



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

**DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES**

**Proposed Syllabus For**  
**T.Y. B.Voc. Journalism and Mass Communication**

**(T.Y. B.Voc. JMC-Semester-VI)**  
**2019 Pattern**

Sponsored by  
**University Grant Commission**  
Under  
**National Skill Qualification Framework**  
**(NSQF)**

To be implemented from Academic  
Year - 2021-22



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

(To be implemented from Academic Year - 2019-2020)

### Course structure:

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

### Eligibility:

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

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

### Examination Pattern:

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



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TULJARAM CHATURCHAND COLLEGE, BARAMATI  
Dist. -Pune-413102**

**B. Voc. Journalism and Mass Communication Syllabus Structure**

**First Year: Semester-I**

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

**First Year: Semester-II**

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

**Second Year: Semester-III**

| Subj. Code        | Subject Name                  | No. of Credits | Marks |
|-------------------|-------------------------------|----------------|-------|
| General component |                               |                |       |
| JM 301            | News Reporting and Editing-II | 4              | 100   |



|                 |                       |   |     |
|-----------------|-----------------------|---|-----|
| JM 302          | Writing for Media-II  | 4 | 100 |
| JM 303          | Introduction to Radio | 4 | 100 |
| Skill component |                       |   |     |
| JM 304          | Editing Skills        | 6 | 150 |
| JM 305          | Radio Production      | 6 | 150 |
| JM 306          | Experimental Journal  | 6 | 150 |

### Second Year: Semester-IV

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

### Third Year: Semester-V

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



### Third Year: Semester-VI

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



**Anekant Education Society's**  
**Tuljaram Chaturchand College, Baramati**  
(Autonomous)

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

From 2019-20 to 2021-22

| Sr.No. | Name                               | Designation                  |
|--------|------------------------------------|------------------------------|
| 1.     | <b>Mr. Ranjeet V. Pandit</b>       | Chairman                     |
| 2.     | <b>Mr. Rahul P. Chaudhari</b>      | Member                       |
| 3.     | <b>Mr. Jayendra P. Rane</b>        | Member                       |
| 4.     | <b>Mr. Jayprakash S. Patil</b>     | Member                       |
| 5.     | <b>Dr. Madhavi Reddy</b>           | Vice-Chancellor Nominee      |
| 6.     | <b>Dr. Nisha Mude Pawar</b>        | Expert from other University |
| 7.     | <b>Mr. Mithunchandra Chaudhari</b> | Expert from other University |
| 8.     | <b>Dr. Alok Jatratkar</b>          | Industry Expert              |
| 9.     | <b>Dr. Radheshyam Jadhav</b>       | Expert from other University |
| 10.    | <b>Mr. Akshay Sonwane</b>          | Prominent Alumni             |



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

**PO1. Disciplinary Knowledge:** Demonstrate comprehensive knowledge of one or more disciplines that form a part of an undergraduate B.Voc program Execute strong theoretical and practical understanding generated from the chosen B.Voc program.

**PO2. Critical Thinking and Problem solving:** Exhibit the skill of critical design thinking and use them to predict a range of creative solutions towards a design problem, evaluate them and choose the most appropriate options.

**PO3. Social Competence Exhibit thoughts and ideas effectively in writing and orally;** communicate with others using appropriate media, build effective interactive and presenting skills to meet global competencies and connect to people individually or in group settings.

**PO4. Research-Related Skills:** Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of an experiment Employ knowledge of the avenues for research and higher academic achievements in the chosen field and allied subjects and aware about research ethics, intellectual property rights and issues of plagiarism.

**PO5. Personal and Professional competence:** Perform independently and participates in team activities and demonstrates cooperation. Integrate enthusiasm and commitment to improve personal and team performance levels and build skills to achieve the goals.

**PO6. Effective Citizenship and Ethics:** Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.

**PO7. Environment and Sustainability:** Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.

**PO8. Self-directed and Life-long learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes

**PO9. Trans-disciplinary Research competence:** Create new conceptual, theoretical, methodological innovations that integrate and transcend beyond discipline-specific approaches to address a common problem.



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

**1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies:**

Provide a comprehensive understanding of the theoretical foundations and practical applications in Mass Communication and Journalism. Equip students with essential concepts, terminologies, and historical perspectives within the field.

**2. To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.**

Foster practical skills and industry-relevant expertise to ensure graduates are well-prepared for diverse roles in the Media & Entertainment sector. Emphasize hands-on training and real-world experiences to bridge the gap between academic knowledge and professional demands.

**3. To empower learners by communication, professional and life skills.**

Enhance communication proficiency, both written and oral, to enable effective expression and comprehension. Cultivate a range of professional and life skills, including teamwork, critical thinking, problem-solving, and adaptability.

**4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.**

Develop proficiency in utilizing Information Communication Technologies for media production, dissemination, and analysis. Foster digital and media literacy, ensuring graduates are adept in navigating and utilizing modern communication tools.

**5. To imbibe the culture of research, innovation, entrepreneurship and incubation.**

Encourage a research-oriented mindset among learners, promoting exploration, analysis, and critical evaluation of media and communication phenomena. Instill an entrepreneurial spirit, fostering innovation and creative thinking, while providing avenues for incubation of new ideas and projects.

**6. To inculcate professional ethics, values of Indian and global culture.**

Embed a strong sense of professional ethics and integrity within the practice of journalism and mass communication. Promote an understanding and appreciation of both Indian and global cultural values to create culturally sensitive media professionals.

**7. To prepare socially responsible media academicians, researchers, professionals with global vision**

Instill a sense of social responsibility, emphasizing the role of media in addressing societal issues and promoting positive change. Develop a global perspective, enabling graduates to navigate diverse cultural landscapes and contribute responsibly to the global media community.



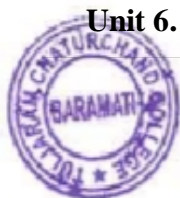


**BASICS OF ADVERTISING****General Education****Paper No. JM 601****Maximum Marks: 100****Credits: 4****Teaching Period: 4/week****Teaching Load: 60 Theory Period/Semester****Course Objectives**

1. Impart basic concepts of advertising and its development.
2. Aware importance of advertising in media.
3. Encourage graduates for self-employability.
4. Inculcate knowledge of economy of media.
5. Knowledge of the functioning of advertising agencies
6. Create understanding of different types of advertising
7. Understand the process of brand building.

**CONTENT**

|   |               |
|---|---------------|
| <b>Unit 1. Introduction to Advertising</b>  | <b>10 hrs</b> |
| <ul style="list-style-type: none"> <li>● Advertising: concepts, definitions, needs</li> <li>● Importance and role of advertising in media</li> <li>● Basic Principles and Vocabulary</li> <li>● Development of advertising in India and World</li> <li>● Appreciating the still images</li> </ul> |               |
| <b>Unit 2. Vehicles of Advertising</b>  | <b>10 hrs</b> |
| <ul style="list-style-type: none"> <li>● Trends in advertising</li> <li>● Outdoor or Out of home Advertising</li> <li>● Print Advertising</li> <li>● Online Advertising</li> </ul>  |               |
| <b>Unit 3. Classification of Advertising</b>  | <b>10 hrs</b> |
| <ul style="list-style-type: none"> <li>● Product advertising</li> <li>● Market segmentation</li> <li>● Sales promotion</li> <li>● Identification of target consumer</li> <li>● Market trends</li> </ul>   |               |
| <b>Unit 4 Theories and Models of Advertising</b>  | <b>10 hrs</b> |
| <ul style="list-style-type: none"> <li>● AIDA Model,</li> <li>● DAGMAR Model,</li> <li>● Maslow 's Hierarchy Model</li> <li>● Communication theories applied to advertising</li> <li>● pre and post testing</li> </ul>  |               |
| <b>Unit 5. Understanding Brands</b>   | <b>10 hrs</b> |
| <ul style="list-style-type: none"> <li>● What is a Brand?</li> <li>● Journey: from product to brand</li> <li>● The need for Strong Brands</li> <li>● Brand Awareness</li> </ul>   |               |
| <b>Unit 6. Working of Advertising Agency</b>  | <b>10 hrs</b> |



- Advertising Agencies, growth and development
- Structure and function of Ad-agency
- Media selection, print, audio visual, digital
- Design, budget, client relations

### Course Outcomes

- CO1 Students would learn development of advertising and basic concepts.  
 CO2 Students would be able to know about role and importance of advertising in media.  
 CO3 Learner will have the knowledge of self-employment.  
 CO4 Students would know about advertising agencies.  
 CO5 Learner would know about the advertising industry and its functioning.  
 CO6 Students would understand the different types of advertising  
 CO7 Students would learn development and understand the process of brand building.

### Mapping of Programme Outcomes (POs) with Course Outcomes (COs) with justification:

**Subject:** Journalism and Mass Communication  
**Course:** BASICS OF ADVERTISING

**Class:** T.Y.B.Voc (Sem-V)  
**Course Code:** JM 601

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

PO1 - Disciplinary Knowledge:

Justification: CO1, CO2, CO4, CO5, CO6, and CO7 all contribute to the development of disciplinary knowledge in advertising. These outcomes cover the fundamental concepts, role, and importance of advertising, knowledge of advertising agencies, understanding the advertising industry, different types of advertising, and the process of brand building.

PO2 - Critical Thinking and Problem Solving:

Mapped COs: CO6, CO7

Justification: CO6 and CO7 involve critical design thinking and problem-solving skills. Understanding different types of advertising (CO6) requires critical thinking to evaluate creative solutions, and the development and understanding of the process of brand building (CO7) involve choosing the most appropriate options.

PO3 - Social Competence: CO1, CO2, CO5

Justification: CO1, CO2, and CO5 involve effective communication skills, both in writing and orally, and building interactive and presenting skills. These outcomes contribute to social competence by enabling students to communicate effectively and connect with others individually or in group settings.



PO4 - Research-Related Skills: CO1, CO2, CO4, CO5, CO6, CO7

Justification: CO1, CO2, CO4, CO5, CO6, and CO7 involve aspects of research-related skills such as understanding the role and importance of advertising, knowledge of advertising agencies, and the functioning of the advertising industry. These outcomes also emphasize the awareness of research ethics and intellectual property rights.

PO5 - Personal and Professional Competence: CO3, CO5, CO7

Justification: CO3, CO5, and CO7 contribute to personal and professional competence. CO3 focuses on knowledge of self-employment, CO5 emphasizes performing independently and participating in team activities, and CO7 underscores the commitment to professional ethics and responsibility.

PO6 - Effective Citizenship and Ethics: CO1, CO2, CO3, CO5, CO7

Justification: CO1, CO2, CO3, CO5, and CO7 contribute to effective citizenship and ethics by developing social concern, awareness of moral and ethical issues, and commitment to professional ethics and responsibility.

PO7 - Environment and Sustainability: CO1, CO2, CO5

Justification: CO1, CO2, and CO5 contribute to understanding the impact of advertising in societal and environmental contexts and demonstrate knowledge of and need for sustainable development.

PO8 - Self-directed and Life-long Learning: All COs

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

PO9 - Trans-disciplinary Research Competence: All COs

Justification: All COs contribute to trans-disciplinary research competence by integrating various aspects of advertising, including development, role, importance, agencies, industry functioning, types, and brand building, transcending beyond discipline-specific approaches

### **Recommended Reading:**

1. Mass Communication in India by Keval j.Kumar
2. Introduction to Mass communication by Stanley J.Baran
3. Absolut Book.: The Absolut Vodka Advertising Story, Richard W. Lewis
4. Beyond Buzz: The Next Generation of Word-of-Mouth Marketing, Lois Kelly
5. Bill Bernbach's Book: A History of Advertising That Changed the History of
6. Advertising, Bob Levenson
7. Blink: The Power of Thinking Without Thinking, Malcolm Gladwell
8. Brain Surgery for Suits: 56 Things Every Account Person Should Know, Robert Solomon
9. PandePuran, Piyush Pande



**BASICS OF PUBLIC RELATIONS**

General Education

Paper No. - JM 602

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period

**Course Objectives:**

1. To understand the concepts of public relations, publicity, propaganda, advertising.
2. To know the difference between public relations and corporate communications, public relations  
And advertising, propaganda and publicity.
3. To understand the basic tools of public relations.
4. To know the fundamentals of public relations writings
5. To understand the structure and functioning of a Public Relations (PR) agency.
6. To examine the role of PR in private sector enterprises.
7. To explore the concept of PR campaigns in crisis situations.

**CONTENT****Unit 1 Introduction to Public Relations 10 hrs**

- Public Relations: Meaning, Definition & Concept
- Objective of Public Relations
- Role and responsibilities of PR professional
- Qualities required of a PR professional

**Unit 2 Public Relation History 10 hrs**

- Brief history of Public Relation
- Growth of PR in India
- How PR is different from advertising, publicity and propaganda
- Need and Importance of Public Relations

**Unit-3 Tools & Techniques 10 hrs**

- Tools and techniques of Public Relations
- Press Release: Importance and need
- Media relations -press conference and press tours
- Internal and External PR tools

**Unit-4 Role & Organizational setup 10 hrs**

- Organizational Set-up of PR agency
- PR in government organization
- PR in public sector
- PR in private sector
- PR in Corporate

**Unit-5 PR during crisis 10 hrs**

- What is crisis?
- Case studies
- PR in crisis management
- Steps in crisis management



- PR Campaigns

### Unit-6 Use of Social Media in PR

10 hrs

- Website: a tool for faster dissemination of information
- Blogging, LinkedIn, Face book, Twittered.
- Photographs and A/Material.
- Use of Internet.

### Course Outcomes

1. Students would learn about the definitions and concepts of public relations,
2. Students would know the difference between public relations and corporate communications
3. Students would gain knowledge about the tools of public relations.
4. Students would learn the basics of public relations writings.
5. Students will be able to comprehend the organizational framework of PR agencies, including roles, Responsibilities and structures.
6. Students will understand how PR contributes to brand building, reputation management, and Communication strategies in private sector.
7. Students will be capable of designing and executing PR campaigns that address and the impact of Crises on an organization.

### Suggested Readings:

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, NewDelhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, NewDelhi
3. Jefkins Public Relations Techniques, Butterworth Heinmann Ltd.,Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, PrenticeHall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt.Ltd

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.B.Voc (Sem-VI)

**Subject:** Journalism and Mass Communication

**Course:** Public relation

**Course Code:** JM 602

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

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

### Justification for the mapping

#### PSO1. Disciplinary Knowledge:

**CO1 and CO2:** Students will gain emphasize understanding the concepts of public relations, publicity, propaganda, and advertising, aligning with the need for comprehensive knowledge in the



discipline.

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

**CO7:** Students will focus on designing and executing PR campaigns in crisis situations, requiring critical thinking and problem-solving skills to predict creative solutions.

**PSO3. Social Competence:**

**CO4:** Students will emphasize the importance of effective communication skills, aligning with the need for students to exhibit thoughts and ideas effectively in writing and orally.

**PSO5. Personal and Professional Competence:**

**CO6:** Students able to understand focus on understanding the role of PR in private sector enterprises and designing/executing PR campaigns, requiring personal and professional competence.

**PSO6. Effective Citizenship and Ethics:**

**CO7:** Emphasizes the impact of PR campaigns on organizations and aligns with the need for students to demonstrate an informed awareness of moral and ethical issues in the field.

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

**CO3:** Emphasizes learning about the basic tools of public relations, contributing to the broader goal of self-directed and life-long learning in the field.

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

**CO6 and CO7:** Understanding the role of PR in private sector enterprises and designing/executing PR campaigns, requiring a trans-disciplinary approach to address organizational and societal challenges.



**MEDIA MANAGEMENT****General Education****Paper No. JM 603****Maximum Marks: 100****Credits: 4****Teaching Period: 4/week****Teaching Load: 60 Theory Period/Semester****Course Objectives:**

1. To describe the principles, need and functions of management
2. To describe the structure and functions of media organization
3. To provide understanding of knowledge of the media management process.
4. To know internal structure of various media platforms.
5. To understand the correlation between business and responsibilities of media.
6. To know the correlations between the media organizations
7. To learn the different media ownership.

**CONTENT****UNIT 1 Internal Structure of Media****10 hrs**

- Organizational structure: Print, TV, New Media
- Management role in ensuring editorial freedom
- Delegation of responsibilities
- Coordination between departments

**UNIT 2 Ownership and Management****10 hrs**

- Types of ownership and their agendas
- Ideal management structure to ensure free flow of information,
- Informed comment and analysis for an idea
- Newspaper or broadcast channel

**UNIT 3 Finance and HR Management****10 hrs**

- Financial management
- Break up of expenditure for the year
- Raw material costs, human resource inputs, various allocations
- Fixed and variable costs
- Unforeseen factors specialized training for skilled workers, HRD, advertising revenues, without compromising quality or commitment to high, professional standards.

**Unit 4 Marketing strategies****10 hrs**

- Meeting consumer demands without pandering to baser instincts.
- Public relations, brand building Identification with readers'/viewers'
- Honesty or professional integrity
- Creation of goodwill, brand building Sales promotion

**Unit 5 Changing Scenario****10 hrs**

- Challenges of globalization
- Liberalization
- Foreign Direct Investment[FDI]
- Digital revolution and its impact on media
- Commercialization of media



## Unit 6 Overview of India Media and Organizations

10 hrs

- Case Studies
- BBC, 'Sakaal, and their marketing and development strategies
- Organizational bodies: IENS, NRS, ILNA, ABC

### Course Outcomes:

- CO1 Students shall have understanding of media proliferation in India.
- CO2 Students shall get aware to management values and process.
- CO3 Students shall have an overview of recent changes and future challenges of media regulation
- CO4 Students shall have understanding of media ownership pattern.
- CO5 Students shall know Liberalization globalization have impacted the current media scenario.
- CO6 Students will know the correlations between the media organizations
- CO7 Students will learn the different media ownership.

### Suggested reading:

1. C. S. Rayudu (2018) Media and Communication Management. Mumbai: Himalaya Publishing House.
2. Koontz, Harold; Weihrich, Heinz. (1990) Essentials of management. New York McGraw-Hill Publishing Company.
3. Jan R. Hakeculdar (1998) Media Ethics and Laws
4. Black, J. and Roberts, C. (2011). Doing ethics in media: Theories and practical applications. New York: Routledge.
5. Ben Badgikian: Media Monopoly - Ruckert and Williams: Newspaper Organization and management, IOWA State University Press, 1974
6. Nicholas Coleridge: The Paper Tigers - P.K. Ravindranath: News media management, English Edition, Mumbai 2004

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.B.Voc (Sem-VI)

**Subject:** Journalism and Mass Communication

**Course:** Media Management

**Course Code:** JM 603

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

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

### Justification for the mapping

PO1 (Disciplinary Knowledge):

Strong relation - Understanding media proliferation requires comprehensive knowledge in media studies.





CO1: Students shall have an understanding of media proliferation in India.

PO5 (Personal and Professional Competence):

Strong relation - Awareness of management values and processes contribute to personal and professional competence.

CO2: Students shall get aware of management values and processes.

PO6 (Effective Citizenship and Ethics):

Moderate relation - Understanding media regulation and its challenges is relevant to effective citizenship and ethical considerations.

CO3: Students shall have an overview of recent changes and future challenges of media regulation.

PO3 (Social Competence):

Strong relation - Understanding media ownership patterns contributes to social competence.

CO4: Students shall have an understanding of media ownership patterns.

PO7 (Environment and Sustainability):

Weak relation - While globalization impacts the environment, It may have a weaker connection to understanding media scenarios.

CO5: Students shall know how Liberalization globalization has impacted the current media scenario.

.PO2 (Critical Thinking and Problem Solving):

Moderate relation - Understanding correlations between media organizations involves critical thinking in analyzing relationships.

CO6: Students will know the correlations between media organizations

PO9 (Trans-disciplinary Research Competence):

Moderate relation - Learning about different media ownership involves a degree of trans-disciplinary research.

CO7: Students will learn the different media ownership.



## ADVERTISING PRACTICES

Skill component

Paper No. – JM604

Maximum Marks:150

Credits: 6

Teaching Period:2/Week

Teaching Load: 90 Practical Period

**Course Objectives:**

1. To develop the ability to critically analyze and evaluate advertisements across different media.
2. To gain proficiency in creating compelling copy for various advertising formats.
3. To gain proficiency for developing and producing advertisements for print, radio, and audio-visual platforms.
4. To utilize online advertising platforms like Facebook, Google, Twitter, and WhatsApp for effective campaigns.
5. To design and present comprehensive advertising campaign plans from concept to execution.
6. To acquire skills in writing powerful press releases, engaging feature articles, and impactful editorial pieces.
7. To provide an understanding of the advertising industry and be equipped with relevant skills for career success.

**CONTENT**

|   |               |
|---|---------------|
| <b>Unit 1- Watching Ad</b>  | <b>10 hrs</b> |
| <ul style="list-style-type: none"> <li>● Watching television ad and internet ad</li> <li>● Listening radio ad</li> <li>● Reading print advertise</li> </ul>                   |               |
| <b>Unit 2 Copy writing, testing</b>   | 10 hrs        |
| <ul style="list-style-type: none"> <li>● Copy writing for Print ad</li> <li>● Copy writing for Radio ad</li> <li>● Scripting for audio visual ds</li> </ul>                   |               |
| <b>Unit 3 Creation of Advertisement</b>   | 10 hrs        |
| <ul style="list-style-type: none"> <li>● Print Advertisement</li> <li>● Radio Advertisement</li> <li>● Audio Visual Advertisement</li> </ul>                                  |               |
| <b>Unit-4 Online platforms for advertisements</b>   | 10 hrs        |
| <ul style="list-style-type: none"> <li>● Face book advertises</li> <li>● Google Advertising</li> <li>● Twitter advertising</li> <li>● What's app Advertise</li> </ul>         |               |
| <b>Unit-5 Advertising Campaign design</b>   | 10 hrs        |
| <ul style="list-style-type: none"> <li>● Idea pitch for ad campaign</li> <li>● Advertising campaign</li> <li>● Campaign planning</li> </ul>                                   |               |
| <b>Unit 6 PR Writing</b>  | <b>10 hrs</b> |
| <ul style="list-style-type: none"> <li>● Writing press releases</li> <li>● Feature writing, Corporate features,</li> <li>● Development stories, Editorial writing.</li> </ul> |               |



## Course Outcomes (CO's)

- CO1 Students will be able to critically analyze and evaluate advertisements across different media.
- CO2 Students will demonstrate proficiency in creating compelling copy for various advertising formats.
- CO3 Students will successfully develop and produce advertisements for print, radio, and audio-visual platforms.
- CO4 Students will confidently utilize online advertising platforms like Facebook, Google, Twitter, and WhatsApp for effective campaigns.
- CO5 Students will design and present comprehensive advertising campaign plans from concept to execution.
- CO6 Students will acquire skills in writing powerful press releases, engaging feature articles, and impactful editorial pieces.
- CO7 Students will graduate with a strong understanding of the advertising industry and be equipped with relevant skills for career success.

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.B.Voc (Sem VI)

**Subject:** Journalism and Mass Communication

**Course:** Advertising Practices

**Course Code:** JM604

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

### Justification for the mapping

PO1. Disciplinary Knowledge:: CO1, CO2, CO3, CO6, CO7

Justification: CO1 involves critically analyzing and evaluating advertisements, demonstrating comprehensive knowledge of advertising. CO2 and CO3 focus on creating compelling copy and producing advertisements for various platforms, reflecting practical understanding. CO6 emphasizes writing powerful press releases and articles, contributing to disciplinary knowledge. CO7 involves graduating with a strong understanding of the advertising industry.

PO2. Critical Thinking and Problem Solving: CO1, CO2, CO3, CO5

Justification: CO1 requires critical analysis of advertisements, and CO2 involves creating compelling copy, demonstrating critical design thinking. CO3 involves developing and executing advertising campaign plans, reflecting problem-solving skills. CO5 focuses on designing comprehensive advertising campaign plans, showcasing critical thinking skills.

PO3. Social Competence: CO2, CO5, CO7

Justification: CO2 involves demonstrating proficiency in creating compelling copy, which is a form



of effective communication. CO5 involves designing and presenting comprehensive advertising campaign plans, showcasing effective interactive and presenting skills. CO7 emphasizes graduating with a strong understanding of the advertising industry, contributing to social competence.

**PO4. Research-Related Skills: CO1, CO3, CO5**

Justification: CO1 involves critically analyzing advertisements, requiring a sense of inquiry. CO3 involves developing and producing advertisements, reflecting the ability to plan, execute, and report results. CO5 involves designing and presenting advertising campaign plans, demonstrating research-related skills.

**PO5. Personal and Professional Competence: CO2, CO5, CO7**

Justification: CO2 involves creating compelling copy, reflecting personal and professional competence. CO5 involves performing independently and participating in team activities, showcasing teamwork and commitment. CO7 emphasizes graduating with a strong understanding of the advertising industry, contributing to personal and professional competence.

**PO6. Effective Citizenship and Ethics: CO6, CO7**

Justification: CO6 involves acquiring skills in writing impactful editorial pieces, demonstrating the awareness of moral and ethical issues. CO7 emphasizes graduating with a strong understanding of the advertising industry and committing to professional ethics and responsibility.

**PO7. Environment and Sustainability: CO3, CO7**

Justification: CO3 involves developing and producing advertisements, requiring an understanding of the impact of scientific solutions in societal and environmental contexts. CO7 emphasizes graduating with a strong understanding of the advertising industry, contributing to environmental and sustainable awareness.

**PO8. Self-directed and Life-long Learning: CO1, CO2, CO6**

Justification: CO1 involves critically analyzing advertisements, reflecting a sense of inquiry and learning. CO2 involves creating compelling copy, showcasing the ability to engage in independent learning. CO6 involves acquiring skills in writing impactful editorial pieces, contributing to life-long learning.

**PO9. Trans-disciplinary Research Competence: CO1, CO2, CO3, CO5, CO6,**

Justification: CO1 involves critically analyzing advertisements across different media, reflecting trans-disciplinary research competence. CO2 and CO3 involve creating compelling copy and producing advertisements for various platforms, showcasing innovation. CO5 involves designing and presenting comprehensive advertising campaign plans, reflecting trans-disciplinary approaches. CO6 involves acquiring skills in writing impactful editorial pieces, contributing to methodological innovations



**Third Year**

**Semester VI**

**Research**

**Paper No. JM 605**

**Maximum Marks: 250**

**Credits: 10**

### **RESEARCH PROJECT (Group)**

#### **Course Objective:**

1. To equip students with the necessary skills and knowledge for conducting research or in-depth reporting projects.
2. To foster critical thinking, analytical, and communication skills through active research and project development.
3. To cultivate responsible research practices and ethical awareness.
4. To train students in referencing and utilizing academic resources effectively.
5. To provide students with an opportunity to collaborate effectively in a group setting
6. To develop professional presentation skills for communicating research findings or reports.

#### **Content**

In this semester students take up a group research project worth 10 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.



### Course Outcome (CO's)

CO1 Students will be able to conduct independent research in a group setting, culminating in a dissertation that demonstrates mastery of a chosen topic.

CO2 Students will develop critical thinking, analytical, and communication skills through research, collaboration, and dissertation writing.

CO3 Students will gain experience in utilizing academic resources and adhering to ethical research practices.

CO4 Students will be able to produce a series of in-depth reports focused on a socially significant and current topic, showcasing proficiency in research, analysis, and reporting.

CO5 Students will hone their writing, graphic design, and reference management skills.

CO6 Students will develop their ability to present complex information in a clear and engaging manner

CO7 Develop project management skills to meet deadlines and milestones.

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.B.Voc (Sem-VI)

**Subject:** B.Voc Journalism and mass Communication

**Course:** Research Project

**Course Code:** JM 605

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                        |     |     |     |     |     |     |     | 2   |
| CO3             |                          |     | 3   |     |     |     |     |     |     |
| CO4             |                          |     |     |     |     |     |     | 3   |     |
| CO5             |                          | 3   |     |     |     |     | 3   |     |     |
| CO6             |                          |     |     |     | 2   |     |     |     |     |
| CO7             |                          |     |     |     |     | 2   |     |     |     |

### Mapping of the provided Program Outcomes (PO) with the Course Outcomes (CO) along with justifications:

PO1 - Disciplinary Knowledge:

CO2 - Apply theoretical concepts to solve real-world problems during Studentship: This connection is logical as applying theoretical concepts requires a comprehensive understanding of disciplinary knowledge.

PO2 - Critical Thinking and Problem Solving:

CO5 - Identify and address challenges during Studentship, demonstrating critical thinking skills: The ability to address challenges requires critical thinking, making this connection relevant.

PO3 - Social Competence:

CO3 - Effectively communicate Studentship experience through professional presentation or report: Effective communication is a key aspect of social competence, aligning with the need for effective



communication in various settings.

PO4 - Research-Related Skills:

CO1 - Describe the structure, functioning, and culture of a specific organization based on Studentship experience: Research-related skills involve the ability to observe, analyze, and report findings, which is reflected in understanding the organization's structure and culture.

PO5 - Personal and Professional Competence:

CO6 - Demonstrate adaptability and resilience during Studentship: Adaptability and resilience are attributes of personal and professional competence, especially in dynamic work environments.

PO6 - Effective Citizenship and Ethics:

CO7 - Identify and describe how work contributed positively to the organization's functioning: This connection is justified as contributing positively to an organization often involves ethical considerations and a sense of social responsibility.

PO7 - Environment and Sustainability:

CO5 - Identify and address challenges during Studentship, demonstrating critical thinking and problem-solving skills: Environmental and sustainability challenges often require critical thinking and problem-solving skills.

PO8 - Self-directed and Life-long Learning:

CO4 - Plan and execute tasks within a specified timeframe, showcasing effective project management skills: Planning and executing tasks within a timeframe reflect the ability to engage in self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence:

CO2 - Apply theoretical concepts from academic curriculum to solve real-world problems during Studentship: Applying theoretical concepts to real-world problems may involve a trans-disciplinary approach, making this connection appropriate.



## INTERNSHIP

Paper No. JM 606

Maximum Marks: 50

Credits: 02

**Course Objectives:**

1. Gain insights into the structure, functioning, and culture of the organization.
2. Apply theoretical concepts learned in the academic curriculum to real-world scenarios encountered during the internship, bridging the gap between theory and practice.
3. Develop effective communication skills through the preparation and delivery of the post-internship presentation/report, showcasing the ability to articulate and present information in a professional manner.
4. Acquire project management skills and demonstrating the ability to plan and execute tasks within a specified timeframe.
5. Develop problem-solving skills by identifying and addressing challenges encountered during the internship.
6. Showcasing adaptability and resilience in a dynamic work environment.
7. Demonstrate the ability to contribute positively to the organization's functioning.

**Internship must be evaluated for 2 credits.****Norms of internship are as follows:**

- It should be done **before the end of Sem. VI** in any Media organizations for minimum 45 days. Students may work in two different types of organizations min. 30 days each.
- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organization.
- **Norms of evaluation for 50marks:**  
Evaluation by the authority: 20, Volume and quality of work: 20, Quality of report: 10

**Course outcomes**

- CO1. Students will be able to describe the structure, functioning, and culture of a specific organization based on their Studentship experience.
- CO2. Students will be able to apply theoretical concepts from their academic curriculum to solve real-world problems encountered during their Studentship.
- CO3. Students will be able to effectively communicate their Studentship experience and learnings through a professional presentation or report, demonstrating clear and concise articulation of information.
- CO4. Students will be able to plan and execute tasks within a specified timeframe, showcasing effective project management skills.
- CO5. Students will be able to identify and address challenges encountered during their Studentship, demonstrating critical thinking and problem-solving skills.
- CO6. Students will be able to demonstrate adaptability and resilience in a dynamic work environment, adjusting to new situations and overcoming challenges.
- CO7. Students will be able to identify and describe how their work contributed positively to the organization's functioning.





## Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.B..Voc (Sem-VI)

**Subject:** B.Voc Journalism and Mass Communication

**Course:** Internship

**Course Code:** JM 606

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                        |     |     |     |     |     |     |     | 2   |
| CO3             |                          |     |     |     |     |     |     |     |     |
| CO4             |                          |     |     | 2   |     |     |     | 3   |     |
| CO5             |                          | 2   |     |     |     |     | 3   |     |     |
| CO6             |                          |     |     |     | 3   |     |     |     |     |
| CO7             |                          |     |     |     |     | 2   |     |     |     |

**PO1 - Disciplinary Knowledge:**

**CO2 - Apply theoretical concepts to solve real-world problems during Studentship:** This connection is logical as applying theoretical concepts requires a comprehensive understanding of disciplinary knowledge.

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

**CO5 - Identify and address challenges during Studentship, demonstrating critical thinking skills:** The ability to address challenges requires critical thinking, making this connection relevant.

**PO3 - Social Competence:**

**CO3 - Effectively communicate Studentship experience through professional presentation or report:** Effective communication is a key aspect of social competence, aligning with the need for effective communication in various settings.

**PO4 - Research-Related Skills:**

**CO1 - Describe the structure, functioning, and culture of a specific organization based on Studentship experience:** Research-related skills involve the ability to observe, analyze, and report findings, which is reflected in understanding the organization's structure and culture.

**PO5 - Personal and Professional Competence:**

**CO6 - Demonstrate adaptability and resilience during Studentship:** Adaptability and resilience are attributes of personal and professional competence, especially in dynamic work environments.

**PO6 - Effective Citizenship and Ethics:**

**CO7 - Identify and describe how work contributed positively to the organization's functioning:** This connection is justified as contributing positively to an organization often involves ethical considerations and a sense of social responsibility.

**PO7 - Environment and Sustainability:**

**CO5 - Identify and address challenges during Studentship, demonstrating critical thinking and problem-solving skills:** Environmental and sustainability challenges often require critical thinking and problem-solving skills.



PO8 - Self-directed and Life-long Learning:

CO4 - Plan and execute tasks within a specified timeframe, showcasing effective project management skills: Planning and executing tasks within a timeframe reflect the ability to engage in self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence:

CO2 - Apply theoretical concepts from academic curriculum to solve real-world problems during Studentship: Applying theoretical concepts to real-world problems may involve a trans-disciplinary approach, making this connection appropriate.

