



Anekant Education Society's

**Tuljaram Chaturchand College of Arts Commerce and
Science, Baramati**

(Autonomous)

**DEPARTMENT OF MEDIA AND COMMUNICATION
STUDIES**

M.Voc- Media Studies

(Faculty of Vocational Studies)

CBCS Syllabus

M.Voc- Media Studies, Semester -III

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

June- 2024

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 analyse and write news reports, capture images and visuals, edit the news stories or contents in various levels. The curriculum also delves into the intricate relationship between society and media, examining how communication system evolve over time. Students also covers creative writing skills, advertising, public relations and they create stories for video production. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of our world and address the challenges of our ever-changing society.

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

Programme Outcomes for M.Voc Programme (POs)

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

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

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

Programme Specific Outcomes for M.Voc Media Studies (PSOs)

PSO1 Media and Society: Enhance the knowledge about the role of media in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a media. Regular presentations, group discussions and other class activities help in better understanding.

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

PSO 3 Training for digital media and audio-visual content writing: Students learn about various types of writing for digital journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Under the brand name 'Anekant Times' department published audio visual content, digital content, and campus newspaper.

PSO 4 The concept of photography and photo editing: Students get a good idea about the various aspects of photography and photo editing which are crucial requirements in the job market. Editing contents is also a greater perspective in current media industry.

PSO 5 Knowledge about various aspects of audio-video production: Students get professional knowledge about audio-visual production which helps them to build career. Internship program for students creates bridge between academics and media and entertainment industry.

PSO 6 Knowledge about social media and digital journalism: Students get professional knowledge about digital media which helps them to apply skills in journalism and content creation. Understanding eco system of digital media and consumption of content by audience.

PSO 7 Widening Options for Jobs by Learning about Advertising and Political communication: Knowledge about advertising and political communication help in widening options for jobs. Students get opportunities in advertising, political PR and media research.

PSO 8 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.

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 Dhopeswarkar	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-III	MS-601-MJM: Visual Communication (T) (Credit 04)	MS-611-MJE (A) Direction for AV Program (T) (Credit 02)	MS-621-RP Research Project (P) (Credit 04)	--	--	22
			MS-602-MJM: Broadcast journalism (T) (Credit 04)	OR MS-611-MJE (B) Digital Media Management (T) (Credit 02)				
			MS-603- MJM Development Communication (T) (Credit 02)					
			MS-604-MJM: Audio Production Techniques (P) (Credit 02)	MS-612-MJE (A) Advance Video Camera Practices (P) (Credit 02)				
			MS-605-MJM: Podcast Production Production (P) (Credit 02)	OR MS-612-MJE (B) Fact checking and verification (P) (Credit 02)				

		Sem-IV	MS-651-MJM: Digital Marketing (T) (Credit 04)	MS-661-MJE (A) Understanding documentary (T) (Credit 02)					
			MS-652-MJM: Public Relation (T) (Credit 04)	OR	MS-661-MJE (B) Introduction to AI for Media (T) (Credit 02)	--	MS-681-RP Research Project (Credit 6)	--	22
			MS-653-MJM Short video Production (P) (Credit 02)	OR	MS-562-MJE (A)Post Production (P) (Credit 02)				
			MS-654-MJM Instructional Design (P) (Credit 02)		MS-562-MJE (B) Practices for AI Tools for Media (P) (Credit 02)				
Cum. Cr.			28	8	4	4	-	44	

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

Semester	Course Type	Course Code	Course Name	Theory/ Practical	Credits
III	Major (Mandatory)	MS-601-MJM	Visual Communication	Theory	04
	Major (Mandatory)	MS-602-MJM	Broadcast Journalism	Theory	04
	Major (Mandatory)	MS-603-MJM	Development Communication	Theory	02
	Major (Mandatory)	MS-604-MJM	Audio Production Techniques	Practical	02
	Major (Mandatory)	MS-605-MJM	Podcast Programme Production	Practical	02
	Major (Elective)	MS-611-MJE (A)	Direction for AV Programme	Theory	02
		MS-611-MJE (B)	Digital Media Management	Theory	02
		MS-612-MJE (A)	Advance Video Camera Practices	Practical	02
		MS-612-MJE (B)	Fact Checking and Verification	Practical	02
	Research Project(RP)	MS-621-RP	Research Project	Project	04
Total Credits Semester -III					22

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

Name of the Programme	: M.Voc-M.S
Programme Code	: PVMS
Class	: M.Voc.-M.S
Semester	: III
Course Type	: Major Mandatory (Theory)
Course Code	: MS-601-MJM
Course Title	: Visual Communication
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives:

1. Understand the fundamental elements and principles of visual communication.
2. Apply visual design concepts to effectively communicate ideas and messages.
3. Analyze the historical context of visual communication and its influence on contemporary practices.
4. Explore advanced techniques and applications of visual communication in multimedia contexts.
5. Evaluate the significance of artistic movements and styles in shaping visual culture.
6. Examine the role of semiotics in conveying meaning through visual symbols and language.
7. Develop practical skills in creating visually compelling and emotionally resonant communication materials.

Course Outcomes:

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

- CO1.** Students will be able to identify and describe key elements and principles of visual communication.
- CO2.** Students will demonstrate proficiency in applying visual design concepts to create effective communication materials.
- CO3.** Students will analyze the historical evolution of visual communication and its impact on contemporary design practices.
- CO4.** Students will apply advanced techniques and principles of visual communication in multimedia projects.
- CO5.** Students will evaluate the significance of historical artistic movements and styles in shaping contemporary visual culture.
- CO6.** Students will demonstrate an understanding of semiotics and its role in visual communication through analysis and application.
- CO7.** Students will develop practical skills in creating visually engaging and emotionally impactful communication materials across various mediums.

Topics and Learning Points

Unit 1: Introduction to Visual Communication	Teaching hours
<ul style="list-style-type: none">• Definition and Scope: Introduction to visual culture• Significance in contemporary society.• Fundamental elements of visual communication, including line, shape, colour, and texture.• Role of visual culture in shaping perceptions, identities, and social interactions.	10 Hours
Unit 2: Historical Context of Visual Communication	10 Hours
<ul style="list-style-type: none">• History of Visual Art• Introduction to the evolution of visual arts• Styles in Visual Arts and Indian Artists• Their significance in visual Arts culture.	
Unit 2: Principles of Visual Design	10 Hours
<ul style="list-style-type: none">• Understanding visual design principles• Visual Composition including balance, symmetry, and rhythm.• Depth and Movement• Importance of point of view, light and form	
Unit 3: Advanced Visual Communication	10 Hours
<ul style="list-style-type: none">• Contrast and Symbolism• Time, Sound, and Visual Design• Balance, Symmetry, and Rhythm• Harmony, Unity, Layout, and Grid	
Unit 5: Visual Expressions	10 Hours
<ul style="list-style-type: none">• Painting as Visual Expression• Architecture and Sculpture• Images and Movements• Their impact on visual culture.	
Unit 6: Semiotics and Visual Communication	10 Hours
<ul style="list-style-type: none">• Aesthetics of Symbols: Understanding the signs and symbols• Language in Visual Communication.• Emotions in Visual Communication: meaning making• Their significance in visual communication.	

References:

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

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

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.M.Voc (Sem-III)

Subject: Media studies MS

Course: Visual Communication

Course Code: MS-601-MJM

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

Programme Outcomes (POs)										
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3				3				3	
CO2	3		3	3						3
CO3		3				3	3			
CO4	2			2						
CO5		2				2				
CO6	2	1					2		2	
CO7	1		2	1	1					2

Justification of mapping

PO1 Technical Competence

Justification: Identifying and describing key elements and principles of visual communication (CO1), demonstrating proficiency in applying visual design concepts (CO2), applying advanced techniques and principles of visual communication (CO4), understanding semiotics and its role in visual communication (CO6), and developing practical skills in creating visually engaging communication materials (CO7) all require specialized technical skills and knowledge relevant to visual communication.

PO2 Problem Solving Skills

Justification: Analyzing the historical evolution of visual communication (CO3), evaluating the significance of historical artistic movements and styles (CO5), and understanding semiotics and its role in visual communication (CO6) require problem-solving skills to identify, analyze, and interpret complex visual information and concepts.

PO3 Employability Skills

Justification: Demonstrating proficiency in applying visual design concepts (CO2) and developing practical skills in creating visually engaging communication materials (CO7) enhance employability skills such as communication, adaptability, and professionalism, essential for success in the workplace.

PO4 Industry Relevance and Entrepreneurial Abilities

Justification: Demonstrating proficiency in applying visual design concepts (CO2), applying advanced techniques and principles of visual communication (CO4), and developing practical skills in creating visually engaging communication materials (CO7) foster industry relevance and entrepreneurial abilities by equipping students with knowledge and skills relevant to the current needs and required practices of the industry.

PO5 Ethical and Social Responsibility

Justification: Identifying and describing key elements and principles of visual communication (CO1) and developing practical skills in creating visually engaging communication materials (CO7) involve ethical considerations and social responsibilities associated with the vocational field of visual communication.

PO6 Environmental Awareness

Justification: Analyzing the historical evolution of visual communication (CO3) and evaluating the significance of historical artistic movements and styles (CO5) may involve considerations of environmental impact, fostering environmental awareness in visual communication.

PO7 Research and Innovations

Justification: Analyzing the historical evolution of visual communication (CO3) and understanding semiotics and its role in visual communication (CO6) may involve research and innovation skills, enabling students to contribute to advancements and improvements within the vocational field of visual communication.

PO9 Multidisciplinary Studies

Justification: Identifying and describing key elements and principles of visual communication (CO1) and understanding semiotics and its role in visual communication (CO6) involve integrating knowledge and methodology from various disciplines, reflecting multidisciplinary studies in visual communication.

PO10 Community Engagement

Justification: Demonstrating proficiency in applying visual design concepts (CO2) and developing practical skills in creating visually engaging communication materials (CO7) can engage and resonate with the community, reflecting community engagement in visual communication.

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	: III
Course Type	: Major Mandatory (Theory)
Course Code	: MS-602-MJM
Course Title	: Broadcast journalism
No. of Credits	: 04
No. of Teaching Hours	: 60

Course Objectives:

- 1) To understand the historical evolution of radio and TV news broadcasting
- 2) To familiarize with the terminology and concepts used in TV and radio newsrooms
- 3) To Gain insight into the structure and operations of TV newsrooms
- 4) To learn about the process of news gathering and production in routine and the roles of various newsroom Personnel.
- 5) To explore the business aspects of TV news, including market dynamics, revenue generation.
- 6) To discuss the ethical considerations in broadcast journalism
- 7) To understand the working pattern of electronic media platform.

Course Outcomes:

CO1. Students will be able to trace the historical development of radio and TV news broadcasting, recognizing significant events and technological shifts that have shaped the industry.

CO2. Students will demonstrate proficiency in using newsroom terminology and understanding the different types of news stories and their production processes.

CO3. Students will gain a comprehensive understanding of the organizational structure and technological infrastructure of TV newsrooms, along with the dynamics of collaboration and competition in the industry.

CO4. Students will develop practical skills in news gathering and production, enabling them to effectively cover various events and situations while working in a newsroom environment.

CO5. Students will analyze the business aspects of TV news, including market dynamics and revenue generation strategies, and evaluate their implications for news content and audience engagement.

CO6. Students will critically evaluate ethical considerations in broadcast journalism, understanding the importance of codes of ethics, the role of government regulations, and the practice of self-regulation by news channels in maintaining journalistic integrity and credibility.

CO7. Students will be able to understand the working pattern of electronic media platform.

Topics and Learning Points

	Teaching Hours
Unit 1: TV and Radio News Historical Perspective	(10)
1.1 Radio News- Historical Perspective	
1.2 TV News- Historical Perspectives	
1.3 Privatization of News Broadcasting	
1.4 Transition in Technology	
Unit 2: TV & Radio Newsroom terms	(10)
2.1 Basic News scripts, Reader, Character, Generator, Voice-over, Sound Bite,	
2.2 Story Types- Spot News, Hard News, Backgrounder, Side bar, Documentary, Item Selection and order	
2.3 Important Terms: Editing, Land line, Closed circuit, teleprompter, Network ability, Market, Ratings, Consultant cut ins.	
2.4 Writing for Broadcast- conventional, News writing, broadcast style Book	
Unit 3: Structure of TV Newsroom	(10)
3.1 Organization, Operation & Management	
3.2 Technology: Ever fast changing.	
3.3 Facilities: studio / editing, uplink-Satellites, Earth stations, MW links, Archival Facilities	
3.4 Collaboration / Competition with other News channel / News Agencies from abroad	
Unit 4: News Gathering, News Production	(10)
4.1 In Normal Routine Day & Special situations	
4.2 Elections: Special events, Political coverage, War / Conflicts, & Crime, riots, ethnic violence, Disasters etc	
4.3 News Reader, Weather caster, Sports caster, News Director Assistant Producer,	
4.4 Reporter/correspondent, Photographer/Video Cameraman, Production Assistant, Video Archivist, News	
Reading mechanics	
Unit 5: Business Aspects of TV News	(10)
5.1 T.V. Market	
5.2 Market size and career	
5.3 Raising revenues and sponsorships	
5.4 Economics: Ad spent, News share	
Unit 6: Ethics in broadcast Journalism	(10)
6.1 Need for code of ethics for journalists	
6.2 Relation with state and central government	

6.3 Code for Commercial Broadcasting

6.4 Self-regulation by news channels

Suggested Readings :

1. TV News, Building a Career in Broadcast Journalism, Ray White
2. Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd
3. Ethics for Media, William Reeves, and Cleave Mathews
4. Ethics in Journalism, Jeffrey Olen

Choice Based Credit System Syllabus

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.M.Voc - M.S

Subject: Media Studies

Course: Broadcast journalism

Course Code: MS-602-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	PO 10
CO1							3	1		
CO2									3	
CO3			2							
CO4	3									
CO5		3		2						
CO6					3					
CO7						-				-

Justification for the mapping

PO1 - Technical Competence:

CO4 (Students will develop practical skills in news gathering and production) directly aligns with PO1 by emphasizing the acquisition of specialized technical skills relevant to news production in a broadcast journalism setting.

PO2 - Problem Solving Skills:

CO5 (Students will analyze the business aspects of TV news) involves identifying and solving problems related to business strategies and audience engagement, reflecting problem-solving skills essential for effective journalism, thus aligning with PO2.

PO3 - Employability Skills:

CO3 (Students will gain a comprehensive understanding of the organizational structure and technological infrastructure of TV newsrooms) requires communication, teamwork, and adaptability in navigating the dynamics of collaboration and competition in the news industry, aligning with PO3.

PO4 - Industry Relevance and Entrepreneurial Abilities:

CO5 (Students will analyze the business aspects of TV news) directly relates to industry relevance by focusing on skills required for understanding the market dynamics and revenue generation strategies in broadcast journalism, fostering entrepreneurial abilities essential for success in the industry.

PO5 - Ethical and Social Responsibility:

CO6 (Students will critically evaluate ethical considerations in broadcast journalism) directly aligns with PO5 by emphasizing the importance of ethical principles in journalistic practices, such as integrity, accuracy, and accountability.

PO7 - Research and Innovations:

CO1 (Students will be able to trace the historical development of radio and TV news broadcasting) and CO7 (Students will be able to understand the working pattern of electronic media platform) involve researching the historical and technological advancements in broadcast journalism, contributing to innovations in the field, thus aligning with PO7.

PO8 - Global Perspective:

CO1 (Students will be able to trace the historical development of radio and TV news broadcasting) may incorporate global perspectives by considering international developments in broadcast journalism, aligning with PO8.

PO9 - Multidisciplinary Studies:

CO2 (Students will demonstrate proficiency in using newsroom terminology) integrates knowledge from various disciplines such as media studies, communication, and technology, providing a comprehensive understanding of broadcast journalism, which aligns with PO9.

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	: III
Course Type	: Major Mandatory (Theory)
Course Code	: MS-603-MJM
Course Title	: Development Communication
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. Understand the concept, evolution, historical perspectives, and debates surrounding development communication.
2. Analyze different models of development and their communication approaches.
3. Examine the role of media in development communication and its impact on modernization.
4. Critically evaluate the theories of prominent development communication figures.
5. Analyze the role of media in national development, using experiences from developing countries .
6. Explore development communication practices in India across various media platforms
7. Comprehend the role of government and other agencies in development communication, identifying challenges and opportunities.

Course Outcomes:

- CO1** Students will be able to critically define development communication and its historical context.
- CO2** Students will be able to compare different development models and their communication strategies.
- CO3** Students will evaluate the role of media in development and its impact on social change.
- CO4** Students will be able to apply the theories of prominent development communication figures to real-world scenarios.

- CO5** Students will analyze the use of media for national development, drawing on case studies from developing countries.
- CO6** Students will be able to develop effective communication strategies for development projects in India, considering various media forms.
- CO7** Students will be able to critically assess the role of government and agencies in development communication, proposing solutions to address challenges.

Topics and Learning Points

Unit –I understating of Development communication	Teaching Hours
1.1 Development communication: concept, evolution, historical perspective debates	6 Hours
1.2 Models of development: capitalist model, neo-liberal model, socialist model	
1.3 Alternative models of development	
1.4 Development and marginal communication	
1.5 Areas of development	
 Unit-II	 6 Hours
2.1 Use of media in development communication	
2.2 Mass media and modernization	
2.3 Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wibur Schramm	
2.4 Media and national development	
2.5 Experiences from developing countries with special emphasis on India	
 Unit-III	 6 Hours
3.1 Development coverage in India: Print, Electronics and New Media	
3.2 Role of Government	
3.3 Other agencies in development communication	
3.4 Role of Government	
3.5 Agencies in development communication	
 Unit-IV	 6 Hours
4.1 Developing countries: Goals, characteristics	
4.2 Concept of Participatory Development Communication	
4.3 Indicators of Developments	

4.4 MDG's and SDG's

4.5 Hurdles and prospects in development communication

Unit-V

6 Hours

5.1 Rural Communication, concepts and meaning

5.2 Media and rural communication

5.3 Women, child, health & family structure and problems in India

5.4 Writing for development communication

5.5 Use of Traditional media and new media in development communication

Suggested Reading :

1. Sachar Avomvikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
2. Mass Communication In India, Kewal J. Kumar. Jaico Publication.
3. Learner D, Passing Of Traditional Society
4. Vikas Patrakarita, Radhe Shyam Sharm

Choice Based Credit System Syllabus (2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S Y M. Voc (Sem III)

Subject: Media Studies

Course: Development Communication

Course Code: MS-603-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 8	PO 10
CO1	2						
CO2	2					3	
CO3		3			2		
CO4							
CO5	2			3			
CO6	2		3	3			3
CO7		2			2		

Justification of Mapping

PO1: Technical Competence-CO1, CO2, CO5, CO6

These COs involve understanding key concepts (CO1, CO2), applying theories to development projects (CO6), and analyzing media use in development (CO5), all of which contribute to technical knowledge relevant to development communication.

PO2: Problem Solving Skills-CO3, CO7

CO3 requires evaluating the impact of media on social change, which involves problem-solving regarding communication strategies and their effectiveness. CO7 focuses on assessing challenges and proposing solutions, demonstrating problem-solving skills in development communication.

PO3: Employability Skills-CO6

Developing effective communication strategies (CO6) is a crucial employability skill for development communication professionals.

PO4: Industry Relevance-CO5, CO6

Analyzing media use in developing countries (CO5) and developing communication strategies for Indian development projects (CO6) ensure graduates' skills are relevant to the industry's needs.

PO5: Ethical and Social Responsibility- CO3, CO7

Evaluating the social impact of media (CO3) and proposing solutions to address challenges (CO7) encourage ethical considerations and responsible communication practices.

PO8: Global Perspective (Partially)-CO2

While not a complete focus, comparing development models from different countries (CO2) introduces students to a broader global perspective in development communication.

PO10: Community Engagement-CO6

Developing communication strategies for development projects (CO6) can directly contribute to the well-being of communities by improving communication for development initiatives

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

Name of the Programme	: M. Voc.MS
Programme Code	: PVMS
Class	: M. Voc. MS
Semester	: III
Course Type	: Major Mandatory (Practical)
Course Code	: MS-604-MJM
Course Title	: Audio Production Techniques
No. of Credits	: 02
No. of Teaching Hours	: 60

Course Objective:

1. Develop a foundational understanding of sound principles, from analogue to digital formats, and apply them to optimize audio quality in various recording environments.
2. Master voice production techniques and their relevance in audio recording, enhancing proficiency in pitch, tone, quality, and timbre manipulation.
3. Acquire expertise in indoor acoustics and room treatment strategies to create optimal sound recording conditions.
4. Familiarize with diverse sound recording equipment, comprehending their functions and characteristics for effective utilization in audio production.
5. Learn versatile sound production techniques, including multi-track recording and audio sweetening, to refine and enhance audio output.
6. Understand the intricacies of sound production for programs, from setup to synchronization, and adeptly incorporate music and sound effects to elevate overall production quality.
7. Gain practical proficiency through hands-on exercises, honing skills in location sound recording, dialogue capture, and Foley sound creation, bridging theoretical knowledge with real-world application in sound production.

Course Outcome:

CO1. Demonstrate competency in applying sound principles across analogue and digital formats to optimize audio quality in diverse recording environments

CO2. Exhibit mastery in voice production techniques, enhancing manipulation of pitch, tone, quality, and timbre in audio recording scenarios

CO3. Showcase expertise in implementing indoor acoustics and room treatment strategies, creating optimal conditions for sound recording.

CO4. Display fluency in operating various sound recording equipment, utilizing their functions and characteristics effectively in audio production settings.

CO5. Showcase proficiency in employing versatile sound production techniques, including multi-track recording and audio sweetening, to refine and enrich audio output.

CO6. Demonstrate understanding of sound production intricacies for programs, effectively integrating music and sound effects to enhance overall production quality.

CO7. Apply theoretical knowledge to practical scenarios, exhibiting adeptness in location sound recording, dialogue capture, and foley sound creation, thereby bridging theory with real-world proficiency in sound production.

Topics and Learning Points

Unit 1 Introduction	Teaching Hours
<ul style="list-style-type: none">• Introduction to Sound (Analogue/Digital and radio transmission)• Sound - Characteristics, quality, propagation, measurement, noise, distortion• Voice Production - (pitch, quality, tone, timbre)• Understanding indoor Acoustics and room treatment.	15 Hours
Unit 2 Use of Sound Recording Equipment	15 Hours
<ul style="list-style-type: none">• Microphones - types, characteristics• Audio mixers• Types of Equalizers and its use• Loudspeakers and Monitors	
Unit 3 Sound Production	10 Hours
<ul style="list-style-type: none">• Dietetic and Non-Dietetic Sound• Types of recording• Multi Track Recording• Audio Sweetening and Editing	
Unit 4 Sound for Program	10 Hours
<ul style="list-style-type: none">• Introduction to editing Software• Setup for interviews,vox-pop• Sound recording-synchronized and a synchronized• Importance of music and sound effects	
Unit 5 Exercises	10 Hours
<ul style="list-style-type: none">• Location Sound recording• Dialogue Recording• Outdoor sound recording• Foley Sound Recording	

Choice Based Credit System Syllabus

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.M.Voc - MS

Subject: Media Studies

Course: Audio Production Techniques

Course Code: MS-604-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	PO 10
CO1		3								3
CO2										
CO3										
CO4	3								3	
CO5				3						
CO6						3				
CO7			3				3	3		

Justification for the mapping

PO1 Application of Knowledge and Skill:

Mapping to CO4: Displaying fluency in operating various sound recording equipment requires the application of advanced technical knowledge and cognitive skills to effectively utilize equipment functions in audio production settings.

PO2 Industry-Relevant Training:

Mapping to CO1: Demonstrating competency in applying sound principles across analogue and digital formats ensures graduates receive training directly applicable to the industry, preparing them to optimize audio quality in diverse recording environments encountered in professional practice.

PO3 Problem-Solving Abilities:

Mapping to CO7: Applying theoretical knowledge to practical scenarios involves problem-solving abilities to bridge theory with real-world proficiency in sound production, enabling students to address challenges encountered in audio recording and production.

PO4 Innovation and Creativity:

Mapping to CO5: Showcasing proficiency in employing versatile sound production techniques fosters innovation and creativity in refining and enriching audio output, allowing students to develop innovative solutions to enhance audio quality and effectiveness in communication.

PO5 Employability, Job-ready skills, and Entrepreneurship Skills:

Mapping to CO6: Demonstrating understanding of sound production intricacies and effectively integrating music and sound effects enhances employability and job-ready skills by equipping students

with the knowledge and capabilities required to meet the demands of the fast-paced technological developments driving shifts in employer demands for audio production skills.

PO6 Effective Communication:

Mapping to CO7: Applying theoretical knowledge to practical scenarios and exhibiting adeptness in location sound recording and dialogue capture requires effective communication skills to interact with clients, colleagues, and stakeholders within the industry, ensuring clear communication and collaboration in sound production activities.

PO7 Ethical and Professional Behaviour:

Mapping to CO3: Showcasing expertise in implementing indoor acoustics and room treatment strategies reflects understanding and adherence to ethical standards and professional conduct relevant to sound recording, ensuring ethical and professional behavior in creating optimal conditions for sound recording.

PO8 Teamwork and Collaboration:

Mapping to CO7: Exhibiting adeptness in location sound recording, dialogue capture, and foley sound creation involves collaboration with diverse teams to accomplish goals and objectives within the sound production context, fostering teamwork and collaboration skills essential for success in the industry.

PO9 Digital and Technologic Skills:

Mapping to CO4: Displaying fluency in operating various sound recording equipment and utilizing appropriate software for data analysis requires digital and technologic skills to access, evaluate, and analyze relevant information sources, ensuring proficiency in using ICT in a variety of learning and work situations.

PO10 Research and Analytical Skills:

Mapping to CO1: Demonstrating competency in applying sound principles across analogue and digital formats involves research and analytical skills to evaluate industry trends, conduct market analysis, and make data-driven decisions, enabling students to apply research and analytical skills in optimizing audio quality in diverse recording environments

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

Name of the Programme	: M.Voc MS
Programme Code	: PVMS
Class	: M.Voc MS
Semester	: III
Course Type	: Major Mandatory (Practical)
Course Code	: MS-605-MJM
Course Title	: Podcast Program Production
No. of Credits	: 2
No. of Teaching Hours	: 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

Topics and Learning Points

UNIT 1: Introduction to Podcast

1.1 Listening and understanding different type of podcast

Teaching Hours

(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
- 4.2 Develop a content plan, format and frequency of episode (15)
- 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
- 5.2 Theme based podcast (15)
- 5.3 Storytelling podcast
- 5.4 Interview podcast

Choice Based Credit System Syllabus
(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.M.Voc - M.S

Subject: Media Studies

Course: Podcast Program Production

Course Code: MS-604-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	PO 10
CO1		3								
CO2			2							
CO3	3									
CO4				2						
CO5							2			
CO6									3	
CO7					3	-		-		3

Justification for the mapping

PO1 - Technical Competence:

CO3 (Proficiency in using podcasting equipment and software) directly aligns with PO1 as it emphasizes acquiring specialized technical skills relevant to podcast planning, recording, and editing.

PO2 - Problem Solving Skills:

CO1 (Practical skills in podcast planning, recording, and editing) involves identifying and solving problems encountered in podcast production, such as technical issues or content planning challenges, reflecting problem-solving skills essential for effective podcasting, thus aligning with PO2.

PO3 - Employability Skills:

CO2 (Create engaging audio content for different audiences) requires communication and adaptability in tailoring content to specific audience preferences, aligning with PO3.

PO4 - Industry Relevance and Entrepreneurial Abilities:

CO4 (Understand strategies for promoting podcasts and monetization) directly relates to industry relevance by focusing on skills required for promoting and monetizing podcasts, fostering entrepreneurial abilities essential for success in the podcasting industry.

PO5 - Ethical and Social Responsibility:

CO7 (Successfully produce and distribute podcasts on various platforms) indirectly relates to PO5 by considering ethical considerations related to content distribution and audience engagement, such as transparency and accountability in content creation.

PO7 - Research and Innovations:

CO5 (Create a well-thought-out content plan, format, and episode release schedule) involves researching audience preferences and trends in podcasting, contributing to innovations in content planning and delivery, thus aligning with PO7.

PO9 - Multidisciplinary Studies:

CO6 (Basic understanding of the technical aspects of podcast recording) integrates knowledge from various disciplines such as audio engineering, communication, and media studies, providing a comprehensive understanding of podcast production, which aligns with PO9.

PO10 - Community Engagement:

CO7 (Successfully produce and distribute podcasts on various platforms) can involve community engagement through content aimed at promoting social causes or providing valuable information to the community, aligning with PO10.

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

Name of the Programme	: M.Voc. Media Studies
Programme Code	: PVMS
Class	: S.Y.M.Voc. Media Studies
Semester	: III
Course Type	: Major Elective (Theory)
Course Code	: MS-611-MJE (A)
Course Title	: Direction for AV Programme
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To develop a comprehensive understanding of the role of a director in capturing audience attention and evoking emotion through cinematic storytelling.
2. To equip students with the skills necessary to effectively manage and lead a crew towards realizing a directorial vision.
3. To explore the intersection between the technical aspects of filmmaking and the artistic expression inherent in directing.
4. To cultivate the ability to balance creative intent with available resources in the filmmaking process.
5. To provide students with the tools to interpret scripts, visualize scenes, and plan for both scripted and unscripted material.
6. To facilitate proficiency in coordinating various pre-production processes, including production, direction, and technical aspects.
7. To develop expertise in directing single-camera setups, including shot selection, execution, blocking, and talent management.

Course Outcomes:

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

- CO1. Students will be able to articulate the fundamental responsibilities of a director, including directing attention and generating emotion in audiences.
- CO2. Students will demonstrate the ability to lead and manage a crew effectively, ensuring alignment with the directorial vision throughout the filmmaking process.
- CO3. Students will differentiate between the technical craft of shooting and the artistic direction involved in storytelling, applying this understanding in their own projects.
- CO4. Students will exhibit proficiency in balancing creative intent with available resources, making informed decisions to maximize artistic impact within budgetary constraints.
- CO5. Students will interpret scripts with clarity, translating written words into visual narratives that align with the directorial vision.

CO6. Students will demonstrate competence in planning and coordinating various pre-production processes, ensuring smooth workflow and effective collaboration between departments.

CO7. Students will showcase mastery in directing single-camera setups, including shot selection, execution, blocking techniques, and talent management, resulting in compelling cinematic experiences.

Topics and Learning Points

UNIT 1: Role of the Director

Teaching hours 7

- 1.1 Job of the Director: Directing attention and generating emotion
- 1.2 The captain of the ship: Managing a Crew to fulfil a clear vision
- 1.3 Craft v/s Art: Shooting v/s Direction
- 1.4 Skill of the Director: Balancing resources with Creative Intent

UNIT 2: Process of Direction

Teaching hours 7

- 2.1 Interpreting the Script: Written word v/s visualization
- 2.2 Planning of a Director: Choice of Crew, Talent, Location selection, etc.
- 2.3 Planning for Directing Unscripted Material
- 2.4 Coordination between multiple Pre-Production processes: Production, Direction, Technical

UNIT3: Directing Single Camera

Teaching hours 8

- 3.1 Concretizing Visualization: Shot selection and the Shot Breakdown
- 3.2 Shooting: Execution, Situational awareness, time and Human Resource Management
- 3.3 Blocking: Movement, intensity, and use of spatio-temporal elements
- 3.4 Managing Talent: Extracting a performance

UNIT4: Post-Production Mastery

Teaching hours 8

- 4.1 Understanding the Editing Process: co-ordination with the editor
- 4.2 Sound Design and Score Integration: understanding the rhythm
- 4.3 Color Grading and Visual Effects
- 4.4 Finalizing the Director's Vision: the final output

References:

- "Directing: Film Techniques and Aesthetics" by Michael Rabiger and Mick Hurbis-Cherrier
- "On Directing Film" by David Mamet
- "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus
- "Making Movies" by Sidney Lumet - Lumet

- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch
- "The Director's Vision: A Concise Guide to the Art of 250 Great Filmmakers" by Jack L. Poggi and Tom Piazza
- "Directing Actors: Creating Memorable Performances for Film & Television" by Judith Weston

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

Mapping of Program Outcomes with Course Outcomes

Class: SY.M.Voc.MS (Sem-III)

Subject: Media Studies

Course: Direction

Course Code: MS-611-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	PO10
CO1	3								1	
CO2				3				2		
CO3			2							
CO4					2					
CO5		2								
CO6							2			
CO7						1				

Justification for the mapping

(PO1): Technical Competence

CO1 aligns with PO1 as it requires students to demonstrate a developed and distinctive creative vision in media production, showcasing knowledge acquired from the program.

(PO2): Problem Solving Skills

CO5 aligns with PO2 as it involves critically analyzing and interpreting films and media projects, showcasing critical thinking in the context of directorial choices.

(PO3): Employability Skills

CO3 aligns with PO3 as it involves applying industry practices and standards in media production, demonstrating social competence in the broader context of the media industry.

(PO4): Industry Relevance and Entrepreneurial abilities

CO2 aligns with PO4 as it requires graduates to demonstrate proficiency in the technical aspects of media production, showcasing research-related skills.

(PO5): Ethical and Social Responsibility

CO4 aligns with PO5 as it involves strong leadership and collaboration skills, showcasing personal and professional competence in team management.

(PO6): Environmental Awareness

CO7 aligns with PO6 as it involves producing media content that reflects an awareness of ethical considerations and cultural sensitivities, contributing to socially responsible narratives.

(PO7): Research and Innovations

CO6 aligns with PO7 as it involves planning, executing, and delivering media projects within established timelines and budgets, showcasing effective project management skills with a consideration for sustainability.

(PO8): Global Perspective

CO2 aligns with PO8 as it involves acquiring the ability to engage in independent and life-long learning in the context of socio-technological changes.

(PO9): Multidisciplinary studies

CO1 aligns with PO9 as it involves creating new conceptual, theoretical, and methodological innovations in media production, transcending discipline-specific approaches.

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

Name of the Programme	: M.Voc-M.S
Programme Code	: PVMS
Class	: M.Voc.-M.S
Semester	: III
Course Type	: Major (Elective)
Course Code	: MS-611-MJE (B) (Theory)
Course Title	: Digital Media Management
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. Understand the fundamental principles of digital media as a business model.
2. Analyze the economic characteristics of digital media products and services.
3. Identify the unique challenges and opportunities associated with digital content production.
4. Emphasize the importance of audience research and analysis for successful digital media strategies.
5. Explore the role of technology and human resources in managing digital media companies.
6. Examine various content distribution platforms and the regulatory framework for digital content.

7. Analyze different revenue generation models and ownership structures in the digital media industry.

Course Outcomes:

- CO1 Students will be able to explain the economic drivers of the digital media industry.
- CO2 Students will be able to critically evaluate the special characteristics of digital content production.
- CO3 Students will be able to develop and implement strategies for digital audience research and analysis.
- CO4 Students will be able to assess the importance of technology and skilled personnel in managing digital media companies.
- CO5 Students will be able to identify and compare different content distribution platforms and associated regulations.
- CO6 Students will be able to analyze various revenue generation models for digital media businesses.
- CO7 Students will be able to describe the different ownership structures within the digital media industry.

Topics and Learning Points

Unit –I Digital Media Economy and Production	Teaching Hours
1.1 Digital media as business;	5 Hours
1.2 Economic properties of digital media business;	
1.3 Special characteristics of digital content production;	
1.4 Importance of digital audience research and analysis.	
Unit –II Managing Technology and Human Resource	
2.1 Importance of technology and technical team; CTO	5 Hours
2.2 Technology integration for digital products;	
2.3 Characteristics of the skilled manpower	
2.4 Human Resource Management for digital companies;	
2.5 Managing, motivating and retaining Creative Workforce	
Unit –III Distribution, Business and Ownerships	5 Hours
3.1 Content distribution platforms;	
3.2 Regulatory framework for digital content;	
3.3 Pricing strategies for digital products;	
3.4 Revenue generation and monetization, Digital monetization models	
3.5 Digital media business ownership structures.	
Unit –IV- Managing Digital Studios	5 Hours

- 4.1 Organizational structures of digital studios,
- 4.2 Roles, positions and responsibilities
- 4.3 Managing YouTube channels.

Unit –V Digital Journalism Start-ups

5 Hours

- 5.1 Organizational structures, Roles, positions and responsibilities of Editor,
- 5.2 Content Manager, AV Editor, Content Curator, Content Writer, etc.;
- 5.3 Business models and case studies from India and abroad.

Unit –VI OTT and Streaming Business

5 Hours

- 6.1 YouTube as a gateway of OTT;
- 6.2 Content creation, distribution and business opportunities;
- 6.3 Democratization of ‘Content Spread’;
- 6.4 Content strategies and formats for OTT;
- 6.5 Streaming media service and its popularity;

Choice Based Credit System Syllabus

(2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S Y M. Voc (Sem III)

Subject: Media Studies

Course: Digital Media Management

Course Code: MS 611- MJE (B)

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 8	PO 10		
CO1				2					
CO2				2					
CO3		2	2	2					
CO4	2	2	2	2					
CO5		2		2	2				
CO6		2		2					
CO7				2					

Justification of Mapping

PO1: Technical Competence- CO4

Understanding technology's role in managing companies (CO4) could be a stepping stone for further technical exploration.

PO2: Problem Solving Skills-CO3, CO4, CO5, CO6

Developing audience research strategies (CO3), assessing the role of technology and personnel (CO4), comparing distribution platforms and regulations (CO5), and analyzing revenue models (CO6) all require problem-solving skills to navigate complex challenges in the digital media industry.

PO3: Employability Skills-CO3, CO4

Developing audience research strategies (CO3) and understanding the importance of skilled personnel (CO4) can contribute to communication and teamwork skills, which are valuable for employability.

PO4: Industry Relevance-CO1, CO2, CO3, CO4, CO5, CO6, CO7

All course outcomes directly address industry-relevant knowledge and skills. Students gain understanding of the digital media economy (CO1), unique aspects of content production (CO2), audience analysis (CO3), technology and personnel management (CO4), distribution platforms (CO5), revenue models (CO6), and ownership structures (CO7), all of which are crucial for success in the digital media industry.

PO8: Global Perspective-CO5

Comparing different content distribution platforms (CO5) introduces students to the globalized nature of the digital media industry.

2020 for M.Voc-MS. (2023 Pattern)

Name of the Programme	: M.Voc.MS
Programme Code	: PVMS
Class	: M.Voc MS
Semester	: III
Course Type	: Major (Elective) (Practical)
Course Code	: MS-612-MJE (A)
Course Title	: Advance Video Camera Practices
No. of Credits	: 02
No. of Teaching Hours	: 60

Course Objective :

1. Develop proficiency in selecting and utilizing indoor and outdoor locations for shooting.
2. Gain mastery in utilizing available light and artificial lighting setups for indoor and outdoor shoots.
3. Enhance skills in executing various shooting exercises to improve technical proficiency.
4. Acquire knowledge and experience in shooting programs and live events using single-camera setups.
5. Develop proficiency in shooting linear and multi-shot exercises to enhance storytelling abilities.
6. Gain practical experience in shooting short videos and documentaries to apply theoretical knowledge.
7. Develop the ability to analyze and adapt shooting techniques to different environments and scenarios.

Course Outcome

- CO 1. Ability to select suitable indoor and outdoor locations based on shooting requirements.
- CO 2. Proficiency in observing and utilizing available light effectively in various shooting environments.
- CO 3. Competence in setting up and executing three-point lighting setups for indoor shoots.
- CO 4. Mastery in utilizing lighting accessories to enhance outdoor shooting scenarios.
- CO 5. Proficiency in executing linear, multi-shot, and timed shooting exercises with precision.
- CO 6. Capability to shoot programs and live events using single-camera setups effectively.
- CO 7. Competence in producing short videos and documentaries demonstrating storytelling skills and technical proficiency.

Topics and Learning Points

	Teaching hours
UNIT 1: Shooting on Indoor location	(15 hours)
1.1 Selecting location	
1.2 Observation Available light	
1.3 Three Point lighting Setup	
1.4 Shooting indoor with lights	
UNIT 2: Shooting on Outdoor location	(15 hours)
2.1 Observing different locations	
2.2 Use of lighting accessories for outdoor shooting	
2.3 Shooting outdoor using lights and accessories	
2.4 Shooting outdoor with available light	
UNIT 4: Shooting Exercises	(15 hours)
4.1 Shooting linear 3 shot Exercise	
4.2 Shooting 5 shot Exercise	
4.3 Shooting 10 shot Exercise	
4.4 Shooting one minute video Exercise	
UNIT 3: Program Shooting	(15 hours)
3.1 Studio Program shooting with single camera	
3.2 College live program shooting with single camera	
3.3 Shooting short video Exercise	
3.4 Shooting short documentary Exercise	

Reference Books:

1. The Art of Photography By Bruce Barnbaum
2. Practical Photography by Mascelli
3. Painting With Light by John Alton 3.
4. Cinematography: Theory and Practice by Blain Brown
5. Masters of Light by Dennis Schaefer
6. The Visual Story by Bruce Bloc.Paul M. (2006)
7. Visual Communication: Images with Messages
8. Five C's of Cinematography: Motion Picture Filming Techniques-Joseph V. Mascelli

Choice Based Credit System Syllabus
(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.M.Voc - MS

Subject: Media Studies

Course: Advance Video Camera Practices -P

Course Code: MS-612-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	PO10
CO1	3						2			
CO2									3	
CO3										
CO4				3			2			3
CO5			3							
CO6		3								
CO7					2	2		-		

Justification for the mapping

PO1 - Application of Knowledge and Skill: This relates to CO1 (Ability to select suitable indoor and outdoor locations) as students are required to apply their knowledge and skills in cinematography to choose appropriate locations based on shooting requirements. They need to analyze various factors such as lighting, space, and atmosphere to make informed decisions.

PO2 - Industry-Relevant Training: This aligns with CO6 (Capability to shoot programs and live events using single-camera setups effectively) as students need industry-relevant training to understand the requirements and expectations of shooting programs and live events. They must acquire practical skills and knowledge applicable to real-world scenarios.

PO3 - Problem-Solving Abilities: This relates to CO5 (Proficiency in executing linear, multi-shot, and timed shooting exercises) as students encounter various challenges and obstacles while executing shooting exercises. They must develop problem-solving abilities to overcome these challenges and achieve desired results.

PO4 - Innovation and Creativity: CO4 - Mastery in utilizing lighting accessories to enhance outdoor shooting scenarios: Foster innovation and creativity in addressing challenges related to outdoor

shooting scenarios, such as finding innovative ways to utilize lighting accessories effectively to enhance the quality of outdoor shots.

PO5 - Employability, Job-ready skills and entrepreneurship skills: CO7 - Competence in producing short videos and documentaries demonstrating storytelling skills and technical proficiency: This outcome demonstrates job-ready skills required for adapting to the future of work and technological developments within the field. Producing short videos and documentaries requires a combination of technical proficiency and storytelling skills, aligning with employability and job-ready skills.

PO6 - Effective Communication: This relates to CO7 (Competence in producing short videos and documentaries demonstrating storytelling skills and technical proficiency) as effective communication skills are essential for conveying narratives and messages effectively through video production. Students must communicate with clients, colleagues, and stakeholders to understand their requirements and deliver satisfactory outcomes.

PO7 - Ethical and Professional Behaviour: This aligns with all course outcomes as ethical and professional behavior is essential in every aspect of cinematography, from selecting locations to executing shooting exercises and producing videos. Students must adhere to ethical standards and professional conduct throughout the entire process.

PO9 - Digital and technologic skills: This directly relates to CO2 (Proficiency in observing and utilizing available light effectively) as students need digital skills to analyze and manipulate lighting conditions in different shooting environments. They must use technology to assess available light sources and adjust camera settings accordingly.

PO10 - Research and Analytical Skills: This aligns with CO4 (Mastery in utilizing lighting accessories to enhance outdoor shooting scenarios) as students need research and analytical skills to evaluate different lighting accessories and techniques suitable for outdoor shoots. They must analyze industry trends and market demands to make informed decisions about which accessories to use.

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

Name of the Programme	: M.Voc-M.S
Programme Code	: PVMS
Class	: M.Voc.-M.S
Semester	: III
Course Type	: Major Mandatory
Course Code	: MS 612-MJE (B)(Practical)
Course Title	: Fact Checking and Verification

No. of Credits : 02

No. of Teaching Hours : 60

Course Objectives:

1. Define and differentiate between misinformation, disinformation, and malinformation.
2. Analyze the global and Indian landscape of the misinformation ecosystem.
3. Examine the role of social media giants in the spread of misinformation.
4. Evaluate the effectiveness of national and international fact-checking initiatives.
5. Identify and categorize various types of misinformation and disinformation tactics.
6. Develop skills to fact-check visuals (photos and videos).
7. Utilize online tools to verify the location of information.

Course Outcomes:

CO1.Students will be able to accurately define and distinguish between misinformation, disinformation, and malinformation.

CO2.Students will be able to analyze the global and Indian context of the misinformation ecosystem.

CO3.Students will be able to critically evaluate the role of social media platforms in facilitating the spread of misinformation.

CO4.Students will be able to assess the effectiveness of national and international fact-checking initiatives.

CO5.Students will be able to identify and categorize different types of misinformation and disinformation tactics used online.

CO6.Students will develop practical skills to fact-check the authenticity of visuals

CO7.Students will be able to utilize online tools effectively to verify the location of information.

Topics and Learning Points

UNIT 1 : Introduction to Misinformation Ecosystem

Teaching Hours

- 1.1 Understanding Information Disorder
- 1.2 Misinformation and Disinformation across the world
- 1.3 Misinformation ecosystem in India
- 1.4 Social Media Giants and their role
- 1.5 National and International Fact checking Initiatives.

12Hours

UNIT 2 : Types of Misinformation and Disinformation

12 Hours

- 2.1 Misinformation, Disinformation and Malinformation
- 2.2 Misleading Content, Imposter Content
- 2.3 Fabricated Content, False Context

2.4 False Connection, Manipulated Content

UNIT 3 : Fact checking Visuals (Photos and Videos)

12 Hours

- 3.1 Visuals as vehicle of misinformation and disinformation
- 3.2 Keyword Search (Keyword Planner)
- 3.3 Google Reverse Image Search
- 3.4 Manipulated Photo- Foto forensics, forensically.
- 3.5 Advanced Video search

UNIT 4 : Fact Checking Locations

12 Hours

- 4.1 What places can tell?
- 4.2 Locating the exact spot (Google Maps, Bing, Naver)
- 4.3 Geolocation by satellite imagery
- 4.4 Locating places through nameplates (world licenceplate.com)

UNIT 5 : Social Media Audit

12 Hours

- 5.1 Advanced Twitter search
- 5.2 Advanced Facebook search
- 5.3 Analysing followers, hash tags etc
- 5.4 Who posted what? Tweet deck, Crow tangle
- 5.5 Identifying website creators

Choice Based Credit System Syllabus

(2022 Pattern)

Mapping of Program Outcomes with Course Outcomes

Class: S Y M. Voc (Sem III)

Subject: Media Studies

Course: **Fact Checking and Verification**

Course Code: MS612-MJE (B)

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 9	PO10	
CO1	2		2			2				
CO2	2								2	
CO3	2		2			2			2	
CO4	2		2						2	
CO5	2		3			2				
CO6								2		
CO7								2	2	

Justification of Mapping

PO1: Application of Knowledge and Skill-CO1, CO2, CO3, CO4, CO5

These COs require students to apply critical thinking skills to analyze information, evaluate sources, and identify misinformation tactics. This demonstrates the ability to use acquired knowledge for problem-solving in the chosen field (information literacy).

PO3: Problem-Solving Abilities-CO1, CO3, CO4, CO5

Analyzing information, evaluating sources, and identifying misinformation tactics are all essential problem-solving skills. This course equips students to approach information critically and solve the problem of encountering false information online.

PO6: Effective Communication- CO1, CO3, CO5

By defining and distinguishing between different types of misinformation, students develop clear communication skills when discussing the nuances of information accuracy.

PO9: Digital and technological skills-CO6, CO7

These COs directly address the ability to use digital tools for fact-checking visuals and verifying information location. Students gain practical skills in information technology relevant to the chosen field.

PO10: Research and Analytical Skills- CO2, CO3, CO4, CO7

Analyzing the information ecosystem, evaluating social media's role, and assessing fact-checking initiatives all require research and analytical skills. This course strengthens these abilities for evaluating information online

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

Name of the Programme	: M.Voc MS
Programme Code	: PVMS
Class	: M.Voc MS
Semester	: III
Course Type	: Research Project
Course Code	: MS-621-RP
Course Title	: Research Project
No. of Credits	: 4
No. of Teaching Hour	: 60

Topics and Learning Points

In this semester students take up a group research project worth 4 credits. Every group should consist of 4-5 students. These students will be equally responsible for their research project. After approval from the guide and the committee, students are expected to work on the topic thoroughly and submit the dissertation within the given deadline.

Continuous internal assessment for research based up the maintaining research diary, Research idea presentation, and final research project presentation.

A typed dissertation must be submitted by the end of the semester. The typed dissertation evaluated by the research guide and External Examiner. Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks for the viva-voce.

OR

IN-DEPTH REPORTING PROJECT (Group)

Group of 4-5 students must work on a series of 5 in-depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic

Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports. The reports will be evaluated by the guide and External Examiner. Viva-voce based on the project has to be conducted by the External Examiner, in the presence of the project guide.

Continuous internal assessment for research based up the maintaining IDR diary, IDR idea presentation, and final project presentation.