



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

Proposed Syllabus
For
B. Voc. (Journalism and Mass Communication)
S. Y. B. Voc.- J.M.C.

Under
National Skill Qualification Framework
(NSQF)

To be implemented from
2020-21

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

(To be implemented from Academic Year - 2020-2021)

Course structure:

- B.Voc. is three-year programme with three general education courses and three skill component courses in each semester.
- Each general education course will be of four credits and each credit is of 15 periods
- Each skill component course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each skill component course, there will be one visit to the relevant industry/ institute.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

- 1) **First Year B. Voc. (Diploma):** A student who has passed the Higher Secondary School certificate (10+2) in any stream_or its equivalent examination.
- 2) **Second Year B. Voc. (Advanced diploma):** Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.
- 3) **Third Year B. Voc. (Degree):** Student shall pass all First Year B. Voc. courses and satisfactorily keeping terms of Second Year of B. Voc.

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

Examination Pattern:

Pattern of Examination: Semester:

- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
- Skill Component (Practical Course): Practical examination will be conducted
- Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

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Dist. -Pune-413102**

B. Voc. Journalism and Mass Communication Syllabus Structure

First Year: Semester-I

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

First Year: Semester-II

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

Second Year: Semester-III

| Subj. Code | Subject Name | No. of Credits | Marks |
|-------------------|-------------------------------|----------------|-------|
| General component | | | |
| JM 301 | News Reporting and Editing-II | 4 | 100 |
| JM 302 | Writing for Media-II | 4 | 100 |
| JM 303 | Introduction to Radio | 4 | 100 |
| Skill component | | | |
| JM 304 | Editing Skills | 6 | 150 |

| | | | |
|--------|----------------------|---|-----|
| JM 305 | Radio Production | 6 | 150 |
| JM 306 | Experimental Journal | 6 | 150 |

Second Year: Semester-IV

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

Third Year: Semester-V

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

Third Year: Semester-VI

| Subj. Code | Subject Name | No. of Credits | Marks |
|-------------------|---------------------------------------|----------------|-------|
| General component | | | |
| JM 601 | Advertising | 4 | 100 |
| JM 602 | Public Relations | 4 | 100 |
| JM 603 | Development Communication | 4 | 100 |
| Skill component | | | |
| JM 604 | Designing and Analysis of Advertise | 6 | 150 |
| JM 605 | Dissertation/In-depth reporting (IDR) | 10 | 250 |
| JM 606 | Internship | 2 | 50 |

**Second Year Semester III -
General Education
Maximum Marks: 100
Teaching Period: 4/week**

**News Reporting and Editing -II
Paper No. 301
Credits: 4
Teaching Load: 60 Theory Period/Semester
Content**

Unit 1- Reporting

- Reporting: Various types of reporting (Objective, Interpretative, Investigative)
- News beats: Political: Grampanchayat to Parliament
- Crime, Health, Sports, Education
- Science and Tech., Courts etc.

Unit 2 -Interviewing

- Doing the research, setting up the interview
- Conducting the interview
- Types and formats of interviews
- Interview Techniques
- Writing interviews

Unit 3 - Other Forms of Writing

- Tools and Techniques of Feature Writing
- Opinion Writing: Editorial, Op-ed page and Middle, Special articles
- Reviews (Books/Films/Documentaries)

Unit 4 - Creative Editing

- Creative sub editing, not just news- relevant information
- Value addition, use of additional sources (Professionals, websites, news channels, etc.)
- Need for specialization; specialized subbing:(metro (city), sports, crime, business, science Columns, reviews and features)
- Readers' letters and photos, utilizing feedback, Citizen Journalism

Unit 5 - New media impact on Newsroom

- Advent of new media and convergence, impact on newsroom
- Need of multi-media journalists
- New role of editor
- Use of other media platforms

Unit 6 - Layout Design and Photojournalism

- Principles of Layout & Design
- Concept and techniques of Photo Feature and Caption Writing
- Information graphics: concept and process
- Ethics of editing

SUGGESTED READINGS:

- Lewis James. *The Active Reporter*. Vikas Publication
- Warren Carl. *Modern News Reporting*. Harper and Row.
- Rangaswami, Parthasarathy. *Basic Journalism*. Macmillan India.
- Charnley V. Mitchell. *Reporting* (4th Ed.). Holt, Rinehart and Winston.
- Mudgal, Rahul. *Emerging Trends in Journalism*. Sarup and Sons.
- Kamath, M.V. *Behind The By-Line*. Vision Books.
- Kamath, M.V. *Reporter at Large*
- Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
- Parthasarthy Rangaswami. *Basic Journalism*. McMillan India Ltd.
- Saxena Sunil. *Headlines Writing*. Sage publication.
- T.J.S. George: *Editing – A Handbook for Journalists*.
- William Strunk & E. B. White – *Elements of Style*.
- Kamath, M.V. *The Journalist's Handbook*.
- Kamath, M.V. *The Professional Journalist*.

- Various style guides and handbooks (in print and online): UNI and PTI; Statesman (Calcutta);
- The Economist, Reuters, The Times, Guardian (London); Associated Press, UPI (New York).

Second Year - Semester III
General Education
Maximum Marks: 100
Teaching Period: 4 /week

Writing for Media-II
Paper No. JM 302
Credits: 4
Teaching Load: 60 Theory Period/Semester

Content

Unit 1. Fundamentals of Writing

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

Unit 2. Broadcast Skills

- Basic skill set required
- Radio Skills
- Television Skills
- Online Skills

Unit 3. Writing for radio

- Writing style for Audio
- Writing a radio News copy
- Types of leads
- Writing headlines
- Compiling radio news bulletins.

Unit 4. Writing for Television

- Visual thinking
- Writing in 'aural' style
- Telling a story through visuals
- Formats of news story
- Writing headlines, drafting of news scrolls

Unit 5 Writing for New media

- Linear vs. nonlinear form
- Language and format of writing
- Storytelling structures that work on the Web
- writing for Social networking
- writing for Blogs

Unit 6. Mobile Journalism

- Story idea, sources and content
- Basic Editing
- Tools
- Instruments
- Case study of NDTV India

SUGGESTED READINGS:

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
6. Writing for Television, Radio, and New Media, 11th Edition- Robert L. Hilliard, Cengage Learning
7. Masani, Mehra. *Broadcasting and the People*. National Book Trust.
8. Awasthi, G. C. *Broadcasting in India*. Allied Publications.
9. Fiske, John. *Television Culture*. Routledge
10. Mehta, Nalin. *India on Television*. Harper Collins
11. Al Jazeera Media Training and Development Centre, *Mobile Journalism*.
12. Feldman, Tony. *An Introduction to Digital Media*. Routledge.
13. *Digital Journalism: Making News, Breaking News*, Open Society Foundation

Second Year

Semester IV

Introduction to Radio

General Component

Paper No. - JM 303

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period

Content

Unit 1 General Awareness about Radio

- History of Radio world and India
- Functions & Characteristics of Radio
- Radio Programme Formats
- Latest trends of Radio

Unit 2 The growth of Radio during different ages

- AIR (Prasar Bharti)
- Commercialization of Radio
- Reach, Access, Impact
- Ethics of Radio broadcasting

Unit 3 Types of Radio and its Reach

- Entertainment Radio
- Community Radio
- Internet Radio
- Satellite Radio

Unit-4 Radio News

- Radio journalism: Meaning & Definition.
- Qualities of an Anchor/Presenter and Reporter
- Importance of pronunciation & voice modulation
- Characteristics of radio writing style
- News Services Division & News based programs

Unit-5 Different modes of transmission & stations

- Modes of transmission: AM, SW, MV and FM
- Different types of radio stations
- Types of broadcasting
- Private radio stations

Unit-6 Production technology

- Types of microphones
- Audio recording
- Sound editing software's
- Webcasting / podcasting
- Radio apps

Books Recommended:

1. Broadcasting in India, P.C. Chatterjee, SageNew Delhi.
2. Broadcast Journalism, Boyd Andrew, Focal PressLondon.
3. News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.
4. This is ALL India Radio, U.L Baruah, Publications Division.
5. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
6. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
7. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
8. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
9. Radio Programme Production: , Richard Aspinall, UNESCO, Paris, 1971
10. Modern radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnell, Wadsworth, Boston, 2010
11. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
12. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
13. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
14. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik,Sage, New Delhi, 2007
15. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
16. Radio Programme Production –M.Neelamalar PHI Learning private ltd Delhi 2018
17. News production: Theory and Practice, Routledge, Machin, David & Niblock, Sarah

Suggested reading:

1. C. S. Rayudu (1993) Media and Communication Management. Mumbai: Himalaya Publishing House.
2. Koontz, Harold; Wehrich, Heinz. (1990) Essentials of management. New York McGraw-Hill Publishing Company.
3. Jan R. Hakeculdar (1998) Media Ethics and Laws
4. Black, J. and Roberts, C. (2011). Doing ethics in media: Theories and practical applications. New York: Routledge.

Second Year**Semester III****Editing Skills**

| | |
|--------------------------------|---|
| Skill Component | Paper No. JM 304 |
| Maximum Marks: 150 | Credits: 6 |
| Teaching Period: 2/week | Teaching Load: 90 Practical period |

Content**Unit-1**

- Search 10 wrong words in any newspaper
- Headline writing, Structure, Color Combination
- Printing Style, Editorial page and Opp-add page and other functions.

Unit-2

- Copy-editing preparation
- Copy for press-style sheet-editing symbols
- Copy and Proof reading
- Proof reading symbols and their significance
- Rewriting Copy and Make News

Unit-3

- Editing copies of different sources
- Managing desk ,On-line editing
- Writing headlines, Subheads and captions –design
- Intro/lead writing
- Pagination -pagination software's

Unit-4

- Write 5 won news and edit others
- 5 Various types of copy editing

Unit-5

- News Sources and editing
- Websites, TV News, PTI News editing
- News editing for online portal

Unit-6

- Layout and design
- Using Templates and Making Dummy Sheets
- Photo editing and caption writing
- Translate the news English to Marathi or Marathi to English

Radio Production

Skill Component

Paper No. JM 405

Maximum Marks: 150

Credits: 6

Teaching Period: 2/weak

Teaching Load: 90 Practical hours

Content

Unit – 1

- Listening radio programs and understanding
- Morning and Evening 2-hour transmission listening
- Private FM channel radio shows listening

Unit – 2

- Voice Culture Exercise
- Practice on Marathi, Hindi & English content for Radio
- Story reading Exercise

Unit – 3

- Listening various news bulletins
- Writing regional news bulletin
- Reading regional news bulletin and editing

Unit – 4

- Radio Production Techniques & Tools
- Radio Programme production
- Interviews, Radio Talk, Discussions, Review Programmes

Unit – 5

- Production of Musical Programmes
- Best use of Music database
- Drama/ Skits

Unit – 6

- Advertisements
- Promos
- Jingles

Experimental Journal**Skill Component****Paper No. JM 306****Maximum Marks: 150****Credits: 6****Teaching Period: 2/week****Teaching Load: 90 Practical period**

- Production of Laboratory Journal (Reporting, Editing & Page layout on computer)
- Every student has to produce at least three issues under the supervision of the teacher
- They need to produce a four-page newspaper.
- Minimum 60% content of the Experimental journal should be news based.
- Preparing layout of the front, back and other pages of a newspaper
- Rewrite own and local newspaper reports, articles, features regularly.
- Design and layout news reports, articles and features using Page Maker
- Upload experimental newspaper on available new media platforms.
- Grades are based upon the effort and quality of completed work including weekly papers, online articles and daily assignments.
- Consistent staff participation through planning and development of all phases of production.
- Quality completion of individual and group assignments.
- Weekly composite participation grade (20%)
- Adherence to staff established deadlines (20%)
- Quality of news and article write up (20%)
- Section and issue development (20%)
- Creativity and design (10%)
- Editing (10%)
- Each student is expected to develop five (various subjects) quality pieces throughout the term, distributed over 3 issues. A quality piece is defined as one which is of sufficient length and content to challenge the student. Each piece will go into the student's newspaper portfolio, upon which the student's nine-week grade will be evaluated. Laying-out the paper is considered the equivalent of producing two pieces of work. Students are expected to print out and save all of their work in their file in the classroom and submit it.

Introduction to Television

General Component

Paper No. JM 401

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period/Semester

Content

Unit 1- Understanding TV and TV Industry

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

Unit 2- TV Industry

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

Unit 3- News Gathering

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

Unit 4- News Presentation and Production

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

Unit-5 Television Programming

- Fiction and non fiction
- Television Genres
- Day parting and scheduling strategies
- Rating systems and business
- TV in digital age (about revenue)

Unit-6 Programming Genres

- Soap Opera
- Talk show
- Comedy shows
- Reality show
- Crime shows
- Telefilms

Books Recommended:

1. TV News, Building a Career in Broadcast Journalism, Ray White
2. Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd
3. Ethics for Media, William Reeves and Cleave Mathews
4. Ethics in Journalism, Jeffrey Olen
5. Writing for Television, Radio, and New Media, 11th Edition- Robert L. Hilliard, Cengage Learning
6. Broadcast Journalism and Digital Media - Dr. keshav sathaye, Dimond Publication, Pune

CONTENT**Unit 1 Colonial legacy**

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

Unit 2 Constructing a Nation

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

Unit 3 Foundation Years

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

Unit 4 Popular Movements

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

Unit 5 Reforms

- Economic reform 1991
- Land reforms
- Green revolution and agricultural growth
- White Revolution
- IT Revolution
- Rise of Right-Wing Politics

Unit 6 Eve of new millennium

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

Suggested reading:

1. India after independence- Bakimchandra
2. India after Gandhi- Ramchandra Guha
3. Rahul Pandita, Hello Bastar, Penguin
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6. नक्षलवादाचे आव्हान, देवेंद्र गावंडे

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

- Unit 1 Basic concepts in Economic Science**
 What is Economics?
 Scarcity, choice and economic systems
 The Specialist World
 Free Market Hypothesis
- Unit 2 Microeconomics for Journalists**
 Scope and Importance of Micro Economics
 Micro Economics and Decision Making
 Utility, Demand, Supply and Elasticity
 Product Markets and Factor Markets
- Unit 3 Macroeconomics and Journalism**
 National Income Accounting
 Business Cycles
 Unemployment
 Fiscal and Monetary Policy
 Different Schools of Thought
- Unit 4 International Trade and its impact**
 Theoretical Foundations of International Trade
 Balance of Payment
 World Economics Order-IMF, World Bank, WTO
- Unit 5 Introduction to Indian Economy**
 Indian Economy till 1947
 Indian Economy During 1947-1991
 Indian Economy After Reforms and Globalisation
 Statistical Overview of Indian Economy
- Unit 6 Contemporary National Economic Issues for Case Studies**
 Population-Burden or Resource
 Taxation- GST, Direct Tax Code
 Disparities and Inclusive Growth
 Infrastructure and Investment
 Budget and Economic Survey
- Unit 7 Contemporary Economic Issues in State of Maharashtra**
 Regional Disparities
 Agricultural Policies and its Reporting

Reference Books:

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

Television Production

Skill Component

Paper No. JM 404

Maximum Marks: 150

Credits: 6

Teaching Period: 2/Week

Teaching Load: 90 Practical hours

Content

Unit-1 Watching and analyzing television programs

Watching and analyzing Radio programs

Unit-2 Production Process

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

Unit-3 News Gathering and writing

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

Unit 4 News Anchoring

- Anchor Scripts,
- Studio Anchoring,
- Teleprompter reading

(Group Activity)

Unit 5 Interview and Panel Discussion in the studio/field

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

Film Appreciation

Skill Component

Paper No. JM 405

Maximum Marks: 150

Credits: 6

Teaching Period: 2/week

Teaching Load: 90 Practical period

Content

Unit 1 Language of Cinema I –

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

Unit 2 Language of Cinema II –

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

Unit 3 Development of cinema

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

Unit 4 Film Genre, Form and Style

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

Unit 5 World and Indian Cinema

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

Unit 6 Other Film Institutions

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

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

Basics of Video Production

Skill component

Paper No. - JM406

Maximum Marks: 150

Credits: 6

Teaching Period: 4/Week

Teaching Load: 30Practical/Semester

CONTENT

Unit 1 Camera Techniques

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

Unit 2 Camera Exercise

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

Unit 3 Writing Skills

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

Unit 4 Lights

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

Unit 5 Editing

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

Unit 6 Various Exercise

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