



**Anekant Education Society's**

**TuljaramChaturchand College of Arts Commerce and  
Science, Baramati**

*(Empowered Autonomous)*

**NAAC A++**

**M.Voc- Media Studies**

**(Faculty of Vocational Studies)**

**CBCS Syllabus**

**M.Voc- Media Studies, Semester -I**

**For Department of Media and Communication Studies**

**TuljaramChaturchand College, Baramati**

**Choice Based Credit System Syllabus (2026 Pattern)**

**(As Per NEP 2020)**

**To be implemented from Academic Year 2026-2027**

## Preamble

AES's TuljaramChaturchand College of Arts, Science and Commerce, Baramati has made the decision to change the curriculum of 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 media, journalism, communication and technology and the evolving approaches in various domains of media and related subjects, the Board of Studies in M.Voc Media Studies at TuljaramChaturchand College of Arts, Science and Commerce, Baramati- Pune, has developed the curriculum for the first semester of FY M.Voc Media Studies, 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 Media Studies post-graduation equips students with the knowledge and skills necessary for a diverse range of fulfilling media career paths. Post-Graduates in Media Studies 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 two-year post-graduate program, students explore the media organization of both Journalism and Video Production across different scales, from local to global. They learn to analyse 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 system evolve over time. Students also covers 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 Media Studies curriculum to align with NEP 2020 ensures that students receive a relevant, thorough 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.

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

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

Master of Vocation (M.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.

- PO1 Application of Knowledge and Skill:** Students will be able to demonstrate the ability to apply the acquired advanced technical and/or theoretical knowledge and a range of cognitive and practical skill to analyse the quantitative and qualitative data gathered drawing on a wide range of sources for identifying problems and issue relating to the chosen field of learning.
- PO2 Industry-Relevant Training:** Acquire training that is directly applicable to the industry, ensuring graduates are well-prepared to enter the workforce upon completion of the program.
- PO3 Problem-Solving Abilities:** Enhance problem-solving abilities related to real-world scenarios encountered in the chosen vocational field.
- PO4 Innovation and Creativity:** Foster innovation and creativity in addressing challenges and developing solutions within the vocational domain.
- PO5 Employability, Job-ready skills and entrepreneurship skills:**The students should be able to demonstrate the acquisition of knowledge and skills required for adopting to the future of work and to the demands of the fast pace of technological developments and innovations that drive a shift in employers demands for skills.
- PO6 Effective Communication:** Develop effective communication skills to interact with clients, colleagues, and stakeholders within the industry.
- PO7 Ethical and Professional Behaviour:** Understand and adhere to ethical standards and professional conduct relevant to the vocational field.
- PO8 Teamwork and Collaboration:** Collaborate effectively with diverse teams to accomplish goals and objectives within the vocational context.
- PO9 Digital and technologic skills:** The students will be capable to use ICT in a variety of learning and work situations, access, evaluate, variety of relevant information sources byusing appropriate software for analysis of data.
- PO10 Research and Analytical Skills:** Acquire research and analytical skills to evaluate industry trends, conduct market analysis, and make data-driven decisions.

**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.JadhavShivajiGajendra</b> Coordinator, Department of Mass Communication, Shivaji University, Kolhapur	Subject Expert from Outside the Parent University
6.	<b>Mr. ChaudhariMithunchandra</b> Assistant professor, Symbiosis institute of Media and Communication, Symbiosis University, Pune.	Subject Expert from Outside the Parent University
7.	<b>Mr. TribhuvanAseem</b> Director of Native Communication, Pune	Representative from industry/corporate sector/allied areas
8.	<b>Ms. KhaneAnkita</b> AbpMaza, Mumbai	Member of the College Alumni
9.	<b>Mr. BobhateAnshuman Dinesh</b>	UG Student

Year	Level	Semester	Major		Research Methodology (RM)	OJT/FP	RP	Cum. Cr.
			Mandatory	Electives				
I	6.0	Sem-I	VMS -501- MRM: Media Studies (T) (Credit 04)	VMS-506-MJE(A): Film Studies (T) (Credit 02)	VMS-508-RM: Media Research (T) (Credit 04)	--	--	22
			VMS-502- MRM: Journalism (T) (Credit 04)	<b>OR</b> VMS-506-MJE(B): Political Communication (T) (Credit 02)				
			VMS-503-MRM : Audio Visual Production (T) (Credit 02)	VMS-507-MJE(A): Video Camera Practices (P)(Credit 02)				
			VMS- 504-MRM: Creative Writing (P)(Credit 02)	<b>OR</b> VMS-507-MJE(B): News Reporting and Editing Practices (P)(Credit 02)				
			VMS-505- MRM: Digital Photography and Editing (P)(Credit 02)					
		Sem-II	VMS -551- MRM: Media, Society and Cultural Studies (T) (Credit 04)	VMS-556-MJE(A): Writing for Screen (T) (Credit 02)	VMS-558-OJT: On Job Training ( relevant to the major course)	--	22	
			VMS-552- MRM: Advertising (T) (Credit 04)	<b>OR</b> VMS-556-MJE(B): Multimedia Journalism (T) (Credit 02)				
			VMS-553-MRM: Digital Media Studies (T) (Credit 02)	VMS-557-MJE(A): Mobile Production Practices (P)(Credit 02)				
			VMS- 554-MRM: Studio Production Practices (P)(Credit 02)	<b>OR</b> VMS-557-MJE(B): Digital Media Production (P)(Credit 02)				
			VMS-555- MRM: Video Editing Practices (P)(Credit 02)					
<b>Cum. Cr.</b>			<b>28</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>-</b>	<b>44</b>

Course Structure for F.Y.M.Voc. Media Studies -2026 Pattern

Sem.	Course Type	Course Code	Course Title	Theory/ Practical	No of Credits
I	Major (Mandatory)	VMS -501- MRM	Media Studies	Theory	4
		VMS-502- MRM	Journalism	Theory	4
		VMS-503-MRM	Audio Visual Production	Theory	2
		VMS- 504-MRM	Creative Writing	Practical	2
		VMS-505- MRM	Digital Photography and Editing	Practical	2
	Major ( Elective)	VMS-506-MJE(A)	Film Studies	Theory ( Any One)	2
		VMS-506-MJE(B)	Political Communication		
		VMS-507-MJE(A)	Video Camera Practices	Practical ( Any One)	2
		VMS-507-MJE(B)	News Reporting and Editing Practices		
	Research Methodology	VMS-508-RM	Media Research	Theory	4
<b>Total Credits Semester- I</b>					<b>22</b>
II	Major (Mandatory)	VMS -551- MRM	Media, Society and Cultural Studies	Theory	4
		VMS-552- MRM	Advertising	Theory	4
		VMS-553-MRM	Digital Media Studies	Theory	2
		VMS- 554-MRM	Studio Production Practices	Practical	2
		VMS-555- MRM	Video Editing Practices	Practical	2
	Major ( Elective)	VMS-556-MJE(A)	Writing for Screen	Theory ( Any One)	2
		VMS-556-MJE(B)	Multimedia Journalism		
		VMS-557-MJE(A)	Mobile Production Practices	Practical ( Any One)	2
		VMS-557-MJE(B)	Digital Media Production		
		On Job Training (OJT)	VMS-558-OJT	On Job Training ( relevant to the major course)	Practical
<b>Total Credits Semester- II</b>					<b>22</b>
<b>Cumulative Credits Semester I and II</b>					<b>22+22=44</b>

## CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2023 Pattern)

<b>Name of the Programme</b>	: M.Voc-M.S
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc.-M.S
<b>Semester</b>	: I
<b>Course Type</b>	: Major Mandatory (Theory)
<b>Course Code</b>	: VMS-501-MRM
<b>Course Title</b>	: Media Studies
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 60

### Course Objectives:

1. Understand the Foundations of Communication
2. Comprehend the Process of Communication
3. Explore Diverse Forms and Methods of Communication
4. Examine the Role of Media in Society
5. Analyze the Connection Between Media and Development
6. Examine Media as a Social Institution
7. Explore Communication Theories

### Course Outcomes:

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

- CO1.** Students will be able to articulate the significance of effective communication and its impact on various aspects of human interaction.
- CO2.** Students will be able to analyze and describe each element in the communication process, identifying how they contribute to successful or unsuccessful communication.
- CO3.** Students will be able to differentiate between different communication forms and methods, selecting appropriate ones for specific contexts.
- CO4.** Students will gain insights into the multifaceted functions of media, understanding its impact on individuals, communities, and democratic processes.
- CO5.** Students will be able to critically analyze and discuss the impact of media on development, identifying key communication strategies and issues.
- CO6.** Students will gain a nuanced understanding of media's place in society, recognizing its responsibilities, functions, and influence.
- CO7.** Students will be able to apply communication theories to analyze media texts, incorporating perspectives from Indian philosophy and normative theories of the press

## Topics and Learning Points

### Teaching hours

#### **UNIT 1: Basics of Communication**

**8**

- 1.1 Communication and its Importance
- 1.2 Effects of Communication
- 1.3 Elements in the Process of Communication (Input, sender, channel, Noise, Receiver, output)
- 1.4 Forms and Method of Communication

#### **Unit 2: Types and Forms of Communication**

**10**

- 2.1 Types on the Basis of Number of Participants
- 2.2 Types on the Basis of Medium
- 2.3 Types on the Basis of Purpose
- 2.4 Forms of Communication-Verbal/Non Verbal, Visual/ Olfactory

#### **UNIT 3: Role of Media in Human Society**

**10**

- 3.1 Role of Media in our Life
- 3.2 Evolution and Development
- 3.3 Mass communication and Media
- 3.4 Role of Media in a Democracy

#### **UNIT 4: Media and Development**

**10**

- 4.1 Understanding the Role of Media in Development
- 4.2 Development Communication Initiatives in India
- 4.3 Writing on Development Issues
- 3.4 Citizen Journalism

#### **UNIT 5: Media as Social Institute**

**10**

- 5.1 Media as Public Sphere
- 5.2 Media as Public Service
- 5.3 Media and Civil Society
- 5.4 Media and Government

#### **UNIT 6: Communication Theories**

**12**

- 6.1 Definition, Elements, Process and Scope of Communication
- 6.2 Indian Philosophy of Communication: Sadharanikaran, Sahridaya, Natya Shastra
- 6.3 Normative Theories of Press
- 6.4 Understanding Media as Text: Signs and Codes in Media

### References:

1. Malhan P.V. Communication Media Yesterday, Today & Tomorrow, Publication Div, New Delhi, 1985
2. Kumar Keval J, Mass Communication in India, Jayco, 2001.
3. McLuhan Marshall understanding Media Rutledge & Kegan Paul, 1964.
4. Schramm Wilbur, the Process and effects of Mass Communication, Uty&Illinois, 1965.
5. Dr.PawarSudhakar, Sanvad Shastra, MansammanPrakashan, Pune
6. McQuail, D. 2010. McQuail's Mass Communication Theory. 6th Edition. London: Sage. Baran, S.J.
7. Adhikari N., Theory and Practice of Communication – Bharat Muni, MakhanlalChaturvedi
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14. Understanding Media Convergence: The State of the Field. United Kingdom: Oxford University Press Silverblatt, A, Yadav, Anubhuti&Kundu, V. (2022). Media Literacy: Keys to Interpreting Media Messages (Indian Edition)

Choice Based Credit System Syllabus (2023 Pattern)  
(As Per NEP 2020)

**Mapping of Program Outcomes with Course Outcomes**

**Class:**F.Y.M.Voc (Sem-I)

**Subject:** Media studies MS

**Course:** Media Studies

**Course Code:** MS-501-MJM

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

**Justification of mapping**

**PSO1. Disciplinary Knowledge:**

Relevance to COs: This PSO aligns with COs 2, 4, and 7. Understanding disciplinary knowledge is crucial in analyzing and describing elements in the communication process, gaining insights into the multifaceted functions of media, and applying communication theories to analyze media texts.

**PSO2. Critical Thinking and Problem-solving:**

Relevance to COs: This PSO aligns with COs 2, 4, and 7. Critical thinking is essential in analyzing communication processes, evaluating media impact on development, and applying communication theories to analyze media texts effectively.

**PSO3. Social Competence:**

Relevance to COs: This PSO aligns with COs 1, 3, 5, and 6. Effective communication is a manifestation of social competence, encompassing the ability to communicate thoughts and ideas effectively, build interactive skills, and understand media's responsibilities and influence in society.

**PSO4. Research-Related Skills:**

Relevance to COs: This PSO aligns with COs 2, 4, and 7. Research skills are crucial in analyzing communication processes, planning and executing experiments, and applying communication theories with a nuanced understanding of media's place in society.

**PSO5. Personal and Professional Competence:**

Relevance to COs: This PSO aligns with COs 1, 3, and 6. Personal and professional competence involves effective communication, cooperation in team activities, and commitment to professional ethics, all of which are reflected in the course outcomes.

**PSO6. Effective Citizenship and Ethics:**

Relevance to COs: This PSO aligns with COs 1 and 6. Effective citizenship and ethical considerations are integral to understanding media's impact on development, acting with awareness of moral and ethical issues, and committing to professional ethics and responsibility.

**PSO7. Environment and Sustainability**

Relevance to COs: This PSO aligns with CO 5. Understanding the impact of scientific solutions in societal and environmental contexts is critical in analyzing the impact of media on development and recognizing the need for sustainable development.

**PSO8. Self-directed and Lifelong Learning:**

Relevance to COs: This PSO aligns with CO 7. Acquiring the ability to engage in independent and lifelong learning is essential for staying updated in the ever-evolving field of media and communication.

**PSO9. Trans-disciplinary Research Competence:**

Relevance to COs: This PSO aligns with CO 4. Trans-disciplinary research competence involves creating new conceptual innovations and addressing common problems beyond discipline-specific approaches, which is aligned with applying communication theories from various perspectives.

## CBCS Syllabus as per NEP 2020 for F.Y. M.Voc. Media Studies (2026 Pattern)

<b>Name of the Programme</b>	: M.Voc-M.S
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc.-M.S
<b>Semester</b>	: I
<b>Course Type</b>	: Major Mandatory (Theory)
<b>Course Code</b>	: VMS-502-MRM
<b>Course Title</b>	: Journalism
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 60

### Course Objectives:

1. Grasp the historical origins and growth of the press in India, from its advent to its contemporary development.
2. Comprehend the core concepts, dimensions, and functions of journalism, and critically analyze the nature of different media platforms.
3. Explore the role, responsibilities, and challenges of journalists in the Indian context, focusing on objectivity, fairness, and ethical conduct.
4. Examine the contemporary Indian press, including leading newspapers, journalists, and the influence of vernacular language publications.
5. Understand the role and importance of news agencies like Reuters, AP, UNI, etc., and their functioning methods.
6. Gain knowledge of the Indian Constitution, press laws, and their impact on journalistic practices, including parliamentary privileges and contempt of court.
7. Analyze the role of media in a democracy, its responsibilities to society, and engage in contemporary debates and issues related to media ethics and journalism education.

### Course Outcomes:

- CO1.** Students will be able to briefly trace the historical progression of the press in India and evaluate its contribution to social awakening and the freedom movement.
- CO2.** Students will be able to define and explain key concepts of journalism, analyze the nature of print, electronic, and online media, and interpret their content critically.
- CO3.** Students will be able to discuss the role, responsibilities, and challenges of journalists in India, assess their adherence to objectivity and fairness, and identify potential career paths.
- CO4.** Students will be able to critically analyze the contemporary Indian press landscape, including prominent newspapers, journalists, and the significance of the vernacular press.
- CO5.** Students will be able to explain the role and functioning of major news agencies in India and globally, including their impact on newsgathering and dissemination.
- CO6.** Students will be able to analyze the main features of the Indian Constitution and press laws, evaluate their impact on journalistic practices, and identify relevant regulations like parliamentary privileges and contempt of court.
- CO7.** Students will be able to critically analyze the role of media in a democracy, identify its responsibilities towards society, engage in discussions about contemporary media debates and issues, and apply ethical principles to journalistic practice.

**UNIT 1: Journalism (10)**

- 1.1 Concept, objective and functions of journalism.
- 1.2 Role of journalism in society, journalism and democracy, concept of fourth estate.
- 1.3 Different types of journalism: Citizen journalism, watchdog journalism, alternative journalism, investigative journalism, development journalism.
- 1.4 Journalism as a profession: role and responsibilities and challenges.
- 1.5 Journalism in changing times: as a mission, profession and business, future of journalism.

**UNIT 2: Evolution of News Media and Journalism (10)**

- 2.1 History and development of news media.
- 2.2 Evolution of Print, radio, electronic media
- 2.3 Evolution of new media.
- 2.4 New media to social media
- 2.5 Reporting, Editing and feature writing

**UNIT 3: Evolution of newspapers in India (10)**

- 3.1: Pre independence vernacular newspapers
- 3.2 Growth of newspapers in India after 1947
- 3.3 Evolution and growth of News agencies: national and international
- 3.4 Indian editors, important newspaper groups in India.

**UNIT 4: Critical approach of journalism (10)**

- 4.1 Four theories of press
- 4.2 Gate keeping practices
- 4.3 Political economy of media
- 4.4 Fake News: Issues, Challenges

**UNIT-5 Media Organizations and Professional bodies(10)**

- 5.1 Press Council of India
- 5.2 International Bodies: IPI, UNESCO
- 5.3 Broadcast Regulatory bodies and TRAI, BRAI , IBF,
- 5.4 Media Associations and Organizations: INS, Editors Guild, IFWJ, NUJ (I), IJU, NBA, BEA, etc.

**UNIT6 : Media Laws, Ethics and Regulations (10)**

- 6.1 Indian Constitution: Fundamental Rights, Freedom of Speech and Expression: Article 19 (I) (a) and 19 (2) Fundamental Duties.
- 6.2 IPR and Copyright Act 1957
- 6.3 Contempt of Court 1971
- 6.4 Defamation: Libel, Slander, Sedition and Inflammatory writings
- 6.5 Bharatiya Nyaya Sanhita, 2023 (BNS and, BharatiyaNagarik Suraksha Sanhita, 2023 (BNSS)
- 6.6 Cyber Laws: IT Act 2000 and amendments 2008
- 6.7 Information Technology (Intermediary Guidelines and Digital Media Ethics Codes) Rules, 2021

**References:**

- 1. **Mass Communication In India: Keval Kumar (2011). Jaico Publication**
- 2. **Broadcast journalism: Techniques of radio and TV news: Boyd, A. (2001).FocalPress.**

3. Writing Feature Stories: Matthew Ricketson (2004): Allen &UnwinWhite, R. (1990).
4. TV news: Building a career in broadcast journalism. Boston: FocalPress.
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9. Law of the Press, Basu, D. D. (2006) Prentice Hall, New Delhi.
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## Choice Based Credit System Syllabus (2026 Pattern)

(As Per NEP 2020)

### Mapping of Program Outcomes with Course Outcomes

**Class:**F.Y.M.Voc (SEM-I)

**Subject:** Media studies MS

**Course:**Journalism

**Course Code:** VMS-502-MRM

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

#### Mapping of Program Outcomes (POs) with Course Outcomes (COs)

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	1	1	3						
CO2	2	2		3					
CO3		2		1					
CO4	2	2		2		2			
CO5		1				2			
CO6		1		2	2				
CO7	1	2		2		2			

#### Justification of Mapping

##### **PO1: Disciplinary Knowledge**

This PSO aligns with **COs 2, 4, and 7** as understanding media theories, roles, and functions is essential for analyzing media content and its role in democracy.

##### **PO2: Critical Thinking and Problem Solving**

This PSO is linked to **COs 2, 4, and 7**, which require critical thinking in understanding media impact and applying communication theories to contemporary issues.

##### **PO3: Social Competence**

This PSO is connected to **COs 1, 3, 5, and 6**, which involve building communication skills and understanding media's role in society.

**PO4: Research-Related Skills**

This PSO aligns with **COs 2, 4, and 7**, emphasizing the research skills necessary for evaluating communication processes, media theories, and societal impacts.

**PO5: Personal and Professional Competence**

Related to **COs 1, 3, and 6**, as effective communication and professional ethics are key components of media studies.

**PO6: Effective Citizenship and Ethics**

Tied to **COs 1 and 6**, as ethical journalism is crucial for understanding media's societal role and its impact on democracy.

**PO7: Environment and Sustainability**

Linked to **CO5**, understanding the environmental and societal impacts of media and the role of sustainable development in media practices.

**PO8: Self-directed and Lifelong Learning**

Aligned with **CO7**, which emphasizes the need for lifelong learning to stay updated in the ever-evolving media landscape.

**PO9: Trans-disciplinary Research Competence**

Connected to **CO4**, as applying interdisciplinary research and innovative approaches is essential to understanding media from various perspectives

## CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2026 Pattern)

<b>Name of the Programme</b>	: M.Voc. Media Studies
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc. Media Studies
<b>Semester</b>	: I
<b>Course Type</b>	:Major Mandatory
<b>Course Code</b>	:VMS-503-MRM
<b>Course Title</b>	:Audio Visual Production
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

### Course Objectives:

1. Understand the fundamental elements and historical evolution of moving images.
2. Explore the synergy between image and sound, delving into the physics and cultural elements of sound.
3. Develop proficiency in visual composition by exploring shot composition, scene and sequence design.
4. Master the grammar and genres of screen production, including camera angles.
5. Navigate the production process from ideation to screen by evaluating feasibility, conducting research.
6. Understand the roles of creative and technical personnel in the production process.
7. Gain proficiency in production equipment and technology, including camera types and functions, lighting, sound, and editing equipment.

### Course Outcomes:

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

- CO1. Demonstrate knowledge of the key elements and technical aspects of moving images through analytical comparisons and historical context.
- CO2. Apply an in-depth understanding of sound physics and cultural elements to effectively synchronize and integrate audio-visual components.
- CO3. Demonstrate adept visual storytelling skills through the application of shot composition, scene design, and narrative techniques in visual mediums.
- CO4. Exhibit proficiency in utilizing various camera angles, ensuring continuity, and employing transitions to effectively convey narrative and genre conventions in screen productions.
- CO5. Demonstrate the ability to contribute to the entire production process, from idea generation to post-production, incorporating effective planning and execution.
- CO6. Display competency in working collaboratively within a production team, understanding the roles of various creative and technical personnel, and managing production processes effectively.
- CO7. Demonstrate the ability to operate and choose appropriate production equipment, applying technical knowledge to enhance the visual and auditory quality of screen productions.

## Topics and Learning Points

### Teaching hours

#### **UNIT 1: Moving Image Dynamics**

6

- 1.1 Still and Moving Image Comparison
- 1.2 Elements of Moving Image
- 1.3 A brief history of moving image: Still to Video
- 1.4 Camera: Analog to Digital

#### **UNIT 2: Image and Sound Combination**

6

- 2.1 Basic Physics of Sound
- 2.2 Cultural Elements of Sound
- 2.3 Image and Sound Synchronization
- 2.4 Technical Aspects of Audio-Visual Combination

#### **UNIT3: Production Process I- From Idea to Screen**

6

- 3.1 Idea: Feasibility and Research
- 3.2 Pre-production: Script Development,
- 3.3 Production planning Production Work
- 3.4 Postproduction Process

#### **UNIT4: Production Process II- People and Work**

6

- 4.1 Creative Personnel- Director, Script Writer
- 4.2 Technical Personnel- Camera, Lights, Makeup, Choreographer, Sound Recordist, Music
- 4.3 Director, Graphic Designer, Editor Teamwork
- 4.4 Elements of Production Management

#### **UNIT5: Visual Composition**

6

- 5.1 Elements of Shot Composition
- 5.2 Scene and Sequences
- 5.3 Elements of Writing for Visual medium
- 5.4 Time and Space Dimensions

### References:

- Williams, Raymond. (2002) The Technology and the Society. The Anthropology of Media, a Reader, Ed. Askew Kelly and Richard R. Wilk. Blackwell Publishers.
- Chakravarti, Uma (2006) Everyday Lives, Everyday Histories, beyond the kings and Brahmanas of Ancient India. Tulika Books, New Delhi.
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## Choice Based Credit System Syllabus (2026 Pattern)

(As Per NEP 2020)

### Mapping of Program Outcomes with Course Outcomes

Class: FY.M.Voc.MS (Sem-I)

Subject: Media Studies

Course: Audio Visual Production

Course Code: VMS-503-MRM

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

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

#### Justification for the mapping

##### **PO1: Disciplinary Knowledge:**

**CO1:** Demonstrate knowledge of key elements and technical aspects of moving images aligns with the need for comprehensive knowledge in the chosen discipline of moving image dynamics. This involves understanding the theoretical and practical aspects of the field.

##### **PO2: Critical Thinking and Problem Solving:**

**CO2:** Applying an in-depth understanding of sound physics and cultural elements to synchronize audio-visual components requires critical design thinking. Choosing appropriate camera angles, transitions, and continuity in screen productions involve predicting creative solutions and evaluating the most suitable options for design problems.

##### **PO3: Social Competence:**

**CO3:** Adept visual storytelling and effective communication through writing and oral presentations reflect the ability to exhibit thoughts and ideas effectively. It aligns with building effective interactive and presenting skills to meet global competencies.

##### **PO4: Research-Related Skills:**

**CO4:** Demonstrate knowledge of moving image dynamics through analytical comparisons and historical context reflects research-related skills. This involves a sense of inquiry, planning, execution, and reporting of results, aligning with the ability to ask relevant questions and employ knowledge for research in the chosen field.

**PO5: Personal and Professional Competence:**

**CO5:** Contributing to the entire production process, from idea generation to post-production, demonstrates personal and professional competence. It involves performing independently, participating in team activities, and improving personal and team performance levels.

**PO6: Effective Citizenship and Ethics:**

**CO6:** Demonstrating empathy in visual storytelling and commitment to professional ethics in production management aligns with effective citizenship and ethics. It involves acting with an informed awareness of moral and ethical issues.

**PO7: Environment and Sustainability:**

**CO7:** Understanding the impact of scientific solutions on societal and environmental contexts aligns with the knowledge of and need for sustainable development. Applying technical knowledge to enhance the visual and auditory quality sustainably relates to the environmental and sustainability aspects.

**PO8: Self-directed and Life-long Learning:**

**CO8:** The ability to contribute to the entire production process and operate production equipment reflects engagement in independent and life-long learning. It involves adapting to socio-technological changes, aligning with the broader context of socio-technological changes.

**PO9: Trans-disciplinary Research Competence:**

**CO9:** Creating new conceptual, theoretical, and methodological innovations in visual storytelling and production management transcends beyond discipline-specific approaches. It aligns with trans-disciplinary research competence, addressing common problems in a holistic manner.

## CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2026 Pattern)

<b>Name of the Programme</b>	: M.Voc.MS
<b>Programme Code</b>	: PVMS
<b>Class</b>	: F.Y M.Voc MS
<b>Semester</b>	: 1
<b>Course Type</b>	: Major Mandatory (Practical)
<b>Course Code</b>	: VMS-503-MRM
<b>Course Title</b>	: Creative Writing
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 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

	<b>Teaching Hours</b>
<b>UNIT 1: Fundamentals of Writing</b>	<b>: 10</b>
1.1 The Blank Page and Overcoming Fear of Writing	
1.2 Three 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	
<b>UNIT 2: Identifying Writing in Audio-Visual Content</b>	<b>15</b>
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**

15

- 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: Fiction and Nonfiction Writing**

20

- 4.1 Writing for Television: Fiction vs Nonfiction
- 4.2 Writing for Advertising: Print vs TVC
- 4.3 Writing on the Internet: Blogs, Marketing Content, Social Media
- 4.4 Writing for Streaming Services: The Webseries

**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 (2026 Pattern)

**(As Per NEP 2020)****Mapping of Program Outcomes with Course Outcomes**

Class: FY M.Voc (Sem I)

Subject: Media Studies

Course: Creative Writing

Course Code: VMS-503-MRM

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

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

**Justification for the mapping**

PO1: Disciplinary Knowledge: Writing is a fundamental skill across various disciplines. This outcome ensures students have a comprehensive understanding of different writing styles and genres beyond journalism.

CO1: Introduce the students to writing other than journalism.

PO2: Critical Thinking and Problem Solving: Understanding the development of drama and emotions requires critical thinking skills to analyze and interpret narratives effectively.

CO2: Understand the development of drama and emotions in stories.

PO3: Social Competence: Knowledge of audio-visual content is crucial for effective communication in various social and professional settings.

CO3: Know the scope of various audio-visual contents.

PO4: Research-Related Skills: Understanding the basic elements involves research into effective audio-visual communication strategies and techniques.

CO4: Know the basic elements of audio-visual content writing

PO9: Trans-disciplinary Research Competence: Different writing genres often cut across disciplines. This outcome encourages students to create innovative and trans-disciplinary approaches to writing.

CO5: Understand the various types of genres in writing.

PO6: Effective Citizenship and Ethics: Fictional stories often carry moral and ethical themes. This outcome ensures students can engage with stories that contribute to ethical and moral understanding.

CO6: Understand fictional stories.

PO8: Self-directed and Life-long Learning: Video production involves various technical skills that require continuous learning. This outcome encourages students to engage in life-long learning to keep up with evolving technologies.

CO7: Lead students to the world of video-production contents.

### **CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2026 Pattern)**

<b>Name of the Programme</b>	: M.Voc. Media Studies
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc. Media Studies
<b>Semester</b>	: I
<b>Course Type</b>	: Major Mandatory (Practical)
<b>Course Code</b>	: VMS-505-MRM
<b>Course Title</b>	: Digital Photography and editing
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 60

#### **Course Objectives:**

1. Understand DSLR Camera Controls and Handling:
2. Master the Aesthetics of Photography:
3. Explore Various Types of Photography:
4. Develop Proficiency in Photoshop:
5. Apply Photography Skills to Tell Compelling Photo Stories:
6. Integrate Technical and Creative Aspects of Photography:
7. Demonstrate Effective Presentation Skills:

#### **Course Outcomes:**

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

- CO1.** Students will be able to proficiently operate DSLR cameras in both Auto and Manual modes, demonstrating control over exposure settings.
- CO2.** Students will be able to apply composition rules, manipulate depth of field, and effectively use lighting to enhance the aesthetic quality of their photographs.
- CO3.** Students will gain the ability to identify and specialize in specific types of photography, demonstrating a diverse range of skills and creative expressions.
- CO4.** Students will be proficient in using Photoshop for photo editing, enabling them to enhance and manipulate images effectively.
- CO5.** Students will be able to conceptualize, capture, and present photo stories effectively, demonstrating a keen understanding of visual storytelling techniques.
- CO6.** Students will demonstrate an integrated approach to photography, showcasing a balance between technical precision and creative expression.
- CO7.** Students will develop effective presentation skills, enabling them to showcase their photographs in a coherent and compelling manner, considering the context and audience.

**Topics and Learning Points**

	<b>Teaching hours</b>
<b>UNIT 1: DSLR camera controls and handling</b>	<b>10</b>
1.1 Camera introduction	
1.2 Auto mode and Manual mode	
1.3 Exposure	
1.4 ISO, Shutter Speed, Aperture	
<b>UNIT 2: Aesthetic of photography</b>	<b>10</b>
2.1 Composition Rules, Framing	
2.2 Depth of field	
2.3 Foreground, background	
2.4 Photography with lighting	
<b>UNIT3: Types of photography</b>	<b>10</b>
3.1 Portrait and Landscape Photography	
3.2 Nature Photography	
3.3 Black and White Photography	
3.4 Documentary Photography	
<b>UNIT4: Photoshop</b>	<b>10</b>
4.1 Software introduction	
4.2 Understanding and use of tools	

4.3 Editing, effects, Colure correction, masking etc

4.4 Exporting, Presentation

## UNIT 5: Photography for Photo stories

20

5.1 Developmental Story

5.2 Environmental Story

5.3 Human stories

5.4 Social Story

### References:

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

### Choice Based Credit System Syllabus (As Per NEP 2020)

#### Mapping of Program Outcomes with Course Outcomes

**Class:** FY.M.Voc.MS (Sem-I)

**Subject:**Media Studies

**Course:**Digital Photography and editing

**Course Code:**VMS-505-MRM

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

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

#### Justification for the mapping

##### PSO1 - Disciplinary Knowledge:

CO1: Proficiently operating DSLR cameras in both Auto and Manual modes requires a comprehensive understanding of the technical aspects of photography, aligning with the need for strong theoretical and practical knowledge in the chosen discipline.

##### PSO2 - Critical Thinking and Problem Solving:

CO2: Applying composition rules, manipulating depth of field, and using lighting creatively necessitate critical design thinking. Evaluating and choosing the most appropriate options aligns with the skill of critical thinking and problem-solving.

**PSO3 - Social Competence:**

CO7: Developing effective presentation skills involves communicating thoughts and ideas effectively, using appropriate media. This aligns with the need for building effective interactive and presenting skills to meet global competencies.

**PSO4 - Research-Related Skills:**

CO4: Proficiency in using Photoshop for photo editing and manipulation aligns with research-related skills, demonstrating the ability to plan, execute, and report the results of an experiment.

**PSO5 - Personal and Professional Competence:**

CO6: Conceptualizing, capturing, and presenting photo stories effectively requires both independent performance and participation in team activities. This aligns with the need for personal and professional competence, demonstrating cooperation and commitment.

**PSO6 - Effective Citizenship and Ethics:**

CO3: Developing presentation skills in a coherent and compelling manner considers the ethical aspects of visual storytelling. This aligns with the need for an informed awareness of moral and ethical issues and a commitment to professional ethics and responsibility.

**PSO7 - Environment and Sustainability:**

CO5: Understanding the impact of scientific solutions in societal and environmental contexts aligns with the broader context of presenting photographs. It demonstrates knowledge of and the need for sustainable development in the field of photography.

**PSO8 - Self-directed and Life-long Learning:**

CO3: Acquiring the ability to proficiently operate DSLR cameras, apply composition rules, use Photoshop, and present effectively requires engagement in independent and life-long learning in the context of socio-technological changes.

**PSO9 - Trans-disciplinary Research Competence:**

CO3: Developing effective presentation skills involves transcending discipline-specific approaches. Creating conceptual and theoretical innovations in photography aligns with trans-disciplinary research competence.

**CBCS Syllabus as per NEP 2020 for M.Voc-MS. (2026 Pattern)**

<b>Name of the Programme</b>	: M.Voc.MS
<b>Programme Code</b>	: PVMS
<b>Class</b>	: F.Y M.Voc MS
<b>Semester</b>	: 1
<b>Course Type</b>	: Major Elective
<b>Course Code</b>	: VMS-506-MJE (A)
<b>Course Title</b>	: Film Studies
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 30

**Course Objectives:**

1. To explore the historical development and evolution of cinema as an art form and cultural phenomenon.
2. To analyze various cinematic techniques, styles, and genres employed in film production.

3. To examine the societal, political, and cultural influences on cinema and its impact on audience perceptions and ideologies.
4. To develop critical thinking skills and the ability to articulate informed interpretations of films.
5. To describe the concept of the moving images and visual communication.
6. To discuss the characteristics of visual language and its elements.
7. To identify the genres, forms, and aesthetics of cinema.

### Course Outcomes:

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

- CO1.** Accurately describe the concept of the moving images and visual communication.
- CO2.** Comprehensive knowledge on the evolution, origin and history of cinema.
- CO3.** Discuss the characteristics of visual language and its elements. Identify and explore the genres, forms, and aesthetics of cinema
- CO4.** Students will demonstrate a comprehensive understanding of the history of cinema, including key movements, developments, and influential filmmakers.
- CO5.** Students will be able to analyze and critique films using appropriate terminology and theoretical frameworks, identifying cinematic techniques and their artistic and narrative functions.
- CO6.** Students will gain insights into the socio-cultural contexts in which films are produced and consumed, and will be able to assess the ways in which cinema reflects and shapes societal values, norms, and ideologies.
- CO7.** Students will develop the ability to engage in thoughtful discussions and written analyses of films, demonstrating critical thinking skills and the capacity to formulate and defend their interpretations based on evidence from the films studied and relevant scholarly sources.

### Topics and Learning Points

	<b>Teaching Hours</b>
<b>UNIT 1: Origin and History of Cinema</b>	<b>5</b>
1.1 The beginning and the experiments.	
1.2 Lumiere Brothers, Thomas Edison, Georges Méliès, Edwin S. Porter. W. K. L. Dickson, David W. Griffith and Charlie Chaplin	
1.3 Development of cinema	
1.4 Silent cinema - The birth of the Talkies	
<b>UNIT 2: Visual Language and Elements</b>	<b>7</b>
2.1 Film Visual Language – Shot, Scene, Sequence	
2.2 Continuity, Editing, Montage	
2.3 Use of Color, Structure, Theme and Sound	
2.4 Plot, Character, Emotional Effect or Mood (Auteur Films: In the Mood for Love (2000) Dir Wong Kar Wai (Hongkong)	
<b>UNIT 3: Film Aesthetics</b>	<b>8</b>
3.1 Story & Screenplay (Narrative Study: Parasite (2019)Dir Bong Joon-ho)	
3.2 Direction, cinematography, Editing	
3.3 Acting,, analysis, dramatic structure (Super 30 (2019) Dir VikasBahl) (Kahani (2012) Sujoy Ghosh)	

### 3.4 Review writing

#### UNIT 4: Film Genre, Form and Style

10

- 4.1 Different genres: Action, adventure, comedy  
(Postmodern Perspective: Pulp Fiction (1994) Dir Quentin Tarantino)  
(Psychoanalytical Perspective: Black Swan (2010) Dir Darren Aronofsky)
- 4.2 Drama, epic/historical Horror, Sci-fi, war etc  
(The Dark Knight (2008) Dir Christopher Nolan)
- 4.3 Film Form and Style: German Expressionism, Film Noir
- 4.4 Italian Neo-realism, French New Wave

#### References:

1. The Last Lear 2007 Dir Rituparno Ghosh (Bengali queer auteur director).
2. 15 Park Avenue (2005) Dir Aparna Sen
3. Gendered Perspective : The Day I Became a Woman (2000) Dir Marzieh Meshkini (Iranian)
4. Nude (2018) Dir Ravi Jadhav
5. Disability Studies: Margarita with a Straw (2014) Dir Shonali Bose,
6. Yellow (2014) Dir Mahesh Limaye
7. Spirited Away (2001) (anime) Dir Hayao Miyazaki
8. Drishyam (2015) Nishikant Kamat

### Choice Based Credit System Syllabus (2026 Pattern)

(As Per NEP 2020)

#### Mapping of Program Outcomes with Course Outcomes

Class: FY M. Voc (Sem I)

Subject: Media Studies

Course: Film Studies

Course Code: VMS-506-MJE (A)

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

Programme Outcomes (POs)									
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2							
CO 2	3			2					
CO 3	3	2		1					
CO 4	3			2					
CO 5		3		2		1			
CO 6			3			2	1		
CO 7		3	1	2				2	

#### Justification for the mapping

CO1. Accurately describe the concept of moving images and visual communication. (PO1, PO2)

Justification: This course outcome aligns with PO1 as it requires students to demonstrate comprehensive knowledge of visual communication, which is a fundamental aspect of media studies. Additionally,

understanding the concept of moving images and visual communication contributes to critical thinking skills (PO2) by enabling students to analyze and interpret visual content effectively.

CO2. Comprehensive knowledge of the evolution, origin, and history of cinema. (PO1, PO4)

Justification: This outcome directly relates to PO1 as it requires students to demonstrate comprehensive knowledge of cinema, a discipline within media studies. Understanding the evolution, origin, and history of cinema contributes to disciplinary knowledge. Moreover, knowledge of cinema history is essential for conducting research related to media studies, thus connecting with PO4.

CO3. Discuss the characteristics of visual language and its elements. Identify and explore the genres, forms, and aesthetics of cinema. (PO1, PO2, PO4)

Justification: This outcome aligns with PO1 by requiring students to discuss the characteristics of visual language, contributing to their disciplinary knowledge in media studies. Additionally, analyzing genres, forms, and aesthetics of cinema requires critical thinking skills (PO2) to evaluate and interpret visual content effectively. Furthermore, this outcome connects with PO4 as it involves exploring various aspects of cinema, which may require research skills to understand historical contexts, cultural influences, and artistic movements.

CO4. Students will demonstrate a comprehensive understanding of the history of cinema, including key movements, developments, and influential filmmakers. (PO1, PO4)

Justification: This outcome directly relates to PO1 by emphasizing the importance of comprehensive knowledge of cinema history, contributing to disciplinary knowledge in media studies. Additionally, understanding key movements, developments, and influential filmmakers requires research-related skills (PO4) to explore historical contexts, analyze filmography, and evaluate cinematic contributions.

CO5. Students will be able to analyze and critique films using appropriate terminology and theoretical frameworks, identifying cinematic techniques and their artistic and narrative functions. (PO2, PO4, PO6)

Justification: This outcome aligns with PO2 as it requires students to apply critical thinking skills to analyze and critique films effectively. Furthermore, analyzing films using theoretical frameworks connects with PO4 as it involves research-related skills to understand and apply relevant theories in media studies. Additionally, critiquing films from socio-cultural perspectives contributes to effective citizenship and ethics (PO6) by fostering awareness of societal values and ethical considerations in media representation.

CO6. Students will gain insights into the socio-cultural contexts in which films are produced and consumed and will be able to assess the ways in which cinema reflects and shapes societal values, norms, and ideologies. (PO3, PO6, PO7)

Justification: This outcome aligns with PO3 as it requires students to communicate effectively about socio-cultural contexts in which films are produced and consumed, developing social competence. Additionally, understanding how cinema reflects and shapes societal values connects with effective citizenship and ethics (PO6) by fostering awareness of cultural influences and ethical considerations in media representation. Moreover, gaining insights into socio-cultural contexts contributes to understanding the impact of scientific solutions in societal and environmental contexts, aligning with PO7.

CO7. Students will develop the ability to engage in thoughtful discussions and written analyses of films, demonstrating critical thinking skills and the capacity to formulate and defend their interpretations based on evidence from the films studied and relevant scholarly sources. (PO2, PO3, PO4, PO8)

Justification: This outcome aligns with PO2 by requiring students to engage in critical thinking skills to analyze and defend their interpretations of films effectively. Additionally, participating in discussions and written analyses connects with social competence (PO3) by developing communication skills. Furthermore, formulating interpretations based on evidence from films and scholarly sources involves research-related skills (PO4) and self-directed and lifelong learning (PO8) by encouraging students to engage in independent research and continuous learning in media studies.

## CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2026 Pattern)

<b>Name of the Programme</b>	: M.Voc. Media Studies
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc. Media Studies
<b>Semester</b>	: I
<b>Course Type</b>	:Major elective (Theory)
<b>Course Code</b>	: VMS-506 –MJE (B)
<b>Course Title</b>	: Political Communication
<b>No. of Credits</b>	:02
<b>No. of Teaching Hours</b>	: 30

### Course Objectives:

- 1) Students should be able to explain the principles of democratic governance
- 2) Students should be able to recognize and analyze key features of the Indian political system.
- 3) Students should be able to analyze and compare different political ideologies and their impact on political processes
- 4) Students should be able to assess the influence of various factors on political developments
- 5) Students should be able to evaluate the importance of communication in political scenarios
- 6) Students should be able to develop and implement communication strategies tailored to specific political contexts.
- 7) Students should be able to understand the use of symbolism in political communication and apply it effectively

### Course Outcomes:

- CO1 Students will be able to comprehend the nature of politics in a democratic setup.
- CO2 Learners will gain an appreciation for the importance of communication in politics, develop skills in targeted and specific political communication.
- CO3 Students will be proficient in decoding the language of politics and political messages, selecting appropriate forms of content, and critically evaluating political news, views, and opinion pieces.
- CO4 Participants will be equipped to build and execute political campaigns, utilizing traditional and digital media effectively.
- CO5 Students will be able to evaluate the impact of various political campaigns in India.
- CO6 Learners will grasp the political economy of media, comprehend the role of media as an opinion maker, and utilize media for effective political communication.
- CO7 Students will be proficient in understanding and implementing political public relations strategies, including image management.

**Unit 1: Understanding Politics** **6**

- 1.1 Nature of politics expected in a democratic set-up;
- 1.2 Characteristics of Indian Politics;
- 1.3 Various political ideologies and their nature of politics
- 1.4 Important factors for Politics:

**Unit 2: Political Communication.** **6**

- 2.1 Importance of communication for politics;
- 2.2 Targeted and specific communication for politics;
- 2.3 Political symbolism
- 2.4 Communication the political image.

**Unit 3: Communicating Politics** **6**

- 3.1 Understanding the language of politics and political messages;
- 3.2 Selecting proper form of content; Political news, views and opinion pieces;
- 3.3 Events and media coverage;
- 3.4 Building a political campaign;
- 3.5 Social and digital media for political campaigning;

**Unit 4: Political Campaigns and Propaganda** **6**

- 4.1 Political advertisements
- 4.2 Various Political campaigns in India and their respective impacts;
- 4.3 Propaganda: characteristics, types and its use
- 4.4 Political PR and image management

**Unit 5: Media and Political Communication** **6**

- 5.1 Political economy of media;
- 5.2 Media as the opinion maker;
- 5.3 Use Media for Political Communication;
- 5.4 Media and politics in India:

**References:**

**Amale, R. (2020). Propaganda. Pune: ManovikasPrakashan.**

**Borate, Y. (2020).The Pagebook.Jalgaon: AtharvaPrakashan**

**Brants, K., & Voltmer, K. (Eds.).(2011). Political Communication in Postmodern Democracy.London:Palgrave Macmillan.**

**Chakrabarti, B., & Hazra, S. (2018). Winning the Mandate: The Indian Experience . New Delhi: Sage .**

**Chaturvedi, S. (2016). I Am A Troll. New Delhi: Juggernaut Books .**

Harvey, K. (Ed.). (2014). *Encyclopaedia of Social Media and Politics (Vol. 1)*. Los Angeles :SagePublications .

Lal, A. (2017). *India Social: How Social Media Is Leading The Charge And Changing The Country*. Gurugram: Hachette India.

Perloff, R. M. (2014). *The Dynamics of Political Communication- Media and Politics in a Digital Age* .New York: Routledge.

Prasad, K. (Ed.). (2003). *Political Communication: The Indian Experience*. Delhi: B. R. Publishing Corporation.

Sardesai, R. (2014). *2014 The Election That Changed India* . New Delhi: Penguin Books .

Sardesai, R. (2020). *2019 How Modi Won India* .Noida : Harper Collins Publishers .

**Has Media Become a Tool of Political Mobilisation?**

<https://www.youtube.com/watch?v=9erbnSuNEBw>

**Political Communication**

[https://www.youtube.com/playlist?list=PLQLmNVnDjUNHseD\\_w7qpIpvZvnj1LghNU](https://www.youtube.com/playlist?list=PLQLmNVnDjUNHseD_w7qpIpvZvnj1LghNU)

**Media & Politics**

[https://www.youtube.com/watch?v=FX3eSQjO4gA&list=PLlIbdaSzugusN2rSQy\\_YL-HjhNiP7kFa2](https://www.youtube.com/watch?v=FX3eSQjO4gA&list=PLlIbdaSzugusN2rSQy_YL-HjhNiP7kFa2)

**New Media and Political Communication**

<https://www.youtube.com/watch?v=v6l5OGuHqOY>

**How the Internet is Changing Politics | Vinay Nayak | TEDxKingsCollegeLondon**

<https://www.youtube.com/watch?v=BrvpD-5zwqk>

**How to Win an Election: Political Campaign**

<https://www.youtube.com/watch?v=d-X09-gbtyQ>

**Political campaigning in the digital age: Lucian Despoiu at TEDxBucharest**

<https://www.youtube.com/watch?v=sTgOUL0iYW8>

**How Social Media is Shaping Our Political Future | Victoria Bonney | TEDxDirigo**

<https://www.youtube.com/watch?v=9Kd99IIWJUw>

**The impact of social media in political debate | Mark Shephard | TEDxGlasgow**

<https://www.youtube.com/watch?v=I-YUVP7G524>

**Unboxing with Prashant Kishor | What it takes to plan, execute and win an election**

<https://www.youtube.com/watch?v=IldCA4JLehw>

Choice Based Credit System Syllabus (2026 Pattern)  
(As Per NEP 2020)

**Mapping of Program Outcomes with Course Outcomes**

**Class:**M.Voc- (Sem-I)

**Subject:**M.Voc-Media Studies

**Course:** Political Communication

**Course Code:** VMS-506-MJE(B)

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

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

**Justification for Mapping**

**PO1: Disciplinary Knowledge:CO1, CO2, CO3, CO6:** These COs directly contribute to PO1 by requiring students to understand the theoretical and practical aspects of political communication, media, and campaigns.

**PO2: Critical Thinking and Problem Solving:CO3, CO4, CO5:** These COs encourage critical thinking and problem-solving skills by requiring students to analyze political messages, evaluate campaign strategies, and assess their impact.

**PO3: Social Competence: CO2, CO3, CO6:** These COs develop communication skills through targeted political messages, decoding political language, and utilizing media effectively.

**PO4: Research-Related Skills: CO3, CO4, CO5:** Analyzing political news and critically evaluating opinions requires research and information gathering skills.

**PO5: Personal and Professional Competence: CO4, CO6, CO7:** These COs promote teamwork and leadership skills through campaign planning, public relations, and media utilization.**PO5** can also be indirectly addressed through other COs that involve independent learning, initiative, and commitment to achieving goals.

**PO6: Effective Citizenship and Ethics:CO1, CO3, CO5:** Understanding political systems, critically evaluating messages, and analyzing campaign impact contribute to informed citizenship and ethical awareness.

**PO7: Environment and Sustainability:** While not directly addressed, COs could be adapted to include sustainability analysis in political campaigns or media messaging for environmental issues.

**PO8: Self-directed and Life-long Learning: All COs:** By engaging with complex political concepts, developing critical thinking skills, and utilizing various communication methods, all COs promote continuous learning and adaptability.

**PO9: Trans-disciplinary Research Competence:** While not directly addressed, COs could be adapted to encourage interdisciplinary research by incorporating aspects of psychology, sociology, or other relevant fields in political analysis or campaign development.

## **CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2026 Pattern)**

<b>Name of the Programme</b>	: M.Voc. Media Studies
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc. Media Studies
<b>Semester</b>	: I
<b>Course Type</b>	: Major elective (Practical)
<b>Course Code</b>	: VMS-507-MJE (A)
<b>Course Title</b>	: Video Camera Practices
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	: 60

### **Course Objectives:**

1. To familiarize participants with fundamental camera controls and settings for effective image capture.
2. To educate participants on various types of lenses, their applications, and the use of filters for creative photography.
3. To instruct participants on recording high-quality audio using camcorders, understanding microphones, and managing audio levels.
4. To train participants in the principles and techniques of composition for compelling visual storytelling.
5. To instruct participants on the principles of lighting, its manipulation, and its application in different shooting scenarios.
6. To guide participants in location selection and observation of light for optimal shooting conditions.
7. To enable participants to effectively shoot interviews with appropriate audio-visual techniques.

### **Course Outcomes:**

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

- CO1.** Participants will demonstrate proficiency in controlling camera settings and capturing images with desired exposure, focus, and composition.
- CO2.** Participants will be able to select and utilize appropriate lenses and filters to achieve desired photographic effects.
- CO3.** Participants will exhibit competence in recording clear and high-quality audio using camcorders and microphone techniques.
- CO4.** Participants will apply principles of composition to create visually engaging and effective storytelling images.
- CO5.** Participants will demonstrate proficiency in lighting techniques and their application in various shooting environments.
- CO6.** Participants will be able to effectively select shooting locations and manage available light for optimal visual results.

**CO7.** Participants will produce interviews with clear audio and compelling visual content using appropriate shooting techniques.

### Topics and Learning Points

	<b>Teaching Hours</b>
<b>UNIT 1: Basics for Camera</b>	
1.1 Functioning of auto mode of camera and Practice	<b>10</b>
1.2 Functioning of manual mode of camera and Practice	
1.3 White-balance exploring manual mode	
1.4 Tripod handling, camera mounting	
<b>UNIT 2: Camera Language</b>	<b>10</b>
2.1 camera shot, movement and angles	
2.2 Action axis, 180 degree rule.	
2.3 Frame v/s Field of Vision: Lancing	
2.4 Focus v/s Depth of Field	
<b>UNIT3: Light and Exposure</b>	
3.1 Aperture, Shutter speed, ND filter, ISO/gain	
3.2 Revisiting light	<b>10</b>
3.3 Basic: 6 elements	
3.4 Lighting techniques	
3.5 Matching indoor and outdoor	
3.6 High key and low key	
3.7 Situation based lighting	
3.8 Use of Lighting control accessories	
<b>UNIT4: Composition</b>	<b>10</b>
4.1 Understanding composition	
4.2 Element of Composition	
4.3 Composition for different aspect ratio	
4.4 Effect of visual balance	
4.5 Application of composition	
4.6 Composing moving image communication through visual	
<b>UNIT 5: Recording Audio in camcorder</b>	<b>10</b>
5.1 Understanding Microphones	
5.2 Controlling Audio in the Camera	
5.3 Monitoring Audio level Selecting Audio Tracks	
<b>UNIT 6: Shooting Exercise</b>	<b>10</b>
6.1 Selecting location	
6.2 Observation Available light	
6.3 Shooting indoor with light	
6.4 Shooting outdoor with available light	
6.5 Shooting outdoor with light	
6.6 Observing different locations	

## References:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
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

### Choice Based Credit System Syllabus (2026 Pattern) (As Per NEP 2020)

#### Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc.MS (Sem-I)

Subject: Media Studies

Course: Video Camera Practices

Course Code: VMS-507-MJE(A)

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	PO 8	PO 9
CO1								2	
CO2	3								
CO3		3							
CO4				3					
CO5									3
CO6					2				
CO7			3			2	2	3	

#### Justification for the mapping

##### PO1: Disciplinary Knowledge

CO2: Demonstrating proficiency in controlling camera settings involves applying comprehensive knowledge of the technical aspects of photography, aligning with the theoretical and practical understanding generated from the B.Voc program.

##### PO2: Critical Thinking and Problem Solving

CO3: Selecting and utilizing appropriate lenses and filters require critical design thinking to predict creative solutions and evaluate them. Students are expected to choose the most suitable options for achieving desired photographic effects.

##### PO3: Social Competence

CO7 : Producing interviews with clear audio and compelling visual content involves effective communication, both in writing and orally. Building interactive and presenting skills aligns with the need for effective storytelling and communication in the field of media production.

##### PO4: Research-Related Skills

CO4 : Demonstrating a sense of inquiry and the ability to plan, execute, and report the results of an experiment is essential for recording clear and high-quality audio. Students are expected to understand research ethics and issues related to intellectual property rights and plagiarism.

##### PO5: Personal and Professional Competence

**CO6** :Performing independently and participating in team activities aligns with demonstrating proficiency in lighting techniques and their application in various shooting environments. Students are expected to improve personal and team performance levels to achieve visual goals.

### **CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2026 Pattern)**

<b>Name of the Programme</b>	: M.Voc. Media Studies
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc. Media Studies
<b>Semester</b>	: I
<b>Course Type</b>	:Major elective (Practical)
<b>Course Code</b>	: VMS-507-MJE(B)
<b>Course Title</b>	: News Reporting and editing practices
<b>No. of Credits</b>	: 02
<b>No. of Teaching Hours</b>	:60

#### **Course Objectives:**

1. To impart practical knowledge about reporting, editing and translation of news.
2. To enable students to understand the design and layout of newspaper.
3. To provide students practical knowledge of photography and photo editing.
4. Develop skills in copy editing for accuracy and consistency.
5. Learn the art of writing compelling headlines, introductions, and leads.
6. Acquire skills in photo coverage of news events, ensuring effective visual storytelling.
7. Develop proficiency in translating news and feature content between Marathi and English, Hindi, and vice versa.

#### **Course Outcomes:**

- CO1.** Students will be proficient in reporting, editing, and translating news effectively.
- CO2.** Students will be capable of designing and laying out newspapers and magazines, using software like Quark Xpress and Adobe CS.
- CO3.** Students will have the ability to write across various media platforms, including news magazines, websites, blogs, and mobile platforms.
- CO4.** Students will demonstrate expertise in editing tasks, including copy editing, headline writing, intro/lead writing, and rewriting assignments.
- CO5.** Students will acquire skills in layout and design, including using templates and creating dummy sheets for newspapers and magazines.
- CO6.** Students will demonstrate proficiency in photography, including photo coverage of news events, photo feature creation, and photo editing with appropriate captions.
- CO7.** Students will be adept at translation, covering news and feature content from Marathi to English and Hindi, and vice versa, as well as translating news between English and Marathi.

#### **Topics and Learning Points**

##### **Unit 1 - News Reporting**

- 1.1 Speech/ meeting reporting, event reporting, covering writing based on press releases, pressConferences
- 1.2 Interviews, profiles based on field assignments.

##### **Unit-2 - Specialized Writing**

2.1 Writing features and human-interest stories, backgrounders

2.2 Op-ed articles/ Editorials/ Articles/ Middles/ Columns/ Research articles for academic journals

### **Unit-3 - Writing across media**

3.1 Writing for news magazines/ Writing for websites /Writing for blogs/ Writing for mobile/

3.2 Letters to the Editor/Comments on website

### **Unit-4 - Editing Assignments**

4.1 Copy editing

4.2 Writing Headlines

4.3 Intro/lead writing

4.4 Rewriting assignments

### **Unit-5 - Layout and design**

5.1 Using Templates and Making Dummy Sheets

5.2 Preparing the layout of the front, back and other pages of a newspaper and a Magazine (using Quark Xpress, Adobe CS)

### **Unit-6 - Photojournalism**

6.1 Photo coverage of news events on the campus or outside

6.2 Shooting and preparing Photo Feature along with write-up

6.3 Photo editing and caption writing

### **Unit7 -Translation**

7.1 Translation of news from Marathi to English and Hindi and vis versa

7.2 Translation of feature

7.3 Translate the news English to Marathi or Marathi to English

### **References:**

- 1.Kumar, Keval J.; Mass Communication in India, Jaico Publishing House, Fourth edition 2010
2. Ravindranath, P. K.; Indian Regional Journalism, Authorspress Publications, 2005
3. Shukla, Prakash, The DBS Handbook of Reporting, DBS Publication, First Edition 2013
4. Singh, BhanuPratap, News Writing, Anmol Publication, First Edition, 2011
5. Bal, AmeyaSunildatta, Introduction to journalism, Sheth Publication, first edition, Nov 2015
6. Web links: <https://www.copyrightuser.org/understand/exceptions/news-reporting/> 3rd April 2022, 10:30 <https://anthaberler.com/what-is-investigative-journalism/> 3rd April 2022,

Choice Based Credit System Syllabus (2026 Pattern)  
(As Per NEP 2020)

**Mapping of Program Outcomes with Course Outcomes**

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

Subject: Media Studies

Course: News Reporting and Editing Practices

Course Code: VMS-507-MJE (B)

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

**Mapping of Program Outcomes (POs) with Course Outcomes (COs)**

**PO1 - Disciplinary Knowledge:**

Justification: CO1, CO2, CO3, CO4, CO5, CO6, and CO7 all contribute to the development of disciplinary knowledge in journalism. Students will acquire comprehensive knowledge and practical understanding of reporting, editing, translating news, designing layouts, and writing across various media platforms.

**PO2 - Critical Thinking and Problem Solving: CO2, CO4, CO5, CO6, CO7**

Justification: CO2, CO4, CO5, CO6, and CO7 involve critical thinking and problem-solving skills. Designing and laying out newspapers, editing tasks, layout and design, photography, and translation all require critical design thinking and choosing appropriate options.

**PO3 - Social Competence: CO3, CO7**

Justification: CO3 and CO7 contribute to social competence by requiring effective communication across various media platforms and the ability to translate news content between languages, connecting with people individually or in group settings.

**PO4 - Research-Related Skills: CO1, CO4**

Justification: CO1 and CO4 involve research-related skills. Students will demonstrate the ability to inquire, ask relevant questions, plan and execute experiments, and report results in journalistic contexts.

**PO5 - Personal and Professional Competence: CO1, CO2, CO4, CO5, CO6**

Justification: CO1, CO2, CO4, CO5, and CO6 contribute to personal and professional competence by emphasizing independence, participation in team activities, cooperation, and improvement of personal and team performance levels.

**PO6 - Effective Citizenship and Ethics: CO3, CO4, CO6, CO7**

Justification: CO3, CO4, CO6, and CO7 contribute to effective citizenship and ethics by developing social concern, awareness of moral and ethical issues, and commitment to professional ethics and responsibility in journalism.

**PO7 - Environment and Sustainability: CO3, CO4**

Justification: CO3 and CO4 contribute to understanding the impact of journalistic solutions in societal and environmental contexts, emphasizing sustainability in reporting and ethical considerations.

**PO8 - Self-directed and Life-long Learning:**

Mapped COs: All COs

Justification: All COs contribute to self-directed and life-long learning by providing a foundation in journalism concepts and practices, encouraging critical thinking and problem-solving, and fostering research-related skills.

**PO9 - Trans-disciplinary Research Competence:**

Mapped COs: All COs

Justification: All COs contribute to trans-disciplinary research competence by integrating various aspects of journalism, including reporting, editing, design, photography, and translation, transcending beyond discipline-specific approaches.



## CBCS Syllabus as per NEP 2020 for M.Voc. Media Studies (2026 Pattern)

<b>Name of the Programme</b>	: M.Voc. Media Studies
<b>Programme Code</b>	: PVMS
<b>Class</b>	: M.Voc. Media Studies
<b>Semester</b>	: I
<b>Course Type</b>	: Research Methodology
<b>Course Code</b>	: VMS-508-RM
<b>Course Title</b>	: Media Research
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 60

### Course Objectives:

1. Understand the basics of research design, methodology, and the ethical considerations involved in research.
2. Develop skills to design and conduct research projects, including data collection and analysis.
3. Familiarize students with the use of statistical tools and software for data analysis.
4. Develop a thorough understanding of the research process, including design, formulating research issues, selecting research topics, and managing resources.
5. Explore various data collection methods and techniques commonly used in communication research, such as surveys, focus groups, interviews, and field observations.
6. Enable students to communicate research findings effectively through presentations and reports.
7. Equip students with the ability to critically review academic literature and research papers.

### Course Outcomes:

- CO1.** Students will be able to distinguish between different methods of acquiring knowledge and confidently employ research methods in communication studies.
- CO2.** Students will gain historical perspective on the evolution of research methods and apply key lessons learned to enhance their own research practices.
- CO3.** Students will confidently differentiate between qualitative and quantitative research approaches, and will be able to select and apply the appropriate approach for specific research questions.
- CO4.** Students will demonstrate proficiency in identifying and defining research elements such as variables, hypotheses, concepts, measurements, and theories.
- CO5.** Students will be able to design and execute a research project through careful consideration of research issues, topic selection, resource management, and appropriate research design.
- CO6.** Students will effectively utilize various data collection methods, including surveys, focus groups, interviews, and field observations, to gather relevant data for their research projects.
- CO7.** Prepare and present research proposals, reports, and dissertations effectively using appropriate academic writing and referencing styles.

### Topics and Learning Points

### Teaching hours

**Unit 1: Introduction to Research Methodology**

**(06)**

- **Introduction to Research Methodology** - Definition, objectives, and importance of research
- Types of research: Fundamental vs. Applied, Qualitative vs. Quantitative
- Research process: Problem identification, literature review, hypothesis formulation, and research design
- Characteristics of good research: Validity, reliability, and ethics

## **Unit 2: Literature Review and Hypothesis Formulation (07)**

- Importance of literature review in research
- **Sources of literature:** Academic journals, books, online databases
- Steps to conduct a literature review
- Formulation of research questions and hypotheses

## **Unit 3: Research Design and Sampling Methods (08)**

- **Definition and Types of research designs:** Descriptive, Analytical, Experimental, and Exploratory
- **Steps in developing a research design:** Objectives, methods, data collection
- **Types of Sampling:Probability sampling** (simple random, Systematic, stratified, cluster), **Non-probability sampling** (convenience, Purposive, snowball, Quota,)
- Sample size determination and error margins

## **Unit 4: Data Collection Techniques (08)**

- Qualitative vs. Quantitative data collection
- **Types of Data Collection Method** - Primary and Secondary data collection methods:
- **Measurement tools:** Reliability and validity of instruments
- Ethical issues in data collection

## **Unit 5: Data Analysis Techniques (08)**

- **Qualitative data analysis:** Thematic analysis, content analysis, coding
- **Quantitative data analysis:** Measures of central tendency (mean, median, mode), dispersion (variance, standard deviation)
- **Statistical tests:** t-tests, chi-square, ANOVA, correlation, and regression analysis
- **Use of software:** SPSS, Excel, and other tools for data analysis
- **Media Research Industries** – Government and Non Government

## **Unit 6: Research Ethics and Integrity (08)**

- Ethical considerations in conducting research
- Informed consent, confidentiality, and privacy
- Plagiarism and its consequences
- Ethical issues in qualitative and quantitative research

## **Unit 7: Writing and Presenting Research (08)**

- **Structuring a research paper:** Title, Abstract, Introduction, Literature Review, Methodology, Results, Discussion, Conclusion
- **Writing techniques and Referencing styles:** Clarity, precision, and conciseness and APA, MLA, Chicago, etc.

- Preparing research proposals and grant writing
- **Oral presentation of research findings:** Effective communication, visual aids, and presentation software

## Unit 8: Research Report Writing and Dissertation

(07)

- Preparing a research report: Format, structure, and writing tips
- Dissertation writing: Components, challenges, and strategies
- Discussion and interpretation of results
- Conclusions and recommendations
- Review and revision: Proofreading, peer review, and feedback integration

### References:

1. Wimmer, R. D., & Dominick, J. R. (2000). *Mass media research: An introduction*. Belmont, Calif: Wadsworth Pub. Co.
2. Hansen, A. (2009). *Mass communication research methods*. New Delhi: Log angeles.
3. Babbie, E. R. (1992). *The practice of social research*. Belmont, Calif: Wadsworth Pub. Co.
4. Kothari, C. R. (2004). *Research methodology: Methods & techniques*. New Delhi: New AgeInternational (P) Ltd.
5. [www.indianstat.com](http://www.indianstat.com)
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8. [www.media4exchange.com](http://www.media4exchange.com)
9. [www.agencyfaqs.com](http://www.agencyfaqs.com)
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11. डॉ. आगलावेप्रदीप, सामाजिकसंशोधनपद्धतीशास्त्रवतंत्रे, ववद्याप्रकाशननागपूर, जानेवारी २०००.
12. प्रा. धुरीनीलम, संशोधनपद्धती, फडकेप्रकाशन, कोल्हापूर, जूलै २००८.

Choice Based Credit System Syllabus (2026 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class:F.Y.M.Voc- (Sem-I)Subject:M.Voc-Media Studies

Course: Media Research

Course Code: VMS-508-RM

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

### **Justification for the mapping**

#### **PO1: Disciplinary Knowledge (CO1, CO3, CO4)**

CO1 builds foundational knowledge of research concepts and methodologies.

CO3 strengthens disciplinary expertise through research design and sampling strategies.

CO4 enhances applied disciplinary knowledge through systematic data collection methods.

#### **PO2: Critical Thinking and Problem Solving (CO2, CO3, CO5)**

CO2 requires analytical skills to review literature and frame hypotheses.

CO3 involves selecting appropriate research designs and sampling methods.

CO5 develops problem-solving skills through statistical analysis and interpretation.

#### **PO3: Social Competence (CO5, CO7)**

CO5 enhances interpretative communication skills while presenting analyzed data.

CO7 directly develops written and oral communication through research reporting and presentations.

#### **PO4: Research-Related Skills (CO1, CO2, CO3, CO4, CO5, CO6, CO7)**

The entire course strongly contributes to research competence:

- CO1–CO4 build methodological foundations.
- CO5 develops analytical capability.
- CO6 ensures ethical awareness.
- CO7 focuses on reporting and dissemination of research.

#### **PO5: Personal and Professional Competence (CO5, CO6, CO7)**

CO5 promotes independent analytical ability.

CO6 develops professional integrity and responsibility.

CO7 strengthens professional documentation and presentation skills.

#### **PO6: Effective Citizenship and Ethics (CO4, CO6, CO7)**

CO4 ensures ethical data collection practices.

CO6 directly addresses research ethics and plagiarism issues.

CO7 promotes responsible academic reporting and authorship practices.

#### **PO7: Environment and Sustainability (Indirect – CO6)**

CO6 sensitizes students to ethical and responsible research practices that consider societal and environmental impact.

#### **PO8: Self-directed and Life-long Learning (CO6, CO7)**

CO6 encourages ethical academic growth and integrity.

CO7 promotes independent research writing and proposal preparation, supporting lifelong learning.

#### **PO9: Trans-disciplinary Research Competence (CO1, CO3, CO4)**

CO1 provides understanding of diverse research paradigms.

CO3 integrates methodological approaches across disciplines.

CO4 enables application of mixed methods in varied research contexts.