.
2. They will be able to analyze the psychological and sociological effects of media.
3. They will gain insights into media's role in shaping ideologies and power structures.
4. They will develop critical thinking skills for evaluating media influence.
5. They will understand the impact of globalization on media and communication.
6. They will explore emerging trends in mass communication.
7. They will be able to apply theoretical knowledge to real-world media analysis

### Topics and Learning Points

<b>Unit 1: Foundations of Media Effects Theories</b>	<b>Teaching Hours</b>
1.1 Introduction to Mass Communication Theories and their Relevance	<b>08</b>

- 1.2 Hypodermic Needle Theory
- 1.3 Two-Step & Multi-Step Flow Theory
- 1.4 Gatekeeping Theory
- 1.5 Agenda Setting Theory
- 1.6 Cultivation Theory
- 1.7 Uses and Gratifications Theory

## **Unit 2: Psychological & Sociological Theories of Communication 08**

- 2.1 Individual Difference Theory
- 2.2 Selective Exposure, Selective Perception, and Selective Retention
- 2.3 Cognitive Dissonance Theory
- 2.4 Social Learning Theory
- 2.5 Spiral of Silence Theory
- 2.6 Diffusion of Innovations
- 2.7 Media and Social Change

## **Unit 3: Media Influence, Normative Theories and Power Structures 08**

- 3.1 Dominant Paradigm and Media Influence
- 3.2 Normative Theories of the Press
- 3.3 Political Economy of Media
- 3.3 Frankfurt School (Adorno, Horkheimer, Habermas, and Fiske)
- 3.4 Birmingham School (Richard Hoggart and Stuart Hall)
- 3.5 Hegemony and Ideology in Media
- 3.6 Cultural and Critical Approaches to Media Studies

## **Unit 4: Globalization, Propaganda, and International Communication Theories 06**

- 4.1 Propaganda and Mass Communication
- 4.2 Globalization and Media
- 4.3 New World Information and Communication Order (NWICO)
- 4.4 Telecommunication and Development
- 4.5 Power and Media Influence
- 4.6 Post-Cold War Media Development
- 4.7 Emerging Trends in International Communication

### **Suggested Readings:**

1. McQuail, Denis. *McQuail's Mass Communication Theory*
2. Baran, Stanley, and Davis, Dennis. *Mass Communication Theory: Foundations, Ferment, and Future*
3. Severin, Werner, and Tankard, James. *Communication Theories: Origins, Methods, and Uses*
4. Schramm, Wilbur. *The Process and Effects of Mass Communication*
5. Hall, Stuart. *Representation: Cultural Representations and Signifying Practices*
6. Herman, Edward S., and Chomsky, Noam. *Manufacturing Consent: The Political Economy of the Mass Media*
7. Castells, Manuel. *Communication Power*
8. Curran, James, and Gurevitch, Michael. *Mass Media and Society*

## CBCS Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)

<b>Name of the Programme</b>	: B.Voc. Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Major Mandatory (P)
<b>Course Code</b>	: JMC -304-MJM
<b>Course Title</b>	: Content Development for Digital Media
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 60

### Course objectives:

1. To provide hands-on experience in digital content creation.
2. To develop proficiency in writing, editing, and designing engaging digital media content.
3. To enhance storytelling skills through multimedia formats.
4. To use digital tools and software for content production and marketing.
5. To understand the role of analytics in content performance evaluation.
6. To create audience-centric digital campaigns using social media strategies.
7. To develop ethical and legal awareness in digital content creation.

### Course Outcomes:

1. Develop hands-on skills in digital content creation for various platforms.
2. Gain experience in writing, designing, and producing engaging multimedia content.
3. Create and manage real-world social media campaigns.
4. Use content marketing strategies effectively for audience growth.
5. Analyze digital content performance using analytics tools.
6. Demonstrate proficiency in video and podcast production.
7. Apply ethical and legal considerations in digital media practices.
8. To receive feedback, refine editing choices, and enhance storytelling techniques.

### Topics and Learning Points

**Teaching Hours**

<b>UNIT 1: Fundamentals of Digital Content Development (Practical Exercises)</b>	<b>15</b>
1.1 Writing engaging blog posts and articles with SEO optimization.	
1.2 Structuring digital content for different platforms (social media, websites, blogs).	
1.3 Creating compelling headlines, captions, and social media copy.	
1.4 Editing and proofreading digital content for clarity and engagement.	
<b>UNIT 2: Visual and Audio Content Creation (Hands-on Projects)</b>	<b>15</b>
2.1 Designing infographics and visual storytelling elements using Canva.	
2.2 Producing podcasts: Scripting, recording, and editing audio content.	
2.3 Creating short video content for Instagram Reels, YouTube Shorts, and TikTok.	
2.4 Editing videos using software like Adobe Premiere Pro, DaVinci Resolve, or CapCut.	
<b>UNIT 3: Content Marketing and Audience Engagement (Live Projects)</b>	<b>15</b>
3.1 Developing a content calendar for a brand or personal portfolio.	
3.2 Running social media campaigns and analysing engagement metrics.	
3.3 Creating interactive content: Polls, quizzes, and engagement-driven posts.	
3.4 Case study analysis of successful digital content strategies.	
<b>UNIT 4: Advanced Digital Content Production (Project-Based Learning)</b>	<b>15</b>
4.1 Creating a personal or professional brand through content development.	
4.2 Producing a complete multimedia project combining text, visuals, and audio.	
4.3 Using data analytics to optimize and refine digital content strategies.	
4.4 Developing a final digital portfolio showcasing a variety of content formats.	

### Suggested Readings:

1. Berger, J. (2013). *Contagious: How to Build Word of Mouth in the Digital Age*. Simon & Schuster.
2. Handley, A. (2014). *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content*. Wiley.
3. Rowles, D. (2017). *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, and Measurement*. Kogan Page.
4. Pulizzi, J. (2013). *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers*. McGraw Hill.
5. Miller, R. (2011). *Digital Storytelling: A Creator's Guide to Interactive Entertainment*. Focal Press.
6. Bhargava, R. (2018). *The Non-Obvious Guide to Content Marketing*. IdeaPress.



## CBCS Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)

<b>Name of the Programme</b>	: B.Voc. Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Major Mandatory (P)
<b>Course Code</b>	: JMC -305-MJM
<b>Course Title</b>	: Short Film Production
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 60

### Course objectives:

1. To develop creative storytelling skills – Helping students generate unique short film ideas and translate them into structured scripts.
2. To understand pre-production planning – Teaching students how to create storyboards, shot lists, budgets, and schedules for an efficient film shoot.
3. To master cinematography techniques – Training students in camera handling, framing, composition, and lighting for professional-quality visuals.
4. To enhance directorial and acting skills – Guiding students in actor rehearsals, scene blocking, and emotional direction.
5. To develop proficiency in sound recording and design – Teaching students how to capture clean dialogue, ambient sound, and integrate sound effects.
6. To introduce professional post-production techniques – Enabling students to edit films using industry-standard software, apply color grading, and enhance audio.
7. To prepare students for real-world filmmaking challenges – Providing hands-on experience in managing film shoots, problem-solving, and executing projects under deadlines.

### Course Outcomes:

9. Develop and present a short film concept – From brainstorming to writing a well-structured screenplay.
10. Create comprehensive pre-production materials – Including scripts, shot lists, and production schedules.
11. Handle cinematography and lighting effectively – Using professional camera techniques and lighting setups.

12. Direct and manage film production – Successfully coordinating actors, crew, and locations for a smooth shoot.
13. Record and edit high-quality audio – Capturing clean dialogue and integrating background music, foley, and sound effects.
14. Edit and finalize a complete short film – Using video editing software, color grading techniques, and sound design.
15. Critically analyze and improve film quality – Learning to receive feedback, refine editing choices, and enhance storytelling techniques.

## Topics and Learning Points

**Teaching Hours**  
**15**

### **Unit 1: Concept Development & Pre-Production**

- 1.1 Idea Development & Scripting
  - Brainstorming unique concepts for a short film.
  - Writing a 3-7 minute screenplay with proper formatting.
- 1.2 Storyboarding & Shot Division
  - Creating visual storyboards and detailed shot lists.
  - Understanding composition, framing, and visual storytelling.
- 1.3 Budgeting & Scheduling
  - Preparing a production budget and resource allocation.
  - Creating a realistic production timeline.
- 1.4 Casting & Location Scouting
  - Conducting auditions and selecting actors.
  - Finding and finalizing filming locations.

**Assessment: Submission of a Pre-Production Dossier (Script, Storyboard, Budget, and Schedule).**

### **Unit 2: Cinematography & Direction**

**15**

- 2.1 Camera Techniques
  - Hands-on training with DSLR, mirrorless, and mobile filmmaking.
  - Understanding different shot types, angles, and camera movements.
- 2.2 Lighting & Visual Mood
  - Practical exercises on lighting setups for various moods.
  - Using natural vs. artificial light effectively.
- 2.3 Direction & Acting
  - Conducting actor rehearsals and scene blocking.
  - Directing for emotions, expressions, and performances.

**Assessment: Students will direct and shoot a short scene based on their script.**

### **Unit 3: Sound & Production Execution**

**15**

- 3.1 Sound Recording Techniques
  - Using boom mics, lapel mics, and capturing ambient sounds.
  - Recording clean dialogue and handling noise issues.
- 3.2 Production Management

- Executing a smooth 2–3-day film shoot.
- Ensuring continuity and handling real-time challenges on set.

### 3.3 Hands-on Short Film Production

- Managing crew roles and responsibilities.
- Completing the principal photography of the short film.

**Assessment: Submission of BTS (Behind-the-Scenes) footage and Raw Video Clips.**

## Unit 4: Post-Production (Editing & Finalization)

15

### 4.1 Video Editing Basics

- Hands-on practice with Premiere Pro, DaVinci Resolve, or Final Cut.
- Cutting, sequencing, and refining visual storytelling.

### 4.2 Sound Editing & Mixing

- Synchronizing audio, adding background music, and sound effects.
- Enhancing dialogue clarity and removing unwanted noise.

### 4.3 Color Grading & Final Touches

- Adjusting brightness, contrast, and colors for cinematic quality.
- Exporting the final film in different formats.

**Assessment: Submission of a complete, edited short film.**

### Final Grading Breakdown:

- Pre-Production Documentation: 25%
- Cinematography & Direction: 25%
- Sound & Production Execution: 25%
- Editing & Final Film Quality: 25%

### Suggested Readings:

1. The Filmmaker's Handbook – Steven Ascher & Edward Pincus
2. Directing: Film Techniques and Aesthetics – Michael Rabiger
3. On Directing Film – David Mamet
4. Making Movies – Sidney Lumet
5. Rebel Without a Crew – Robert Rodriguez
6. Cinematography: Theory and Practice – Blain Brown
7. Master Shots: 100 Advanced Camera Techniques – Christopher Kenworthy
8. Lighting for Digital Video & Television – John Jackman
9. In the Blink of an Eye – Walter Murch
10. The Technique of Film Editing – Karel Reisz & Gavin Millar
11. Save the Cat! The Last Book on Screenwriting You'll Ever Need – Blake Snyder
12. Story: Substance, Structure, Style, and the Principles of Screenwriting – Robert McKee
13. The Hero with a Thousand Faces – Joseph Campbell
14. Audio-Vision: Sound on Screen – Michel Chion
15. Set Lighting Technician's Handbook – Harry C. Box
16. Film Production Management 101 – Deborah Patz

## BCS Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)

<b>Name of the Programme</b>	: B.Voc. Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Major Elective (MJE) (T)
<b>Course Code</b>	: JMC -306-MJE (A)
<b>Course Title</b>	: Introduction to Media Research
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### Course Objectives:

1. To introduce students to the fundamental concepts of media research and its significance in journalism and mass communication.
2. To familiarize students with various types of media research, including qualitative and quantitative approaches.
3. To develop an understanding of the research process, from problem formulation to research design.
4. To train students in different methods of data collection, including surveys, interviews, and content analysis.
5. To introduce students to the basics of data analysis and interpretation in media research.
6. To help students understand the ethical considerations and challenges in media research.
7. To equip students with the skills to write research reports and apply research in media industries.

### Course Outcomes:

1. Students will understand the importance and role of research in journalism and mass communication.
2. They will be able to distinguish between different types of media research and select appropriate methods.
3. Students will gain proficiency in designing research studies and formulating research problems.
4. They will learn to collect and analyze data effectively using various media research techniques.
5. Students will develop the ability to interpret research findings and apply them to real-world media problems.

6. They will be aware of ethical guidelines in media research and apply them in their studies.
7. Students will be able to write well-structured research reports and present their findings professionally.

### Topics and Learning Points

	<b>Teaching Hours</b>
<b>Unit 1: Fundamentals of Media Research</b>	<b>06</b>
1.1 Definition, scope, and importance of media research	
1.2 Role of research in journalism and mass communication	
1.3 Types of media research: Qualitative vs. Quantitative	
1.4 Ethical considerations in media research	
<b>Unit 2: Research Process &amp; Design</b>	<b>08</b>
2.1 Steps in the media research process	
2.2 Formulating research problems and hypotheses	
2.3 Research design: Exploratory, Descriptive, and Experimental	
2.4 Sampling techniques and their relevance in media studies	
<b>Unit 3: Data Collection in Media Research</b>	<b>08</b>
3.1 Primary and secondary data sources in media research	
3.2 Methods of data collection: Surveys, interviews, and focus groups	
3.3 Content analysis and discourse analysis in media research	
3.4 Digital and social media research techniques	
<b>Unit 4: Data Analysis &amp; Report Writing</b>	<b>08</b>
4.1 Basics of quantitative and qualitative data analysis	
4.2 Interpretation and presentation of research findings	
4.3 Structuring and writing research reports	
4.4 Practical applications of research in media industries	

### Suggested Readings:

8. Wimmer, R. D., & Dominick, J. R. – Mass Media Research: An Introduction (Cengage Learning)
9. Berger, A. A. – Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (SAGE Publications)
10. Hansen, A., Cottle, S., Negrine, R., & Newbold, C. – Mass Communication Research Methods (Palgrave Macmillan)
11. Priest, S. H. – Doing Media Research: An Introduction (SAGE Publications)
12. Kothari, C. R. – Research Methodology: Methods and Techniques (New Age International Publishers)
13. Jensen, K. B. – A Handbook of Media and Communication Research (Routledge)
14. Patnaik, S. – Research Methodology in Social Sciences (Himalaya Publishing House)

### Syllabus as per NEP 2020 for T.Y.B.Voc. JMC 2023 Pattern)

<b>Name of the Programme</b>	: B.Voc Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc. JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Major Elective(MJE) (T)
<b>Course Code</b>	: JMC-306-MJE (B)
<b>Course Title</b>	: Social Media Management
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

#### Course objectives:

1. Develop expertise in using various social media platforms for journalism and branding.
2. Understand the impact of social media algorithms and audience behavior.
3. Learn to create engaging content tailored to different platforms.
4. Build social media strategies for personal branding and businesses.
5. Analyze data-driven decision-making through performance metrics.
6. Master digital advertising techniques, campaign planning, and content optimization.
7. Address ethical challenges and crisis management in social media communication.
- 1.

#### Course Outcomes:

1. Identify and use different social media platforms effectively.
2. Develop and execute a strategic social media plan.
3. Create compelling, platform-specific content using digital tools.
4. Analyze social media metrics to improve performance.
5. Engage effectively with audiences and build online communities.
6. Handle crisis situations and manage an organization's online reputation.
7. Adapt to new trends and technologies shaping the future of social media.

### Teaching Hours 06

#### Unit 1: Foundations of Social Media

- 1.1 Overview of Social Media Platforms (Instagram, YouTube, X, LinkedIn, etc.)
- 1.2 Role of Social Media in Journalism and Brand Communication
- 1.3 Platform Algorithms and Ranking Systems
- 1.4 Understanding Audience Behavior and Demographics
- 1.5 Ethics and Legal Considerations in Social Media Usage

#### Unit 2: Social Media Strategy and Digital Branding 08

- 2.1 Setting SMART Goals and Defining Social Media Objectives
- 2.2 Social Media Branding and Personal Branding Techniques
- 2.3 Creating a Content Calendar and Planning Campaigns
- 2.4 Competitive Analysis and Market Positioning
- 2.5 Social Media Advertising (Paid Promotions, PPC, Sponsored Content)

#### Unit 3: Content Creation and Engagement 08

- 3.1 Content Types: Text, Images, Videos, Infographics, and Live Streaming
- 3.2 Visual Storytelling and Video Editing for Social Media
- 3.3 Copywriting and Writing Engaging Social Media Posts
- 3.4 Tools for Content Creation (Canva, Adobe, AI Tools, etc.)
- 3.5 Community Engagement: Building and Retaining an Audience

#### Unit 4: Analytics, Performance Metrics, and Crisis Management 08

- 4.1 Measuring Engagement: Likes, Shares, Comments, Impressions, CTR
- 4.2 Social Media Analytics Tools (Google Analytics, Meta Insights, Twitter Analytics)
- 4.3 Understanding Audience Insights and Optimizing Content Strategy
- 4.4 Crisis Management: Handling Negative Feedback & Online Reputation
- 4.5 Trends and Future of Social Media: AI, Automation, and Emerging Platforms

#### Suggested Readings:

1. New Media and Politics, Sage publication.
2. Feldman, Tony. An Introduction to Digital Media. Routledge.
3. Digital Journalism: Making News, Breaking News, Open Society Foundation.
4. The Routledge Handbook of Developments in Digital Journalism Studies.
5. The Handbook of Global Online Journalism, Wiley-Blackwell
6. "The Art of Social Media: Power Tips for Power Users" – Guy Kawasaki & Peg Fitzpatrick
7. "Social Media Marketing All-in-One For Dummies" – Jan Zimmerman & Deborah Ng
8. "Contagious: How to Build Word of Mouth in the Digital Age" – Jonah Berger
9. "Made to Stick: Why Some Ideas Survive and Others Die" – Chip Heath & Dan Heath
10. "Social Media Strategy: Marketing and Advertising in the Consumer Revolution" – Keith A. Quesenberry
11. "The Social Media Bible: Tactics, Tools, and Strategies for Business Success" – Lon Safko
12. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" – Gary Vaynerchuk
13. "Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics" – Marshall Sponder
14. "New Media: A Critical Introduction" – Martin Lister, Jon Dovey, Seth Giddings, Iain Grant, & Kieran Kelly

## BCS Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)

<b>Name of the Programme</b>	: B.Voc. Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Major Elective(MJE) (T)
<b>Course Code</b>	: JMC -306-MJE(C)
<b>Course Title</b>	: Development Communication
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### Course Objectives:

1. Understand the fundamental concepts and theories of development and development communication.
2. Analyze the role of media in shaping and supporting development initiatives.
3. Evaluate various models of development, with a focus on Indian perspectives.
4. Gain insights into the impact of development communication on society.
5. Develop the skills to critically assess development issues and propose communication strategies.
6. Learn about the role of ICT and digital media in development.
7. Understand development journalism and its role in informing and engaging the public.

### Course Outcomes:

1. Define and explain key concepts of development and development communication.
2. Compare and contrast different development models and their relevance today.
3. Assess the impact of development communication on social progress.
4. Critically analyze development communication theories and their real-world applications.
5. Explore the role of media and digital platforms in promoting development.
6. Develop strategic communication plans for development-related issues.
7. Apply journalistic skills to report on development issues effectively.



## Topics and Learning Points

### Teaching Hours

#### Unit 1: Understanding Development

08

- 1.1 Concept, meaning, and definitions of development
- 1.2 Characteristics of developing societies and their challenges
- 1.3 Difference between developed and developing nations
- 1.4 Role of UN agencies in development
- 1.5 Sustainable Development Goals (SDGs) and key global issues
- 1.6 Problems and ethical concerns in development

#### Unit 2: Indian Models and Approaches to Development

07

- 2.1 Indian models of development:
  - Mahatma Jyotirao Phule's model
  - Dr. Babasaheb Ambedkar's model
  - Gandhian model
  - Nehruvian model
- 2.2 Evolution from Five-Year Plans to NITI Aayog's development model
- 2.3 Government policies and initiatives for sustainable development
- 2.4 Challenges and opportunities in India's development journey

#### Unit 3: Development Communication

06

- 3.1 Concept, evolution, and role of development communication
- 3.2 Goals and objectives of development communication
- 3.3 Theories and models of development communication:
  - Modernization paradigm
  - Dependency paradigm
  - Alternative paradigm
  - Development-support communication
  - Participatory communication and empowerment
- 3.4 Successful development communication experiments in India
- 3.5 Role of media (television, radio, print, and digital) in development communication

#### Unit 4: Media, ICT, and Development Journalism

07

- 4.1 Media's role in development:
  - Empathy and social change
  - Diffusion of innovation
  - Media as a magic multiplier
- 4.2 Traditional media and folk communication for development
- 4.3 Community media and citizen journalism in development communication
- 4.4 ICT (Information and Communication Technology) in development communication
- 4.5 Development journalism:
  - Strategies and techniques for development writing
  - Process of writing for development
  - Traits and responsibilities of a development journalist

## **Suggested Readings:**

7. "Interaction of Colour" by Josef Albers
8. "Visual Language for Designers: Principles for Creating Graphics that People Understand" by Connie Malamed
9. "The Elements of Graphic Design" by Alex W. White
10. "Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students" by Ellen Lupton
11. "Visual Thinking: for Design" by Colin Ware
12. Art Beauty and Creativity: Indian and Western Aesthetics by Shyamala Gupta
13. Servaes, J. (2008) – Communication for Development and Social Change
14. Rogers, E.M. (2003) – Diffusion of Innovations
15. Narula, U. (2014) – Development Communication: Theory and Practice
16. Melkote, S.R., & Steeves, H.L. (2015) – Communication for Development: Theory and Practice for Empowerment and Social Justice
17. McPhail, T.L. (2009) – Development Communication: Reframing the Role of the Media
18. Singhal, A., & Rogers, E.M. (2001) – India's Communication Revolution: From Bullock Carts to Cyber Marts
19. Pawar, S.N., & Prasad, N. (2004) – Development Communication: Contexts for the Third World
20. Reports & Online Resources:
21. United Nations Development Programme (UNDP) – Human Development Reports (<https://hdr.undp.org>)
22. World Bank Reports on Development Communication (<https://www.worldbank.org>)
23. NITI Aayog Reports on Indian Development Models (<https://www.niti.gov.in>)
24. UNESCO Reports on Media and Development Communication (<https://www.unesco.org>)
25. Communication Initiative Network – Research and case studies on development communication (<https://www.comminit.com>)

## Syllabus as per NEP 2020 for T.Y.B.Voc. JMC 2023 Pattern)

<b>Name of the Programme</b>	: B.Voc Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc. JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Minor (T)
<b>Course Code</b>	: JMC -341-MN
<b>Course Title</b>	: Content Creation for Social Media
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### Course objectives:

1. To equip students with creative and technical skills for social media content creation.
2. To train students in visual storytelling and audience engagement.
3. To introduce essential tools and applications for multimedia content.
4. To explore platform-specific content strategy and analytics.
5. To promote ethical and responsible content practices online.
6. To guide students in creating and presenting a mini content portfolio.
7. To build confidence in managing digital identities for personal or professional branding.

### Course Outcomes:

1. Create visually appealing and engaging content for social media.
2. Utilize key tools and apps for video and graphic editing.
3. Understand audience behavior and interaction on various platforms.
4. Implement basic content strategies and schedules.
5. Analyze performance using social media insights and metrics.
6. Apply ethical standards in digital content creation.
7. Design a short portfolio to showcase original social content.

## Topics and Learning Points

### Teaching Hours

#### Unit 1: Understanding Content and Audience

06

- 1.1 Types of content: reels, stories, carousels, memes, shorts
- 1.2 Hooks, captions, and storytelling styles for social media
- 1.3 Identifying your niche and target audience
- 1.4 Content planning using a basic content calendar
- 1.5 Role of audience engagement: likes, comments, shares

#### Unit 2: Tools and Techniques

08

- 2.1 Basics of framing, lighting, and mobile shooting
- 2.2 Video and photo editing apps: CapCut, Canva, Lightroom
- 2.3 Using voiceovers, music, text overlays
- 2.4 Templates and AI tools for content creation
- 2.5 Best practices for reels, thumbnails, and titles

#### Unit 3: Content Strategy and Analysis

08

- 3.1 Creating a simple content strategy for a page or campaign
- 3.2 Understanding platform algorithms in brief
- 3.3 Metrics: reach, engagement, watch time
- 3.4 Organic growth vs. paid promotions
- 3.5 Scheduling tools: Buffer, Meta Business Suite basics

#### Unit 4: Ethics and Portfolio Building

08

- 4.1 Copyright, plagiarism, and ethical considerations
- 4.2 Handling misinformation and online backlash
- 4.3 Personal branding through consistent tone and visuals
- 4.4 Creating a basic portfolio: Instagram grid, reel highlights
- 4.5 Final project: Submit 3–5 original posts with captions and strategy

### Suggested Readings:

- 15. "The Art of Social Media: Power Tips for Power Users" By Guy Kawasaki & Peg Fitzpatrick
- 16. "Contagious: Why Things Catch On" By Jonah Berger
- 17. "Show Your Work!" By Austin Kleon
- 18. "Made to Stick: Why Some Ideas Survive and Others Die" By Chip Heath & Dan Heath
- 19. "Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too" By Gary Vaynerchuk
- 20. "Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More)" By Ann Handley & C.C. Chapman
- 21. "Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content" By Ann Handley
- 22. "Social Media Marketing Workbook: How to Use Social Media for Business" By Jason McDonald

## BCS Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)

<b>Name of the Programme</b>	: B.Voc. Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Minor (P)
<b>Course Code</b>	: JMC -342-MN
<b>Course Title</b>	: Short Video Production
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 60

### Course Objectives:

1. Learn to plan and create short videos.
2. Understand basic storytelling for video.
3. Shoot and produce videos using simple techniques.
4. Work in a team to make short films.
5. Learn to record clear sound for videos.
6. Use mobile or basic cameras for production.
7. Share videos on social media effectively.

### Course Outcomes:

1. Make short videos from idea to final output.
2. Plan and shoot scenes effectively.
3. Record clear dialogues and background sounds.
4. Organize a small video production team.
5. Use simple tools for video creation.
6. Apply storytelling techniques in short films.
7. Present and share videos with an audience.

### **Unit 1: Planning & Pre-Production**

- 1.1 Idea Development & Storytelling Basics
- 1.2 Writing a Simple Script & Storyboard
- 1.3 Planning Locations & Props
- 1.4 Preparing a Basic Production Schedule

#### **Practical Assignment:**

Develop a 1–2-minute short video idea and write a brief script.  
Create a storyboard with at least 4-5 frames.  
Prepare a basic shooting plan (location, props, actors).

### **Unit 2: Shooting & Production**

**15**

- 2.1 Handling Mobile & Basic Cameras for Shooting
- 2.2 Setting Up Simple Lighting for a Scene
- 2.3 Recording Dialogues & Background Sound
- 2.4 Hands-on Shooting Exercise (1-2 Min Video)

#### **Practical Assignment:**

Shoot a 1–2-minute scene using a mobile or basic camera.  
Ensure proper framing and stable shots.  
Record clear dialogue or natural sounds.

### **Unit 3: Post-Production & Review**

**15**

- 3.1 Basic Video Arrangement & Scene Selection
- 3.2 Adding Simple Sound & Effects
- 3.3 Reviewing & Improving the Video
- 3.4 Finalizing the Short Video

#### **Practical Assignment:**

Arrange and edit the recorded clips into a short sequence.  
Add background sound and dialogues.  
Review the video and make necessary improvements.

### **Unit 4: Presentation & Sharing**

**15**

- 4.1 Exporting Video in the Right Format
- 4.2 Uploading & Sharing on Social Media
- 4.3 Presenting Video to an Audience
- 4.4 Receiving Feedback & Improving

#### **Practical Assignment:**

Export the final video in a suitable format (MP4, MOV, etc.).  
Upload the video on a platform (YouTube, Instagram, etc.).  
Present the video to the class and receive feedback.  
Improve the video based on feedback.

### **Suggested Readings:**

1. "The Filmmaker's Handbook" – Steven Ascher & Edward Pincus  
Covers all aspects of video production, including planning, shooting, and post-production.

2. "In the Blink of an Eye" – Walter Murch  
A simple yet deep book on editing and storytelling through visuals.
3. "Directing: Film Techniques and Aesthetics" – Michael Rabiger  
Explains directing, visual storytelling, and handling actors.
4. "Make Your Own Damn Movie" – Lloyd Kaufman  
A practical, fun guide for low-budget and DIY filmmaking.
5. "YouTube Secrets" – Sean Cannell & Benji Travis  
Useful for students looking to share videos online and grow an audience.
6. "How to Shoot Video That Doesn't Suck" – Steve Stockman  
A simple, engaging book covering the basics of shooting better videos.
7. "Smartphone Movie Maker" – Bryan Michael Stoller  
Focuses on making films using a mobile phone, perfect for beginners.

## CBCS Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)

<b>Name of the Programme</b>	: B.Voc. Journalism and Mass Communication
<b>Programme Code</b>	: UVJMC
<b>Class</b>	: T.Y.B.Voc JMC
<b>Semester</b>	: V
<b>Course Type</b>	: Vocational Skill Course (VSC) (P)
<b>Course Code</b>	: JMC -321-VSC
<b>Course Title</b>	: Advance Video Editing
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 60

### Course objectives:

1. Develop expertise in advanced video editing techniques and industry-standard workflows.
2. Learn to edit sound effectively for clarity, depth, and storytelling impact.
3. Gain an understanding of genre-specific editing styles for news, interviews, documentaries, and short films.
4. Enhance storytelling abilities through pacing, scene transitions, and visual composition.
5. Master dialogue synchronization and audio mixing for professional-quality productions.
6. Learn to handle ethical concerns in journalism and documentary editing.
7. Apply all learned techniques in a final project, demonstrating professional-level editing skills.

### Course Outcomes:

1. Edit multi-camera footage with precision and efficiency.
2. Perform audio enhancement using industry-standard tools.
3. Create compelling fiction and non-fiction video content.
4. Apply pacing and continuity editing effectively in storytelling.
5. Develop a structured workflow for editing different genres.
6. Understand and implement sound design principles.
7. Export final projects in optimized formats for different platforms

## Topics and Learning Points

<b>Unit 1: Advanced Editing Techniques</b>	<b>Teaching Hours</b> <b>15</b>
1.1 Multi-cam editing and synchronization	
1.2 Advanced cutting techniques (J-cuts, L-cuts, match cuts, jump cuts)	
1.3 Organizing footage and managing timelines efficiently	
1.4 Understanding codecs, formats, and resolutions for different platforms	



## **Unit 2: Sound Editing** 15

- 2.1 Importance of sound in video production
- 2.2 Basics of audio editing and noise reduction
- 2.3 Working with ambient sound, foley, and background music
- 2.4 Syncing dialogues and improving speech clarity
- 2.5 Using audio editing software (Adobe Audition)

## **Unit 3: Editing for Different Genres** 15

- 3.1 Editing techniques for news, interviews, documentaries
- 3.2 Pacing and structuring stories based on the genre
- 3.3 Ethical considerations in news and documentary editing
- 3.4 Visual storytelling techniques in non-fiction
- 3.5 Case studies of successful edits across different formats

## **Unit 4: Fiction Program Editing** 15

- 4.1 Editing techniques for short films and cinematic storytelling
- 4.2 Understanding narrative pacing and emotional beats
- 4.3 Scene transitions and maintaining continuity
- 4.4 Working with dialogues, reactions, and visual storytelling
- 4.5 Case studies of editing in popular films and series

### **Suggested Readings:**

1. "In the Blink of an Eye" – Walter Murch  
A deep dive into the art and philosophy of film editing by an Oscar-winning editor.
2. "The Technique of Film and Video Editing: History, Theory, and Practice" – Ken Dancyger  
Covers editing techniques, storytelling structures, and real-world case studies.
3. "Adobe Premiere Pro Classroom in a Book" – Adobe Creative Team  
A step-by-step guide to mastering Premiere Pro with hands-on exercises.
4. "Film Editing: Great Cuts Every Filmmaker and Movie Lover Must Know" – Gael Chandler  
Explains different types of cuts and transitions with examples from famous films.
5. "Sound for Film and Television" – Tomlinson Holman  
Essential reading for sound design, mixing, and editing in video production.
6. "Audio Post Production for Television and Film: An Introduction to Technology and Techniques" – Hilary Wyatt & Tim Amyes  
Covers audio workflows, dialogue editing, and sound effects in professional filmmaking.
7. "Grammar of the Edit" – Christopher J. Bowen  
Focuses on the rules and principles behind continuity editing and scene transitions.
8. "Cutting Rhythms: Intuitive Film Editing" – Karen Pearlman  
Explores how rhythm and pacing influence storytelling in video editing.
9. "The Conversations: Walter Murch and the Art of Editing Film" – Michael Ondaatje  
A book of interviews with legendary editor Walter Murch on the creative process of editing.
10. "Video Editing: A Post-Production Primer" – Sam Kauffmann & Ashley Kennedy  
A practical introduction to video editing workflows and techniques.