Anekant Education Society's

Tuljaram Chaturchand College of Arts Commerce and Science, Baramati

(Autonomous)

M.Voc- Media Studies

(Faculty of Vocational Studies)

CBCS Syllabus

M.Voc- Media Studies, Semester -II

For Department of Media and Communication Studies

Tuljaram Chaturchand College, Baramati

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

To be implemented from
December- 2023

Preamble

AES's Tuljaram Chaturchand 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 Tuljaram Chaturchand 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 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 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 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 system 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 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 Specific Outcomes (PSOs)

PSO1. **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.

PSO2. **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.

PSO3. **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.

PSO4. **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.

PSO5. **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.

PSO6. **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.

PSO7. **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.

PSO8. **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.

PSO9. **Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.

Anekant Education Society's
Tuljaram Chaturchand 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 Dhopeshwarkar**	Industry Expert
9.	**Ms. Ankita Khane**	Meritorious Alumni
10.	**Mr. Ravi Mane**	Meritorious Alumni

Year	Level	Semester	Major		Research Methodology (RM)	OJT/FP	RP	Cum. Cr.
			Mandatory	**Electives**				
I	6.0	Sem-I	MS-501-MJM: Introduction to Media Studies (T) (**Credit 04**)	MS-511-MJE (A) Understanding Cinema (T) (**Credit 02**) **OR** MS-511-MJE (B) Political Communication (T) (**Credit 02**)	MS-521-RM Media Research Methodology(T)(**Credit 04**)	--	--	22
			MS-502-MJM: Introduction to Journalism Studies(T) (**Credit 04**)					
			MS-503-MJM: Introduction to Video Production (T) (**Credit 02**)	MS-512-MJE (A) Video Camera Techniques (P) (**Credit 02**) **OR** MS-512-MJE (B) Advanced News Reporting and Editing Practices(P) (**Credit 02**)				
			MS-504-MJM: Writing for Media (P) (**Credit 02**)					
			MS-505- MJM Photography and Photo Editing (P) (**Credit 02**)					
		Sem-II	MS-551-MJM: Media Society and Culture(T) (**Credit 04**)	MS-561-MJE (A)Script Writing(T) (**Credit 02**) OR MS-561-MJE (B)Digital Journalism(T) (**Credit 02**)	--	MS-581-OJT/FP **Credit 04**	--	22
			MS-552-MJM: Advertising(T) (**Credit 04**)					
			MS-553-MJM Introduction to Digital Media(T) (**Credit 02**)	MS-562-MJE (A)Mobile Production(P) (**Credit 02**) OR MS-562-MJE (B)Digital Content Production(P) (**Credit 02**)				
			MS-554-MJM Studio Production(P) (**Credit 02**)					
			MS-555-MJM Video Editing Techniques(P) (**Credit 02**)					
Cum. Cr.			28	**8**	**4**	**4**	**-**	**44**

Course Structure for F.Y. M.Voc. Media Studies -2023 Pattern

Sem	Course Type	Course Code	Course Title	Theory/ Practical	No. of Credits
I	Major (Mandatory)	MS-501-MJM	Introduction to Media Studies	Theory	04
	Major (Mandatory)	MS-502-MJM	Introduction to Journalism	Theory	04
	Major (Mandatory)	MS-503-MJM	Introduction to Video Production	Theory	02
	Major (Mandatory)	MS-504-MJM	Writing for Media	Practical	02
	Major (Mandatory	MS-505- MJM	Photography and Photo Editing	Practical	02
	Major (Elective)	MS-511-MJE (A)	Understanding Cinema	Theory	02
		MS-512-MJE (A)	Camera Techniques	Practical	02
		MS-511-MJE (B)	Political Communication	Theory	02
		MS-512-MJE (B)	News Reporting and Editing Skills	Practical	02
	Research Methodology	MS-521-RM	Media Research Methodology	Theory	04
			Total Credits Semester I		**22**
II	Major(Mandatory)	MS-551-MJM	Media Society and Culture	Theory	04
	Major (Mandatory)	MS-552-MJM	Advertising	Theory	04
	Major (Mandatory)	MS-553-MJM	Introduction to Digital Media	Theory	02
	Major (Mandatory)	MS-554-MJM	Studio Production	Practical	02
	Major (Mandatory)	MS 555 MJM	Video Editing Techniques	Practical	02
	Major (Elective)	MS-561-MJE (A)	Script Writing	Theory	02
		MS-562-MJE (A)	Mobile Production	Practical	02
		MS-561-MJE (B)	Digital Journalism	Theory	02
		MS-562-MJE (B)	Digital Content Production	Practical	02
	On Job Training (OJT)/Field Project (FP)	MS-581-OJT/FP	On Job Training/Field Project relevant to the major course.	Training/ Project	04
			Total Credits Semester-II		**22**
			Cumulative Credits Semester I and II		**44**

CBCS Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

Name of the Programme   : M.Voc-M.S

Programme Code   : PVMS

Class   : M.Voc.M.S

Semester   : II

Course Type   : Major Mandatory (Theory)

Course Code   : MS-551-MJM

Course Title   : Media, Society and Culture

No. of Credits   : 04

No. of Teaching Hours   : 60

Course Objectives:

1. This course explores the relationship between media, communication, culture and society.
2. Students will debate and discuss media technologies, media contents and users, media within power and control, media and the public sphere.
3. To understand the relationship between media and audience.
4. To understand the social and cultural dynamics of media.
5. To analyze various forms and goals of media organizations and explore the dynamics of pressure groups.
6. To understand the aesthetics of mass art and ideologies in modernity and post-modernity.
7. To study audience behavior through the lens of uses and gratifications, and understand the need to reach, know, and measure audiences.

Course Outcomes:

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

CO1. To use key media, society and culture concepts and terms

CO2. To examine the function of media in shaping the society and culture

CO3. To research identity politics, media and individual personality

CO4. To determine the relationship between media and social problems and issues

CO5. Students will gain insights into the organizational dynamics of media institutions, Recognizing the complexities and ethical dilemmas faced by professionals in the field.

CO6. Students will demonstrate a critical understanding of media content production,

Recognizing the influence of cultural, commercial, and ideological factors on content Creation.

CO7. Students will develop a comprehensive understanding of the role and behaviour of mass audiences, critically analyzing the effects and implications of media on society and Individuals.

Topics and Learning Points

UNIT 1 The Framework of Discussion about Mass Communication   **Teaching hours**

    1.1 The process of mass communication

    1.2 Various issues in popular and academic discussions.   **(10)**

    1.3 Academic origin and concerns

    1.4 Culture, Technology, Economy, Power and Effects

    1.5 Media as an important social institution

UNIT 2 The Rise of Mass Communication

    2.1 Modernity and mass communication

    2.2 The concept of mass

    2.3 Characteristics of mass communication   **(10)**

    2.4 Development of media technologies

    2.5 Mass communication without modernity and media

UNIT 3 Ideas, Issues and Perspectives

    3.1 The functionalist and normative issues

    3.2 The political-economic perspectives

    3.3 Marxist view and the concept of cultural hegemony   **(10)**

    3.4 Information society perspective and technological influence

    3.5 Paradigm of study- Dominant and Alternative

UNIT4 Media Structure and Institution

    4.1 Features of media economy

    4.2 Competition and concentration

    4.3 Ownership and control

    4.4 Policy issues: Freedom, Regulation, Protection, Diversity   **(10)**

    4.5 Public interest, economic pressures and cultural issues

UNIT 5 Media Organizations in its Context

    5.1 Organization- forms and goals

    5.2 Pressure groups and dynamics of interests

    5.3 Content: Freedom and gate-keeping   **(5)**

    5.4 Relations with society, clients and audiences

    5.5 Professional views, dilemmas and conflicts

UNIT 6 Media Content
      6.1 Content production- cultural production
      6.2 Standardization and Genres
      6.3 Issues- Bias, Representation, Commercialization   **(5)**
      6.4 Aesthetic of mass art
      6.5 Ideologies- modernity and post-modernity

UNIT7 Mass Audiences
      7.1 Centrality of audiences in communication discourse
      7.2 Locating audiences- society, media, content etc.
      7.3 Three tradition of audience studies   **(5)**
      7.4 Audience behavior- Uses and gratification
      7.5 Need to reach, know and measure audiences

UNIT 8 Media Effects
      8.1 The premise of the central concern
      8.2 Campaign and propaganda- the case of politics   **(5)**
      8.3 Phases of effect discourses
      8.4 Agenda setting, Cultivation, Diffusion
      8.5 Ideology and Effects

References:

1) Mass Communication Theory- McQuail Denis (Sage Publication)
2) Questioning the Media: Downing John et al (Sage Publication)
3) Mass Communication in India- Kumar Keval (Jaico Publication)
4) The Audiences and Its Landscape- Hay James et al (Westview Press)
5) Desperately Seeking the Audiences- AngIen (Routledge Publications)
6) www.thehoot.org
7) www.indiantelevision.com
8) www.media4exchange.com
9) www.agencyfaqs.com
10) www.mediawatch.com

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: FY.M.Voc.MS (Sem-II) **Subject:** Media Studies
Course: Media society and culture **Course Code:** MS-551-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	1					2
CO2	3						3	3	
CO3		2		3					2
CO4					3				
CO5					1	3			
CO6		3							
CO7			2			3			

Justification for the mapping

PO1 - Disciplinary Knowledge:
COs 1 and 2: CO 1 mentions a holistic understanding of foundational concepts in mass Communication, and CO 2 refers to the historical development and characteristics of mass Communication. Both align with the comprehensive knowledge of disciplines mentioned in PO1.

PO2 - Critical Thinking and Problem Solving:
COs 3 and 6: CO 3 involves critically analyzing various perspectives in mass communication, While CO 6 focuses on critical understanding of media content production. Both require the Application of critical design thinking, as emphasized in PO2.

PO3 - Social Competence:
COs 1 and 7: CO 1 involves recognizing the significance of mass communication as a social Institution, and CO 7 involves critically analyzing the effects and implications of media on society and individuals. Both relate to effective communication and interpersonal skills as highlighted in PO3.

PO4 - Research-Related Skills:
COs 1 and 3: CO 1 emphasizes understanding foundational concepts, and CO 3 involves critically analyzing various perspectives. Both require research-related skills as mentioned in PO4, such as the ability to ask relevant questions and report results.

PO5 - Personal and Professional Competence:
COs 4 and 5: CO 4 involves understanding the structural aspects of media institutions, and CO 5 Involves recognizing ethical dilemmas faced by professionals. Both align with the personal and Professional competence outlined in PO5.

PO6 - Effective Citizenship and Ethics:
COs 5 and 7: CO 5 involves recognizing ethical dilemmas, and CO 7 involves critically analyzing the effects and implications of media on society. Both relate to acting with informed awareness of moral and ethical issues as emphasized in PO6.

PO7 - Environment and Sustainability:
CO 2: CO 2 involves understanding the historical development and characteristics of mass Communication in societal and technological contexts. This aligns with the need for understanding the impact of scientific solutions in societal and environmental contexts as mentioned in PO7.

PO8 - Self-directed and Life-long Learning:
CO 2: CO 2 involves linking mass communication to broader societal and technological changes. This aligns with the ability to engage in independent and life-long learning, as highlighted in PO8.

PO9 - Trans-disciplinary Research Competence:
COs 1 and 3: CO 1 involves understanding foundational concepts, and CO 3 involves critically Analyzing various perspectives. Both require trans-disciplinary research competence as mentioned In PO9 to address common problems.

CBCS Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

Name of the Programme: M.Voc. M.S

Programme Code : PVMS

Class : M.Voc.-M.S

Semester : II

Course Type : Major Mandatory (Theory)

Course Code : MS-552-MJM

Course Title : Advertising

No. of Credits : 04

No. of Teaching Hours: 60

Course Objectives:

1) Equip students with a comprehensive understanding of advertising concepts, functions, And its role in the communication landscape.

2) Develop critical thinking skills through analyzing various advertising media types and Their effectiveness in reaching target audiences.

3) Foster creativity and communication skills through practical exercises in copywriting, Layout design and campaign planning.

4) Examine the ethical and social implications of advertising, including its impact on Consumer behaviour and society.

5) Provide insights into the structure and operations of advertising agencies, and equip Students with skills for building successful client-agency relationships.

6) Gain practical experience analyzing real-world advertising campaigns and their Effectiveness in addressing social issues.

7) Develop awareness of trends and opportunities in the Indian advertising industry, Preparing students for potential career paths.

Course Outcomes:

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

CO1: Students will be able to define and explain key advertising concepts, including its Evolution, types, and role in the marketing mix.

CO2: Students will be able to differentiate between advertising and related communication forms Like publicity, propaganda, and PR.

CO3: Students will be able to critically evaluate different advertising media channels based on Their characteristics, benefits, and target audience reach.

CO4: Students will be able to apply their understanding of consumer demographics and Psychographics to develop effective media plans and message strategies.

CO5: Students will be able to write persuasive and engaging copy, design effective layouts, and Understand the AIDA copywriting principles.

CO6: Students will be able to explain the structure and functions of advertising agencies, identify Different agency types, and understand client-agency dynamics.

CO7: Students will be able to develop a creative brief for an advertising campaign, considering Its objectives, target audience, and messaging strategy.

Topics and Learning Points

Unit 1 Advertising: An Introduction   **Teaching hours**

    1.1 Definition, Need, Scope, Role &Importance, Evolution and Growth.   **(10)**

    1.2 Advertising as a Tool of Communication and its Difference, Propaganda,

    1.3 Publicity, PR

    1.4 Role of Advertising in Marketing Mix, Advertising vs Personal Selling & Sales

    1.5 Promotion, Advertising vs Public Relations & Advertising vs Marketing

    1.6 Types of Advertising: Consumer, Business Advertising, Commercial vs Social

    1.7 Advertising, Corporate Advertising, Action vs. Awareness Advertising.

Unit 2 Advertising Media   **(10)**

    2.1 Understanding Media & It's Creative Co-ordination with other Marketing functions

    2.2 Types of Media: Print Media, Broadcast Media, Outdoor, Transit, Traditional,

    2.3 Direct Mail & Internet, Their characteristics, Benefits & Drawbacks, New Media

    2.4 Understanding Consumer: Demographic, Psychographic Profile.

    2.5 Media Planning Methods: Media Strategies & Media Mix.

Unit 3 Advertising Creativity

    3.1 Creativity: Concept & Role in Advertising.   **(10)**

    3.2 Copywriting: Role & Importance of a Copywriter How to Develop an Effective Copy,

    3.3 AIDA (Copy Writer's Pyramid).

    3.4 Copy Elements-Headline, Subhead, Body Copy, Logos & Slogans

    3.5 Layout-Definition, Steps & its Importance; Principles of a good layout.

Unit 4 Advertising Agency   **(10)**

    4.1 Ad Agency – Definition, Role and Functions of Various Departments, Structure

    4.2 of an Advertising Agency

    4.3 Types of Ad Agencies, Agency revenue sources, Client-Agency Relationship,

    4.4 Selection of an Advertising Agency

    4.5 Indian Advertising Agencies: Trends & Status

4.6 Advertising Ethics &Social Responsibility, Regulation of Advertising: Govt.
4.7 &Non Govt. Regulations

Unit 5 Advertising Campaign Planning (10)
5.1 Ad Campaign – Concept and Importance
5.2 Brand versus Social Ad campaigns
5.3 Overview of Campaign Planning, Its components
5.4 Developing Creative Brief

Unit 6 Practical (10)
6.1 Collection of different types of Advertisements.
6.2 Screening and discussion on ten FMCG Advertisements based on Social Issues.
6.3 Screening of top Twenty Creative Indian and International Advertisements.
6.4 Group discussion on Socio-Economic and Cultural Impact of Advertising

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Bovee&Arens. Contemporary Advertising. USA: Irwin.
- Chunawala&Sethia. Foundations of Advertising, 8th edition. India: Himalaya publishing house.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- Jones, P J. How Advertising Works. India: Sage
- Tiwari,S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Halve, BhaskarAnand. Planning For Power Advertising. India: Response Books

Choice Based Credit System Syllabus
(As Per NEP 2020)
Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc- (Sem-II)　　　　　　　**Subject:** M.Voc-Media Studies
Course: Advertising　　　　　　　　　　**Course Code**: MS-552-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	2								
CO2	2			2				2	
CO3	2	3		2				2	
CO4		3			2			2	2
CO5	2	3	3		2	2			
CO6	2		3		2		2		
CO7									

Justification of mapping

PO1: Disciplinary Knowledge- CO1, CO2, CO3, CO5, CO6
These COs directly address advertising concepts, media, copywriting, and agency structures, demonstrating understanding within the specific B.Voc program discipline.

PO2: Critical Thinking and Problem Solving - CO3, CO4, CO5
 Evaluating media channels, planning media campaigns, and crafting persuasive copy involve critical analysis and problem-solving skills to optimize communication objectives.

PO3: Social Competence CO5, CO6
Writing effective copy and understanding client-agency dynamics require strong communication and presentation skills for impactful interactions.

PO4: Research-Related Skills- CO2, CO3
Differentiating advertising from other communication forms and evaluating media channels necessitate research and analysis of relevant information.

PO5: Personal and Professional Competence CO4, CO5, CO6
Developing media plans, writing copy, and understanding agency dynamics demand independent work, collaboration, and commitment to achieve effective communication goals.

PO6: Effective Citizenship and EthicsCO5
Crafting persuasive messages requires consideration of ethical marketing practices and responsible communication to avoid manipulation or misinformation.

PO7: Environment and Sustainability- CO6
Understanding client-agency dynamics may indirectly raise awareness of sustainable business practices within the advertising industry.

PO8: Self-directed and Life-long learning: CO2, CO3, CO4

Analyzing communication forms, media channels, and consumer trends promotes continuous learning and adaptability to evolving marketing landscapes.

PO9: Trans-disciplinary Research Competence: CO4

Developing media plans that consider diverse social and cultural contexts could be seen as a nascent step towards trans-disciplinary thinking.

CBCS Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

Name of the Programme : M. Voc.MS

Programme Code : PVMS

Class : FY M. Voc MS

Semester : II

Course Type : Major Mandatory (Theory)

Course Code : MS-553-MJM

Course Title : Introduction to Digital Media

No. of Credits : 02

No. of Teaching Hours : 30

Course Objectives:

1. To familiarize the idea of digital media
2. To create understanding of contents published on digital platforms
3. To develop stories on digital media
4. To explore the digital methods of media and new technologies.
5. To understand the Concept of Media Convergence
6. To comprehend Cross-Media Content Production Processes
7. To identify Different Types of Digital Media Platforms

Course Outcomes:

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

CO1. Familiarize the idea of digital media
CO2. Create understanding of contents published on digital platforms
CO3. Develop stories on digital media
CO4. Explore the digital methods of media and new technologies.
CO5. Students will be able to define and explain the concept of media convergence,
CO6. Students will identify and analyze the four types of convergence in media
CO7. Students will classify and recognize various digital media platforms, including social media, streaming services, and online publications.

UNIT 1: Evolution to Digital Media   **Teaching Hours: 5**
   1.1 Introduction to Digital Media
   1.2 Concept of internet and its functioning
   1.3 Role of Digital Media in Society
   1.4 Use and functions of Digital Media

UNIT 2: Media Convergence   **Teaching Hours: 5**
   2.1 Concept of media convergence
   2.2 Four types of convergence in media
   2.3 Significance of media convergence and its functions
   2.4 Concept of Multimedia.

UNIT 3: Digital Story Telling   **Teaching Hours: 10**
   3.1 Cross-media content production processes
   3.2 Content management systems (CMS)
   3.3 Multi-media content generation techniques
   3.4 Interactive content generation

UNIT 4: Digital Media Platforms   **Teaching Hours: 10**
   4.1 Different types of digital media platforms
   4.2 Characteristics of digital platforms
   4.3 Difference in contents of these platforms
   4.4 Process of developing digital media contents.

References:

1. **Feldman, Tony. An Introduction to Digital Media. Routledge.**
2. **"Digital Broadcasting: An Introduction to New Media (Bloomsbury New Media Series)" by Jo Pierson and Joke Bauwens**
3. **"Digital Arts: An Introduction to New Media (Bloomsbury New Media Series)" by Cat Hope and John Charles Ryan**
4. **"Converging Media: A New Introduction to Mass Communication 2013-2014" by John V Pavlik and Shawn McIntosh**

Choice Based Credit System Syllabus
(As Per NEP 2020)
Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc (Sem-II)   **Subject:** Media studies
Course: Introduction to Digital Media   **Course Code**: MS-553-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	3								
CO2									
CO3		3							
CO4									
CO5				3		-	-		
CO6								3	2
CO7			3		3				2

Justification for the mapping

PSO1 - Disciplinary Knowledge:
CO1 - Justification: This outcome contributes to the comprehensive knowledge of digital media, a key aspect of the M.Voc program. Understanding the basic concepts is essential for a strong theoretical foundation.

PSO2 - Critical Thinking and Problem Solving:
CO3 - Justification: Creating stories on digital media requires critical design thinking and problem-solving skills, which align with the PSO of exhibiting the skill of critical design thinking and evaluating creative solutions.

PSO3 - Social Competence:
CO7 - Justification: Classifying and recognizing digital media platforms is essential for effective communication, meeting global competencies, and connecting with individuals or groups, thus fulfilling the PSO3.

PSO4 - Research-Related Skills:
CO5 and CO7 - Justification: Defining and explaining media convergence requires research-related skills, contributing to the PSO of demonstrating a sense of inquiry and asking relevant questions.

PSO8 - Self-directed and Life-long Learning:
CO6 - Justification: Engaging in independent and lifelong learning aligns with the PSO8, emphasizing the ability to adapt to socio-technological changes.

PSO9 - Trans-disciplinary Research Competence:
CO7 and CO6 - Justification: Classification and recognition of digital media platforms may involve trans-disciplinary approaches, contributing to the PSO9 of creating new conceptual innovations beyond discipline-specific approaches.

CBCS Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

Name of the Programme: M.Voc-M.S

Programme Code : PVMS

Class : M.Voc.-M.S

Semester : II

Course Type : Major Mandatory (Theory)

Course Code : MS-554-MJM

Course Title : Studio Production

No. of Credits : 02

No. of Teaching Hours: 30

Course Objectives:

1. Students will know the procedure and techniques to create lighting for the various indoor video production projects.
2. Students will acquire skills and learn to produce video using Single camera setup
3. Students will acquire skills and learn to produce video using Multi camera setup
4. Students will able to handle all video switching equipments in the studio
5. Students will able to handle all audio mixing equipments in the studio
6. Students will able to produce live streaming of any Program
7. Students will able to edit sound in adobe audition

Course Outcomes:

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

CO 1. Students would be able to create lighting for the various indoor video production projects.
CO 2. Students would be able to produce video using Single camera setup
CO 3. Students would be able to produce video using Multi camera setup
CO 4. Students will be able to use video switching equipments in the studio
CO 5. Students would be able to handle audio mixing equipments in the studio
CO 6. Students would be able to produce live streaming of any Program
CO 7. Students would be able to edit sound in adobe audition

Topics and Learning Points

Unit-1 Studio Specification   **Teaching hours**
    1.1 Know your studio.   **(5)**

1.2 Sound proofing
1.3 Acoustics studio

Unit2 Lights- Indoor lighting (5)
   2.1 Types of lights and its use
   2.2 Two-point lighting
   2.3 3-point lighting

Unit3 Lights- Indoor lighting (5)
   3.1 Lighting for news anchoring
   3.2 Lighting for interview
   3.3 Lighting for commercial

Unit -4 Camera setup
   4.1 Single camera setup for short video anchoring (5)
   4.2 Single camera setup for News anchoring
   4.3 Multi camera setup for news anchoring
   4.4 Multi camera setup for interview

Unit 5 Sound Recording
   5.1 Functioning of Audio mixer
   5.2 Sound recording and mixing. (5)

Unit 6 Vision Mixer exercises
   6.1 Functioning of vision mixer
   6.2 Vision mixing for multi camera setup. (5)
   6.3 Live streaming of any Program

Reference:

- Hand book of various instruments available in the Studio

Choice Based Credit System Syllabus
(As Per NEP 2020)
Mapping of Program Outcomes with Course Outcomes

Class: M.Voc-(SEM-II)   **Subject:** M.Voc-Media Studies
Course: Studio Production   **Course Code**: MS-554-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	2				1		2	2	
CO2	2	2			1				2
CO3	2	2			1		2	2	
CO4	2	2			1		2		2
CO5	2	2			1		2	2	
CO6	2	2	2		1	2	2	2	2
CO7	2	2		3			2		

Justification of mapping

Mapping for PO1 - Disciplinary Knowledge: CO1, CO2, CO3, CO4, CO5, CO6, CO7
The course outcomes focus on providing comprehensive knowledge and practical skills in video production, lighting, single and multi-camera setups, video switching, audio mixing, live streaming, and sound editing, contributing to a strong disciplinary knowledge in the field of video production.

PO2 - Critical Thinking and Problem Solving: CO2, CO3, CO4, CO5, CO6, CO7
The course outcomes involve producing videos, using different setups, and handling various equipment, requiring critical design thinking and problem-solving skills to ensure effective video production.

Mapping for PO3 - Social Competence: CO6
CO6 focuses on producing live streaming of any program, requiring effective communication and presentation skills, aligning with social competence to connect with a global audience through media.

Mapping for PO4 - Research-Related Skills: CO7
CO7 involves editing sound in Adobe Audition, which requires research-related skills such as asking relevant questions, planning, executing, and reporting results of the sound editing process.

PO5 - Personal and Professional Competence:
Mapped COs: CO1, CO2, CO3, CO4, CO5, CO6, CO7
The course outcomes emphasize independent and team activities, cooperation, enthusiasm, commitment, and skill-building, contributing to personal and professional competence in the field of video production.

PO6 - Effective Citizenship and Ethics: CO6
CO6 involves producing live streaming with an informed awareness of moral and ethical issues, aligning with effective citizenship and ethical considerations in video production.

PO7 - Environment and Sustainability: CO1, CO2, CO3, CO4, CO5, CO6, CO7
The course outcomes consider the impact of scientific solutions in societal and environmental contexts, demonstrating knowledge of and need for sustainable development in video production practices.

PO8 - Self-directed and Life-long Learning: CO1, CO2, CO3, CO4, CO5, CO6, CO7
The course outcomes promote independent and lifelong learning in the context of socio-technological changes in the field of video production.

PO9 - Trans-disciplinary Research Competence: CO1, CO2, CO3, CO4, CO5, CO6, CO7
The course outcomes involve creating innovations in video production, requiring a trans-disciplinary approach to address common problems in the field

Name of the Programme	: M.Voc.MS
Programme Code	: PVMS
Class	: F.Y M.Voc. MS
Semester	: II
Course Type	: Major Mandatory (Practical)
Course Code	: MS-555-MJM
Course Title	: Video Editing Techniques
No. of Credits	: 02
No. of Teaching Hours	: 60

Course Objectives:

1. To provide the knowledge of Audio and Video editing using tools and techniques prevalent in the industry.
2. To create understanding of editing aesthetics for various media platforms.
3. To develop the video editing skills among students.
4. To provide the knowledge of entire video editing process.
5. To proficient Video Editing Skills
6. Aesthetics of Editing Mastery
7. Specialized Video Editing Techniques

Course Outcomes:

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

CO1. The students will understand the basic editing tools and techniques of video editing.
CO2. The students will gain the skills of recordings in preparation for the mastering of a
 Television program, motion picture or web application.
CO3. Demonstrate and practice their ability to plan, design, creates, modify, and save quality
Digital videos

CO4. Choose and apply aesthetic decisions and appropriate use of non-linear techniques Including use of transitions, continuity, pacing, and storytelling

CO5. Students will demonstrate a comprehensive understanding of the video editing software interface, including the arrangement of audio and video tracks, and utilization of various editing tools.

CO6. Students will gain expertise in applying aesthetic principles to video editing, emphasizing the importance of timing, shot arrangement, and transitions to create visually compelling sequences.

CO7. Students will master advanced video editing techniques, including color adjustment, multi-track editing, and the application of various visual effects to achieve specific creative objectives.

Topics and Learning Points	
	Teaching Hours
UNIT 1: Intro to Video-editing Techniques	05
1.1 The types of machines and software involved	
1.2 Various formats of cards & Recording devices	
1.3 Video editing- set up and editing-studio	
UNIT 2: Start-up of Video editing	05
2.1 Understanding basic formats and project set up	
2.2 Setting of the sequence	
2.3 Arranging the footage	
UNIT 3: Video Editing	15
3.1 Introduction to the software interface	
3.2 Audio video- Tracks	
3.3 Tools of editing	
3.4 Marring sound sync sound	
UNIT 4: Aesthetics of Editing	15
4.1 Right Cut-Timing	
4.2 Dynamics of Arrangement of Shot	
4.3 Rhyme of Edit	
4.4 Editing with reference to sound	
4.5 Transition	
UNIT5: Special treatment in editing	10
5.1 Colour Adjustment	
5.2 Multi-track editing	
5.3 The Effects	
5.4 Rendering	
UNIT 6: Packaging of the Video	10
6.1 Titles and Credits	
6.2 Controlling motion	
6.3 Importing from graphics software	

6.4 Importing Sound effects

References:

Recommended Readings:
1. In the Blink of an eye 2nd Edition: Walter Murch, 2001: Publisher: Silman-James
2. Adobe Premiere Pro CC Classroom in a Book 2018 Release: Maxim Jago:
3. Final Cut Pro X Beyond the Basics: Advanced Techniques for Editors, Tom Wolsky
4. Art of the Cut: Conversations with Film and TV Editors, by Steve Hullfish
5. Color Correction for Video: Using Desktop Tools to Perfect Your Image, by Jaime Fowler and Steve Hullfish
6. The Technique of Film and Video Editing: History, Theory, and Practice 5th Edition: Ken Dancyger
7. Grammar of the Edit 2nd Editon: Roy Thompson Christopher J. Bowen: Focal Pres

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc (Sem-II)　　　　　**Subject:** Media studies
Course: Video Editing Techniques　　　**Course Code**: MS-555-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	3								
CO2		3							
CO3			3						
CO4				-	-	3			
CO5								-	
CO6							3		
CO7									3

Justification for the mapping

PSO1 - Disciplinary Knowledge:

CO1: Justification: This CO aligns with PSO1 by ensuring that students demonstrate comprehensive knowledge in the field of video editing, showcasing theoretical understanding of fundamental tools and techniques.

PSO2 - Critical Thinking and Problem Solving:

CO2: Justification: Recording skills in preparation for media projects require critical design thinking to plan and execute recording processes effectively, aligning with PSO2's emphasis on predicting creative solutions and choosing the most appropriate options.

PSO3 - Social Competence:

CO3: Justification: Planning, designing, and creating digital videos involve effective communication and presentation skills, meeting PSO3's criteria of exhibiting thoughts and ideas effectively using appropriate media.

PSO6 - Effective Citizenship and Ethics:

CO4: Justification: Choosing and applying aesthetic decisions involve ethical considerations in storytelling and visual communication, aligning with PSO6's focus on moral and ethical awareness.

PSO5 - Personal and Professional Competence:

CO5: Justification: Demonstrating a comprehensive understanding of the video editing software interface aligns with PSO5, emphasizing personal and professional competence in handling advanced tools and techniques independently.

PSO7 - Effective Citizenship and Ethics:
CO6: Justification: Gaining expertise in applying aesthetic principles requires an understanding of ethics in storytelling and visual communication, aligning with PSO6's focus on moral and ethical awareness.

PSO9 - Trans-disciplinary Research Competence:
CO7: Justification: Mastering advanced video editing techniques involves a trans-disciplinary approach to integrate various creative elements, aligning with PSO9's emphasis on creating innovations beyond discipline-specific approaches.

Name of the Programme   : M. Voc.MS

Programme Code   : PVMS

Class   : FY M. Voc MS

Semester   : II

Course Type   : Major Elective (Theory)

Course Code   : MS-561-MJE (A)

Course Title   : Script Writing

No. of Credits   : 02

No. of Teaching Hours   : 30

Course Objectives:

1) To familiarize the students with script writing.
2) To create understanding of various styles of scripts in audio- visual production.
3) To develop storytelling skills for screen.
4) To identify the genres and forms of fiction
5) To understand the aesthetics of audio- visual production.
6) To take a story from paper to screen
7) To learn the visual narrative of screenplay

Course Outcomes:

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

CO 1.   Familiarize the students with script writing
CO 2.   Create understanding of various styles of scripts in audio- visual production
CO 3.   Develop storytelling story telling skills for screen.
CO 4.   Identify and explore the genres and forms of fiction
CO 5.   Understand the aesthetics of audio- visual production.
CO 6.   Take a story from paper to screen
CO 7.   Learn the visual narrative of screenplay

Topics and Learning Points

UNIT 1: Fundamentals of Screenplay Writing   **Teaching Hours: 5**
    1.1 Characteristics of Screenplay
    1.2 Elements of a Script
    1.3 Differences between Script writing and screenplay writing
    1.4 Difference between Fiction and Non-fiction

UNIT 2: Understanding Fiction   **Teaching Hours: 5**
    2.1 Identifying fiction contents.
    2.2 Different sub genres of fiction.
    2.3 Writing a 5-minute short story – writing one-liner and synopsis
    2.4 Writing narrative story of 5 minutes and developing the screenplay.

UNIT 3: Developing plot, emotions and Characters   **Teaching Hours: 10**
    3.5 Construction and development of plot – cause affect relationship
    3.1 Character development and emotions with 3 act structure
    3.2 Learning software – celtx for screenplay final draft
    3.3 Screenplay for Advertisements

UNIT 4: Understanding Non-fiction   **Teaching Hours: 10**
    4.1 Sub-genres of non-fiction – characteristics and difference
    4.2 Finalization of Topics – deciding the pattern and treatment
    4.3 Writing for documentary
    4.4 Writing for Originals and Reality shows.

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

Class: FY M.Voc (Sem II)   Subject: Media Studies
Course: **Script Writing**   Course Code: **MS-561-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	PO8	PO9
CO1	3								
CO2		3							
CO3					2				
CO4									3
CO5						1			
CO6								3	
CO7			2						

Justification for the mapping

PO1: Disciplinary Knowledge (3)
Scriptwriting involves comprehensive knowledge of storytelling techniques, industry standards, and narrative structures.CO1: Familiarize the students with script writing.

PO2: Critical Thinking and Problem Solving (3)
Understanding various styles of scripts requires critical thinking to analyze and evaluate creative solutions in scriptwriting.CO2: Create understanding of various styles of scripts in audio-visual production.

PO5: Personal and Professional Competence (2)
 Developing storytelling skills for the screen involves personal and professional competence in crafting narratives that engage and resonate with the audience.CO3: Develop storytelling skills for screen.

PO9: Trans-disciplinary Research Competence (2)
 Exploring genres and forms of fiction requires a trans-disciplinary approach, integrating different storytelling elements.CO4: Identify and explore the genres and forms of fiction.

PO6: Effective Citizenship and Ethics (2)
Understanding the aesthetics of audio-visual production involves considerations of ethical and aesthetic choices in storytelling.CO5: Understand the aesthetics of audio-visual production.

PO8: Self-directed and Life-long Learning (3)
 Taking a story from paper to screen requires continuous learning, adapting to technological changes and industry trends.CO6: Take a story from paper to screen.

PO3: Social Competence (2)

Learning the visual narrative of screenplay involves effective communication through visual storytelling, aligning with social competence. CO7: Learn the visual narrative of screenplay.

Syllabus as per NEP 2020 for M.A./M.Sc. I (2023 Pattern)

Name of the Programme : M.Voc.MS

Programme Code : PVMS

Class : F.Y M.Voc MS

Semester : 1

Course Type : Major (Elective)(Practical)

Course Code : MS-562-MJE (A)

Course Title : Mobile Production

No. of Credits : 02

No. of Teaching Hours : 60

Course Objectives:

1. Develop proficiency in news coverage using mobile devices.
2. Master the art of creating short videos tailored for various social media platforms.
3. Acquire skills in creating short advertising content for popular social media platforms
4. Develop expertise in covering departmental, interdepartmental, and college events using mobile devices.
5. Gain experience in live video production by covering significant events like Pandharpur Wari, Moropanat debate competition.
6. Engage in hands-on exercises, including the creation of a 1-minute short video and a 3-minute short film
7. Encourage critical analysis and self-reflection on produced content, seeking continuous improvement in storytelling.

Course Outcomes:

By the end of the course, students will be able to:
CO1: Students will demonstrate the ability to produce news content on mobile, showcasing effective interviewing techniques, bites capture, PTC delivery, and vox pop creation.

CO2: Students will produce engaging short videos optimized for different social media platforms, displaying an understanding of platform-specific content requirements.

CO3: Students will create impactful advertising content for mobile platforms, demonstrating an understanding of effective storytelling and visual elements for digital advertising.

CO4: Students will showcase event coverage skills, producing visually appealing and engaging videos that highlight the essence of various events within the college.

CO5: Students will demonstrate the ability to produce high-quality live videos, capturing and presenting events in real-time while maintaining technical and storytelling excellence.

CO6: Students will produce short videos and films, applying the skills learned throughout the course, demonstrating creativity, teamwork, and effective storytelling.

CO7: Students will develop the ability to critically analyze their own work, identifying strengths and areas for improvement, fostering a mindset of continuous learning and adaptation in the evolving landscape of mobile video production.

Topics and Learning Points

UNIT 1: News Production on Mobile
- News coverage on mobile
- Interviews / Bites
- PTC   **Teaching hours-10**
- Vox-pop

UNIT 2: Short Video Production on Mobile
- Reels Video for Instagram
- IGTV Videos Instagram
- Short Video for YouTube   **Teaching hours-10**
- Video for Moj & Josh

UNIT 3:Short Advertising production on Mobile
- Advertising for Facebook
- Advertising for Instagram
- Advertising for YouTube   **Teaching hours-10**

UNIT 4: Short Videos production on Mobile
- Department events coverage
- Coverage other departments events   **Teaching hours-10**
- College Event Coverage

UNIT 5: Live Video Production
- Video production of Pandharpur Wari   **Teaching hours-10**
- Video production of Moropanat debate Competition
- Video Production of Ganapati Festival
- Video Production of any political Local Program in Baramati

UNIT 6: Exercises

- Short video of 1 minute
- short-film of around 3 minutes as a group activity   **Teaching hours-10**

Choice Based Credit System Syllabus
(As Per NEP 2020)
Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc- (Sem-II)   Subject: Media Studies
Course: **Mobile production**   Course Code: **MS-562-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	PO8	PO9
CO1		3							
CO2			3						
CO3				3		3			
CO4									
CO5									
CO6					3				
CO7								3	

Justification for the mapping

PO2. Critical Thinking and Problem Solving:
CO1: Students will demonstrate critical design thinking while producing news content, showcasing effective interviewing techniques, bites capture, PTC delivery, and vox pop creation. They need to predict creative solutions for effective content production.

PO3. Social Competence:
CO2: Students will produce engaging short videos optimized for different social media platforms, displaying an understanding of platform-specific content requirements.

PO4. Research-Related Skills:
CO4: Students will showcase event coverage skills, producing visually appealing and engaging videos that highlight the essence of various events within the college.

PO5. Personal and Professional Competence:
CO6: Students will produce short videos and films, applying the skills learned throughout the course, demonstrating creativity, teamwork, and effective storytelling.

PO6. Effective Citizenship and Ethics:
CO3: Students will create impactful advertising content for mobile platforms, demonstrating an understanding of effective storytelling and visual elements for digital advertising.

PO8. Self-directed and Life-long Learning:

CO7: Students will develop the ability to critically analyze their own work, identifying strengths and areas for improvement, fostering a mindset of continuous learning and adaptation in the evolving landscape of mobile video production.

Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

Name of the Programme	: M.Voc-M.S
Programme Code	: PVMS
Class	: M.Voc-M.S-
Semester	: II
Course Type	: Major Elective (Theory)
Course Code	: MS-561-MJE (B)
Course Title	: Digital Journalism
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. To understand the principles and evaluation of digital journalism
2. To learn the use of social media and other online tools for news gathering, Audience engagement
3. To understand the impact of digital technologies on the journalism industry
4. To emphasize the importance of verifying information and ensuring authenticity in digital journalism
5. Understanding the Business Dynamics of Digital Journalism
6. Combating Fake News in Digital Journalism
7. Critical Analysis and Ethical Considerations in Digital Journalism

Course Outcomes:

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

CO1. Students will be able to analyze and apply ethical and legal principles to Digital Journalism.

CO2. Students will demonstrate proficiency in producing a variety of multimedia Content.

CO3. Students will be able to effectively use social media and online tools to gather News, engages with audiences, and promote their journalistic work.

CO4. Students will develop critical skills in verifying information and ensuring the authenticity of digital content

CO5. Students will analyze the impact of shrinking newsroom sizes on the digital news business, identifying challenges and opportunities.

CO6. Students will recognize the importance of information verification and authenticity, developing skills to critically evaluate news sources.

CO7. Students will critically analyze the ethical implications of business decisions in digital journalism, considering the impact on journalistic integrity and public trust.

Topics and Learning Points

UNIT1: Evaluation of digital journalism   **Teaching Hours- 8**
    1.1 Introduction to digital journalism

    1.2 Platforms of digital journalism

    1.3 Characteristics and function digital journalism

    1.4 Role of digital journalism in the digital age

UNIT2: Mobile journalism
    2.1 Understanding the features of Smart- phones;

    2.2 Telling compelling stories / photo stories   **Teaching Hours- 8**

    2.3 Storytelling methods for mobile consumers;

    2.4Tools for mobile platforms

UNIT3: Business of digital journalism
    3.1 Shrinking size of newsrooms and digital news business

    3.2 Economic of digital journalism   **Teaching Hours- 6**

    3.3 Understanding the business model

    3.4 Face book journalism project, goggle news initiative

UNIT 4: Fake news
    4.1 Need of verification and authenticity of information   **Teaching Hours- 8**

    4.2 Fact checks

    4.3 Video and photos verification

    4.4 Digital hygiene

Book Reference:

1. Al Jazeera Media Training and Development Centre, Mobile Journalism.Briggs, Mark.

2. Al Jazeera Media Training and Development Centre, data Journalism

3. Briggs, Mark 2.0. Journalism Lab and Knight Citizen News Network.

4. Feldman, Tony. An Introduction to Digital Media.Routledge.

5. Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre For Digital Journalism

6. Handbook for Media, General Elections To The 17 thLokSabha 2019, Election Commission of India New Media and Politics, Sage

7. Digital Journalism: Making News, Breaking News, Open Society Foundation

8. The Routledge Handbook of Developments In Digital Journalism Studies

9. The Handbook of Global Online Journalism, Wiley-Blackwell

10. गरुड, विश्वनाथ (२०१९), डिजिटल पत्रकारिता ,गमभनप्रकाशन

11. बोराटे, योगेश (२०१९) ,सोशल मिडिया , अथर्वप्रकाशन

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc (Sem-II)   **Subject:** Media studies
Course: Digital Journalism   **Course Code**: MS-561-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							
CO2			3						
CO3									
CO4				3					
CO5					3				
CO6					2				
CO7						3	-	-	-

Justification for the mapping

PSO2 - Critical Thinking and Problem Solving:
CO1: Justification: Analyzing and applying ethical and legal principles require critical thinking. This CO aligns with PSO2 by exhibiting critical design thinking in addressing ethical and legal challenges within the field of digital journalism.

PSO3 - Social Competence:
CO2: Justification: Proficiency in producing multimedia content and effective use of social media align with PSO3 by showcasing social competence. The COs emphasize communication skills and the ability to connect with audiences using appropriate media.

PSO4 - Research-Related Skills:
CO4 Justification: Verifying information and ensuring the authenticity of digital content are research-related skills. This CO aligns with PSO4 by demonstrating a sense of inquiry and capability for asking relevant questions, which is critical for research in digital journalism.

PSO5 - Personal and Professional Competence:
CO5 and CO6: Students will recognize the importance of information verification and authenticity, developing skills to critically evaluate news sources.

PSO6 - Effective Citizenship and Ethics:
CO7 Justification: Critically analyzing the ethical implications aligns with PSO6 by demonstrating an awareness of moral and ethical issues, contributing to effective citizenship in the field of digital journalism.

Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

Name of the Programme	: M.Voc-M.S
Programme Code	: PVMS
Class	: M.Voc-M.S
Semester	: II
Course Type	: Major Elective (Practical)
Course Code	: MS-562-MJE (B)
Course Title	: Digital Content Production
No. of Credits	: 02
No. of Teaching Hour	: 60

Course Objectives:

1. To understand the key elements of planning and content collection for digital advertisements.
2. To develop the skill to identify engaging subjects for content creation.
3. To Gain the skills to produce digital news stories that are timely and relevant.
4. To Gain expertise in publishing audio-video content on a variety of digital platforms.
5. To proficient Digital Advertisement Production
6. To competent Vlog Production Skills
7. To advanced Digital News Production Proficiency

Course Outcomes:

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

CO1. Students will be able to plan, script, produce, and publish digital advertisements for

 Various Digital platforms.

CO2. Students will acquire the skills to identify subjects for content creation, write effective Scripts for Vlogs

CO3. Students develop ideas for content creation; write scripts for audio-video platforms, Produce diverse content

CO4. Students will be able to plan and collect relevant content for digital advertisements, demonstrating skills in strategic planning and content curation for effective advertising.

CO5. Students will identify engaging subjects for content creation, showcasing the ability to recognize trending and relevant topics for Vlog production**.**

CO6. Students will develop scripting skills for digital news, acquiring the ability to structure and write news content effectively for digital platforms.

CO7. Students will master the art of writing for Vlogs, exhibiting the skill to craft engaging and effective scripts tailored for the digital audience.

Topics and Learning Points

UNIT1: Analysis different form of digital content   **Teaching Hour -10**

    1.1 Audio- video Advertisement

    1.2 Identify popular Vlog

    1.3 News based program

    1.4 Trending audio – video content

UNIT2: Digital Advertise Production

    2.1 Planning and content collection

    2.2 Formatting and writing script for advertisement   **Teaching Hour -10**

    2.3 Advertise productions for digital platform

    2.4 Advertise publish on various platform

UNIT3: Vlog Production

    3.1 Identify subject for content creation   **Teaching Hour -10**

    3.2 Writing for Vlog

    3.3 Vlog production on different topic

    3.4 Vlog Production and publication

UNIT 4: Digital news Production   **Teaching Hour -15**

    4.1 Scripting for digital news

    4.2 Timeline creation for digital news

    4.3 Digital news production

4.4 Publish on different digital platform

UNIT 5:Audio – video content creation   **Teaching Hour -15**

5.1 Developing idea for content creation

5.2 Writing for audio- video platform

5.3 Content Production for audio-video format (explainer and interview content)

5.4 Publish on various digital platform

Book Reference:

1. Al Jazeera Media Training and Development Centre, Mobile Journalism.Briggs, Mark.
2. Al Jazeera Media Training and Development Centre, data Journalism
3. Briggs, Mark 2.0. Journalism Lab and Knight Citizen News Network.
4. Feldman, Tony. An Introduction to Digital Media.Routledge.
5. Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre forDigital Journalism
6. Handbook for Media, General Elections To The 17 thLokSabha 2019, Election Commission of India New Media and Politics, Sage
7. Digital Journalism: Making News, Breaking News, Open Society Foundation
8. The Routledge Handbook of Developments In Digital Journalism Studies
9. The Handbook of Global Online Journalism, Wiley-Blackwell
10.गरुड, विश्वनाथ (२०१९), डिजिटलपत्रकारिता ,गमभनप्रकाशन
11.बोराटे, योगेश (२०१९) ,सोशलमिडिया , अथर्वप्रकाशन

Choice Based Credit System Syllabus (2023 Pattern)
(As Per NEP 2020)
Mapping of Program Outcomes with Course Outcomes

Class: F.Y.M.Voc (Sem-II)   **Subject:** Media studies
Course: Digital Content Production   **Course Code**: MS-562-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					
CO2		3							
CO3							3	2	3
CO4	3								
CO5					2				
CO6						3			
CO7			2						

Justification for the mapping

PSO1 - Disciplinary Knowledge:
CO4: Justification: Planning and collecting relevant content for digital advertisements require a comprehensive understanding of the chosen field, aligning with PSO1's emphasis on demonstrating comprehensive knowledge.

PSO2 - Critical Thinking and Problem Solving:
CO2: Justification: Identifying subjects for content creation and writing effective scripts for Vlogs involve critical design thinking, showcasing the application of PSO2's critical thinking and problem-solving skills.

PSO3 - Social Competence:
CO7: Justification: Mastering the art of writing for Vlogs involves effective communication skills, aligning with PSO3's emphasis on exhibiting thoughts and ideas effectively in various media.

PSO4 - Research-Related Skills:
CO1: Justification: Planning, scripting, producing, and publishing digital advertisements require research-related skills such as asking relevant questions and executing plans, aligning with

PSO5 - Personal and Professional Competence:
CO5: Justification: Identifying engaging subjects for content creation demonstrates personal and professional competence, aligning with PSO5's emphasis on performing independently and participating in team activities.

PSO6 - Effective Citizenship and Ethics:
CO6: Justification: Developing scripting skills for digital news requires an understanding of ethical considerations, aligning with PSO6's emphasis on demonstrating empathetic social concern and ethical awareness.

PSO7 - Environment and Sustainability:
CO3 Justification: Developing ideas for content creation and producing diverse content for audio-video platforms demonstrate an understanding of the societal and environmental impact, aligning with PSO7's focus on environment and sustainability.

PSO8 - Self-directed and Life-long Learning:
CO3: Justification: Developing ideas for content creation and producing diverse content require self-directed and lifelong learning, aligning with PSO8's emphasis on engaging in independent and lifelong learning.

PSO9 - Trans-disciplinary Research Competence:
CO3: Justification: Developing ideas for content creation that involves audio-video platforms may require trans-disciplinary approaches, aligning with PSO9's focus on creating innovations beyond discipline-specific approaches.

Syllabus as per NEP 2020 for M.Voc-MS. (2023 Pattern)

Name of the Programme   : M. Voc.MS

Programme Code   : PVMS

Class   : FY M. Voc MS

Semester   : II

Course Type   : On Job Training (OJT)/Field Project (FP)

Course Code   : MS-581-OJT/FP)

Course Title   : On Job Training/Field Project relevant to the major course.

No. of Credits   : 4

No. of Teaching Hours   : 90

Course Objectives:

1. Develop proficiency in presenting internship experiences
2. Enhance organizational and time management skills
3. Promote critical reflection and self-assessment
4. Strengthen communication and collaboration skills
5. Bridge the gap between theoretical knowledge and practical application
6. Prepare students for professional entry
7. Promote responsible citizenship and ethical conduct

Course Outcomes:

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

CO1: Students will be able to deliver a comprehensive and well-organized presentation of their   internship experience.
CO2: Students will be able to maintain a detailed and informative internship diary, documenting daily activities and learning.
CO3: Students will be able to critically analyze their internship experience, identifying acquired skills, skills gaps, and lessons learned.

CO4: Students will be able to demonstrate effective communication in both written and oral forms through internship reports and presentations.
CO5: Students will be able to articulate how their theoretical knowledge was applied in real-world internship tasks.
CO6: Students will be able to showcase internship experiences on resumes and portfolios, enhancing their employability.
CO7: Students will be able to reflect on their professional conduct and contribution to the organization, fostering ethical and responsible work practices.

Topics and Learning Points

INTERNSHIP

1. **Compulsory Post Internship Presentation/ Report**
   Details expected in the post internship presentation:
   A. Name of the Organization where the Internship was carried out.
   B. Contents of what was proposed to be learnt during internship.
   C. Allocation of 45 days Internship Programme.
   D. Name and Designation of Supervising authority.
   E. Work Profile assigned for the Internship Programme.
   F. Skills acquired.
   G. Skills required in completing the given task which was not taught in the syllabus.
   H. Problems encountered and problems solved while interning
   I. Contribution of students towards better functioning of the organization.
2. **Internship Diary/ Log Sheet**
   A. 45 Days compulsory Internship Diary.
   B. Each day has to be mentioned with a date.
   C. Details of work allotted and done have to be mentioned every day.
   D. Working hours are also to be mentioned.
3. **Internship Programme Certificate**
   A. Internship certificate given from the respective organization of completed internship days.

4. **Feedback Form**
   B. Feedback forms duly signed and stamped by the internship provider from the organization.

OR

PART- TIME JOB

1. **Part- time job daily Diary/ Log Sheet**
   A. A daily dairy with working hours and works done must be maintained.
   B. Each day has to be mentioned with a date.
   C. Details of work allotted and done have to be mentioned every day.
2. **Appointment Letter**
   A. Appointment letter must be provided.
   B. In case if you have provided with ID card from the respective organization.
3. **Presentation/ Report**
   Details expected in the post part-time job presentation:

A. Name of the Organization where the work was carried out.
B. Contents of what was proposed to be learnt during the job.
C. Allocation of how much days of part time job programme has been done.
D. Name and Designation of Supervising authority.
E. Work Profile assigned for the Programme.
F. Skills acquired.
G. Skills required in completing the given task which was not taught in the syllabus.
H. Problems encountered and problems solved while working
I. Contribution of students towards better functioning of the organization

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: M.Voc- (Sem-IV) **Subject:** M.Voc-Media Studies
Course: On Job Training/Field Project **Course Code**: MS-581-OJT/FP)
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
CO2				2					
CO3		3							
CO4			2					2	
CO5	2					2	2		
CO6					2				
CO7					2				

Justification for the mapping

PO1 - Disciplinary Knowledge: CO5
Course outcome directly aligns with Program Outcome 1 as it requires students to apply the disciplinary knowledge gained in their undergraduate B.Voc program to real-world situations during their internship.

PO2 - Critical Thinking and Problem Solving: CO3
This course outcome focuses on critical analysis, aligning with the program outcome of critical design thinking and problem-solving. It encourages students to assess their experiences and apply critical thinking to identify areas for improvement and lessons learned.

PO3 - Social Competence: CO4
Course outcome ensures that students can express their thoughts and ideas effectively in both written and oral forms, fulfilling the requirements of social competence outlined in PO3.

PO4 - Research-Related Skills: CO1, CO2
Both course outcomes require students to document and report on their internship experiences, demonstrating research-related skills such as inquiry, planning, and reporting results. This aligns with the program outcome related to research skills.

PO5 - Personal and Professional Competence: CO6 , CO7
Both course outcomes contribute to building personal and professional competence. CO6 enhances employability, and CO7 focuses on reflecting on professional conduct and ethical practices, aligning with PO5.

PO6 - Effective Citizenship and Ethics: CO7
This course outcome directly aligns with the program outcome related to ethics. It requires students to reflect on their professional conduct and contribute to the organization in an ethical and responsible manner.

PO7 - Environment and Sustainability: CO5
Applying theoretical knowledge to real-world tasks may involve considering the impact of scientific solutions on societal and environmental contexts, aligning with the program outcome related to environment and sustainability.

PO8 - Self-directed and Life-long Learning: CO2
Maintaining a detailed internship diary involves continuous learning and self-reflection, aligning with the program outcome related to self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence: CO1 –
Delivering a comprehensive presentation may involve integrating and transcending beyond discipline-specific approaches, aligning with the program outcome of trans-disciplinary research competence