

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**

**Syllabus For  
B. Voc. (Journalism and Mass Communication)**

---

**Under  
National Skill Qualification Framework  
(NSQF)**

P.A. H. Solapur University, Solapur  
B.Voc in Journalism & Mass Communication  
SEMESTER-I/II/III/IV/ V/VI  
Syllabus 2021 - 22

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

(To be implemented from Academic Year - 2021-2022)

B.Voc in Journalism & Mass Communication- This curriculum is inspired by the new world of modern Journalism after launching the B.VOC programmes by the U G C and runs Under National Skill Qualification Framework (NSQF). The Syllabus tries to transmit most essential and updated information to students. The programme gives an opportunity for the students to develop basic skills in Broad Casting and Journalism fields.

**Course structure:**

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

**Eligibility:**

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

Note: Admissions will be given as per the selection procedure / policies adopted by the Department, in accordance with conditions laid down by the P.A. H. Solapur University, Solapur.

**Pattern of Examination: Semester:**

- General education courses (Theory paper) - I, II, III
- Skill Component (Practical Course): Paper IV, V, VI Practical examination will be conducted. Direct practicals will be conducted by external examiners.
- Minimum passing percentage is 40% for each theory and practical examination.
- Direct practical examination should be conducted by external examiners.

**B.Voc. (Journalism & Mass Communication)  
SEMESTER-I/II/III/IV/ V/VI EXAMINATION  
Question Paper Pattern**

**Duration: 2 Hours**

**Total Marks: 40**

**Instructions:** 1) All questions are compulsory.  
2) Figures to right indicate full marks.

**Q. No. 1: Multiple Choice Questions (1 Marks Each)**

**08 Marks**

- (1) .....
- (2) .....
- (3) .....
- (4) .....
- (5) .....
- (6) .....
- (7) .....
- (8) .....

**Q No 2 - Write notes (any four)**

**Marks 12**

- a) .....
- b) .....
- c) .....
- d) .....
- e) .....
- f) ..

**Q. No. 3: Descriptive Type Question ( Any one)**

**10 Marks**

- a).....
- b) .....

**Q. No. 4: Descriptive Type Question.**

**10Marks**

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

### First Year: Semester-I [ F.Y. Part I ( Diploma in Journalism & Mass Communication) ]

| Sub. Code                | Subject Name                     | Type of Exam | No. of Credits | UA  | CA | Marks |
|--------------------------|----------------------------------|--------------|----------------|-----|----|-------|
| <b>General Component</b> |                                  |              |                |     |    |       |
| BVHCT 101                | Compulsory English ( Part –I)    | Th           | 4              | 40  | 10 | 50    |
| BVHCT 102                | News Reporting & Feature Writing | Th           | 4              | 40  | 10 | 50    |
| BVSCT 101                | Introduction to Journalism       | Th           | 4              | 40  | 10 | 50    |
| <b>Skill Component</b>   |                                  |              |                |     |    |       |
| BVHCP101                 | Writing for Print Media          | Pr           | 6              | 60  | 15 | 75    |
| BVHCP102                 | Anchoring                        | Pr           | 6              | 60  | 15 | 75    |
| BVSCP 101                | Computer Applications for Media  | Pr.          | 6              | 60  | 15 | 75    |
|                          | Total                            |              | 30             | 300 | 75 | 375   |

### First Year Semester – II [ F.Y. Part II ( Diploma in Journalism & Mass Communication) ]

| Subj. Code               | Subject Name                                       | Type of Exam | No. of Credits | UA  | CA | Marks |
|--------------------------|--|--------------|----------------|-----|----|-------|
| <b>General Component</b> |  |              |                |     |    |       |
| BVHCT 201                | Compulsory English ( Part II)                      | Th           | 4              | 40  | 10 | 50    |
| BVHCT 202                | Introduction to Communication & Mass Communication | Th           | 4              | 40  | 10 | 50    |
| BVSCT 201                | Development of Media                               | Th           | 4              | 40  | 10 | 50    |
| <b>Skill Component</b>   |  |              |                |     |    |       |
| BVHCP 201                | Translation of News and Articles                   | Pr.          | 6              | 60  | 15 | 75    |
| BVHCP 202                | Photography for Journalism                         | Pr.          | 6              | 60  | 15 | 75    |
| BVSCP 201                | Event Management                                   | Pr.          | 6              | 60  | 15 | 75    |
|                          | Democracy, Elections and Good Governance           | Th.          | NC             | --  | -- | --    |
|                          | Total  |              | 30             | 300 | 75 | 375   |

**Second Year Semester – III[ S.Y. Part I ( Advanced Diploma in Journalism & Mass Communication) ]**

| Subj Code                 | Subject Name                           | Type of Exam | No of credits | UA  | CA | Marks |
|---------------------------|--|--------------|---------------|-----|----|-------|
| <b>General Components</b> |  |              |               |     |    |       |
| BVHCT 301                 | Development communication              | Th           | 4             | 40  | 10 | 50    |
| BVHCT 302                 | Introduction to Radio                  | Th           | 4             | 40  | 10 | 50    |
| BVSCT 301                 | Introduction to Public Relations       | Th           | 4             | 40  | 10 | 50    |
| <b>Skill Components</b>   |  |              |               |     |    |       |
| BVHCP301                  | Writing Developmental news and Stories | Pr.          | 6             | 60  | 15 | 75    |
| BVHCP302                  | Writing for Radio                      | Pr.          | 6             | 60  | 15 | 75    |
| BVSCP301                  | Writing for Public Relations           | Pr.          | 6             | 60  | 15 | 75    |
|                           | Total                                  |              | 30            | 300 | 75 | 375   |

**Second Year Semester – IV [ S.Y. Part II ( Advanced Diploma in Journalism & Mass Communication) ]**

| Subj code                | Subject Name                             | Type of Exam | No of credits | UA  | CA | Marks |
|--------------------------|--|--------------|---------------|-----|----|-------|
| <b>General component</b> |  |              |               |     |    |       |
| BVHCT401                 | Introduction to Television               | Th           | 4             | 40  | 10 | 50    |
| BVHCT402                 | Introduction to Advertising              | Th           | 4             | 40  | 10 | 50    |
| BVSCT401                 | Film Studies and Appreciation            | Th           | 4             | 40  | 10 | 50    |
| <b>Skill Component</b>   |  |              |               |     |    |       |
| BVHCP401                 | Writing for Television                   | Pr.          | 6             | 60  | 15 | 75    |
| BVHCP402                 | Writing and production of Advertisements | Pr.          | 6             | 60  | 15 | 75    |
| BVSCP401                 | Documentary & Short Film Making          | Pr.          | 6             | 60  | 15 | 75    |
|                          | Environmental Studies                    | Th.          | NC            | --  | -- | --    |
|                          | Total                                    |              | 30            | 300 | 75 | 375   |

**Third Year Semester – V [ T.Y. Part I ( B. Voc. in Journalism & Mass Communication) ]**

| Subj Code                 | Subject Name                                | Type of Exam | No of credits | UA  | CA | Marks |
|---------------------------|---|--------------|---------------|-----|----|-------|
| <b>General Components</b> |   |              |               |     |    |       |
| BVHCT 501                 | Digital Journalism                          | Th           | 4             | 40  | 10 | 50    |
| BVHCT 502                 | Communication & Mass Communication Theories | Th           | 4             | 40  | 10 | 50    |
| BVSCT 501                 | Media Industry Management                   | Th           | 4             | 40  | 10 | 50    |
| <b>Skill Components</b>   |   |              |               |     |    |       |
| BVHCP501                  | Social Media Journalism                     | Pr.          | 6             | 60  | 15 | 75    |
| BVHCP502                  | Rural and Agriculture Journalism            | Pr.          | 6             | 60  | 15 | 75    |
| BVSCP501                  | Project –I ( Creation of Web Portal)        | Pr.          | 6             | 60  | 15 | 75    |
|                           | Total                                       |              | 30            | 300 | 75 | 375   |

**Third Year Semester – VI [ T.Y. Part II ( B. Voc in Journalism & Mass Communication) ]**

| Subj code                | Subject Name                                | Type of Exam | No of credits | UA  | CA | Marks |
|--------------------------|---|--------------|---------------|-----|----|-------|
| <b>General component</b> |   |              |               |     |    |       |
| BVHCT601                 | Mobile Journalism                           | Th           | 4             | 40  | 10 | 50    |
| BVHCT602                 | Social Issues and Media                     | Th           | 4             | 40  | 10 | 50    |
| BVSCT601                 | Media Law & Ethics                          | Th           | 4             | 40  | 10 | 50    |
| <b>Skill Component</b>   |   |              |               |     |    |       |
| BVHCP601                 | Writing and production for MOJO             | Pr.          | 6             | 60  | 15 | 75    |
| BVHCP602                 | Specialized Reporting                       | Pr.          | 6             | 60  | 15 | 75    |
| BVSCP601                 | Project- II ( Creation of You Tube Channel) | Pr.          | 6             | 60  | 15 | 75    |
|                          | Total                                       |              | 30            | 300 | 75 | 375   |

## **BVHCT 101 : Compulsory English (Part –I)**

### **Objectives:**

- 1) To introduce to the students various forms of communication.**
- 2) To make the teaching of English more practical and student centric.**
- 3) To acquaint the students with different language skills.**

**[Credits: 4 ]**

**Unit no: 1 Prose (Credit**

**01)(15)Unit no: 2 Poetry**

**Unit no: 3 Grammar (Credit for Unit 2 and 3: 01) (15)**

**Unit no. 4 Communication Skills (Credit for Unit 4: 02) (30)**

### **List of Reference Books:**

**1. Prescribed Text Book**

**2. “A Student’s Introduction to English Grammar” by Rodney Huddleston and Geoffrey K. Pullum.2002.**

### **Question Paper pattern**

**ENGLISH (Compulsory) Revised Syllabus (CBCS)**

**(Introduced from June 2020)**

**Que.1 Rewrite the following by choosing the correct alternative. (08)**

**(Poems, Prose and Grammar)**

**Que.2 Write the answers in short. (Any Four out Six) (12)**

**( Prose and Poetry )**

**Que.3 Broad question (any one) (10)**

**(Communication Skills)**

**Que. 4 Broad question General topics (10)**

**(Communication Skills)**

## **BVHCT 102 : News Reporting & Feature Writing (I)**

**Course Objectives: 1. To understand news.**

### **2. To understand the types of news.**

Unit I : News: Meaning & definition , Sources and elements of news , attribution, Cultivating, verifying and dealing with sources of news, Characteristics of news, 5W's and 1H, news values, different Structures of a news writing , Types of news - Hard news and soft news, Headline: Importance & types , principles of news reporting , Types & techniques of news reporting , Functions of reporting: collectionof data, research .

UNIT II Reporting Section in a Newspaper, Its Hierarchy, Qualities & Responsibilities of a Stringers, Reporter, Chief Reporter, Bureau Chief, Special Correspondents, Freelancers, Foreign Correspondent. changing styles of news writing , Use of archives, sources of news, use of internet. Interview: Meaning, Preparation, Techniques, Types. Reporting department in newspapers, magazines, agencies, radio and TV

UNIT III Covering beats: Covering press conferences and writing from press releases, events and meets, speech reports, seminars, press releases, Politics, Crime and Legal, Public Affairs Reporting, Civic, Industry, Economic, Financial and Business Agriculture , Science , Sports , Film , Environment , Fashion and Entertainment , Page-3 Reporting, War etc. specialized reporting - Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting, Human Interest Stories and Human Rights Reporting . Differences in reporting for Newspapers / News agencies, TV, Radio, Web,

Unit IV: Introduction to feature writing - Definition, structure, characteristics, types , Process: Ideas and research, tools and techniques , Methods of Writing Interview Stories, Kinds of features: Profiles; middles, columns, human interest stories, travel writing, opinion pieces and editorials; book reviews, movie reviews, music reviews, narrative writing , Magazine reporting: Current trends, style and future

Books and References-

- (1) John Hohenberg: Professional Journalists;
- (2) M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
- (3) Leonard Ray: Into the Newsroom;
- (4) Sourin Banerjee: Reporting and Editing Practice;
- (5) M.K. Joseph: Outline of Reporting;
- (6) K.M. Srivastava News Reporting and Editing;
- (7) Sourin Banerjee: Editing Manual;



## **BVSCT 101: Introduction to Journalism**

**Course Objectives: 1. To understand journalism.**

**2. To various departments in newspaper and their responsibilities.**

Unit I : Print Media in India: An overview, Journalism as Profession. Relationship between Press and Society - Press and Government. Code of Ethics of the press - Reader and his interests -understanding public taste -Press as a tool of social service. Newspaper Organization - The role of press as an agency of communication – Relationship between press and other mass media. Press and Democracy.

Unit II : The Newspaper Office - Organizational setup of a newspaper, different departments in newspaper organization with emphasis on Editorial department – editor, news editor , assistant editor, reporters, columnists, freelancers, photojournalists, bureau chief, sub-editors, proof readers, news analysts etc. Other departments in newspaper and their responsibilities- Management, Administration, Circulation, finance, Advertisement , Production.

Unit III Editing- Theories and Principles of Editing, Do's and Don'ts of editing , Preparing good copies for Newspaper, Magazine & others, Introduction to editing symbol, proof reading symbols & Copy desk, Role, functions and responsibilities of Copy editor, Leads- Importance of leads, functions and types of leads

Unit IV Editorial page & Supplements : ; Editorial: Importance & art of writing ,Writing column, side articles, middles, letters to the editor, special articles, Opinion pieces, Reportage, analysis etc,OP.Ed page; Week-end pullouts, Supplements, Backgrounders columns/columnists; Style sheet

Suggested Readings:

- 1) Bruce Itule and Douglas Anderson. News Writing and Reporting for Today's Media.McGraw Hill Publication, 2006.
- 2) Chaturvedi, S.N. Dynamics of Journalism and Art of Editing; Cyber Tech Publications, 2007.
- 3) Fred, Bender, John R., Davenport, Lucinda, Drager, M Fedler. Reporting for the Media; Oxford University Press, 2004.
- 4) Floyd K. Baskette, Jack Z. Sissors and Brian S. Brooks. The Art of Editing.Allyn and Bacon Publication, 1991.
- 5) Keeble, Richard. The Newspaper's Handbook; Routledge Publication, 2014. Puri, M. The Art of Editing. Pragun Publication, 2006.
- 6) Rabindranath, .Editing Principles and Practices. Regal Publications, 2014.
- 7) Stein, M.L. et al. Newswriter's Handbook: An Introduction to Journalism. Blackwell Publishing, 2006.

## **BVHCP 101 : Writing for Print Media**

**Course Objectives: 1. To understand functions of newsroom.**

**2. To understand the editing process.**

Unit- 1: Newsroom hierarchy and organization: roles and responsibilities of various functionaries- Proof Reader, Sub-editor, Chief Sub-editor, News-Editor, Assistant Editor and Editor, Managing editor.

Unit-II: Structure and responsibilities of various sections in editorial department – Local Reporting Desk, Provincial Section, Crede Section, Sports Section, Co-ordination Section.

Unit III : Editing Process - News selection, Handling of news copy, Principles of Editing – Rewriting, translation:, Planning and visualization of news ,Rewriting news stories , Headlines and intro ,Kinds and functions of headlines: banner, skyline etc. Stylebook and Style sheet, Use of synonyms and abbreviations, Editing/ revising press releases and handouts, Editing opinion pieces/ columns and readers' letters, Style sheets and house styles

Unit- IV: Principles of newspaper designing and layout – Introduction to Typography -types and uses of fonts, white spaces, character count, Graphic Arts, Animation. Principles of Page Designing, Comparative Front and Inside Pages, Computer Page Makeup; Principle & Techniques of Page Makeup. Picture Editing and Caption Writing, Selection and use of photographs: Dos and don'ts, Introduction to DTP software: Adobe InDesign, Photoshop, and Illustrator, study of page designs of different newspapers. Recent trends in Pagination. Newspaper Printing Process and printing terminology.

### **Books and References**

**1 कुलकर्णी एस.के. , पत्रकारिता मार्गदर्शक, पुणे विद्यार्थी प्रकाशन गृह , पुणे 2004.**

**2.सुनील माळी , बातमीदारी , राजहंस प्रकाशन , पुणे बातमीदारी, 2008**

**3. Lewis James. The Active Reporter.Vikas Publication**

**4. Warren Carl. Modern News Reporting.Harper and Row.**

**5. Rangaswami, Parthasarathy. Basic Journalism.Macmillan India.**

**6. Charnley V. Mitchell. Reporting (4th Ed.).Holt, Rinehart and Winston.**

**7. Mudgal, Rahul. Emerging Trends in Journalism.Sarup and Sons.**

**8. Kamath, M.V. Behind The By-Line. Vision Books.**

**9. Kamath, M.V. Reporter at Large.**

## **BVHCP 102: Anchoring**

**Course Objectives: 1. To understand the technique of anchoring.**

**2. To understand the script writing for anchoring..**

**Unit I - Anchoring of Public Events-** Basics of Anchoring, Introducing to microphone, EP, Stage, Lightning, Voice grooming-tips and techniques, Dress code for men and women, Make-up tips and techniques, Techniques to ace the interview and create a powerful impression, Tips on anchoring from the experts in the field, Showing how to hold an audience's attention, Event

**Unit II - Radio Anchoring:** Know your voice pitch/tone/intonation/inflection. Know your listener ,Presentation Techniques ,Role of Announcer/Radio Jockey/News reader ,Voice Over: Rhythm of speech, Breathing, Resonance, VO for radio commercials , Writing Script for Radio ,Formats of Radio programmes: Announcement, talks, features-documentaries, plays, news, discussion, interviews, , commercial/jingles, music etc

**Unit III - Duties and Responsibilities of Anchor-** Duties and responsibilities while news reading: Understanding the news scripts and news, agenda On-air Essentials ,Studio autocue reading & Recording the voice ,Anchoring for AIR channels and private FM channel, Equipments used by anchors - mike, phone, computer, console etc, Sound Recording, Editing and streaming ,The technical process of Radio Broadcasting,Handling live shows

**Unit IV -TV Anchoring-** Concept of TV Journalism ,Scripting for television media ,Techniques of taking visual for TV News ,Writing for TV news ,Sound bites ,Voice-overs ,Live reports ,Types of TV news stories/Packaging/Interviews , News room setup.,The basics of fluency, Voice: pitch/tone/intonation/inflection , Voice Over: Rhythm of speech, Breathing, Resonance, VO for TV, Voice and its function, demonstrating how to control body language, Breathing and articulation., Duties and responsibilities while news reading, Understanding the news scripts and news. agenda On-air Essentials ,Studio autocue reading & Recording the voice ,A look at personality, style and general show presentation, Examples of anchors work and detailed analysis of their styles, Talk show host and moderating an event.TV Reporting techniques-

- 1.सुनीता तारापुरे , सूत्रसंचालन
2. सुनीता तारापुरे, रेडिओ जाकिरिंग
3. Brown, Michele &GylesBrandreth. How to Interview and be interviewed. London: Sheldon Press, 1994.
- 4.Carnegie, Dale. The Quick and Easy Way to Effective Speaking. New York: Pocket Books, 1977.Collins, Patrick.
5. Speak with Power and Confidence. New York: Sterling, 2009.

## **BVSCP 101: Computer Applications for Media**

**Course Objectives: 1. To understand the computer applications for media.**

**2. To know the software's used for media.**

Unit-I . Information and Communication Technology: Meaning importance and Concept, Introduction to computer: History & Classification of computer, Computer: Characteristics & application

Unit II :Components of Computer System - Central Processing Unit (CPU) , VDU (Visual Display Unit) Keyboard and Mouse , Other input/output Devices , Computer Memory ,Storage device.Introduction to the internet search engines ,E-Mails, Google Docs and Forms

Unit III: MS Office, Use of Printer & Scanner, Microsoft Office: Word, Power Point, excel ,Using printers & scanners

Unit-IV : DTP Software, Features and their basic application:,. Corel draw,. PageMaker,. In Design, Photoshop

Suggested Readings:

1. Author Adobe AdobePagemaker – Publisher Techmedia Adobe Photoshop – Publisher Techmedia
2. Coburn, Foster D. Corel Draw
3. A. Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today

## Internal and Prctical Work

### B .Voc ( Journalism & Mass Communication ) ( Sem - I)

**Paper : BVHCT 101 Compulsory English ( Part –I)**

**1.Unit test** : Two unit tests based on syllabus will be conducted . **10 marks**

**Paper BVHCT 102 News Reporting & Feature Writing**

**1.Unit test** : Two unit tests based on syllabus will be conducted . **10 marks**

**Paper : BVSCT 101 Introduction to Journalism**

**1.Unit test** : Two unit tests based on syllabus will be conducted . **10 marks**

**Paper : BVHCP 101 : Editing ( Print Media)**

**1. Unit test** : Two unit tests based on syllabus will be conducted . **10 marks**

**2. Writing Intros ( File 1 )** : Reporting and Writing 10 news having different types of intros .  
Cover these news from your adjacent area. **10 Marks**

**3. Writing Interviews ( File 2 )** : Conducting and writing interviews of three people .  
Peoples must be from different social class and must have some news value. **10 Marks**

**4. Creative writing ( File 3 )** : Write two editorials , two side articles , two middle and two  
letter to editor . **10 Marks**

**5. Writing News stories ( File 4 )** : Writing two news stories as assigned by faculty and  
Write three news based on trending topics discussed on social Media. **10 Marks**

**6. Article and Editorial Writing( Direct Practical )** : To write one article and one  
editorial as assigned by examiner. **10 Marks**

**7. Reporting ( Direct Practical )** : Direct reporting on the topic assigned by examiner at  
the time of practical exam. **15 Marks**

**Paper : BVHCP 102: Anchoring**

**1. Unit test** : Two unit tests based on syllabus will be conducted . **10 marks**

**2. Writing script ( File 5 )** : Write anchoring script for 05 different public programs (One each  
for Cultural, Educational, Political, Social, Literary programs ) **10 Marks**

**3. News Bulletins ( File 6, hard and soft copy)** : prepare and submit one news bulletin for  
radio (5 minutes duration) and one news bulletin for Television(5 minutes duration)

**10 Marks**

4. **Interview ( File 7, hard and soft copy )** : Conduct two interview for radio and conduct two interview for TV programs. **10 Marks**
5. **Discussion ( File 8 and Soft copy )** : Conduct one discussion program for radio and one for TV. **10 Marks**
6. **Radio Anchoring ( Direct Pactical )** Script writing and Anchoring for one program , preparing News bulletin and news reading ( **Dur. 5 min** ) , **10 marks**
7. **TV Anchoring ( Direct Practical )** Script wrting and TV anchoring ( dur.5 min), preparing TV news bulletin and presenting it . **15 Marks**

**Paper BVSCP 101: Computer Applications for Media**

1. **Unit test : Two unit tests based on syllabus will be conduated .** **10 marks**
2. **Writing Report ( File 9 )** : Write a report based on visit to one computer center.Give all details about activities of centre and details of hardware , software, input and output devices. **10 Marks**
3. **Survey ( File 10 )**: Create a google form on the subject assigned by faculty , conduct online survey (Minimum 50 respondents ).Prepare and submit report based on it . **10 Marks**
4. **DTP & Photo Editing (File 11 & soft copy )**: Compose five articles on DTP and Edit five photos in photoshop software **10 Marks**
5. **Writing Blog Posts ( File 12, hard and soft copy )** : Create own blog , Write and publish five articles on blog during semester period **10 Marks**
6. **PPT Presentation ( Direct practical )** : Prepare and present a PPT based on use Computer Application for media ( As assigned by faculty.) **10 Marks**
7. **Article writing ( Direct Practical )** : Writing one article on subject and editing of two photogrpchs as assigned by faculty and to publish it on own blog. **15 Mark**

## **First Year Semester II**

**BVHCT 201 : Compulsory English (Part- II)**

**Objectives:**

- 4) To introduce to the students various forms of communication.**
- 5) To make the teaching of English more practical and student centric.**
- 6) To acquaint the students with different language skills.**

**[Credits: 4 ]**

**Unit no: 1 Prose(Credit 01)(15)**

**Unit no: 2 Poetry**

**Unit no: 3 Grammar (Credit for Unit 2 and 3: 01) (15)**

**Unit no. 4 Communication Skills (Credit for Unit 4: 02) (30)**

**List of Reference Books:**

**1. Prescribed Text Book**

**2. "A Student's Introduction to English Grammar" by Rodney Huddleston and Geoffrey K. Pullum.2002.**

**Question Paper pattern**

**ENGLISH (Compulsory) Revised Syllabus (CBCS)**

**(Introduced from June 2020)**

**Que.1 Rewrite the following by choosing the correct alternative. (08)**

**(Poems, Prose and Grammar)**

**Que.2 Write the answers in short. (Any Four out Six) (12)**

**( Prose and Poetry )**

**Que.3 Broad question (any one) (10)**

**(Communication Skills)**

**Que. 4 Broad question General topics (10)**

**(Communication Skills)**

## **BVHCT 202: Introduction to Communication and Mass Communication**

**Course Objectives: 1. To understand the nature of communication.**

**2. To understand the types of Communication.**

Unit 1- Communication- Meaning, Definition, Nature, Scope, Process of communication, and Elements of communication (Source-receiver- context-message-channel-noise-encoding-decoding-feedback-effect) .Why do we communicate? Development of Human communication, Meaning & Elements, Components of human communications; Concept of Communication, 7 c's Communication , Noise and feedback in communication ,Functions of Communication, Communication barriers: Psychological, mechanical, physical, Linguistic and cultural.

Unit II - Kinds of Communication: Oral & Written, Verbal and Non – Verbal, Characteristics of verbal and non-verbal communication, Levels of Communication:- Intrapersonal – Interpersonal - Group – Mass Communication., Differences between levels of Co mmunication.

Unit III. Mass Communication: Nature, Scope and definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication.

Unit IV : Media for Mass Communication: Characteristics of Traditional and folk media, Print Media, Electronic Media ( Radio, TV, Cinema) , and New Media. Globalization and media industry, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India. Indian media after 1990: socio-political- economic and technological impact on Indian media – media convergence and fragmentation.

Books and References:

- 1) VirBalaAgarwal&V.S.Gupta: Handbook of Journalism & Mass Communication; Concept Publisher Delhi.
- 2) Keval J. Kumar: Mass Communication in India;
- 3) Baidyanath Bhattacharya: AdhunikGanamadhyam;
- 4) Sinha K.K. : Business Communication ,Galgotia Publishing Company
- 5) AshaKaul: Communication ,Prentice Hall India
- 6) McQuail, Denis. McQuail's Mass Communication Theory. (2000). London: Sage.
- 7) McLuhan Marshall understanding Media Rutledge &Kegan Paul, , 1964.



## **BVSCT 201 – Development of Media**

**Course Objectives: 1. To understand the history of media.**

**2. To understand role of media for society..**

Unit I: Beginning of the Press in world, Technological development, Invention of printing and movable type in Europe, Beginning of Press in India, Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, Social reform movement and journalism- Raja Ram Mohan Roy, etc.

Unit II: National leaders and newspapers, Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers, LokmanyaTilak, Surendranath Banerjee, DadabhaiNauroji, Mahatma Gandhi, Ghose brothers (Amrut Bazar Patrika), BenjaminHorniman (Bombay Chronicle),KasturiRanga (The Hindu), LalaLajpatRai, Moulana Azad, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

Unit III: Role of the language press with emphasis on Marathi newspapers and editors: BalShastriJambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. BabasahebAmbedkar, Khadilkar, AcharyaAtre, Nanasaheb Parulekar, Krishnarao Bhalekar, Dinkarrao Jawalkar, Bhagvantrao Palekar, Shripatrao Shinde, Mukundrao Patil, etc.;

Unit 4: Emergence of the fourth estate: Development of news agencies In India, Changing role and nature of the press, Role and reports of press commissions- First Press Commission, second press commission, government's newsprint policy , Emergency and the press, Newspapers after globalization, Present status of newspapers, Current trends in English and language journalism in India.

Books and References::

1. Mitra, Mohit and Sunil Basu. A History of Indian Journalism.

2. Murthy, N.K. Indian Journalism,

3. Miller, Carl G. and others. Modern Journalism.

4. लेले रा.के , मराठी वृत्तपत्राचा इतिहास , काँटिनेंटल प्रकाशन, पुणे

**Parvate, T.V. Marathi Journalism.**

5. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.

6. Rau, Chalapthi. The Press.National Book Trust.

7. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004

## **BVHCP 201 Translation of News and Articles**

**Course Objectives: 1)To understand skills for translation.**

**2) To know characteristics of translation.**

Unit I: Translation: Definition, Types, Principles & Practice, Translation History in India, Theories of Translation. Language Structure and Translation, Word Formation in Translation, Equivalence in Translation

Unit II: Translation: Definition, Nature and Scope – Characteristics of Translation, Qualities and Tools of Translator – Process of Translation; Source Language Text, Target

Language Text, Analysis, Transfer, Restructuration – Types of Translation –

Translating News Reports, Features, Articles, Scripts and Advertisements. Basics of translation, precautions to be taken, different types of translations. Translation of news, articles, interviews. Features of Literary Translation, Genre of Literary Translation

Unit III:

Ideology and Translation, Subjectivity & Translation, Politics and Translation, Culture & Translation, Parameters & Principles in evaluating a Translation

Unit IV:

Features of Non-Literary Translation, Scientific & Technical Translation Identifying Scientific & Technical Terms, Various Methods for Translating Scientific & Technical Terms. Machine Translation & Human Translation, Types , Process & Mechanism in MT, Globalization, Localization and Translation

Books :

- 1) The News Writer's Hand Book, M.L. Stein. and Susan F Paterno, Surjeet Publications
- 2).Fundamental Aspects of Translation, Shastri Pratima Dave, PHI Learning, New Delhi 2012
- 3).Translation Studies, Bassnett, Susan 1998, Routledge London
- 4).Aspects of Translation, Smith, A.H. (ed), Secker & Warburg, London 1958

## **BVHCP 202      Photography for Journalism**

**Course Objectives: 1. To understand the history of photography..**

**2. To understand photojournalism.**

Unit –I

Photography- brief history of photography, early photography techniques, photography as a medium of communication. Role and importance of photography. Qualities, role and responsibilities of photo journalist .Professional organizations, legal and ethical aspects of photo journalism.

Unit –II

Principles of camera oB.Sc.ura, elements of camera-view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD .camera formats-35 mm , medium format and large format. camera design- simple camera , box camera , range finder and reflex camera , SLR ,TLR, Digital camera etc

Unit-III

Nature of light, natural and artificial light, light temperature, importance of lighting, lighting equipment, advanced lighting techniques .Types of photography: portraits, nature and wildlife aerial fashion, press, sports arts, advertising etc. Concept of composition, movements, art and various angles of photography.

Unit- IV

Photo developing and printing techniques, creative possibilities in photo printing. Photo editing techniques, photo cropping, touch up, manipulation of elements, caption writing and photo presentation. Selection criterion for news photographs. Photo essays and photo features, Emerging trends in photo journalism, photo wire services.

Reference Books:

1. Photo journalism: the professional approach-Kenneth cobre
2. Basic photography –Michael Langford
3. Inside photo journalism –Chap nick Howard
4. All about photography –Archna Nair
5. Digital Camera Techniques, Tout Tarrant
6. An Introduction to Photography, Michael Freeman
7. Creating Digital Photography, Michael Pusselle

**Course Objectives: 1)To equip the students with Event Management.**

**2)To know the event management techniques.**

UNIT – I History and evolution of Events, Nature, scope, types, significance and of event management, Interrelationship between events and tourism, Key stakeholders – their roles and responsibilities, Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event.

UNIT – II Event Planning Process, Creation of Concept – Brain storming for concept, Creativity – setting goals and objectives – Announcing the project, selecting the project team, Defining communication channels and Resource specification, The Planning process, Planning Tools. Events Activities in Event Management: Pre-event Activities, During-event Activities, Post-event Activities.

UNIT – III Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track. Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic –understand logistic, categories of logistic, elements of logistic system, event site logistic, event shut Down , Site Selection , Layout and design. Theme based Events, Outdoor andIndoor events, Resources required, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

UNIT – IV Event Promotion: Trends and Challenges – Marketing Communication: image, Branding, advertisement, Publicity, Public Relations – The five „W“s of Event Marketing – Marketing equipment’s and tools Marketing skills for Event Management: Creativity, Self-Motivation, Emergency Preparedness, Team Building, Networking, Leadership and Coordination.Essentials for a successful event - Monitoring, Evaluation and Feedback

REFERENCES :

1. Event Management: A Blooming Industry and an Eventful Careerby Devesh

Kishore, Ganga Sagar Singh - Har-anand Publications Pvt. Ltd. -

2. Event Management by Swarup K. Goyal - Adhyayan Publisher - 2009

3. Event Management & Public Relations by Savita Mohan - Enkay Publishing House

## Internal and Prctical Work

### B .Voc ( Journalism & Mass Communication ) ( Sem - II)

**Paper : BVHCT 101 Compulsory English ( Part –II)**

**1.Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**BVHCT 202: Introduction to Communication and Mass Communication**

**1.Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**BVSCT 201 – History of Media**

**1.Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**Paper : BVHCP 201 Translation of News and Articles**

**1. Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**2. Translation of Small News ( File 1 )** : Translate 10 small news Marathi to English for English medium & English to Marathi for Marathi medium students) **10 Marks**

**3. Translation of news features ( File 2 )** : Translate five news features ( Marathi to English for English medium & English to Marathi for Marathi medium students) **10 Marks**

**4. Translate articles ( File 3 )** : Translate five articles . **15 Marks**

**5. Translate Interviews ( File 4 )** : Translate five interviews of famous peoples working in different fields. **15 Marks**

**6. Translating Article and Interview( Direct Practical** : Translation of one article and one interview as assigned by examiner at the time of practical examination **10 Marks**

**7. Translation of news ( Direct Practical )** : Translate two small news and one news feature as assigned by examiner at the time of practical exam. **15 Marks**

**Paper : BVHCP 202 Photography for Journalism**

**1. Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**2. News photos ( File 5 hard and soft copy)** : Using photo camera take ten photos which are important for the news and write appropriate photo captions. **10 Marks**

**3. Human interest photos ( File 6, hard and soft copy)** : prepare and submit 05 human interest photos with appropriate caption. **10 Marks**

4. **Photo Feature ( File 7, hard and soft copy) :** Using photo camera , create two photo features. **10 Marks**
5. **Comparative study Report ( File 8) :** Select news photos of any two newspapers ( 15 days duration) and write detailed report about it giving technical details and news values. Observed in it. **10 Marks**
6. **Photography for news ( Direct Pactical )** Using photo camera take five photographs for news, as assigned by examiner at the time of practical examination. **10 Marks**
7. **Various types of photos( Direct Practical ) :** Using photo camera take five different types of photographs ( Portrait, landscape, street, nature, news photo etc) as assigned by faculty at the time of practical examination. **15 Marks**

**Paper BVSCP 201**

**Event Management**

1. **Unit test : Two unit tests based on syllabus will be conduated .** **10 marks**
2. **Writing Report ( File 9) :** Attend any five different types of event and right comparative report on it . **10 Marks**
3. **Participation in Event Management :** Participate in five events of School of Social sciences and write detailed report on it. **10 Marks**
4. **PPT Presentation ( File 11, hard and soft copy) :** Prepare and present a PPT to organize a proposed event as an event manager .( As assigned by faculty) **10 Marks**
5. **Event Manager ( File 12, hard and soft copy) :** Work as event manger in an event organized by Dept. of Mass Communication / School and write a detailed report. **10 Marks**
6. **Evaluation Report ( Direct Pactical ):** Write an evaluation report about a event ( As assigned by Examiner ) **10 Marks**
7. **Plan Preparation & presentation ( Direct Practical ) :** Prepare and pesent a event management plan through PPT for a upcoming event . As assigned by examiner at the time of practical examination. **15 Mark**

## Second Year Semester III

### BVHCT 301 Development communication

Course Objectives: 1. To understand development communication.

2. To understand relationship between media and development

Unit I – Introduction to development communication - Meaning, concept, definition, importance, approaches to development, dynamics of development, communication perspective on development, communication in development theory, agriculture communication and rural development, population and human welfare, health, education and society, sustainable development, development support communication

Unit II – History of development communication- Emergence of discourse of development communication, new world order, McBride commission, Wilbur Schramm, Everett Rogers, Daniel Lerner, Sean McBride, Paolo Freire , Gandhian liberation theology,

Unit III – Mass Media and Development -Print Media as a medium of development communication: Newspapers in education, My village Chattera , Radio as a medium of development communication: Radio Rural Forum, Nabhowani Shetkari Mandal, Radio Rice, Kisan Wani, Gyan wani. Television as a medium of development communication: SITE, Kheda, Jhabua Projects, Educational Television (ETV) Gyan Darshan etc ,New Media as a medium of development communication: E-Governance, E-Choupal, Telecentres , for development .

Unit IV – Development Journalism - History, concept, meaning, scope, importance, problems, types of development journalism, qualities of development journalist, role and influence of newspaper, television, radio, and social media in development news

#### Books -

- 1.N. Jayaweer and Amunagama (Eds.): Rethinking Development Communication, Singapore: AMIC,
- 2.Duchi (Ed.): Development Communication at Grassroot Level, 3. R. Ostman (Ed.): Communication and Indian Agriculture, New Delhi, Sage
- 3.U. Narula and B. W. Pearce: Development as Communication.
- 4.Mridula Menon, Development Communication and Media Debate, Kanishka Publishers, 2007. pp 151-201
5. Anil Singhal and James W. Dearing (Editors), Communication of Innovation, Sage Publication, 2006. pp 29-60
- 6.Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- 7.Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999.
- 8.Daye Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006. • Ghosh & Pramanik: Panchayat System in India, Kanishka Publication, New Delhi

## **BVHCT 302 Introduction To Radio**

**Course Objectives: 1. To understand the basics of radio medium.**

**2. To understand various radio program formats.**

UNIT I: Radio as a Mass Medium, Historical evolution of Radio in world and India, From Amateur or Ham to FM and Digitalization of Radio in India; All India Radio/Akashwani: Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations News Services Division: functioning, network, Regional News Units Critical evaluation of contemporary programming strategy, reach and impact.

Unit-II: Radio as a medium of mass communication in today's context. Characteristics of radio, Limitations of radio, Different modes of transmission & stations. Three Modes of transmission: AM, SW and FM , Different types of radio stations Public, Private, Community etc. Radio as a medium of mass communication in today's context. Characteristics of radio, Limitations of radio, Different modes of transmission & stations. Three Modes of transmission: AM, SW and FM , Different types of radio stations Public, Private, Community etc.

UNIT III: Format of Radio Programmes – Announcement, Talk, Interview, Studio discussion, Vox Pop, Radio Feature and Documentary, Music show, Phone-in programme and Drama. Radio News with multiple sources, news production using sound bytes and actualities. Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes; Pre-Production for Radio Script: Writing radio commercials, teasers and promos

UNIT III: Broadcast studio- types and Acoustics. Analogue and Digital Signals; Digital Recording, Equipments in studio and editing using audio softwares. Types of microphones and its uses, Fieldrecording skills. Live studio broadcast, Studio production of Radio newsreel and current affairs programmes, Music Management, O-B production of sporting and mega events.

UNIT IV: Opening up of skies: Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio: Gyanwani, other university radio channels

Suggested Readings:

- (1) Mark W. Hall: Broadcast Journalism: An Introduction to News Writing;
- (2) K.M. Srivastava: Radio and Television;Sterling Publishers.
- (3) U.L. Baruah: This is All India Radio;Publications Division; Ministry of I&B, 2017.
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.
- (6) P.C Chatterjee, Broadcasting in India, New Delhi, Sage.
- (7) VinodPavarala&Kanchan K. Malik: Other Voices; TheStruggle for Community Radio in India, Sage.
- 8). H.R. Luthra Indian Broadcasting, Publications Division



## **BVSCT 301 Introduction to Public Relations**

**Course Objectives: 1. To know importance and applications of Public Relations.**

**2. To understand uses of public relations.**

UNIT – I : PRINCIPLES OF PUBLIC RELATIONS:

What is Public Relations? Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services. PRO – qualities, functions and responsibilities.

UNIT – II : Historical Perspective-Industrial revolution-the beginnings of PR – Pioneers-Ivy Lee , Edward Louis Bernays, George Creel etc. The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI –PRCI, Present status and Future of PR in India.

Unit III: PR and its tools: Print Media PR tools - House journal, annual reports, Press Release, media kits, hand-outs, backgrounders, Rejoinders etc Electronic Media PR Tools - news bulletin, talks, interviews, documentaries, video bulletins etc., New Media PR tools – email, blog, social media etc., Special tools of PR- Organizing media events; Conferences; Press briefs and Meet the press, Exhibitions etc.

UNIT – IV : PR publics: Internal and external; Public Opinion – Meaning and Definition ,Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation-persuasion. The Ethics of PR – Social Responsibility Code of Professional Standards for the practice of PR , Code of Ethics.

RECOMMENDED BOOKS:

- 1.The Process and Effects of Mass Communication - Schramm, Wilbur
- 2.Public Relations (Illinor,1981) - Moore, Frazier H.
- 3.Effective Public Relations (Practice) - Cutlip Scott M. & Center Allen H.
4. Practical public Relations, Universal – 1994 - Black Sam

## **BVHCP301 Writing Developmental news and Stories**

**Course Objectives: 1)To understand television as a mass media.**

**2)To know the program formats on television..**

Unit I - Concept of Developmental news, collecting information of developmental issues. Environment, Agriculture, Science and technology, Education, Economy, social Reforms, Health, Women and child development, Rural and urban development, Human development,sustainable development goals etc.

Unit II- Writing for development ( Print Media ) Technique of writing developmental news, Writing developmental features, articles and columns. Writing middle, editorial on developmental issues.

Unit III- Writing for development (Electronic Media ) Writing for documentary on developmental issues. Writing talk on radio on environmental issues, writing for interview on radio and television.

Unit IV- Writing for development ( Internet Media ) - Writing blog on developmental issues, content writing for online newspapers, social media on developmental issues.

Books -

- 1.N. Jayaweer and Amunagama (Eds.): Rethinking Development Communication, Singapore:AMIC,
- 2.Duchi (Ed.): Development Communication at Grassroot Level, 3. R. Ostman (Ed.): Communication and Indian Agriculture, New Delhi, Sage
- 3.U. Narula and B. W. Pearce: Development as Communication.
- 4.Mridula Menon, Development Communication and Media Debate, Kanishka Publishers, 2007. pp 151-201
5. Anil Singhal and James W. Dearing (Editors), Communication of Innovation, Sage Publication, 2006. pp 29-60
- 6.Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- 7.Amartya Sen : Development as freedom, Alfred A Knopf, New York, 1999.
- 8.Daye Thussu : Media on the move: Global flow and contra flow: Routledge, London, 2006. • Ghosh & Pramanik: Panchayat System in India, Kanishka Publication, New Delhi

## **BVHCP302 Writing for Radio**

**Course Objectives: 1. To understand writing techniques for radio.**

### **2. To understand production skills of radio..Unit 1 –**

Finding a unique format and identity, changing the format. Working in a radio studio: types and functions, acoustics, input and output chain, studio console: recording and mixing. Narration and presentation techniques for radio: Voice modulation- Informal style.

Unit II-

Beat reporting: Identifying and working for a news beat, reporting for hard and soft news. , News presentation and reporting for radio: Voice modulation-formal style , Radio projects:radio interview, production & reporting for news stories, production and presentation of news bulletin, and radio documentary

Unit III

Presenting news Feature and live dispatches. , Designing promotional techniques, other media promotion, cost effective and cost free promotion, Life cycle of a station- programming and promotional techniques during various stages, Rjing and Anchoring techniques

Unit-IV-

Radio writing techniques for radio feature, Writing script for radio features- Compiling Radio news bulletins, Rewriting the printed and agency copy for broadcasting, writing headlines, writing detailed news. Writing Script for radio talk and interview – Phone-in program

### **Recommended Books :**

1. Basic Radio Journalism, Focal Press : Paul & Peter.
2. Handbook of Radio, TV & Broadcast Journalism : R.K. Ravindran
- (3) U.L. Baruah: This is All India Radio;Publications Division; Ministry of I&B, 2017.
- (4) P.C. Chatterjee: Broadcasting in India; Sage.
- (5) Carrol Fleming: The Radio Handbook; Routledge.
- (6) P.C Chatterjee, Broadcasting in India, New Delhi, Sage.

## **BVSCP301: Writing for Public Relations**

**Objectives: 1) Prepare the students to be able to work as public relations professionals .**

### **2) To develop writing skills for public relation activities among students.**

Unit I – Essentials of PR Writing: Planning a Publication – Identifying the purpose, subject, Readership – Structuring the content-collection of Material – Writing the text and Principles of good writing-use of statistics Language and vocabulary. Writing of press release, press note.

Unit II: Writing for Employee Manuals/Handbooks – Internal and External House Journals – Trade Bulletin – Catalogues – Booklets and Brochures-Leaflets and folders – Fact sheets – DirectMailers etc

Unit III- Editing – Fundamentals and Techniques – Purpose and role of editing – Editing of House Journals. Graphics – Use of charts, pictorial charts – Graphs and photographs - Symbols – Line drawing and Illustrations – Photomontage – placement of graphics etc – Importance of colour in corporate literature. Layout and Artworks of PR, Production of Corporate publications, kinds of paper.

Unit IV: Writing PR Blog, Writing for web, content writing for online journals. Script writing for speech on Radio, script writing for television – commercial, talk show etc.

### **Books :**

- 1) Austin, E. W., & Pinkleton, B. E. (2015). Strategic public relations management: Planning and managing effective communication campaigns. Routledge.
- 2) Parkinson, M. G., & Parkinson, L. M. (2013). Law for Advertising, Broadcasting, Journalism, and Public Relations: A Comprehensive Text for Students and Practitioners. Routledge.
- 3) Ries, A., & Ries, L. (2002). The Fall of Advertising and the Rise of PR. Harper Collins. Smith, L., & Mounter, P. (2008). Effective internal communication.,Kogan Page Publishers
- 4) Austin, E. W., & Pinkleton, B. E. (2015). Strategic public relations management: Planning and managing effective communication campaigns. Routledge.
- 5) Parkinson, M. G., & Parkinson, L. M. (2013). Law for Advertising, Broadcasting, Journalism, and Public Relations: A Comprehensive Text for Students and Practitioners. Routledge.
- 6) Ries, A., & Ries, L. (2002). The Fall of Advertising and the Rise of PR. Harper Collins.
- 7) Smith, L., & Mounter, P. (2008). Effective internal communication. Kogan Page Publishers

## Internal and Prctical Work

## Internal and Prctical Work

### B .Voc ( Journalism & Mass Communication ) ( Sem - III)

**Paper : BVHCT 301    Development communication**

**1.Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**Paper BVJ HCT302    :Introduction to Radio journalism**

**1.Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**Paper : BVSCT 301    Introduction to Public Relations**

**1.Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**Paper : BVHCP 301    Writing Developmental news and Stories**

**1. Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**2. Report ( File 1 )** : Visit one NGO and write report on developmental activities conducted by NGO. **10 Marks**

**3. News Story( File 2 )** : Write two news stories based on a developmental issue, as assigned by faculty. **10 Marks**

**4. Creative writing ( File 3 )** : Write two editorials , two side articles , two middle and two letter to editor . **20 Marks**

**5. Evaluation Report ( File 4 )** : Choose a developmental scheme of central or state government, and write evaluation report conducting survey of beneficiaries. **10 Marks**

**6. PPT( Direct Practical )** : Give PPT presentation based on evaluation report of Developmental Scheme of Government . **10 Marks**

**7. Article ( Direct Practical )** : Write an article on a developmental issue and uploading it on own blog( As assigned by examiner) **15 Marks**

**Paper : BVHCP302    Writing for Radio**

**1. Unit test** : Two unit tests based on syllabus will be conduated . **10 marks**

**2. Internship ( File 5 )** : Complete internship of minimum 50 hours ( Three hours per day) in any Radio station and write detailed report . ( Report will be considered only after attaching internship completion certificate duly signed by Station Director of concerned Radio Station) **20 Marks**

3. **Radio Feature ( File 6& soft copy )** : Prepare a radio feature on subject assigned by faculty ( Dur 10 min) **20 Marks**
4. **Interview ( File 7, hard and soft copy)** : Conduct an interview of one journalist for radio. (5 minutes duration). **10 Marks**
5. **Speech ( Direct Practical )** : Prepare and present speech on a social issue ( 5 minutes duration ) as assigned by examiner at the time of practical examination. **10 Marks**
6. **News Presentation ( Direct Practical )** : Prepare and present news bulletin ( 5 minutes duration) at the time of practical exam. **15 Marks**

**Paper BVSCP301: Writing for Public Relations**

1. **Unit test : Two unit tests based on syllabus will be conducted .** **10 marks**
2. **Internship ( File No.8)** – Complete internship of minimum 50 hours ( Three hours per day) in any one public relations office and write detailed report . (Report will be considered only after attaching internship completion certificate duly signed by PRO of concerned PR office). **20 Marks**
3. **Writing for Audio visual Media ( File 9 & Soft copy)** : For Radio - Conduct an interview of one PRO and Prepare radio report ( Minimum 5 min. duration) on CSR activity of any Institution. **10 Marks**
4. **Writing for online media( File 10 & Soft copy):** write two articles based on PR activity of two Corporates/ Institutes. Publish these two articles on own blog and share link through various social media. **– 10 Marks**
5. **Writing Press Release ( Direct Prctical )** :Prepare PPT presentation on comparative study of any two PR offices (Minimum 20 slides). **– 10 Marks**
6. **PR Plan ( Direct Practical )** : Asuming that you are working as a PRO, prepare a Public Relation plan ( As assigned by the faculty) **– 15 Marks**

## **Second Year Semester IV**

### **BVHCT401 Introduction to Television**

**Course Objectives: 1. To understand the nature of television.**

**2. To explain the salient features of TV as a medium.**

Unit-I TV as a medium - Understanding the medium – Nature & Importance, Objectives and principles of TV Broadcasting, Public & Private channel: Objective & reach, Distinguishing characteristics of TV as compared to other Media, Mode of transmission: Terrestrial, Satellite Television & Cable TV

Unit-II -Public Service Broadcasting: History of Doordharshan , Asian games, introduction of the first soaps, Ramayana and Mahabharatha and its influence, introduction of news, commercials and entertainment; Satellite TV to Private TV; 24X7 news and news channels; narrowcasting and outside coverage; audience segment; Agenda Setting techniques used by TV channels; Ethical issues and recent sting operations. Viewership rating: TAM, BARC , TRP

Unit- III - Television programme format: Meaning & Needs, Fictional programs: soap operas, sitcoms, serial & films, News based programme: Talk, Discussion, Interview etc. Visual text: basics of visual, Video Editor and Producer of TV News, Structure and working of News room of a Television Production Centre, reporting skills and editing, graphics and special effects, camera positioning;

Unit- IV - Definition and elements of TV News, Basic principles of TV News Writing, Duties and Functions of TV Reporter ,Sources of TV News, Types of TV News bulletins and their structure, Planning and conducting of various types of interviews: Factual, Opinion and Ideas, TV news techniques: finding the story, packaging: use of clippings, PTC, VO, AVO.

#### **Books:**

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly
4. Television Production – Gerald Millerson
5. Media Writing: Samuelson
6. Modern Radio Production: Carl Hansman Donnel.
7. Broadcast Technology: Srivastav

## **BVHCT402 Introduction to Advertising**

**Objectives of Course: 1) To understand advertising techniques.**

**2) To equip students to prepare advertisements.**

Unit I:

Definition & Meaning of Advertising, Role and functions of Advertising, Nature & Scope of Advertising ,Growth & Development of Advertising in India & World , Global Scenario of Advertising , Ethical & Regulatory Aspects of Advertising .

Unit II:

Advertising as communication tool, communication process & advertising, Models of Advertising Communication. AIDA model, DAGMAR model, Maslow's Hierarchy Model , Advertising as a social process- consumer welfare, standard of living and cultural values

Unit III:

Classification of Advertising on the basis of Target Audience. Geographical Area. Medium. Purpose, Advertising Creativity- Definition & importance. , Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.

Unit IV:

Characteristics, Advantages & Disadvantages of Broadcast media – Television, Radio, Audio-Video Cassettes & CD's, Cyber media. Print Media – Newspaper, Magazines. Support Media – Out-of-home, in-store, transit, yellow pages, and Movie theatre, in flight. Direct marketing. Concept of advertising agencies, Ad agency-Role, Types, Structure & functions, The advertisers; client –agency relationship, Criteria to select an ad agency.

Suggested Readings:

- 1) Malcolm Gladwell. The Tipping Point: How Little Things Can Make a Big Difference. Little,Brown Book Group, 2002.
- 2) Ogilvy, David. Ogilvy on Advertising. RHUS; 1st Vintage Books, 1985.Ogilvy, David. Confessions of an Advertising Man. Southbank Publishing, 2011.
- 3) Ogilvy, David. Unpublished David Oglivy. Hachette Book Publishing, 2015.
- 4) Ries, Al and Trout, Jack. Positioning: The Battle for Your Mind: How to Be Seen and Heardin the Overcrowded Marketplace. Business Book Summaries, 2014.



## **BVSCT401     Film Studies and Appreciation**

**Course Objectives :1. To understand the nature of film medium.**

**2. To understand stages of film production.**

Unit-I Film as a medium of mass communication; Early Indian Cinema, Adaptation of literature in cinema, Concepts of Avant Garde Cinema and Underground Cinema; Brief history of Documentary Cinema in India.

Unit-II Stages of Film Production: Pre-production, production, and post-production methods; Basic camera use in films; Principles of film editing: Aesthetic, technical; Use of Software in Film editing; Sound and Image, Cinematography, Editing, Music, Film Analysis. Film marketing. Type of Film genres (action, adventure, comedy, drama, epic/historical, horror, musical, romantic, thriller etc),

Unit III Contributions of Eminent Filmmakers: Akira Kurosawa, Charles Chaplin, Alfred Hitchcock, Art or Parallel cinema. Criticism and review of cinema; study popular international and national film critics; Review cinema for different media

Unit IV – Contribution of Hindi and Marathi Cinema , History of Indian cinema, silent films, Satyajit Ray, Ritwik Ghatak, Bimal Roy, Shyam Benegal, Hrishikesh Mukherjee, Mehboob Khan, Chetan Anand, Adoor Gopalkrishnan, Guru Dutt, History and development of Marathi Cinema , Dadasheb Palke, Vishnupant Damle, V. Sahantaram, Jabbar Patel, Sai Paranjape etc.

Books:

1. Villarejo, Amy. Film Studies: the Basics. Routledge, Indian Reprint, 2009.
2. Hayward, Susan. Key Concepts in Cinema Studies. London: Routledge, 1997.
3. Bywater, Tim and Thomas Sobchack. Introduction to Film Criticism. Pearson India, 2009.
4. Corrigan, Timothy, J. A Short Guide to Writing about Film. Pearson India, 2009.
5. Kupsc, Jarek. The History of Cinema for Beginners. Chennai: Orient Blackswan, 2006.
6. Dix, Andrew. Beginning Film Studies. New Delhi: Viva Books, 2010.
7. Stam, Robert and Alessandra Raengo. Literature and Film: A Guide to Theory and Adaptation. Oxford: Blackwell, 2003
8. Satyajit Ray: Our Films Their Films;
9. KiranmoyRaha: Bengali Cinema;

## **BVHCP401 Writing for Television**

### **Course Objectives:**

**1)To understand television as a mass media.**

**2)To know the program formats on television..**

Unit I. TV writing style and news presentation: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information.

Unit II - structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics,file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities; Skills required of a news anchor; screen presence, presence of mind, interview skills etc

Unit III-. TV Interview and TV Documentary: Types of interviews: doorstep, vox-pop, eye- witness, during a news bulletin; TV interview as a separate programme format; indoor/outdoor; personality, opinion, informative interviews.

Unit IV- Talk shows, discussions, debates etc.; Role and responsibility of the interviewer; TV Documentary: Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production;

### **Books:**

1. Handbook of Television Production – Herbert Zettl
2. Television Field production and reporting – Fred Shook
3. Writing and Producing Television news – Eric. K.Gormly
4. Television Production – Gerald Millerson
5. Media Writing: Samuelson
6. Modern Radio Production: Carl Hansman Donnel.
7. Broadcast Technology: Srivastav

## **BVHCP402 Writing and production of Advertisements**

**Course Objectives: 1)To understand the process of copywriting.**

**2)To know the techniques of copywriting**

Unit I:

Basics of copywriting, Responsibility of copywriter, Creative thinking, Idea generation techniques, marketing brief, creative brief.

Unit II:

Writing Persuasive Copy, Writing Copy for Various Media- Print: Headlines, sub headlines, captions, body copy, and slogans, Television: Storyboard, Storyboarding Techniques , Balance between words and visuals, Power of silence, formats of TVS's, Outdoor posters, Radio, Digital: e-mail, web page

Unit III-

Writing Copy for Various Audiences – Children, youth, women's, Rural people, Executives, Senior Citizens. Writing copy for – direct mailers, Classified, Press release,, B2B,advertorial, infomercial.

Unit IV-

Various Types of Advertising Appeals and Execution Styles- Rational appeals, Emotional appeals: Humor, Fear, Sex appeal, Various advertising execution techniques.

Suggested Readings:

- 1) Malcolm Gladwell. The Tipping Point: How Little Things Can Make a Big Difference. Little,Brown Book Group, 2002.
- 2) Ogilvy, David. Ogilvy on Advertising. RHUS; 1st Vintage Books, 1985.Ogilvy, David. Confessions of an Advertising Man. Southbank Publishing, 2011.
- 3) Ogilvy, David. Unpublished David Oglivy. Hachette Book Publishing, 2015.
- 4) Ries, Al and Trout, Jack. Positioning: The Battle for Your Mind: How to Be Seen and Heardin the Overcrowded Marketplace. Business Book Summaries, 2014.

..

## **BVSCP401 Documentary & Short Film Making**

**Course Objectives: 1. To understand the nature of documentary.**

**2. To understand techniques of documentary production Unit 1**

**Understanding the Documentary film, Introduction to Realism,** Debate; Observational and Verite documentary; Introduction to Shooting styles; Introduction to Editing styles; Structure and scripting the documentary;

Unit II-

Understanding short Film. Concept mapping, discussion with experts and outline writing techniques, Making of Story, screenplay and storyboard, Casting, crew selection, budgeting and allocating the production cost. Identifying the resources and location

Unit III

Documentary Production, Pre-Production, Researching the Documentary, Research: Library, Archives, location, life stories, ethnography; Writing a concept: telling a story; Treatment; Writing a proposal and budgeting. Readings:

Unit IV-

Short Film Production: Production stage: Shot division. Two and three camera production. Rehearsal, Post production, Censorship, Promotion and Selling.

Suggested reading :

(1) K P Jayasankar & Anjali Monterio: A Fly in the Curry: Independent Documentary Film in India Hardcover, Sage, 2015.

(2) Aparna Sharma: Documentary Films in India; Critical Aesthetics at Work; Palgrave, Macmillan.

## Practical Sem IV

### Paper : BVHCP401

### Writing for Television

1. **Unit test** : Two unit tests based on syllabus will be conducted . **10 marks**
2. **PTC & News presentation ( File 1 & soft copy )** : Give two PTC ( Duration one min each) and Two news presentations ( Duration 5 Min)( as assigned by faculty.) **20 Marks**
3. **Anchoring ( File 2 & soft copy )** : Preparing script and TV Anchoring for two different programs **10 Marks**
4. **Interview ( File 3 & soft copy )** : Conduct interview of one person ( Duration 5 minutes) . **10 Marks**
5. **Internship ( File No.4)** – Complete internship of minimum 50 hours ( Three hours per day) in any one TV channel and write detailed report . (Report will be considered only after attaching internship completion certificate duly signed by Editor/ Director of concerned TV channel). Give PPT presentation at the time of practical examination. **20 Marks**
6. **News Presentation & PTC ( Direct Practical )** : Preparing script and news reading ( Duration 5 min ) , PTC for one news as assigned by examiner **15 Marks**

### Paper : BVHCP402 Writing for Advertising

1. **Unit test** : Two unit tests based on syllabus will be conducted . **10 marks**
2. **Report ( File 5)** : Visit one Advertising Agency and write report on working of various departments in it . **10 Marks**
3. **Ad Creation for print media ( File 6)** : Create Five advertisements for print media on computer using different appeals. **15 Marks**
4. **Ad Creation for OOH ( File 7 & soft copy )** : Create four ads ( product, service, professional and industrial) for Out of home media on computer. **15 Marks**
5. **Ad Creation for TV ( File 8 & soft copy)** : Prepare two ads for television **10 Marks**
6. **Ad creation ( Direct Practical & soft copy)** : Create two ads for radio **10 Marks**
7. **Ad creation ( Direct Practical )** : Create four ads ( product, service, professional and industrial) for Out of home media on computer. **15 Marks**

### Paper BVSCP401 Documentary & Short Film Making

1. **Unit test** : Two unit tests based on syllabus will be conducted . **10 marks**
2. **Review ( File No.9)** – Write review of two short films and two documentaries based on social issues. **10 Marks**
3. **Short Film ( File 9 & Soft copy)** : Plan , prepare and produce one short film (Minimum 2 to 10 min. duration) – 25 Marks
4. **Documentary ( File 10 & Soft copy)**: Plan , prepare and produce one documentary film ( Duration 8 to 15 min )– 25 Marks
5. **Viva( Direct Practical )** : Viva based on Presentation of documentary and short film production . **– 15 Marks**

## **Third Year Semester V**

### **BVHCT 501 Digital Journalism**

**Course Objectives: 1. To understand the distinct characteristics of online journalism**

**2. To learn the basic writing styles used by online journalists .**

Unit 1. -

Development of internet and online communication – web 1.0, web 2.0, web 3.0, semantic web and beyond, Fundamentals concepts and applications - Concept of media convergence; Four types of convergence in media – technological, business, professional, content; What is multimedia content?; Web browsers and RSS Feed; Journalism and digital media; Digital Journalism in India- e-newspapers, websites for newspapers and TV channels, emergence of online news portals.

Unit II.-

Meaning and definition, History of Digital Media, characteristics of Digital Media, types of Digital Media, Digital Media vs. Mainstream Media, Impact of Digital Media on Mainstream Media, Media Convergence. CAR/CAJ

Unit III.-

Digital culture and digital identity, User Generated Communication, Facebook, Instagram, YouTube, Participatory culture and Social Media, Citizen Journalism, Content Journalism, New/Digital media & Public sphere, Network theory.

Unit IV -

Marketing for the web , SEO, AdSense, AdWords, PPC, Pops, Ad-blocks, Direct mail, new techniques , Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz , Ethical practices involving the Internet and social media

#### **Reference Books:**

1. Briggs, Mark. Journalism 2.0. J Lab and Knight Citizen News Network.
2. Feldman, Tony. An Introduction to Digital Media. Routledge.
3. Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
4. Handbook for Media, General Elections To The 17 th Lok Sabha 2019, Election Commission of India
5. Digital Journalism: Making News, Breaking News , Open Society Foundation
6. गरुड विश्वनाथ (2019), डिजिटल पत्रकारिता, गमभन प्रकाशन.
7. बोराटे योगेश (2019), सोशल मिडिया अथर्व प्रकाशन.

## **BVHCT 502      Communication & Mass Communication Theories**

**Course Objectives: 1. To understand models of communication.**

**2. To understand theories of Communication and Mass Communication.**

### Unit-I

Theories of Communication: Hypodermic Needle theory, Two-step & Multi-step Theory, Play Theory, Uses & Gratification Theory, Selective Exposure, Selective Perception & Selective Retention Theory, Individual Difference Theory

### Unit-II

Models of Communication: Communication Models – Aristotle – Lass well, Schramm, David Berlo, Shanon & Weaver, Newcomb and Dance's model

### Unit-III

Theories of Mass Communication: Cognitive Theory, Dissonance Theory, Agenda Setting Theory, Cultivation Theory, Magic Bullet theory, Two step flow theory, Uses and Gratification theory.

### Unit-IV

Normative Theories - Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist / Workers Theory . Other Theories: Development Media & Democratic Participant Theory

### SUGGESTED READINGS

1. Mass Communication & Development Dr. Baldev Raj Gupta
2. Mass Communication in India Keval J Kumar
3. Mass Communication Journalism in India D S Mehta
4. Mass Communication Theory Denis McQualil

## **BV SCT 501 Media Industry Management**

**Course Objectives: 1. To get knowledge of media management.**

**2. To understand economy of media...**

Unit I: Management concept – Principles of Management – Functions – Nature of leadership – Understanding Motivation – Decision Making – Factors influencing good management – Flow of communication in an organization - Bottom step, top down vertical and horizontal – Management decision in media

Unit II: Ownership structures in India: Structure and Characteristics of Media Organizations – Newspapers, Cinema, Radio, Television, Magazines and Online Media .Sole proprietorship, partnership, private limited company, public limited companies, trusts, cooperatives, religious institutions, franchises. Organization structures of different media organizations (public as well as private ownerships), Cross media ownership and its implications on freedom of expression

Unit III: Economics of Media – Print Media :News gathering, Processing, Advertising, Printing, and Circulation– Management Problems of Small, Medium, and Large newspapers – Advertisement v/s Circulation– Media Promotion.–Professionalism –Trade Unionism–Public Relations for Newspaper Organization.

Unit IV: Electronic Media – Principles of Television and Radio Management in India –Economics and Administrative concerns of government owned electronic media – Present Status .Electronic Media in India – Private Channels – Social Commitment v/s Profit making – New Media – Economics of web portals. Quality Control and Cost Effective Techniques ,Organizations, Management, business, legal, regulatory and ethical aspects of running a business, Media economy and economics of media, Regulations and recommendations of committees in India, Role of TRAI, SEBI, PCI , ASCI , ABC , RNI, BARC etc

Reference Books:

1. Mehra, Newspaper Management.
2. Rucker & Williams, Newspaper Organization and Management.
3. Sindhvani, Newspaper Economics and Management.4. Herbert Williams Newspaper Organization and Management
4. RaYudu C S, Media and Communication Management.
5. Mocavatt& Pringle, Electronic Media Management
6. Kohli Vanita- Khandekar , Indian Media Business , Sage Publication.



## **BVHCP501 Social Media Journalism**

**Course Objectives: 1. To get knowledge of Social media.**

**2. To understand use of social media for journalism.**

Unit-1 Social Media -Definition of Social Media, History of Social Media, Types of Social Media, Social Media Platforms: Facebook, Twitter, Whatsapp, Instagram, Blogs, Web Site, YouTube Etc., Characteristics of Social Media

Unit-II Citizen Journalism : Concept, Practice and Platforms, Social Media and citizen journalism: role of blogging in alternative journalism, Wikileaks and other examples of citizen journalism, impact of citizen journalism on society.

Unit III: Social media impact on news and news organizations, Synergy Between Social and Mainstream Media, Social Media Giants– Threat to Mainstream Journalism, Privacy Issues, Social Media and Fake News, Legal and Ethical Aspects of Social Media. IT Act 2000, Privacy Issues, Security Issues

Unit IV: Advertising and PR on social media, Managing Social Media Accounts and Brand Building through, Social Media Promotional Activities, Digital Rights Management, Content Regulation, Planning and Control Problems in New Media, Social Media Marketing Strategies.

### **Reference Books :**

1. Briggs, Mark. Journalism 2.0. J Lab and Knight Citizen News Network.
2. Feldman, Tony. An Introduction to Digital Media. Routledge.
3. Howard, Alexander. The Art and Science of Data-Driven Journalism, Tow Centre for Digital Journalism
4. Handbook for Media, General Elections To The 17 th Lok Sabha 2019, Election Commission of India
5. Digital Journalism: Making News, Breaking News , Open Society Foundation
6. गरुड विश्वनाथ (2019), डिजिटल पत्रकारिता, गमभन प्रकाशन.
7. बोराले योगेश (2019), सोशल मिडिया अथर्व प्रकाशन.

## **BVHCP502: Rural and Agriculture Journalism**

**Course Objectives: 1. To understand concept of rural development.**

**2. To understand agriculture journalism.**

Unit I-Rural Development - Problems of Rural and, Major issues in rural development, Gandhian concept of rural development, Central and state Governments schemes for rural development, Role of IT in rural development, Case Studies- Media for rural development.

Unit II-Agricultural Development: Agriculture Development in India, Swaminathan Report : National Commission on, Farmers, Role of IT in Agricultural Development, Agriculture Development Schemes, BT Seeds & GM Food

Unit III-Agriculture Journalism - Meaning, definition, agricultural journalism in rural areas, problem and prospectus of agricultural journalism , Agricultural Journalism, The nature and scope of agricultural journalism, characteristics and training of the agricultural journalist, how agricultural journalism is similar to and different from other types of journalism. Case Studies- Media and agriculture development.

Unit IV- The agricultural story: Types of agricultural stories, Gathering agricultural information: Sources of agricultural information, interviews, coverage of events, abstracting from research and scientific materials, wire services, other agricultural news sources. Writing the story: Organizing the material, treatment of the story, writing the news , Use of photographs, use of artwork (graphs, charts, maps, etc.), writing the captions.

### **Reference Books :**

1. Understanding Development communication- Uma Joshi
2. Communication, Modernisation & Social Development- Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.
3. India Economy- Rudder Dutt, K.P.M. Sundharam
4. International Development Communication- bella mody
5. Traditional Media and Development Communication- K. Madhusudan
6. Development Communication – V.S. Gupta

## **BVSCP501 Project –I ( Creation of Web Portal)**

- 1) Student should create own web portal having minimum six different content categories.
- 2) There should be minimum five published news/articles in each category during semester period.

Internal and Practical Work

B .Voc ( Journalism & Mass Communication ) ( Sem - V)

### **Practical sem V**

**Paper : BVHCT 501 Digital Journalism**

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**

Paper:- BVHCT 502 Communication & Mass Communication Theories

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**

Paper : BVSCCT 501 Media Industry Management

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**

**Paper : BVHCP501 Social Media Journalism**

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**

2. Survey ( File 1& soft copy) : Conduct a online survey and write a report based on use of Social media ( as assigned by faculty) , ( Minimum respondents should be 50) -

**20 Marks**

1. Study ( File 1& soft copy) : Conduct a study of minimum 10 WhatsApp groups for 15 days and right a analytical report about fake news and other news categories.

**20 Marks**

2. Social Media posts ( File 3) : write posts on social media , (Minimum 5 posts each on five different social media) **10 Marks**

3. Live ( Direct Practical ) : Give live speech on social media .( as assigned by faculty)

**10 Marks**

4. Create posts ( Direct Practical ) : Create posts for five different social media . Write and publish your opinion on posts published by other people **- 15 Marks**

**Paper : BVHCP502: Rural and Agriculture Journalism**

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**
2. Survey ( File 4 & soft copy) : Conduct a survey in rural area to know media habits of farmers ( as assigned by faculty) , ( Minimum respondents should be 50) - **20 Marks**
3. News and news stories ( File 5 & soft copy) : Write five news and two success stories based on rural/ agriculture development . **20 Marks**
4. Article ( File 6) : write two articles (One on rural development and one related to agriculture sector) **10 Marks**
5. News and Article ( Direct Practical ) : Write one news and one article related to rural/ agriculture sector ( as assigned by Examiner) **10 Marks**
6. PPT presentation ( Direct Practical ) : Conduct interviews of five farmers and give ppt presentation on their problems/ success ( as assigned by examiner) **- 15 Marks**

**Paper :BVSCP501 Project –I ( Creation of Web Portal)**

1. Web Portal - Student should create own web portal having minimum six different content categories .There should be minimum five published news/articles in each category during semester period. **50 marks**
2. Uploading news ( Direct Practical ) : Upload one news with photograph on your own news portal. **10 Marks**
3. PPT Presentation ( Direct Practical ) : Give PPT presentation about your experiences about creation and management of own web portal. **15 Marks**

## **B .Voc ( Journalism & Mass Communication ) ( Sem - VI)**

### **BVHCT601 Mobile Journalism**

**Course Objectives : 1)To create content for various platforms using a mobile phone.**

**2)To demonstrate knowledge of the strengths and weaknesses of the mobile phone as a tool for media production,**

Unit I - Introduction to Mobile Phones – Mobile Phone or Cell phone – Evolution of Mobile Phones – Radio based Cell Phones – Cellular Network – 1G – 2G – 3G – 4G – WiMAX & LTE standard – Technical Aspects of Mobile Telephony – Components of a Mobile Phone ,Features of Smart Phones

Unit II : Introduction to Mobile Journalism or Mojo – Advantages of Mojo – Emergence of Mojo – Convergence Journalism – Backpack Journalism – Multi-tasking in Media Industry – Citizen Journalism – User-Generated Content (UGC) to User-Generated Stories (UGS) – Mobile Journalism around the Globe – Al Jazeera Experiment – Mojo in India – NDTV Experiment – Asianet Experiment.

Unit III: Mobile Journalism in Action – Planning: Story Angle, Potential Sources and Interviewees, Potential Shots and Script Ideas – News Gathering: Research, Finding Sources, Collecting and Verifying Data – Shooting, Scripting, Editing: Shoot Still Photo/Video, Extract Stills from Video Footage, Capture Audio, Write for Pic or Video, Edit Images – Audio – Video – File Formats – Publishing/Broadcasting – Digital Platforms – TV – Overcoming Technical Issues – Tips for using Facebook and YouTube Live - Checklist before Shooting or Going Live.

Unit IV: Reporting for Mojo – Skills needed for a Mojo – Three Levels of Multimedia Reporting – Tips on Filming with a Phone Camera – WMDs, the Triple Shot, and Move or Stand Still – Aspect Ratio for Mobile Phones – Shooting with Front and Back Camera - Mobile Journalism Kit – Essential Gears for Mojo – Mobile Phone Grip – Tripod / Handheld Rig / Selfie Stick – Microphone & Headphones – Power Bank and Memory – Advanced Gears – Camera Light – Handhelds – Lenses – Windshields.

Reference Books :

1. Field Guide for Mobile Journalism, Robb Montgomery, Visual Editors
2. .MOJO: The Mobile Journalism Handbook: How to make broadcast videos with an iPhone or iPad, Ivo Burum; Stephen Quinn, Routledge, Taylor & Francis Group, 2016.
3. Democratizing Journalism through Mobile Media: The Mojo Revolution, Ivo Burum, Taylor and Francis, 2016.
4. Mobile and Social Media Journalism: A Practical Guide, Anthony Adornato, Ithaca College, USA
5. MoJo - Mobile Journalism in the Asian Region, Stephen Quinn, Konrad-AdenauerStiftung, Singapore.
6. Mobile Journalism, Diana Larrea Maccise & Montaser Marai, Al Jazeera Media Training and Development Centre.

## **BVHCT602 Social Issues and Media**

**Course Objectives : 1 To understand important issues of society,**

**2 To develop understanding of Media and its relationship with India's Constitution and Media Laws**

Unit 1: Important Concepts: Understanding Society in Indian Context, Characteristics of Indian Society, Nation State and Nationalism, Modernism, Post Modernism, Feminism. Indian Social Movements: Social Reformers in India, Role of Media in Social Movements

Unit 2: Globalization: Global Issues, Technology and social divide, Digital divide, Information Rich and Information Poor. E-waste, Environmental issues and Global warming.

Unit 3 National Issues: Poverty, Economic disparities, Urban issues, Rural Issues, Communal issues, Geo politics, and Political issues, Migration, Malnutrition, Women and Children's Issues, Unemployment.

Unit 4: Conflict Areas: Naxalism, Terrorism, Religious Conflicts, And Caste Conflicts, Law and order Social and Contemporary issues: within the period of course will be considered in the course. It may include social, political, cultural, national and international issues.

### **Books :**

1. Shyam Benegal Bharat Ek Khoj (Series)
2. Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. Ghosal An Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
6. A.N. Aggarwal Indian Economy
7. Rajni Kothari Caste in Indian politics
8. Ministry of I &B Facts about India
9. Pandit Jawahar Lal Nehru The Discovery of India

## **BVSCT601      Media Law & Ethics**

**Course Objectives: 1 To introduce students to the idea of Journalism, its role and functions in society and democracy**

**2 To develop understanding of Media and its relationship with India's Constitution and Media Laws**

Unit 1: Meaning of the term Constitution, Preamble of the Constitution, Constituent Assembly, The Salient Features of Indian Constitution. Fundamental Rights: Right to Equality; Right to Freedom, Right against Exploitation, Right to Freedom of Religion, Cultural and Educational Rights, Fundamental Duties, The Directive Principles of State Policy, Ordinance, Bill, amendments. Union Government: Union Legislature (Parliament), Lok Sabha and Rajya Sabha (with Powers and Functions); Union Executive; President of India (with Powers and Functions) ; Prime Minister of India (with Powers and Functions); Union Judiciary (Supreme Court) ; Jurisdiction of the Supreme Court.

Unit 2 Freedom of Speech and Expression: Main features, Scope and Importance of Article 19, Interpretation of Article 19: Defining the freedom of the Press and Media, Supreme Court Judgments related to Article 19, Right to Information Act 2005: Restrictions on Media: Official Secrets Act, Defamation, Judiciary and Contempt of Court, Legislature and its Privileges, IPC and Cr. PC, Censorship and its different forms, Right to Privacy, Pressures on Media: Political, Corporate, social, religious, advertisers and lobbies, etc, Indecent Representation of Women (Prohibition) Act 1986

Unit 3 Press Laws: Copyright Act. Books and Newspapers Registration Act. Working Journalists Act, Press Council Act and Role of PCI. Broadcast Media: Cable TV Network Regulation Act, Cinematography Act, Prasad Bharti Act, Digitization and Conditional Access System (CAS), Proposed Broadcast Regulatory Authority of India Act

Unit 4 Laws of Human Rights- Child labour Acts- Indecent Representation of women (prohibition) Act, 1986, The monopolies and restrictive Trade Practices Act, 1969, Salient feature. Cyber laws: The need for cyber laws: Regulation of Social Media and other web platforms; Regulation of Broadcast, Press and Web: Challenges and Issues Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation, Press Ombudsman.

Books:

1. Thakurta, ParanjyGuha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press , 2011
4. VikramRaghvan, Communication Law in India, Lexis Nexis Publication, 2007
5. IyerVekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity

## **BVHCP601          Writing and production for MOJO**

**Course Objectives : 1) Giving practical knowledge of mobile journalism to students.**

### **2. To understand techniques of video recording and editing on mobile.**

Unit –I : Mobile Journalism – Understanding Mobile Operating Systems, Introduction to MoJo Equipment and Apps. Understanding mobile journalism, benefits of mobile journalism, MOJO kit-smartphone , a tripod, tripod mount, microphones, headphones and battery pack etc, Use of Mobile Journalism Tools, Visual storytelling, Types of Visual Storytelling on Mobile, composing images, capturing cutaways , Photography apps Audio recording and editing using mobile.

Unit II : Preparing for shooting- Finding story and location, Use of various shots- extreme wide, wide, medium, medium close up, Close up, extreme close up, interview shot etc. framing and composition, Using external microphone, use of multi-track video editor, giving titles, captions and logos, creating multi-shot videos on twitter, Instagram, Resources for live broadcast , live recording, preparing for Facebook live, Instagram live, Twitter live .

Unit III: The 5 C's of Writing News for Mobile Audiences , Various apps needed for mobile journalism, Using live streaming apps - Facebook Live , Twitter Go Live/Periscope , YouTube, Other live-streaming apps and software , Live-stream themes , need of live-stream strategy , Content creation, Pre-show production , Live-stream privacy, security and safety , creating Instagram Stories

Unit IV: On air programs, Comments and reactions During the show , At the end of the show , Post- show production, Mojo and the mobile journalism revolution, Citizens and mobile journalism, Mojo across genres, Tools of the mojo trade, Composing visual proof, Recording ,elements of mojo storytelling, Mojo interviewing.

Making Compelling Visual Compositions using Mobile Phone, Capturing Still Images and Editing on Mobile Phones. Recording Audio Interviews and Bytes. Editing Audios using Mobile Apps, Shooting and Editing Videos using Mobile Phones, Scripting for Mobile Journalism, Use of Natural Lighting as a Key Light to Model and Illuminate the Subject, Shooting Vox Pops, P to Cs and Interviews, Producing Documentaries, Short films and News Reports using Mobile Phones, Distribution of Content using Mobile Phones.

Books :

1. A Field Guide for Mobile Journalism, Robb Montgomery, Visual Editors
2. MOJO: The Mobile Journalism Handbook: How to make broadcast videos with an iPhone or iPad, Ivo Burum; Stephen Quinn, Routledge, Taylor & Francis Group, 2016.
3. Democratizing Journalism through Mobile Media: The Mojo Revolution, Ivo Burum, Taylor and Francis, 2016.
4. Mobile and Social Media Journalism: A Practical Guide, Anthony Adornato, Ithaca College, USA
5. MoJo - Mobile Journalism in the Asian Region, Stephen Quinn, Konrad-AdenauerStiftung, Singapore.
6. Mobile Journalism, Diana Larrea Maccise & Montaser Marai, Al Jazeera Media



## **BVHCP602 BVHCP602 Specialized Reporting**

**Course Objectives : 1) To understand concept of specialized reporting.**

**2. To understand writing techniques for specialized reporting.**

UNIT I: Business Journalism :Business Industry as a Beat Sources of news on Business, Developing Business story idea Writing stories from Press Releases

UNIT II: Science Journalism Science as a Beat Sources of news on Science Developing Science story idea Writing stories from Press Researches

UNIT III: Environment Journalism -Environment as a Beat Sources of news on Environment Developing Environment story idea Writing stories on Environment

UNIT IV: Sports Journalism Sports as a Beat Sources of news on Sports Developing Sports story idea Writing stories on Sports

UNIT V: Gender and Media : Gender biased reporting as a Beat Sources of news. Writing stories Portrayal of Women in Advertisement ,Prohibition of Women Indecent Representation Act 1986 Women in Print, Radio, Television, Digital Media, Advertising ,Cinema. Ethical issues and code of conduct regarding mass media. Women's problems and media's responsibility in newmillennium. Women portrayal in Print, Television and Film. Women Issues in Media Women based serials in Television, Women's Program on Radio.

Suggested readings:

1. M V Kamath, The Journalist's Handbook, Vikas Publishing
2. M V Kamath ,Professional Journalism Vikas Publishing
3. Edward Gold Smith, Nicholas Hildyard( Edt). 1988. The Earth Report, London Oxford University Press Page 48 of 77
4. Kanchon Chopra & S C Gulati, (Eds) 2000. Migration, Common Property Resources and Environmental Degradation, 2001. New Delhi. Sage Publication.
5. Katar Singh and Vishwa Ballabh, (Eds) 2001. Cooperative Management of Natural Resources, New Dehli Safe Publication.
6. Jyoti Parikit,(Edt)2002. Sustainable Management of Wetlands, New Delhi. Sage Publication.

## **BVHCP603 Project- II ( Creation of You Tube Channel)**

- 1) Student should create own You Tube Channel having minimum six different content categories
- 2) There should be minimum five published news/articles in each category during semester period.

### **Practical Sem VI**

#### **Internal and Practical Work**

#### **B .Voc ( Journalism & Mass Communication ) ( Sem - VI)**

##### **Paper : BVHCT601 Mobile Journalism**

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**

##### **Paper:- BVHCT 602 BVHCT602 Social Issues and Media**

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**

##### **Paper : BVSCT601 Media Law & Ethics**

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**

##### **Paper : BVHCP601 Writing and production for MOJO**

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**

2. Video News ( File 1 & soft copy ) : Create two video news using smart phone ( As assigned by faculty) **10 Marks**

3. Interview ( File 2 & soft copy ) : Conduct one interview using MOJO kit . **10 Marks**

4. Opinion based stories ( File 3 & soft copy ) : Cover two public opinion based news stories ( as assigned by faculty) **20 Marks**

5. Public Program : Cover one public program for news and edit news using mobile editing app.

#### **10 Marks**

6. News ( Direct Practical ) : Using voice typing technology create one news ( as assigned by faculty) and share it on WhatsApp group. – **10 Marks**

7. Video News ( Direct Practical ) : Create , edit and share a video news using smart phone.

#### **15 Marks**

**Paper: BVHCP602      Specialized Reporting**

1. Unit test : Two unit tests based on syllabus will be conducted . **10 marks**
2. Business stories ( File 1 ) : Write two business stories ( As assigned by faculty) **10 Marks**
3. Environmental stories ( File 2 ) : Visit two organizations working in the field of environment and write two news stories based on the working of these organizations. **20 Marks**
4. Sports Reporting ( File 3 ) : Observe any two sports tournaments and write two news stories based on success/ failures of these tournaments. **10 Marks**
5. Write two news based  
on women's issues. **10 Marks**
6. News story ( Direct Practical ) : Write a news story on given subject as assigned by faculty.  
**10 Marks**
7. Comparative study ( Direct Practical ) : Select 15 day issues of two newspapers and assess all published news on the norms of gender bias. Write analytical report and present it through PPT presentation. **- 15 Marks**

**Paper :BVSCP 01 Project –I ( Creation of You Tube Channel)**

1. You Tube Channel - Create own You tube Channel and publish minimum 10 video news / interviews during semester period. **50 marks**
  2. Uploading news( Direct Practical ) : Create and upload one news with Video on your own you tube channel **10 Marks**
  3. PPT Presentation ( Direct Practical ) : Give PPT presentation about your experiences about creation and management of own you tube channel. **15 Marks**
-

