



Anekant Education Society's

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

(Autonomous)

Three Year B.Voc.in Journalism and Mass Communication

(Faculty of Vocational)

CBCS Syllabus

F.Y.B.Voc. - Journalism and Mass Communication Semester -II

Department of Media and Communication Studies

TuljaramChaturchand College, Baramati

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

To be implemented from Academic Year 2023-2024

Preamble

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

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

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

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

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

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

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

From 2022-23 to 2024-25

Sr.No.	Name	Designation
1.	Mr. Rahul P. Chaudhari	Chairman
2.	Mr. Ranjeet V. Pandit	Member
3.	Ms. Gayathri Nandhakumar	Member
4.	Ms. Rutuja S. Agam	Member
5.	Dr. Sanjay Vishnu Tambat	Vice-Chancellor Nominee
6.	Mr. Mithunchandra Chaudhari	Expert from other University
7.	Dr. Radheshyam Jadhav	Expert from other University
8.	Mr. Akash Dhopeswarkar	Industry Expert
9.	Ms. Ankita Khane	Meritorious Alumni
10.	Mr. Ravi Mane	Meritorious Alumni

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

Level	Semester	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Sem	Degree/Cum. Cr.
		Mandatory	Electives							
4.5	I	JMC-101-MJM: Intro to Mass Communication (2 credits)	--	--	JMC-116-OE: Aesthetics of Photography (2 credits)	JMC -121-VSC: Computer Application (2 credits)	ENG-131-AEC:Functional English-I (2 credit)	CC1 (2 credit)	22	UG Certificate 44 credits
		JMC-102-MJM: Introduction to Journalism (2 credits)			JMC-117-OE: Mobile Photography (2 credits)	JMC 126-SEC: Anchoring Skills (2 credits)	COS-135-VEC: Environmental Science (2 credits)			
		JMC-103-MJM Basics of Photography (2 credits)			JMC-137-IKS: Indian folk Media (2 credits)					
	II	JMC-151-MJM: News Reporting and Editing (2 credits)	--	JMC-161-MN: Introduction to social Media (2 credits)	JMC-166-OE: Introduction to podcast (2 credits)	JMC-171-VSC: Writing for Media (2 credits)	ENG-181-AEC Functional English-II (2 credit)	CC2 (2 credit)	22	
		JMC-152-MJM: Current affairs (2 credits)			JMC-167-OE: Podcast production (2 credits)	JMC-176-Content production on Mobile (2 credits)	COS-185-VEC: Digital & Technological Solution (2 credits)			
		JMC-153-MJM News reporting and editing practices (2 credits)								
Cum Cr.	12	--	2	8	8	10	4	44		

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

Sem	Course Type	Course Code	Course Name	Theory / Practical	Credits
I	Major Mandatory	JMC-101-MJM	Introduction to Mass Communication	Theory	02
	Major Mandatory	JMC-102-MJM	Introduction to Journalism	Theory	02
	Major Mandatory	JMC-103-MJM	Basics of Photography	Practical	02
	Open Elective (OE)	JMC-116-OE	Aesthetics of photography	Theory	02
	Open Elective (OE)	JMC-117-OE	Mobile Photography	Practical	02
	Vocational Skill Course (VSC)	JMC-121-VSC	Computer Application for Media	Practical	02
	Skill Enhancement Course (SEC)	JMC-126-SEC	Anchoring skills	Practical	02
	Ability Enhancement Course (AEC)	ENG-131-AEC	Functional English-I	Theory	02
	Value Education Course (VEC)	COS-135-VEC	Environmental Science	Theory	02
	Indian Knowledge System (IKS)	JMC-137-IKS	Indian Folk Media	Theory	02
	Co-curricular Course (CC)	--	To be selected from the Basket	Theory	02
Total Credits Semester-I					22
II	Major Mandatory	JMC-151-MJM	News Reporting and Editing	Theory	02
	Major Mandatory	JMC-152-MJM	Current affairs World , India, Maharashtra	Theory	02
	Major Mandatory	JMC-153-MJM	News reporting and editing Practices	Practical	02
	Minor	JMC-161-MN	Introduction to social Media	Theory	02
	Open Elective (OE)	JMC-166-OE	Introduction to podcast	Theory	02
	Open Elective (OE)	JMC-167-OE	Podcast production	Practical	02
	Vocational Skill Course (VSC)	JMC-171-VSC	Writing for Media	Practical	02
	Skill Enhancement Course (SEC)	JMC-176-SEC	Content production on Mobile	Practical	02
	Ability Enhancement Course (AEC)	ENG-181-AEC	Functional English-II	Theory	02
	Value Education Course (VEC)	COS-185-VEC	Digital & Technological Solution	Theory	02
	Co-curricular Course (CC)	YOG/PES/CUL/ NSS/NCC-139- CC	To be selected from the Basket	Theory	02
Total Credits Semester II					22
Cumulative Credits Semester I and II					44

Programme Outcomes for B.Voc Programme (POs)

- PO1. Disciplinary Knowledge:** Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc program Execute strong theoretical and practical understanding generated from the chosen B.Voc program.
- PO2. Critical Thinking and Problem solving:** Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.
- PO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally;** communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.
- PO4. Research-Related Skills:** Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.
- PO5. Personal and Professional competence:** Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.
- PO6. Effective Citizenship and Ethics:** Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
- PO7. Environment and Sustainability:** Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.
- PO8. Self-directed and Life-long learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes
- PO9. Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

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

PSO1 Newspaper and Society: Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a newspaper. Media Watch, an international journal, has been subscribed to help the students inculcate the habit of reading research oriented material on the subject. Regular group discussions and other class activities help in better understanding.

PSO 2 The Concept of broadcasting news and various news persons: Understand what news is all about and have an insight into the working of various news persons. This helps the students to have a clear idea about the functioning of a media news broadcasting organization.

PSO 3 Training for media content writing: Students learn about various types of writing for journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Publication of departmental journal 'Anekant Times' help the students to get a platform to express their talent in reporting, writing, interviewing, photography, short film, documentary and other allied areas.

PSO 4 The concept of editing: Students get a good idea about the various aspects of editing which are crucial requirements in the job market. Knowledge of page designing helps them to have a comprehensive knowledge on the topic. Editing audio- visual contents is also a greater perspective in current media industry.

PSO 5 Knowledge about basic aspects of photo journalism and ownership patterns of media: Students have an idea about photography and photojournalism which helps them to apply the knowledge when they search for jobs in the field. A Photography workshop was organized in the department which helped the students to have better understanding of photojournalism. Collaboration with various eminent persons in the media industry to organize script writing, light and camera operation workshop, media debate and short film and documentary making helped the students to get practical exposure of the subject. Ownership patterns of modern day newspapers, television channels, radio channel etc warrant close scrutiny. Students develop critical knowledge about ownership of newspaper houses.

PSO 6 Widening Options for Jobs by Learning about Advertising and Public Relations: Knowledge about advertising and public relations help in widening options for jobs. The various aspects of advertising and public relations are taught to the students. The details about copy writing and the job of a public relation officer provide them with practical aspects of two different jobs.

PSO 7 Core knowledge about media laws, ethics and media economy: Core knowledge about media law, economy which helps the students to understand crucial aspects related to working on the field as journalists. Having a good idea, about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

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

Name of the Programme	: F.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: F.Y.B.Voc
Semester	: II
Course Type	: Major Mandatory
Course Code	: JMC-151-MJM
Course Title	: News Reporting and Editing
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives

1. To introduce students to the basics of News Reporting for Print Media
2. To introduce students to the basics of News Editing for Print Media
3. To inculcate the knowledge of elements of Reporting and editing for print journalism.
4. To develop the knowledge of Newspaper structure and workflow
5. To introduce students to examine role and responsibilities of sub-editor
6. To introduce students to analyze importance of editorial policy in a news organization
7. To introduce students to the basics of proof reading and layout

Course Outcome

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

- CO 1. Students would be able to understand the basics of news reporting and editing.
- CO 2. Students would be able to inculcate the knowledge of News reporting, Writing, and editing.
- CO 3. Students would be able to develop knowledge about the structure and workflow of journalism.
- CO 4. Students would be able to use elements of Reporting and editing for print journalism.
- CO 5. Students will be able to examine role and responsibilities of sub-editor
- CO 6. Students will be able to analyze importance of editorial policy in a news organization
- CO 7. Students will be able to handle proof reading and layout related task

Topics and Learning Points

Unit 1 Newspaper organization & Newsroom

- 1.1. Newspaper organization, various departments & coordination
- 1.2. Editorial hierarchy and functioning of a newsroom
- 1.3. Role and responsibilities of the Editor
- 1.4. Role and responsibilities of the News Editor
- 1.5. Role and responsibilities of Chief Reporter

Unit 2 Basics of News Writing

- 2.1 Inverted Pyramid structure of News Writing,
- 2.2 5 Ws and H of News writing
- 2.3 Hard and soft news
- 2.4 Basic skills: Reporter's diary, communication, observations, taking and organizing notes.

Unit 3 Basics of News Editing

- 3.1 Page structure of a newspaper
- 3.2 Who is a Sub-Editor? Basic qualities and functions
- 3.3 Various desks in the Newsroom
- 3.4 Leads/ledes of news stories, various examples.
- 3.5 Writing news stories from press releases
- 3.6 Basics of proofreading and copy editing.

Unit 4 News Reporting and News Beats

- 4.1 General reporting: Writing news stories with the help of field notes, finding proper lead, etc.
- 4.2 News Beats: Different sources and subjects of news
- 4.3 Understanding the beats & cultivating sources
- 4.4 Difference between urban and rural reporting
- 4.5 Hard and soft news
- 4.6 Covering political and cultural events, crime and accidents, agriculture, and weather reporting

Unit 5 Working on News Desks

- 5.1 Different news desks and their functioning, Role, and function of Chief Sub-Editor
- 5.2 Different sources of news: Staff reporters, rural reporters, news agency, digital media, etc.
- 5.3 Target readers, news values and selection of news stories
- 5.4 Writing headlines, Types of headlines

References:

1. [REDACTED], 2004 [REDACTED], [REDACTED]
2. [REDACTED], 2008, [REDACTED]
3. Lewis James. The Active Reporter. Vikas Publication
4. Warren Carl. Modern News Reporting. Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
6. Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.
7. Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.
8. Kamath, M.V. Behind The By-Line. Vision Books.
9. Kamath, M.V. Reporter at Large.

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

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

Subject: Journalism and Mass Communication

Course: News Reporting and Editing

Course Code: JMC-151-MJM

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

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

Justification for the mapping

PO1. Disciplinary Knowledge:

CO 1 Students would be able to understand the basics of news reporting and editing.

CO4 Students would be able to use elements of Reporting and editing for print journalism

PO2. Critical Thinking and Problem solving:

CO6 Students will be able to analyze importance of editorial policy in a news organization

PO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally;

CO1 Students would be able to understand the basics of news reporting and editing.

CO2 Students would be able to inculcate the knowledge of News reporting, Writing, and editing.

CO4 Students would be able to use elements of Reporting and editing for print journalism

PO4. Research-Related Skills

PO5. Personal and Professional competence:

CO3 Students would be able to develop knowledge about the structure and workflow of journalism.

CO6 Students will be able to analyze importance of editorial policy in a news organization

PO6. Effective Citizenship and Ethics:

PO7. Environment and Sustainability:

PO8. Self-directed and Life-long learning:

CO6 Students will be able to analyze importance of editorial policy in a news organization

CO7 Students will be able to handle proof reading and layout related task

PO9. Trans-disciplinary Research competence:

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

Name of the Programme	: F.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: F.Y.B.Voc
Semester	: II
Course Type	: Major Mandatory
Course Code	: JMC-152-MJM
Course Title	: Current affairs World, India, Maharashtra
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

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

Course Outcomes:

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

- CO1.** Students would be able to impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio –economic issues.
- CO2.** Students would be able to develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues
- CO3.** Students would be able to inculcate the extensive knowledge about general knowledge, awareness and contemporary activities at local, regional cultural issues.
- CO4.** Students will be able to critically evaluate the progress made in science and technology, and its implications on education and agriculture in India and Maharashtra.
- CO5.** Students will gain an in-depth understanding of the cultural diversity in India, and will be able to analyze the contemporary cultural and sports scenario in the country.
- CO6.** Students will be able to understand and discuss the various platforms of entertainment available in India

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

Topics and Learning Points

UNIT 1: Contemporary Economic Scenario	Teaching Hours
1.1 Economicsituationof World	
1.2 Economicsituationof India	8
1.3 Economicsituationof Maharashtra	
1.4 Economicreports andsurveys	
UNIT 2: Contemporary Socio-Political Scenario	
2.1 Socio-political scenario of World	8
2.2 Socio-political scenario of India	
2.3 Socio-political scenario of Maharashtra	
2.4 Economic reports and surveys	
UNIT-3: Science, Educational & Agricultural Scenario	
3.1 Development in science	7
3.2 Educationalpoliciesandchangingtrends	
3.3 GovernmentPoliciesand Agriculture	
3.4 LatestnewsinIndiaand Maharashtra	
UNIT-4: Cultural-Sports and Media & Entertainment Scenario	
4.1 CulturaldiversityinIndia	
4.2 Currentcultural&SportsScenario	
4.3 Riseofmedia &entertainment industry	7
4.4 Differentplatformsofentertainment	

References:

1. Current affairs magazines
2. India today
3. Frontline
4. The Caravan
5. Economic and Political weekly
6. Daily Newspaper

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

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Voc (Sem II) Subject: B. Voc. Journalism and Mass Communication

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

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

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

Justification for the mapping

PO1: Disciplinary Knowledge:

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

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

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

PO2: Critical Thinking and Problem solving:

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

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

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

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

PO5: Personal and Professional competence

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

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

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

Name of the Programme	: F.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: F.Y.B.Voc
Semester	: II
Course Type	: Major Mandatory
Course Code	: JMC-153-MJM
Course Title	: News Reporting and Editing Practices
No. of Credits	: 02
No. of Teaching Hours	:60

Course Objectives:

1. To understand the basics of reporting
2. To familiarize the students with different types of reporting.
3. To create understanding of specialized reporting.
4. To familiarize the students with the basics of editing.
5. To understand the process of editing for various platforms.
6. To inculcate the knowledge of dummy, printing and layout.
7. To develop the knowledge of photography.

Course Outcomes:

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

- CO 1. Students would be able to understand the basics of reporting.
- CO 2. Students would be able to familiarize themselves with different types of reporting.
- CO 3. Students would be able to create understanding of specialized reporting.
- CO 4. Students would be able to familiarize themselves with the basics of editing.
- CO 5. Students would be able to understand the process of editing for various platforms.
- CO 6. Students would be able to understand about the dummy , printing and layout.
- CO 7. Students would be able to develop the knowledge of photography.

Topics and Learning Points

Unit-1 News Reporting activities/ Assignments

- 1.1.Speech/ meeting reporting (2 stories)
- 1.2.event reporting(2 stories)
- 1.3.Interviews(2 stories)

Unit-2 Writing features and human-interest stories.

- 2.1 One Hour observation and writing
- 2.2 Festival/sport event/ local event base feature writing (3feature stories)
- 2.3 Human interest story (2 stories)

Unit-3 Editing Assignments/activities.

- 3.1 Copy editing
- 3.2 Writing Headlines
- 3.3 Intro/lead writing

Unit-4 Learning basic skills of photography and shooting exercises

- 4.1 Photo coverage of news events on the campus (2 stories)
- 4.2 Photo coverage of news events outside the campus(2 stories)

Unit 5- Writing across media

- 5.1 Writing for news magazines
- 5.2 Writing for blogs
- 5.3 Writing for mobile
- 5.4 Letters to the Editor

References:

1. [Redacted], 2004 [Redacted]
2. [Redacted], 2008, [Redacted]
3. Lewis James. The Active Reporter. Vikas Publication
4. Warren Carl. Modern News Reporting. Harper and Row.
5. Rangaswami, Parthasarathy. Basic Journalism. Macmillan India.
6. Charnley V. Mitchell. Reporting (4th Ed.). Holt, Rinehart and Winston.
7. Mudgal, Rahul. Emerging Trends in Journalism. Sarup and Sons.
8. Kamath, M.V. Behind The By-Line. Vision Books.
9. Kamath, M.V. Reporter at Large.

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

Mapping of Program Outcomes with Course Outcomes

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

Subject: Journalism and Mass Communication

Course: News reporting and editing Practices

Course Code: JMC-153-MJM

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

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO1	3								
CO2			2					2	
CO3			2						
CO4	2				3				
CO5									
CO6		3			2			2	
CO7		3			2			2	

Justification for the mapping

PO1. Disciplinary Knowledge:

CO1 Students would be able to understand the basics of reporting.

CO4 Students would be able to familiarize themselves with the basics of editing.

PO2. Critical Thinking and Problem solving:

CO6 Students would be able to understand about the dummy, printing and layout.

CO7 Students would be able to develop the knowledge of photography

PO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally;

CO2 Students would be able to familiarize themselves with different types of reporting.

CO3 Students would be able to understand the formats of specialized reporting.

PO4. Research-Related Skills

PO5. Personal and Professional competence:

CO4 Students would be able to understand the process of editing for various platforms.

CO6 Students would be able to understand about the dummy, printing and layout.

CO7 Students would be able to develop the knowledge of photography

PO6. Effective Citizenship and Ethics:

PO7. Environment and Sustainability:

PO8. Self-directed and Life-long learning:

CO2 Students would be able to familiarize themselves with different types of reporting.

CO6 Students would be able to understand about the dummy, printing and layout.

CO7 Students would be able to develop the knowledge of photography

PO9. Trans-disciplinary Research competence:

(2023 Pattern)

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc. JMC
Semester	: II
Course Type	: Minor
Course Code	: JMC-161-MN
Course Title	: Introduction to Social Media (Theory)
No.of Credits	: 02
No.of Teaching Hours	: 30

Course Objectives:

1. To introduce the students with social networking sites.
2. To understand the development of social media platforms
3. To know the scope of various social media platforms
4. To understand the relevance of social media and META.
5. To understand the impact of social media in society.
6. To explore the social media platforms.
7. To gain knowldegde on the economy of social media

Course Outcomes:

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

- CO1.** Understand social networking sites.
- CO2.** Understand the development of social media platforms
- CO3.** Know the scope of various social media platforms
- CO4.** Familiar with the relevanceof social media and META.
- CO5.** understand the impact of social media in society.
- CO6.** Explore the social media platforms.
- CO7.** Gain knowldegde on the economy of social media

Topics and Learning Points

UNIT 1: Evolution of Social Media**Teaching Hours: 05**

- 1.1 History of Social Media
- 1.2 Role of technology in daily life
- 1.3 Role of social media in society
- 1.4 Significance of Social Media

UNIT 2: Social Networking Sites**Teaching Hours: 05**

- 2.1 Different types of Social networking sites
- 2.2 Scope and significance of each platform
- 2.3 Changing elements of social media platforms
- 2.4 Uses and characteristics of social media

UNIT 3: Influencers and Content Making**Teaching Hours: 10**

- 3.1 Do's and Dont's in using social media
- 3.2 Necessary elements required for content making
- 3.3 Qualities of an Influencer
- 3.4 Influencers and social media economy

UNIT 4: Contents on Social Media**Teaching Hours: 10**

- 4.1 Posts creation on various social media platform
- 4.2 Use of hashtags and keywords
- 4.3 Generating captions according to the social media platforms.
- 4.4 Content uploading and promotion

References:

1. Understanding Social Media, sage publications.
2. Hatching Twitter, Nick Bilton
3. Platform, Micheal Hyatt
4. A World Gone Social, Ted Coine and Mark Babbit
5. The Art of Social Media, Guy Kawasaki

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FY B. Voc (Sem II)

Subject: Journalism and Mass Communication

Course: Introduction to Social Media

Course Code: JMC-161-MN

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: Understand social networking sites.

CO2: Understand the development of social media platforms

CO3: Know the scope of various social media platforms

CO4: Familiar with the relevant of social media and META.

CO5: Understand the impact of social media in society.

CO6: Explore the social media platforms.

CO7: Gain knowledge on the economy of social media

PO2: Critical Thinking and Problem solving

CO1: Understand social networking sites.

CO2: Understand the development of social media platforms

CO3: Know the scope of various social media platforms

CO4: Familiar with the relevant of social media and META.

CO5: Understand the impact of social media in society.

CO6: Explore the social media platforms.

CO7: Gain knowledge on the economy of social media

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

CO1: Understand social networking sites.

CO2: Understand the development of social media platforms

CO3: Know the scope of various social media platforms

CO4: Familiar with the relevant of social media and META.

CO5: Understand the impact of social media in society.

CO6: Explore the social media platforms.

PO4: Research- Related Skills

CO1: Understand social networking sites.

CO2: Understand the development of social media platforms
CO3: Know the scope of various social media platforms
CO4: Familiar with the relevant of social media and META.
CO5: Understand the impact of social media in society.
CO6: Explore the social media platforms.
CO7: Gain knowledge on the economy of social media

PO5: Personal and professional competence

CO2: Understand the development of social media platforms
CO3: Know the scope of various social media platforms
CO4: Familiar with the relevant of social media and META.
CO5: Understand the impact of social media in society.
CO6: Explore the social media platforms.
CO7: Gain knowledge on the economy of social media

PO6: Effective Citizenship and Ethics

CO5: Understand the impact of social media in society.

PO8: Self-directed and Life-long learning

CO1: Understand social networking sites.
CO2: Understand the development of social media platforms
CO3: Know the scope of various social media platforms
CO4: Familiar with the relevant of social media and META.
CO5: Understand the impact of social media in society.
CO6: Explore the social media platforms.
CO7: Gain knowledge on the economy of social media

PO9: Trans-disciplinary Research competence

CO1: Understand social networking sites.
CO2: Understand the development of social media platforms
CO3: Know the scope of various social media platforms
CO4: Familiar with the relevant of social media and META.
CO5: Understand the impact of social media in society.
CO6: Explore the social media platforms.
CO7: Gain knowledge on the economy of social media

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

Name of the Programme	: F.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: F.Y.B.Voc
Semester	: II
Course Type	: Open Elective
Course Code	: JMC-166-OE
Course Title	: Introduction to Podcast (Theory)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. To provide an overview of history of and growth of podcasting
2. To explore different podcast genres and format and their appeal to various audiences
3. To discuss the creative elements of podcasting and storytelling
4. To develop the knowledge of audio platform
5. To develop a knowledge of writing techniques, various formats, and production technology.
6. To know the various podcast monetization strategies, including advertising and sponsorship
7. To understand the role of podcast hosting sites and platforms.

Course Outcomes:

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

- CO1.** Understand the fundamental of podcasting and its place in the media
- CO2.** Develop an awareness of various podcast genres and format
- CO3.** Gain technical and creative aspects of podcasting
- CO4.** Understanding potential for audience engagement through podcasting
- CO5.** Students will be able to create, produce, and edit podcasts using appropriate technologies and techniques.
- CO6.** Students will understand the various podcast monetization strategies, and will be able to generate revenue from their podcasts.
- CO7.** Students will be able to implement strategies for promoting their podcasts on social media and other platforms.

Topics and Learning Points

	Teaching Hours
UNIT 1: Evolution of podcast	
1.1 Origin of podcast	8
1.2 Growth and trends in podcasting	
1.3 Different type of podcasts	
1.4 Famous podcaster in India	
UNIT 2: Production of Podcast	
2.1 Three phase of podcast	7
2.2 Writing techniques for podcast	
2.3 Different type of format	
2.4 Production technology	
UNIT 3: Monetizing Podcast	
3.1 overview for podcast monetization strategies	7
3.2 Advertising and sponsorship	
3.3 Strategies' for promoting podcast on social media	
3.4 Podcast hosting site and platform	
UNIT 4: Production possibilities and trends	
4.1 Latest trends of podcast	8
4.2 Qualities of a podcasters	
4.3 Reach, Access, Impact	
4.4 Ethics of podcasting	

References:

1. "Radio Journalism: Writing and Production Techniques" by K. V. S. Seshachalam
2. The Art of Effective Interviewing" by Ramesh Chandra
3. "The Business of Media: A Survival Guide" by Uday Chandra, Anjali Puri, Shoma Munshi
4. "Audio Storytelling and Podcasting" by Madhulika Kaushik
5. "Media Management: A Casebook Approach" by Peter M. Chalkley
6. "Digital Audio Editing: A Practical Guide for Journalists, Lecturers and Radio Operators" by K. A. Chandrahasan
7. "Digital Storytelling: A creator's guide to interactive entertainment" by Carolyn Handler Miller
8. "The Sound Effects Bible: How to Create and Record Hollywood Style Sound Effects" by Ric Viers
9. "Producing Great Sound for Film and Video" by Jay Rose
10. "Introduction to Media Production: The Path to Digital Media Production" by Gorham Kindem and Robert B. Musburger.

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

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Voc (Sem-II)
Course: Introduction to Podcast

Subject: Journalism and Mass Communication
Course Code: JMC-166- OE

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

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

Justification for the mapping

PO1: Disciplinary Knowledge:

CO1: Students will demonstrate to understanding the fundamental of podcasting and its place in the Media.

CO2: Students will apply to develop an awareness of various podcast genres and format.

PO2: Critical Thinking and Problem solving:

CO3: Students will be able to gain technical knowledge and creative aspects of podcasting.

PO3: Social Competence Exhibit thoughts and ideas effectively in writing and orally:

CO7: Students will be able to implement strategies for promoting their podcasts on social media and other platforms.

PO4: Research-Related Skills:

CO1: Students will apply their knowledge for the fundamental of podcasting and its place in the media.

PO5: Personal and Professional competence

CO5: Students will be able to create, produce, and edit podcasts using appropriate technologies and techniques.

PO6: Self-directed and Life-long learning

CO6: Students will understand the various podcast monetization strategies, and will be able to generate revenue from their podcasts.

PO8: Critical Thinking and Problem solving

CO2: Students will apply their knowledge of development awareness for various podcast genres and Its format.

CO3: Students will demonstrate the ability to apply gain technical and creative aspects of podcasting.

PO9: Trans-disciplinary Research competence:

CO5: Students will be able to create, produce, and edit podcasts using appropriate technologies and techniques.

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

Name of the Programme	: F.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: F.Y.B.Voc
Semester	: II
Course Type	: Open Elective (Practical)
Course Code	: JMC-167-OE
Course Title	: Podcast Production
No. of Credits	: 02
No. of Teaching Hour	: 60

Course Objectives:

1. To teach the processes involved in pre-production, including concept development and scripting
2. To provide hands-on- training in recording and editing podcast
3. To introduce various tools and technologies used in podcast
4. To discuss the methods for promoting and distributing podcast to audience
5. To develop a comprehensive content plan, format, and release schedule.
6. To provide a foundational understanding of the technical aspects of podcast recording.
7. To explore various types of podcasts & provide insights into best practices for each type.

Course Outcomes:

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

- CO1.** Students will develop practical skills in podcast planning, recording and editing
- CO2.** Students able to learn create engaging audio content for different audience
- CO3.** This course gain proficiency in using podcasting equipment and software
- CO4.** Students will understand strategies for promoting podcast and monetization
- CO5.** Students will be able to create a well-thought-out content plan, format, and episode release schedule
- CO6.** Students will have a basic understanding of the technical aspects of podcast recording
- CO7.** Students will be able to successfully produce and distribute their podcast on various platforms

UNIT 1: Introduction to Podcast	Teaching Hours
1.1 Listening and understanding different type of podcast	10
1.2 Analysis various genres of podcast	
1.3 Watch famous podcaster series in India	
1.4 Developing your podcast concept and format	
UNIT 2: Pre- Planning of Production	
2.1 Creating a calendar and scheduled of program	10
2.2 Identifying specific format and genres of podcast	
2.3 Writing script for audio podcast	
2.4 Identified guests and co- host and participants for podcast	
UNIT 3: Recording and Editing	
3.1 Setting up your recording space and equipment	10
3.2 Recording your podcast episode	
3.3 Editing your podcast audio	
3.4 Published on different platform	
UNIT 4: Podcast Production	
4.1 Define your podcasts them, target audience and goals	15
4.2 Develop a content plan, format and frequency of episode	
4.3 Choose name, logo and description for your podcast	
4.4 Understand technical aspects of podcast recording	
UNIT 5: Podcast Production and distribution	
5.1 Solo podcast	15
5.2 Theme based podcast	
5.3 Storytelling podcast	
5.4 Interview podcast	

References:

1. "Audio Storytelling and Podcasting" by MadhulikaKaushik
2. "How to Start A Podcast" by Fauzia Burke
3. "Create Audio Products" by Fred Gleeck and Bob Bly
4. "Digital Audio Editing: A Practical Guide for Journalists, Lecturers and RadioOperators"by K. A. Chandrahasan
5. "Radio Journalism: Writing and Production Techniques" by K. V. S. Seshachalam
6. "Audio Production and Critical Listening: Technical Ear Training" by Jason Corey
7. "The Art of Effective Interviewing" by Ramesh Chandra

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

Mapping of Program Outcomes with Course Outcomes

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

Subject: Journalism and Mass Communication

Course: Podcast Production

Course Code: JMC-167-OE

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	PO6	PO 7	PO8	PO9
CO1	3			3				3	
CO2			3					3	
CO3	3				2			3	2
CO4									
CO5		5							2
CO6									

Justification for the mapping

PO1: Disciplinary Knowledge

CO1: Students will apply their knowledge for developing practical skills in podcast planning, recording and editing.

CO3: This course will help to the students to gain proficiency in using podcasting equipment and software.

PO2: Critical Thinking and Problem solving:

CO5: Students will apply their knowledge for developing practical skills in podcast planning, recording and editing.

PO3: Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO2: Students will able to learn create engaging audio content for different type of audience

PO4: Research-Related Skills:

CO1: Students will demonstrate to develop practical sills I podcast planning, recording and editing.

PO5: Personal and professional competence

CO3: This course will gain knowledge proficiency in using podcasting equipment and software.

PO8: Self-directed and Life-long learning:

CO1: Students will apply their knowledge to develop practicalskills in podcast planning, recording and editing.

CO2: Students will able to learn create engaging audio content for different audience in society.

CO3: This course will help to the students to gain proficiency in using podcasting equipment and software.

PO9: Trans-disciplinary Research competence:

CO3: This course will help to the students to gain proficiency in using podcasting equipment and software.

CO5: Students will be able to create a well- through- out content plan, format, and episode release schedule.

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

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc. JMC
Semester	: II
Course Type	: Vocational Skill Course (VSC)
Course Code	: JMC-171-VSC
Course Title	: Writing for Media (Practical)
No.of Credits	: 02
No.of Teaching Hours	: 60

Course Objectives:

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

Course Outcomes:

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

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

Topics and Learning Points

UNIT 1: Fundamentals of Writing

Practical 10 Hours

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

UNIT 2: Identifying Writing in Audio-Visual Content	Practical 10 Hours
2.1 Reading v/s watching Audio-Visual content	
2.2 Tools of Reading Audio-Visual content	
2.3 Identifying Structure	
2.4 Identifying Drama and emotion	
UNIT 3: Story Writing	Practical 10 Hours
3.1 Elements of a Story	
3.2 Characters and Characterization	
3.3 Structuring a Story: Emotion and Drama	
3.4 Idea to Narrative: Practical Story Writing	
UNIT 4: Introduction to Various Types of Online Media Writing	Practical 15 Hours
4.1 Writing for Marketing Content	
4.2 Writing Ads	
4.3 Writing for Social Media Content	
4.4 Writing Vlogs	
UNIT 5: Narrative Story with dialogues	Practical 15 Hours
5.1 Practical Passive Story Writing	
5.2 Practical Narrative Story Writing	
5.3 Practical story events and building characters	
5.4 Writing narrative story with dialogues	

References:

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

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

Mapping of Program Outcomes with Course Outcomes

Class: FY B. Voc (Sem II)

Subject: Journalism and Mass Communication

Course: Writing for Media

Course Code: JMC-171-VSC

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

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

Justification for the mapping

PO1: Disciplinary Knowledge

CO1. Introduce the students to writing other than journalism.

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

CO3. Know the scope of various audio – visual contents

CO4. Know the basic elements of audio – visual content writing.

CO5. Understand the various types of genres in writing.

CO6. Understand fictional stories

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

PO2: Critical Thinking and Problem solving

CO1. Introduce the students to writing other than journalism.

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

CO3. Know the scope of various audio – visual contents

CO4. Know the basic elements of audio – visual content writing.

CO5. Understand the various types of genres in writing.

CO6. Understand fictional stories

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

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

CO1. Introduce the students to writing other than journalism.

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

CO3. Know the scope of various audio – visual contents

CO4. Know the basic elements of audio – visual content writing.

- CO5. Understand the various types of genres in writing.
- CO6. Understand fictional stories
- CO7. Lead students to the world of video- production contents.

PO4: Research- Related Skills

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

PO5: Personal and professional competence

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

PO8: Self-directed and Life-long learning

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

PO9: Trans-disciplinary Research competence

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

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

Name of the Programme	: B. Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc.
Semester	: II
Course Type	: Skill Enhancement Course (SEC)
Course Code	: JMC-176-SEC
Course Title	: Content production on Mobile (Practical)
No. of Credits	: 02
No. of Teaching Hours	: 60

Course Objectives:

1. To understand techniques of audio-visual content production on mobile.
2. To gain the knowledge of content production for different platforms of social media
3. To gain proficiency in specific uses of various types of social media platforms
4. To provide understanding of etiquette of various social media
5. To understand how to create own presence on social media professionally.
6. To understand basic strategies of content management on social media.
7. To gain the knowledge of advance fetures and aplications of content development on mobile.

Course Outcome:

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

- CO1.** Students would be able to produce audio-visual content on mobile
- CO2.** Students would be able to use different platforms of social media.
- CO3.** Student will use the latest applications for content development.
- CO4.** Students would be able comment on various subject of society through AV content.
- CO5.** Students would be able to utilize digital social media tools for different developmental activities.
- CO6.** Students would be able to gain understanding of cyber ethics.
- CO7.** Students will comprehend the functionalities of social media.

Topic and Learning Points

UNIT 1: Creation of short videos vertically and horizontally	Teaching Hours
1.1 Shooting Vertically	10 Hours
1.2 Shooting Horizontally	
1.3 Platform based content	
1.4 Planning and creation	
1.5 Production	
1.6 Place your content on online Platforms	

UNIT 2: Making of a short-video of 1 minute	10 hours
2.1 Planning and paper work	
2.2 Shooting	
2.3 Editing	
2.4 Graphical work on Mobile apps	
2.5 Titling	
2.6 Place your content on online Platforms	
UNIT 3: Making of a short-video of 2 minute	15 hours
3.1 Planning and paper work	
3.2 Shooting	
3.3 Editing	
3.4 Graphical work on Mobile apps	
3.5 Titling	
3.6 Place your content on online Platforms	
UNIT 4: Making of un-boxing videos	10 hours
4.1 Planning and paper work	
4.2 Shooting	
4.3 Editing	
4.4 Graphical work on Mobile apps	
4.5 Titling	
4.6 Place your content on online Platforms	
UNIT 5: Making of travelVlog/ food Vlog	15 hours
5.1 Planning and paper work	
5.2 Shooting	
5.3 Editing	
5.4 Graphical work on Mobile apps	
5.5 Titling	
5.6 Place your content on online Platforms	

References:

1. Content Production for Digital Media: An Introduction. 1st ed. 2022 Edition. by Jay Daniel Thompson (Author), John Weldon (Author)
2. The Art of Online Writing: A Guide to Engaging Content Creation, SEO Strategies, and Digital Storytelling for Writers and Bloggers | Building Your Online Presence & Leaving a Lasting Impact Paperback. By Laura S. Scott (Author)
3. New Media (Media Content Production on Multiple Platforms) Perfect Paperback – 1 January 2022. By KRISHNA SANKAR KUSUMA (Author)
4. New Directions in Mobile Media and Performance. By Camille Baker

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

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.B.Voc (Sem II) Subject: B.Voc. Journalism and Mass Communication
Course: Content production on Mobile (Practical) Course Code: JMC-176-SEC

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

Justification for the mapping

PO1: Disciplinary Knowledge:

CO1: Students will acquire the knowledge of production audio visual content using Smartphone technology.

CO2: Students will gain the knowledge of use social media platforms and will produce and published the content.

CO3: Students will gain the knowledge of applications of smart phone for content development.

CO5: Students will develop the skill and understanding to utilized digital social media tools for different developmental activities.

PO2: Critical Thinking and Problem solving:

CO4: Students will use their Skills for searching the issues, problems and they will do comment on it through audio visual content and providing information to people.

PO3: Social Competence Exhibit thoughts and ideas effectively in writing and orally

CO1: Students will exhibits the skills to produce the content to communicate with people on mass level.

CO2: Students will use the social media platforms to communicate creatively.

CO4: Students will comment on various subject of society through audio visual content.

PO4: Research-Related Skills

CO4: Students will do the serve and collect the opinions of peoples on different subjects and make awareness about the issues.

PO5: Personal and Professional competence

CO5: Students will apply the knowledge to develop the different professional media program In various languages for all types of audience.

PO6: Effective Citizenship and Ethics

CO6: Students will learn the media and cyber ethics and will apply for social content production

and publication.

PO7: Environment and Sustainability

CO7: Students will understand and developed the skills for sustainable development and make awareness in society

PO8: Self-directed and Life-long learning

CO2: Students will demonstrate the ability to apply media content production concepts and techniques in practical contexts. This ability will enable them to continue learning and developing their skills throughout their careers.

CO4: Students will acquire the ability to developed the audio visual content professionally

PO9. Trans-disciplinary Research competence

CO4: Students will apply concepts, such as media research, writing shooting editing , to solve a variety of analytical problems.

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

Name of the Programme	: B. Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc.
Semester	: II
Course Type	: Ability Enhancement Course
Course Code	: UAENAEC126
Course Title	: Functional English - II
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To introduce students to functionality of English language through strong prose articles.
2. To introduce students to functionality of English language through good poetry.
3. To help students to functionality of English grammar through extensive grammar.
4. To help students understand functionality of English composition through practice exercises in paragraph writing.
5. To help students understand functionality of English comprehension through practice exercises in Newspaper Advertisement.
6. To help students enrich their vocabulary through world class English literature.
7. To make students think creatively and critically.

Course Outcome:

- CO1.** The students understand functionality of English language through strong prose articles.
- CO2.** The students understand functionality of English language through good poetry.
- CO3.** The students comprehend functionality of English grammar through extensive grammar.
- CO4.** The learners understand functionality of English composition through practice exercises in paragraphwriting.
- CO5.** The learners understand functionality of English comprehension through practice exercises in Newspaper Advertisement.
- CO6.** The students are enriched in their vocabulary through world class English literature.
- CO7.** The students think creatively and critically.

Topic and Learning Points

UNIT 1: Prose	Teaching Hours 10 hours
1. The Child (Prem Chand)	
2. Love Across the Salt Desert (K N Daruwala)	
UNIT 2: Poetry	(06 hours)
1. Still I Rise (Maya Angelou)	

2. Success is Counted Sweetest (Emily Dickinson)

UNIT 3: Grammar

(08 hours)

1. Active Passive
2. Synthesis
3. Identification of Noun, Verb, Adjective and Adverb

UNIT 4: Composition and Vocabulary

(06 hours)

1. Letter Writing
2. Email Writing
3. Idioms and Phrasal verbs

References:

1. *Horizons, A Textbook for College Students* (MacMillan Publishers India Private Ltd)
2. *English Grammar in Use* (Cambridge)

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

Name of the Programme	: B. Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: F.Y.B.Voc.
Semester	: II
Course Type	: Value Education Course (VEC) (TH)
Course Code	: COS-185-VEC
Course Title	: Digital and Technological Solution (Practical)
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To gain familiarity with digital paradigms
2. To sensitize about role & significance of digital technology.
3. To provide know how of communications & networks
4. To bring awareness about the e-governance and Digital India initiatives
5. To provide a flavour of emerging technologies - Cloud, Big Data, AI 3D printing

Course Outcome:

- CO1. Knowledge about digital paradigm.
 CO2. Realisation of importance of digital technology, digital financial tools, e-commerce.
 CO3. Know-how of communication and networks.
 CO4. Familiarity with the e-governance and Digital India initiatives
 CO5. An understanding of use & applications of digital technology.
 CO6. Basic knowledge of all machine learning and big data.
 CO7. Knowledge about social networking.

Units	Course Contents	No. of Lectures
Unit - I	Introduction & Evolution of Digital Systems: Role & Significance of Digital Technology. Information & Communication Technology & Tools. Computer System & its working, Software and its types. Operating Systems: Types and Functions. Problem Solving: Algorithms and Flowcharts. Communication Systems: Principles, Model & Transmission Media.	8
Unit - II	Computer Networks & internet: Concepts & Applicators, WWW, Web Browsers, Search Engines, Messaging, Email, Social Networking. Computer Based information System: Significance & Types. E-commerce & Digital Marketing: Basic Concepts, Benefits & Challenges.	7
Unit -III	Digital India & e-Governance:	

	initiatives, infrastructure, Services and Empowerment. Digital Financial Tools: Unified Payment interface, Aadhar Enabled Payment System, USSD, Credit/Debit Cards, e-Wallet's internet Banking, NEFT/RTGS and IMPS, Online Bill Payments and pos.	8
Unit-IV	Cyber Security: Threats, Significance, Challenges, Precautions, Safety Measures, & Tools Emerging Technologies & their applications: Overview of Cloud Computing, Big Data, internet of Things, Virtual Reality, Blockchain, Robotics, Artificial intelligence, 3-D Printing. Future of Digital Technologies.	7

References:

1. Fundamentals of Computers by E Balagurusamy- Tata Mc GrawHill
2. Data Communications and Networking by Behrouz A. Forouzan - McGraw Hill
3. "Cloud Computing- Principals and Paradigms" by Buyya, Broberg, and Goscinski- Wiley
4. "E commerce" by Laudon.
5. "Artificial Intelligence- A Modern Approach by Russel and Norving" - Pearson Education.
6. "Internet of Things" by Samuel Greengard - MIT press
7. "Introduction to Computers by Peter Norton" - Tata McGraw Hill
8. "E-Commerce Concepts, Models, Strategies"- C.S.V. Murthy
9. "Basics of Artificial Intelligence and Machine Learning" by Dheeraj Mehrotra - Notion press.
10. "Big Data for dummies" by Hurwith, Nugent, Halper, Kaufman, Wiley & Sons - Wile