



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS (NEP-2020)


B.VOC- JOURNALISM AND MASS COMMUNICATION

PART-II

SEMESTER III & IV

FACULTY OF INTERDISCIPLINARY STUDIES

(2025-2026)

 <p>पुण्यप्रसन्नक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2023 'B++' Grade (CGPA-2.96)</p>	<p style="text-align: center;">B.VOC JOURNALISM AND MASS COMMUNICATION PROGRAMME SPECIFIC OUTCOMES (PSO)</p>
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****PSO1**

Proficiency in Journalism Skills: Graduates will demonstrate proficiency in a range of journalism skills, including news reporting, writing, editing, interviewing, and investigative journalism.

****PSO2**

Mastery of Multimedia Storytelling: Graduates will be adept at using various multimedia tools and platforms to produce compelling and engaging stories across different media formats, including print, digital, broadcast, and social media.

****PSO3**

Critical Thinking and Analysis: Graduates will exhibit strong critical thinking skills, enabling them to evaluate information critically, analyze complex issues, and communicate clear, well-reasoned arguments.

****PSO4**

Media Literacy and Ethical Awareness: Graduates will possess a deep understanding of media institutions, processes, and effects, as well as the ethical and legal principles that govern journalism and mass communication practices.

****PSO5**

Effective Communication Skills: Graduates will demonstrate strong written, verbal, and visual communication skills, allowing them to communicate effectively with diverse audiences in various contexts.

****PSO6**

Adaptability and Innovation: Graduates will be adaptable and innovative, able to navigate technological advancements, industry changes, and evolving audience preferences in the media landscape.

****PSO7**

Professionalism and Leadership: Graduates will exhibit professionalism, integrity, and leadership qualities, as well as the ability to work collaboratively in diverse teams and leadership roles within media organizations.

****PSO8**

Practical Experience and Industry Connections: Graduates will have gained practical experience through internships, industry projects, and collaborations with media professionals, as well as built a network of industry contacts and mentors.

****PSO9**

Career Readiness and Employability: Graduates will be well-prepared for entry-level positions in journalism, broadcasting, public relations, advertising, digital media, and related fields, as well as equipped with the skills and confidence to pursue diverse career paths and opportunities.

****PSO10**

Lifelong Learning and Professional Development: Graduates will recognize the importance of lifelong learning and professional development, continually updating their skills and knowledge to stay current in a rapidly changing media environment.

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
Credit Distribution Structure for Three / Four Years Honours / Honours with Research B.A. Degree Program
with Multiple Entry and Exit Option CBCS (NEP 2020)
B.Voc Journalism and Mass Communication (Sem. III & IV) wef 2025-26

Level	SEM	Major		Minor	GE/OE	VSC/SE C (VSEC)	AEC/VEC/IKS	OJT/FP/ CEP/CC/ RP	Total Credits	Degree/Cum.Cr
		Mandatory	Electives							
5.0	III	D.S.C.-I (4) Introduction To Television D.S.C-IV (4) Development Communication	----	Minor-III (4) Audio-Visual Production Techniques	GE - (2) Translation Skills	VSC-I - (2) Documentar y Making	AEC L-II (2) Marathi/Hindi-1	FP-(2) Internship CC - (2) Cultural Activities/NSS/NCC/ Health and Wellness/Yoga Education/Sports and Fitness/Fine/Applied/ Visual/Performing Arts etc.	22	UG DIPLOMA 88
	IV	D.S.C.-V (4) Media Law and Ethics D.S.C-VI (4) Introduction To Advertising	----	Minor-IV (4) Corporate Communication	GE - (2) Computer Applications for Communicat ion	VSC-II - (2) Short Film Making SEC (2) Media Criticism and Appreciation	AEC L – II (2) Marathi/Hind -2	CEP-(2) Writing For Social Issues	22	
Cum.Cr.		40		08	08	10	14	08	88	

Exit Option - Award of UG Diploma in Major and Minor with 88 Credits and additional 4 credits Core NSQF course/ Internship OR Continue with Major and Minor

B Voc. Journalism and Mass Communication

SEMESTER-III

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	D.S.C.-III	Introduction To Television	Theory	4	60	40	100
2	D.S.C-IV	Development Communication	Theory	4	60	40	100
3	Minor-III	Audio-Visual Production Techniques	Theory	4	60	40	100
4	G.E.	Translation Skills	Practical	2	30	20	50
5	V.S.C-I	Documentary Making	Practical	2	30	20	50
6	A.E.C. (L2)	Marathi/Hindi-1	Theory	2	30	20	50
7	F.P	Internship In Electronic Media	Practical	2	30	20	50
8	C.C.	Cultural Activities/NSS /NCC/Health and Wellness/Yoga Education/Sports and Fitness/Fine/Applied/ Visual/Performing Arts etc.	Theory or Practical (As Per Respective Syllabus)	2	30	20	50
TOTAL				22	330	220	550

SEMESTER-IV

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	D.S.C.-V	Media Law and Ethics	Theory	4	60	40	100
2	D.S.C.-VI	Introduction To Advertising	Theory	4	60	40	100
3	Minor-IV	Corporate Communication	Theory	4	60	40	100
4	G.E.	Computer Applications for Communication	Practical	2	30	20	50
5	V.S.C-II	Short Film Making	Practical	2	30	20	50
6	S.E.C.	Media Criticism and Appreciation	Practical	2	30	20	50
7	A.E.C. (L2)	Marathi/Hindi-2	Theory	2	30	20	50
8	C.E.P.	Writing For Social Issues	Practical	2	30	20	50
TOTAL				22	330	220	550

ABBREVIATIONS

Sr. No.	Abbreviations	Full Form
1.	D.S.C.	Discipline Specific Core
2.	D.S.E.	Discipline Specific Elective
3.	G.E.	General Elective
4.	V.S.C.	Vocational Skill Courses
5.	S.E.C.	Skill Enhancement Courses
6.	A.E.C.	Ability Enhancement Courses
7.	V.E.C.	Value Education Courses
8.	I.K.S.	Indian Knowledge System
9.	C.C.	Co-Curricular Courses
10.	F.P.	Field Project
11.	C.E.P.	Community Engagement Programme

SEPARATE HEADS OF PASSING

(Minimum passing for each paper 40% Assessment)

1) For 4 credits paper

- a) Theory paper will be carry 60 marks
(University Assessment) and Minimum passing 24 Marks.
- b) Internal will be carry 40 marks
(College Assessment) and Minimum passing 16 Marks.

2) For 02 credit paper

- a) Theory or Practical Examination will be carry 30 marks
(University Assessment) and Passing 12 Marks.
- b) Internal will be carry 20 marks
(College Assessment) and Minimum passing 08 Marks.

***NOTE:**

- 1) Weightage of the Unit is given for 60% marks of UA assessment only.
- 2) There could be variation of 10-15% in the Unit wise weightage distribution.

NATURE OF QUESTION PAPER

04 CREDITS

Paper Time: 2.30 hours

Marks: 60

Instructions: 1)

2)

Question 1. Choose the correct alternative.

12 Marks

1)

A) B) C) D)

2)

A) B) C) D)

3)

A) B) C) D)

4)

A) B) C) D)

5)

A) B) C) D)

6)

A) B) C) D)

7)

A) B) C) D)

8)

A) B) C) D)

9)

A) B) C) D)

10)

A) B) C) D)

11)

A) B) C) D)

12)

A) B) C) D)

Question 2. Write Short answers. (Any four)

12 Marks

1)

2)

3)

4)

5)

6)

Question 3. Write Short Answers /Short notes (Any two)

12 Marks

1)

2)

3)

4)

Question 4. Write the detail answer (Broad answer type question) (Any one)

12 Marks

1)

2)

Question 5. Write the detail answer (Broad answer type question)

12 Marks

NATURE OF QUESTION PAPER

02 CREDITS

Paper Time: 1.30 hours

Marks: 30

Instructions: 1)

2)

Question 1. Choose the correct alternative.

06 Marks

1)

A) B) C) D)

2)

A) B) C) D)

3)

A) B) C) D)

4)

A) B) C) D)

5)

A) B) C) D)

6)

A) B) C) D)

Question 2. Write Short answers. (Any two)

06 Marks

1)

2)

3)

4)

Question 3. Write Short note

06 Marks

1)


Question 4. Write the detail answer (Broad answer type question) (Any one)

12 Marks

1)

2)

SEMESTER-III

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)</p>	<p align="center">Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC Second Year:Semester-III</p> <p>Vertical : DSC-III Course Code: Course Name: Introduction To Television</p>	
<p>*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.</p>	<p>*Examination Scheme: UA:60 Marks CA: 40 Marks</p>	

***PREAMBLE OF COURSE:** Television is a powerful medium of mass communication that has shaped society, culture, and public opinion. This course explores its historical evolution, technological advancements, and diverse programming formats. It examines television's impact on politics, economy, and social change in the digital era. Students will develop critical analytical skills to understand television's role in the media landscape. The course is ideal for those interested in media studies, journalism, and communication.

***COURSE OBJECTIVES:**

- 1.To provide a foundational understanding of television as a medium of mass communication, including its history, evolution, and impact on society, culture, and journalism.
- 2.To equip students with the essential skills and techniques of television production, covering news reporting, scriptwriting, anchoring, camera operation, and editing for broadcast journalism.

***COURSE OUTCOMES:**

- 1.Students will be able to demonstrate an understanding of television as a mass communication medium, including its role in news production, entertainment, and public discourse.
- 2.Students will develop practical skills in television content creation, including scriptwriting, reporting, anchoring, and basic video production techniques for broadcast journalism.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

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: (No. of Lectures: 15) (Weightage: 15 Marks)

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: (No. of Lectures: 15) (Weightage: 15 Marks)

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: (No. of Lectures: 15) (Weightage: 15 Marks)


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.

REFERENCE BOOKS:

- 1) Fiske, J. (2011). Television culture (2nd ed.). Routledge.
- 2) Lotz, A. D. (2018). We now disrupt this broadcast: How cable transformed television and the Internet revolutionized it all. MIT Press.
- 3) Mittell, J. (2015). Complex TV: The poetics of contemporary television storytelling. NYU Press.
- 4) Thompson, E., & Mittell, J. (Eds.). (2020). How to watch television (2nd ed.). NYU Press.
- 5) Williams, R. (2003). Television: Technology and cultural form. Routledge.
- 6) Bhatt, S. C. (1994). Broadcast journalism: Basic principles. Har-Anand Publications.
- 7) Chatterji, P. C. (1991). Broadcasting in India. Sage Publications.
- 8) Kumar, K. J. (2021). Mass communication in India (5th ed.). Jaico Publishing House.
- 9) Mehta, N. (2008). Television in India: Satellites, politics, and cultural change. Routledge.
- 10) Ray, G. N. (2008). History of broadcasting in India. Gyan Publishing House.
- 11) रमा गोळवलकर-पोटदुखे(२०१५) जनसंवाद सिद्धांत आणि व्यवहार- जेनेरिक

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Prepare one PTC and One News Bulletin as Assign by Faculty	15 Marks
3.	Preparing script and TV Anchoring for two different programs as Assign by Faculty	15 Marks

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*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Development Communication focuses on the strategic use of communication to drive social change and sustainable development. This course explores theories, models, and practices that facilitate information dissemination for progress in health, education, agriculture, and governance. It examines the role of media, participatory communication, and ICT in empowering communities. Students will learn to design and implement communication strategies for social transformation. The course is ideal for those interested in media, policy-making, and grassroots development.

***COURSE OBJECTIVES:**

- 1.To introduce students to the concept, theories, and models of development communication
- 2.To equip students with skills to design and implement effective development communication strategies

***COURSE OUTCOMES:**

- 1.Students will be able to analyze and apply development communication theories and models to address social issues and promote positive change in society.
- 2.Students will develop the skills to create and implement communication strategies.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Concept and Meaning, Definition and History of Development Communication, Evolution and Importance of Development Communication, Differences between Development Communication and Conventional Communication, Theories and Models, Modernization Theory, Dependency Theory, Participatory Communication Model, Diffusion of Innovation Theory, Role of Media in Development, Print, Radio, Television, and Digital Media, Case Studies on Successful, Development Communication Campaigns

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Development Journalism: Definition and Scope, Role of Journalists in Development, Ethical Considerations in Development Reporting, Rural Communication: Characteristics of Rural Audiences, Traditional Folk Media for Development (Puppetry, Street Theatre, etc.) Use of Community Radio in Rural Development, Case Studies and Best Practices, Success Stories of Development Journalism, Role of NGOs and Government in Rural Communication

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Social Change and Media: Social Change Communication, Behaviour Change Communication, Media's Role in Addressing Social Issues (Health, Education, Gender Equality, Environment), Case Studies: Polio Eradication, Swachh Bharat Abhiyan, Beti Bachao Beti Padhao, Participatory Communication: Community Media and Grassroots Communication, Citizen Journalism for Development, Digital Media and Social Movements, Challenges in Social Change Communication: Misinformation and Fake News, Barriers to Effective Communication Strategies for Overcoming Challenges

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)


Government Policies and Programs: National and International Development Communication Examples of Development Communication, Role of UNESCO, UNDP, WHO, and Other Agencies, Media Regulations and Development Communication, Development Support Communication (DSC): Designing Effective Development Campaigns, Social Marketing Strategies, Role of Public Relations in Development Communication, Future Trends in Development Communication.

REFERENCE BOOKS:

- 1) Melkote, S. R., & Steeves, H. L. (2015). Communication for development: Theory and practice for empowerment and social justice (3rd ed.). SAGE Publications.
- 2) Rogers, E. M. (2003). Diffusion of innovations (5th ed.). Free Press.
- 3) Servaes, J. (Ed.). (2008). Communication for development and social change. SAGE Publications.
- 4) McPhail, T. L. (2009). Development communication: Reframing the role of the media. Wiley-Blackwell.
- 5) Aggarwal, B. V., & Gupta, V. S. (2001). Handbook of journalism and mass communication. Concept Publishing.
- 6) Kiran Prasad Mahadevan, (2002), Communication Modernisation and Social Development: Theory, Policy and Strategies-Kuttan BR Publishing
- 7) Daya, K., & Kumar, R. (2007). Development communication: A purposive communication with social conscience. Har-Anand Publications.
- 8) Narula, U. (1994). Development communication: Theory and practice. Har-Anand Publications.
- 9) Joshi, P. C. (2001). Communication and national development. Anamika Publishers.
- 10) Singhal, A., & Rogers, E. M. (2003). Combating AIDS: Communication strategies in action. SAGE Publications.
- 11) Wilkins, K. G., Tufte, T., & Obregon, R. (Eds.). (2014). The handbook of development communication and social change. Wiley-Blackwell.
- 12) Dr.R.B.Chincholkar(2023), Social Media For Participatory Development- Gyan Publishing House

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Give PPT Presentation Based on Evaluation Report of One Government's Development Campaign and Use of Media as Assign by Faculty	15 Marks
3.	Write two Editorials on a topic based on rural development as Assign by Faculty	15 Marks

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*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Audio-Visual Production is the art and technique of creating content for film, television, and digital media. This course covers the fundamentals of scripting, cinematography, sound design, and editing. It explores the creative and technical aspects of storytelling through visual and audio elements. Students will gain hands-on experience in producing high-quality audio-visual content. The course is ideal for aspiring filmmakers, media professionals, and content creators.

***COURSE OBJECTIVES:**

- 1.To Develop Professional Audio-Visual Production Skills.
- 2.To Enhance Creative and Ethical Storytelling Abilities.

***COURSE OUTCOMES:**

- 1.Students Will have Proficiency in Audio-Visual Content Creation.
- 2.Students will have Adaptability to Emerging Media Technologies.

UNIT I:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Pre-Production Planning: In-depth Research and Story Development
Advanced Scripting Techniques for News, Documentaries, and Digital Media, Script Breakdown, Shot Division, and Production Scheduling, Visual Aesthetics and Cinematic Techniques: Principles of Composition: Rule of Thirds, Depth of Field, Leading Lines

UNIT II:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Camera Movements: Dolly, Crane, Gimbal, Drone Shots, Multi-Camera Setup and Live Production Techniques Lighting Techniques: Three-Point Lighting and Beyond (Rembrandt, Butterfly, and High-Key/Low-Key), Using Natural Light vs. Artificial Light, Color Temperature and Mood Creation, Virtual Production and AI Integration, Motion Capture and Green Screen Technology, Editing Techniques

UNIT III:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Professional Audio Recording Techniques: Multi-Track Recording and Advanced Microphone Placement, Use of Boom Mics, Lavalier, Shotgun Mics in Various Environments, Handling Outdoor and Studio Audio Challenges.

UNIT IV:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Audio Editing and Mixing: Layering Sound: Dialogue, Ambience, Music, and Effects, Advanced Equalization, Compression, and Reverb Techniques, Audio Synchronization with Video (ADR & Foley Sound Design), Podcast & Digital Audio Journalism, AI-Powered Voice Modulation and Synthetic Voice Production. Sound Design for Visual Media, Sound Effects (SFX), Dolby Atmos and 3D Sound

REFERENCE BOOKS:

- 1) Arijon, D. (1991). Grammar of the film language. Silman-James Press.
 - 2) Block, B. (2020). The visual story: Creating the visual structure of film, TV, and digital media (3rd ed.). Routledge.
 - 3) Brown, B. (2016). Cinematography: Theory and practice: Image making for cinematographers and directors (3rd ed.). Routledge.
 - 4) Zettl, H. (2017). Sight, sound, motion: Applied media aesthetics (8th ed.). Cengage Learning.
 - 5) Thompson, R., & Bowen, C. J. (2013). Grammar of the shot (3rd ed.). Focal Press.
 - 6) Bhatt, S. C. (1994). Broadcast journalism: Basic principles. Har-Anand Publications.
 - 7) Chatterji, P. C. (1991). Broadcasting in India. SAGE Publications.
 - 8) Kumar, K. J. (2021). Mass communication in India (5th ed.). Jaico Publishing House.
 - 9) Mehta, N. (2008). Television in India: Satellites, politics, and cultural change. Routledge.
 - 10) Shrivastava, K. M. (2005). Broadcast journalism in the 21st century. New Dawn Press.
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Sound Designing Assignment as Assigned by Faculty.	15 Marks
3.	Visual Designing Assignment as Assigned by Faculty.	15 Marks

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*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:** Translation Skills focus on the art and technique of converting text from one language to another while maintaining meaning, tone, and cultural nuances. This course covers fundamental principles, translation methods, and challenges across various domains, including literature, media, and technical content. It emphasizes accuracy, linguistic proficiency, and contextual understanding in translation practice. Students will develop practical skills to enhance their proficiency in professional and creative translation. The course is ideal for language enthusiasts, translators, and communication professionals.

***COUSE OBJECTIVES:**

- 1.To develop students' understanding of the principles, techniques, and importance of translation in journalism and mass communication, ensuring accuracy and cultural sensitivity.
- 2.To equip students with practical skills in translating news, advertisements, and media content across different languages while maintaining context, tone, and meaning.

***COUSE OUTCOMES:**

- 1.Students will be able to accurately translate news, advertisements, and media content while preserving the original meaning, context, and cultural nuances.
- 2.Students will develop proficiency in using translation techniques and tools, enhancing their ability to work in multilingual media environments and cross-cultural communication.

UNIT I:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Understanding Translation: Definition, scope and history of translation, Importance of translation in mass communication, Types of translation: Literary, Technical, Commercial, Media Translation Principles of Translation: Fidelity (Accuracy) and Transparency, Equivalence and Adaptation, Cultural Sensitivity in Translation, Process of Translation: Reading and Understanding the Source Text, Identifying Context and Meaning, Drafting and Editing the Target Text, Challenges in Translation: Linguistic and Semantic Issues, Cultural and Contextual Barriers, Technical and Media-Specific Constraints

UNIT II:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Role of Translation in Journalism: News Translation: Challenges and Strategies Translating Headlines and News Reports, Ethics and Accuracy in News Translation, Translation for Digital and Print Media: Translation of Articles, Editorials, and Features, Localization of Content for Regional Audiences, Use of AI and Machine Translation in Journalism, Broadcast Translation: TV and Radio, Dubbing vs. Subtitling, Simultaneous vs. Consecutive Interpretation, Challenges in Translating Live News

REFERENCE BOOKS:


- 1) Baker, M. (2018). In other words: A coursebook on translation (3rd ed.). Routledge.
 - 2) Catford, J. C. (1965). A linguistic theory of translation: An essay in applied linguistics. Oxford University Press.
 - 3) Hatim, B., & Munday, J. (2019). Translation: An advanced resource book (2nd ed.). Routledge.
 - 4) Newmark, P. (1988). A textbook of translation. Prentice Hall.
 - 5) Venuti, L. (2017). The translator's invisibility: A history of translation (3rd ed.). Routledge.
 - 6) Das, B. K. (2018). A handbook of translation studies. Atlantic Publishers.
 - 7) Gargesh, R., & Goswami, K. (Eds.). (2007). Translation and interdisciplinarity: Essays on translation. Orient Blackswan.
 - 8) Kothari, R., & Snell, R. (Eds.). (2011). Chutnefying English: The phenomenon of Hinglish and translation. Penguin India.
 - 9) Mukherjee, S. (2013). Translation as recovery. Pencraft International.
 - 10) Trivedi, H. (2006). Literature and translation: A cultural perspective. Longman.
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Translate Four English Features into Marathi or Hindi Language as Assigned by Faculty	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Translate One Marathi or Hindi News into English Language as Assigned by Examiner	10 Marks
2.	Translate One English Article into Marathi or Hindi Language as Assigned by Examiner	10 Marks
3.	Translate One English Interview into Marathi or Hindi Language as Assigned by Examiner	10 Marks

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*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:** Documentary Making is a powerful storytelling medium that captures real-life events, people, and issues with authenticity. This course explores the fundamentals of research, scripting, cinematography, and editing in documentary production. It emphasizes ethical storytelling, visual aesthetics, and narrative techniques to engage audiences. Students will gain hands-on experience in creating impactful documentaries on social, cultural, and historical themes. The course is ideal for aspiring filmmakers, journalists, and media professionals.

***COURSE OBJECTIVES:**

- 1.To equip students with the knowledge and skills required for documentary filmmaking, including research, scripting, production, and post-production techniques.
- 2.To enable students to create impactful and engaging documentary films, focusing on storytelling, ethical considerations, and the role of documentaries in journalism and social change.

***COURSE OUTCOMES:**

- 1.Students will be able to conceptualize, research, script, and produce documentary films, demonstrating a strong understanding of storytelling techniques and visual communication.
- 2.Students will develop technical proficiency in camera work, editing, and sound design, enabling them to create high-quality documentaries that inform, engage, and inspire audiences.

UNIT I:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Introduction to Documentary Films: Definition and characteristics, Evolution and history of documentary filmmaking, Difference between fiction and non-fiction filmmaking
 Types of Documentaries: Expository, Observational, Participatory, Reflexive, Performative
 Role of Documentaries in Society: Journalism and investigative reporting, Social change and advocacy, Cultural documentation and storytelling, Ethical Considerations in Documentary Filmmaking: Truthfulness and representation, Consent and privacy, Avoiding bias and misinformation

UNIT II:	(No. of Lectures: 30) (Weightage: 15 Marks)
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Research and Idea Development: Identifying a subject or theme, Conducting background research, Finding and selecting interview subjects, Scripting and Storyboarding: Structuring a documentary narrative, Writing a documentary script, Visualizing shots through storyboarding, Budgeting and Resource Management: Planning production costs, Seeking funding and sponsorships, Scheduling shoots and logistics, Legal and Copyright Issues: Permissions for filming locations, Copyright for archival footage and music, Release forms for interviewees

REFERENCE BOOKS:


- 1) Aufderheide, P. (2007). Documentary film: A very short introduction. Oxford University Press.
 - 2) Barnouw, E. (1993). Documentary: A history of the non-fiction film (2nd ed.). Oxford University Press.
 - 3) Nichols, B. (2017). Introduction to documentary (3rd ed.). Indiana University Press.
 - 4) Rabiger, M., & Hurbis-Cherrier, M. (2020). Directing the documentary (7th ed.). Routledge.
 - 5) Winston, B., Vanstone, G., & Chi, W. (2017). The act of documenting: Documentary film in the 21st century. Bloomsbury Academic.
 - 6) Das, A. (2015). Documentary filmmaking in India: A historical overview. Routledge India.
 - 7) Kumar, S. (2012). Indian documentary filmmaking: A study of form and practice. Sage Publications.
 - 8) Kishore, V. (2018). Indian documentary film and filmmakers. Edinburgh University Press.
 - 9) Menon, P. K. (2014). The Indian documentary film movement: Its pioneers and practice. Kanishka Publishers.
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Preparing and Submitting One Radio Documentary as Assigned by faculty	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**


Sr. No.	Activity	Marks
1.	Preparing and Presenting One Video Documentary as Assigned by faculty	30 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्याया संवत्सरा ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)</p>	<p align="center">Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC Second Year: Semester-III</p> <p>Vertical : A.E.C. (L2) Course Code: Course Name: Marathi/Hindi-1</p>
<p>*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.</p>	<p>*Examination Scheme: UA:30 Marks CA: 20 Marks</p>

****COURSE STRUCTURE AND CONTENT: AS PER UNIVERSITY GUIDELINES**

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Seminar on a topic assigned by faculty	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्याया संवत्सरा ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)</p>	<p align="center">Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC Second Year: Semester-III</p> <p>Vertical : FP Course Code: Course Name: Internship in Electronic Media</p>
<p>*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.</p>	<p>*Examination Scheme: UA: 30 Marks CA: 20 Marks</p>

***PREAMBLE OF COURSE:** The Internship in Electronic Media provides hands-on experience in television, radio, and digital broadcasting. This course bridges theoretical knowledge with practical skills in news production, editing, and media operations. It emphasizes industry exposure, ethical journalism, and technical proficiency in electronic media. Students will work in real-world media environments to enhance their professional expertise. The course is ideal for aspiring journalists, broadcasters, and media professionals.

***COURSE OBJECTIVES:**


- 1.To provide hands-on experience in electronic media production, including news reporting, editing, broadcasting, and digital content creation.
- 2.To develop professional skills in media ethics, newsroom operations, and technical aspects of electronic media, preparing students for careers in journalism and broadcasting.

***COURSE OUTCOMES:**

- 1.Students will gain practical experience in electronic media production, including news gathering, editing, and broadcasting.
- 2.Students will develop professional skills in media ethics, technical operations, and content creation, enhancing their readiness for careers in journalism and broadcasting.

****ASSESSMENT: (50 Marks)**


Sr. No.	Activity	Marks
1.	Report of Internship with Certificate	20 Marks
2.	Viva-voce by External Examiner	30 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)</p>	<p align="center">Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC Second Year:Semester-III</p> <p>Vertical : C.C. Course Code: Course Name: Co-Curricular Course</p>
<p>*Teaching Scheme: Theory/Practical- 2 Credits Lectures-60 Hrs.</p>	<p>*Examination Scheme: UA:30 Marks CA: 20 Marks</p>

****COURSE STRUCTURE AND CONTENT: AS PER UNIVERSITY GUIDELINES**

**Cultural Activities/NSS/NCC/Health and Wellness/Yoga Education/Sports and
 Fitness/Fine/Applied/Visual/Performing Arts etc.**

SEMESTER-IV

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC Second Year:Semester-IV Vertical : D.S.C. V Course Code: Course Name: Media Law and Ethics
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Media Law and Ethics explores the legal frameworks and ethical principles governing journalism, broadcasting, and digital media. This course covers press freedom, censorship, intellectual property rights, defamation, and media regulations. It examines ethical dilemmas in reporting, privacy, and responsible communication. Students will develop a critical understanding of legal and ethical challenges in the media landscape. The course is ideal for aspiring journalists, media professionals, and communication scholars.

***COURSE OBJECTIVES:**

- 1.To familiarize students with the legal framework governing media, including press laws, copyright, defamation, and regulations related to freedom of speech and expression.
- 2.To develop an understanding of ethical principles in journalism and media practices, ensuring responsible reporting, fact-checking, and adherence to professional standards.

***COURSE OUTCOMES:**

- 1.Students will understand and apply key media laws, regulations, and ethical principles, ensuring responsible and legally compliant journalism and media practices.
- 2.Students will develop critical thinking skills to analyze media-related legal and ethical dilemmas, enabling them to make informed decisions while upholding journalistic integrity and press freedom.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Concept and need for media laws, Historical development of media laws in India, Role of media in a democratic society, Basic features of the Indian Constitution, Preamble and its significance for media freedom, Fundamental Rights and Duties related to media professionals, Freedom of Speech and Expression (Article 19(1)(a))

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Press and Registration of Books Act, 1867, Working Journalists Act, 1955, Press Council of India Act, 1978, Cable Television Networks (Regulation) Act, 1995, Prasar Bharati Act, 1990, Information Technology Act, 2000 (Cyber Laws and Social Media Regulation), The Copyright Act, 1957, Intellectual Property Rights (IPR) and Media, ASCI (Advertising Standards Council of India) and ethical advertising, Contempt of Court Act, 1971

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Social media regulations in India, Cyber defamation and trolling, Cyberbullying and online harassment, Laws governing hate speech in India, Censorship in films, TV, and digital platforms, OTT (Over-the-Top) platform regulations, Privacy concerns in digital reporting, AI and deepfake challenges in media

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)


Definition and importance of ethics in journalism, Difference between law and ethics, Ethical challenges in contemporary journalism, Press Council of India's Code of Ethics, Norms of Journalistic Conduct, Ethics in advertising and public relations, Role of media in responsible reporting, Misinformation, disinformation, and propaganda, Right to Privacy vs. Public Interest, Ethical dilemmas in sting operations, The problem of paid news in Indian media

REFERENCE BOOKS:

- 1) Barendt, E. (2005). Freedom of speech. Oxford University Press.
- 2) Cohen, H. (2018). Ethical journalism: A guide for students, practitioners, and consumers. Wiley-Blackwell.
- 3) Frost, C. (2016). Journalism ethics and regulation (4th ed.). Routledge.
- 4) Pember, D. R., & Calvert, C. (2021). Mass media law (21st ed.). McGraw-Hill.
- 5) Thussu, D. K. (2006). International communication: Continuity and change (2nd ed.). Bloomsbury Academic.
- 6) Basu, D. D. (2018). Law of the press (6th ed.). LexisNexis.
- 7) Divan, M. (2021). Facets of media law: A compendium of cases & materials (2nd ed.). Eastern Book Company.
- 8) Neelamalar, M. (2010). Media law and ethics. PHI Learning.
- 9) Prasad, K. (2008). Media law and ethics: Readings in communication regulation. B.R. Publishing.
- 10) Thakurta, P. G. (2012). Media ethics: Truth, fairness, and objectivity. Oxford University Press.

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write Essay on Freedom of Speech.	10 Marks
3.	Write an Article on Ethical Issues in Media.	10 Marks
4.	Write Report on One Media Law.	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC Second Year:Semester-IV Vertical : D.S.C. VI Course Code: Course Name: Introduction To Advertising
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Introduction to Advertisement explores the principles, strategies, and impact of advertising in the media and marketing industry. This course covers advertising techniques, branding, consumer behavior, and the role of digital and traditional media. It examines the creative and persuasive aspects of advertising campaigns. Students will develop analytical and practical skills to create effective advertisements. The course is ideal for aspiring advertisers, marketers, and media professionals.

***COURSE OBJECTIVES:**

1.To introduce students to the fundamental concepts, principles, and functions of advertising, including its role in media, marketing, and consumer engagement.
To equip students with the knowledge and skills required to create effective advertising campaigns, focusing on copywriting, visual communication, and strategic media planning.

***COURSE OUTCOMES:**

1.Students will understand the fundamental principles, functions, and impact of advertising in the context of media, marketing, and consumer behavior.
2.Students will develop basic skills in advertising creation, including copywriting, visual design, and campaign planning for different media platforms.

UNIT I: (No. of Lectures: 15) (Weightage: 15 Marks)

Definition & Meaning of Advertising, Evolution and History of Advertising, Objectives and Importance of Advertising, Types of Advertising (Print, Electronic, Digital, Outdoor, etc.) Consumer Behavior, Structure and Functions of Advertising Agency, Advertising vs. Publicity vs. Public Relations vs. Marketing, Role of Advertising in Society and Economy

UNIT II: (No. of Lectures: 15) (Weightage: 15 Marks)

Traditional Advertising Media: Print Media (Newspapers, Magazines, Flyers),, Electronic Media (Radio, Television, Cinema), New & Digital Advertising: Online and Social Media Advertising, Mobile Advertising, Search Engine & Influencer Marketing, Outdoor and Transit Advertising, Comparative Analysis: Strengths and Weaknesses of Different Media

UNIT III: (No. of Lectures: 15) (Weightage: 15 Marks)

Understanding Target Audience and Market Segmentation, Principles of Effective Advertising, Advertising Appeals: Emotional, Rational, Fear, Humor, etc. Copywriting and Slogans, Visual Communication in Advertising (Colors, Layout, Design, Typography), Case Studies of Iconic Advertisements

UNIT IV: (No. of Lectures: 15) (Weightage: 15 Marks)


Advertising Ethics and Social Responsibility, Misleading Advertisements and Legal Issues (ASCI, Consumer Protection Act, etc.), Impact of Advertising on Culture and Society, Current Trends: AI in Advertising, Programmatic Advertising, Personalized Ads, Future of Advertising: Emerging Technologies and Innovations

REFERENCE BOOKS:

- 1) Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: An integrated marketing communications perspective (12th ed.). McGraw-Hill.
 - 2) Bovee, C. L., & Arens, W. F. (2012). Contemporary advertising (14th ed.). Pearson.
 - 3) Moriarty, S., Mitchell, N., & Wells, W. (2019). Advertising and IMC: Principles and practice (11th ed.). Pearson.
 - 4) Ogilvy, D. (2013). Ogilvy on advertising. Vintage.
 - 5) Kotler, P., & Keller, K. L. (2019). Marketing management (15th ed.). Pearson.
 - 6) Chunawalla, S. A. (2021). Advertising theory and practice (6th ed.). Himalaya Publishing House.
 - 7) Gupta, O. (2005). Advertising in India: Trends and impact. Kalpaz Publications.
 - 8) Jethwaney, J., & Jain, S. (2012). Advertising management. Oxford University Press.
 - 9) Mohan, M. (1989). Advertising management: Concepts and cases. Tata McGraw-Hill.
 - 10) Sethia, M. (2019). Advertising: Planning and implementation. Pearson India.
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Prepare One Advertisement for Print Media	10 Marks
3.	Prepare One Advertisement for Radio	10 Marks
4.	Prepare One Advertisement for Television	10 Marks

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*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Corporate Communication focuses on the strategic management of internal and external communication within organizations. This course covers corporate branding, public relations, crisis communication, and stakeholder engagement. It emphasizes effective communication strategies for reputation management and business success. Students will develop skills in media relations, corporate messaging, and digital communication. The course is ideal for aspiring communication professionals, PR specialists, and business leaders.

***COURSE OBJECTIVES:**

- 1.To provide a comprehensive understanding of corporate communication strategies and their role in building and maintaining a company's brand, reputation, and stakeholder relationships.
- 2.To develop practical skills in corporate media management, crisis communication, and internal and external communication to enhance effective business communication in professional environments.

***COURSE OUTCOMES:**

- 1.Students will be able to design and implement effective corporate communication strategies for brand management, public relations, and stakeholder engagement.
- 2.Students will develop professional skills in crisis communication, media relations, and internal corporate messaging, enabling them to handle real-world corporate communication challenges effectively.

UNIT I:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Definition, scope, and importance, Difference between corporate communication and public relations, Role of corporate communication in branding and reputation management, Internal communication (Employee engagement, newsletters, intranet), External communication (Press releases, media relations, stakeholder communication), Crisis communication and reputation management, Corporate identity vs. corporate image vs. corporate reputation, Factors influencing corporate identity, Role of media in shaping corporate image

UNIT II:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Press releases, media kits, newsletters, Corporate social media and digital platforms, Internal communication channels (emails, meetings, reports), Crafting a corporate message and storytelling, Importance of consistency in corporate communication, Use of slogans, taglines, and brand voice, Role of CSR in corporate communication, Communicating CSR initiatives effectively, Case studies on successful CSR campaigns, Handling negative publicity and media crises, Steps in crisis communication strategy, Role of spokespersons and media training

UNIT III:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Importance of media relations in corporate communication, Building and maintaining relationships with journalists, Press conferences, interviews, and media briefings, Corporate blogs, articles, and thought leadership content, Video content, podcasts, and multimedia strategies, Social media strategies for corporate communication, Ethical issues in corporate communication, Laws governing corporate disclosures and transparency, Corporate governance and regulatory frameworks.

UNIT IV:**(No. of Lectures: 15) (Weightage: 15 Marks)**


Role of AI and automation in corporate communication, Importance of websites, blogs, and social media for corporations, Data-driven communication strategies, Strategies for corporate social media communication, Managing online reviews, feedback,, and customer engagement, Virtual meetings, webinars, and digital collaboration tools, Employee advocacy programs, Intranet, internal blogs, and newsletters

REFERENCES BOOKS:

- 1) Argenti, P. A. (2021). Corporate communication (8th ed.). McGraw-Hill.
- 2) Cornelissen, J. (2020). Corporate communication: A guide to theory and practice (6th ed.). SAGE Publications.
- 3) Goodman, M. B. (2010). Corporate communication: Strategic adaptation for global practice. Peter Lang Publishing.
- 4) van Riel, C. B. M., & Fombrun, C. J. (2007). Essentials of corporate communication: Implementing practices for effective reputation management. Routledge.
- 5) Tench, R., & Moreno, A. (Eds.). (2015). Mapping corporate communication in the digital age. Emerald Publishing.
- 6) Balan, K. R. (1996). Corporate communication. S. Chand Publishing.
- 7) Jethwaney, J. N. (2018). Corporate communication: Principles and practice (2nd ed.). SAGE Publications India.
- 8) Kaul, J. M. (2006). Corporate communication: A managerial perspective. Prentice-Hall India.
- 9) Rayudu, C. S. (2014). Corporate communication. Himalaya Publishing House.
- 10) Sengupta, S. (2015). Management of public relations and communication. Vikas Publishing House.
- 11) डॉ. रवींद्र चिंचोलकर (२०२१), जनसंपर्कचे अंतरंग, - विद्या बुक्स पब्लिशर्स

****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Prepare one Press Note as Public Relation Officer for Media as Assigned by Faculty	10 Marks
3.	Write Five Slogans as Assigned by Faculty	10 Marks
4.	Write one Report on Corporate Communication Plan of One Corporate House as Assigned By Faculty	10 Marks

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<p>*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.</p>	<p>*Examination Scheme: UA:30 Marks CA: 20 Marks</p>

***PREAMBLE OF COURSE:** Computer Application for Media explores the role of digital tools and software in modern media production and communication. This course covers graphic design, video editing, web development, and data analytics for media professionals. It emphasizes hands-on learning with industry-standard applications for content creation and distribution. Students will develop technical skills to enhance storytelling and media management. The course is ideal for aspiring journalists, content creators, and media professionals.

***COURSE OBJECTIVES:**

- 1.To equip students with essential digital tools and software used in media production, including word processing, graphic design, video editing, and content management systems.
- 2.To enhance students' understanding of the role of computer applications in journalism, digital media, and broadcasting, enabling them to create, edit, and publish multimedia content effectively.

***COURSE OUTCOMES:**

- 1.Students will be able to proficiently use digital tools and software for media production, including text editing, graphic design, video editing, and web content management.
- 2.Students will develop practical skills in utilizing computer applications for news reporting, media publishing, and digital storytelling, enhancing their efficiency in the modern media industry.

UNIT I: (No. of Lectures:30) (Weightage: 15 Marks)

Basics of Computer Hardware and Software, Operating Systems: Windows, macOS, and Linux, Role of Computers in Media and Journalism, Microsoft Word / Google Docs for Report Writing and Editing, Formatting, Hyperlinks, and Multimedia Integration, Use of Spreadsheets (Excel/Google Sheets) for Data Management, PPT, Basics of the Internet and Web Browsers, Email Communication: Professional Email Writing and Management, Cloud Storage and File Sharing (Google Drive, Dropbox) and Google Form etc.

UNIT II: (No. of Lectures:30) (Weightage: 15 Marks)

Basics of Adobe Photoshop, Canva, and GIMP, Image Editing, Resizing, and Format Conversion, Infographics and Visual Storytelling, Introduction to Editing Software (Adobe Premiere Pro, DaVinci Resolve, Audacity) and Mobile Apps, Basic Video Editing Techniques: Cutting, Transitions, and Effects, Podcast Editing and Sound Enhancement, Content Management Systems (WordPress, Blogger), Social Media Tools for Journalists (Hootsuite, Buffer), Use of AI in Communication.

REFERENCE BOOKS:


- 1) Chapman, N., & Chapman, J. (2019). Digital multimedia (4th ed.). Routledge.
 - 2) Lester, P. M. (2018). Visual communication: Images with messages (7th ed.). Cengage Learning.
 - 3) Pavlik, J. V. (2015). Media in the digital age. Columbia University Press.
 - 4) Rosenkranz, T. (2019). Digital journalism and the facilitation of hate. Routledge.
 - 5) Ryan, M. D. (2020). Introduction to digital media design. Bloomsbury Academic.
 - 6) Bajpai, S. (2017). Cyber media journalism: Emerging technologies. Centrum Press.
 - 7) Khandare, V. (2012). Computer applications in journalism. Atharva Publications.
 - 8) Mehta, N. (2010). The new media handbook: Concepts, technologies, and applications. Shroff Publishers.
 - 9) Ray, T. (2014). New media communication and journalism: Principles and practice. Kanishka Publishers.
 - 10) Sharma, R. (2018). Digital journalism and electronic media. K.K. Publications.
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Participation in Creation of Vidya-Warta	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	PPT Presentation based on google from survey as Assigned by Faculty.	10 Marks
2.	Writing one Blog on Topic as Assigned by Examiner	10 Marks
3.	Creating one video reel as Assigned by Examiner	10 Marks

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<p>*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.</p>	<p>*Examination Scheme: UA:30 Marks CA: 20 Marks</p>	

***PREAMBLE OF COURSE:** Short Film Making is a creative and technical process of storytelling through visual media. This course covers scriptwriting, cinematography, directing, and editing for short-format films. It emphasizes narrative techniques, production planning, and the use of digital tools. Students will gain hands-on experience in creating impactful short films. The course is ideal for aspiring filmmakers, media enthusiasts, and content creators.

***COURSE OBJECTIVES:**

- 1.To provide students with a comprehensive understanding of the fundamental concepts, techniques, and processes involved in short film production, from scriptwriting to post-production.
- 2.To develop creative and technical skills in visual storytelling, cinematography, editing, and sound design, enabling students to produce engaging and impactful short films.

***COURSE OUTCOMES:**

Students will be able to conceptualize, script, shoot, and edit short films, applying essential filmmaking techniques and storytelling principles.

Students will develop hands-on experience in using filmmaking equipment and software, enabling them to create professional-quality short films for various media platforms.

UNIT I:	(No. of Lectures:30) (Weightage: 15 Marks)
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Definition and Scope of Short Films, History and Evolution of Short Filmmaking, Importance of Short Films in Journalism and Media, Idea Generation and Brainstorming, Scriptwriting: Format, Structure, and Dialogue Writing, Storyboarding and Shot Division, Budgeting and Scheduling a Short Film, Location Scouting and Set Design, Casting and Crew Selection

UNIT II:	(No. of Lectures:30) (Weightage: 15 Marks)
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Camera Basics: Shot Composition and Movement, Lighting for Different Moods and Environments, Sound Recording: Importance of Dialogue and Ambient Sound, Introduction to Editing Software (Adobe Premiere Pro, DaVinci Resolve), Video Editing: Cutting, Transitions, and Visual Effects, Sound Design, Dubbing, and Background Score, Film Festivals and Online Platforms (YouTube, Vimeo, OTT), Social Media Strategies for Promotion, Legal Aspects: Copyright, Licensing, and Monetization, Certification

REFERENCE BOOKS:


- 1) Bowen, C. J., & Thompson, R. (2013). Grammar of the shot (3rd ed.). Focal Press.
 - 2) Brown, B. (2016). Cinematography: Theory and practice: Image making for cinematographers and directors (3rd ed.). Routledge.
 - 3) Hurbis-Cherrier, M. (2018). Voice & vision: A creative approach to narrative filmmaking (3rd ed.). Focal Press.
 - 4) Mercado, G. (2017). The filmmaker's eye: Learning (and breaking) the rules of cinematic composition. Routledge.
 - 5) Rabiger, M., & Hurbis-Cherrier, M. (2020). Directing: Film techniques and aesthetics (6th ed.). Routledge.
 - 6) Bhowmik, S. (2009). Cinema and censorship: The politics of control in India. Orient Blackswan.
 - 7) Dasgupta, C. (2017). The painted face: Studies in India's popular cinema. Roli Books.
 - 8) Jhingan, M. (2021). Film studies: Basics and beyond. New Century Publications.
 - 9) Mukhopadhyay, R. (2014). The history of Indian cinema: A short introduction. HarperCollins India.
 - 10) Vasudev, A. (2010). Making meaning in Indian cinema. Oxford University Press.
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write a report on a short film/making/director/trends etc. as Assigned by Faculty	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Prepare and Present one Short Film as Assigned by Faculty	30 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)</p>	<p align="center">Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC Second Year:Semester-IV</p> <p>Vertical : S.E.C-II Course Code: Course Name: Media Criticism and Appreciation</p>	
<p>*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.</p>	<p>*Examination Scheme: UA:30 Marks CA: 20 Marks</p>	

***PREAMBLE OF COURSE:** Media Criticism and Appreciation explores the analysis and evaluation of media content across various platforms. This course covers theories of media criticism, audience perception, and the impact of media on society and culture. It emphasizes critical thinking, ethical considerations, and aesthetic appreciation of films, television, and digital media. Students will develop skills to assess media content from artistic, ideological, and technical perspectives. The course is ideal for media students, critics, and communication enthusiasts.

***COURSE OBJECTIVES:**

- 1.To develop a critical understanding of media content, its impact on society, and the ethical considerations in media production and consumption.
- 2.To equip students with analytical skills to evaluate various media forms, including news, films, advertisements, and digital content, from cultural, political, and aesthetic perspectives.

***COURSE OUTCOMES:**

- 1.Students will be able to critically analyze media content, identifying biases, cultural influences, and ethical implications in journalism, films, advertisements, and digital media.
- 2.Students will develop an informed perspective on media aesthetics and storytelling techniques, enabling them to appreciate and evaluate media productions with a deeper understanding of their social and artistic impact.

UNIT I:	(No. of Lectures:30) (Weightage: 15 Marks)
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Definition, Scope, and Importance of Media Criticism and Appreciation, Difference Between Criticism and Appreciation, Role of Media Critics in Journalism and Society, Classical and Modern Theories of Criticism, Semiotics and Structuralist Approaches in Media Analysis, Critical, Theories: Marxist, Feminist, Postcolonial, and Psychoanalytic Criticism, Importance of Media Literacy, Differentiating Between Popular and Quality Media, Representation of Gender, Caste, and Class in Media, Role of Media in Shaping Public Opinion

UNIT II:	(No. of Lectures:30) (Weightage: 15 Marks)
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Analyzing Different Media Forms for Criticism and Appreciation-Print Media: Editorials, News Reports, and Opinion Pieces, Electronic Media: Television Shows, News Channels, and Radio Programs, Digital Media: Social Media, Blogs, and Online Journalism
Understanding Cinematic Language: Narrative, Visuals, and Sound, Appreciating Different Film Genres and Movements, Analysis of Popular TV Shows and Documentaries, Virality, Trends, and Misinformation in Digital Media, Role of Citizen Journalism and Public Discourse, Ethical Considerations in Online Media Criticism,

REFERENCE BOOKS:


- 1) Berger, A. A. (2018). Media analysis techniques (6th ed.). SAGE Publications.
 - 2) McQuail, D. (2010). McQuail's mass communication theory (6th ed.). SAGE Publications.
 - 3) Silverblatt, A. (2014). Media literacy: Keys to interpreting media messages (5th ed.). Praeger.
 - 4) Stam, R., Burgoyne, R., & Flitterman-Lewis, S. (1992). New vocabularies in film semiotics: Structuralism, post-structuralism and beyond. Routledge.
 - 5) Strinati, D. (2004). An introduction to theories of popular culture (2nd ed.). Routledge.
 - 6) Chakravarty, S. (1993). National identity in Indian popular cinema, 1947-1987. Oxford University Press.
 - 7) Dey, B. (2018). Film appreciation: Aesthetics and analysis. Kanishka Publishers.
 - 8) Mehta, N. (2008). Television in India: Satellites, politics, and cultural change. Routledge India.
 - 9) Nandy, A. (1998). The secret politics of our desires: Innocence, culpability and Indian popular cinema. Oxford University Press.
 - 10) Thakurta, P. G. (2012). Media ethics: Truth, fairness, and objectivity. Oxford University Press.
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Comparative analysis of news coverage on the same topic by different media outlets (e.g., newspapers vs. TV vs. online news portals) as Assigned by Faculty	10 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**


Sr. No.	Activity	Marks
1.	Debate on a topic on ethical issues in media as assigned by Examiner	10 Marks
2.	Write a review of one short film media as assigned by Examiner	10 Marks
3.	Write a critical review on the spread of a trending topic, viral post, or misinformation on social media and analyze its impact as assigned by Examiner	10 Marks

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*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

****COURSE STRUCTURE AND CONTENT: AS PER UNIVERSITY GUIDELINES**

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Seminar on a topic assigned by faculty	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 (B++ Grade (CGPA-2.96))</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC Second Year:Semester-IV Vertical : C.EP. Course Code: Course Name: Community Engagement and Media
*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

Community Engagement and Media explores the role of media in empowering communities and driving social change. This course covers participatory communication, grassroots journalism, and the use of digital platforms for community development. It emphasizes ethical storytelling, media advocacy, and audience engagement strategies. Students will develop practical skills to create impactful media content for social awareness and action. The course is ideal for those interested in media activism, development communication, and public engagement.

***COURSE OBJECTIVES:**

- 1.To equip students with the knowledge and skills to use media as a tool for community engagement and social development.
- 2.To develop an understanding of participatory communication strategies and ethical media practices for effective public engagement.

***COURSE OUTCOMES:**

- 1.Students will develop practical skills in using media for community development, advocacy, and participatory communication.
- 2.Students will gain an understanding of ethical storytelling and audience engagement strategies to create impactful media content for social change.

****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Fieldwork for Community Engagement as Assigned by Faculty	20 Marks

****EXTERNAL ASSESSMENT: (30 Marks)**

Sr. No.	Activity	Marks
1.	Writing a report on the topic related to Role of Media and Social Issues as Assigned by Faculty	15 Marks
2.	PPT on Analysis of one a Community Media (Print Media/ Radio/TV/Digital Platform) Initiative	15 Marks

WEBSITES FOR SUBJECT RELATED STUDIES

-  Google Scholar
-  ResearchGate
-  PubMed
-  ERIC (Education Resources Information Center)
-  SpringerLink
-  Academia.edu
-  SSRN (Social Science Research Network)
-  Directory of Open Access Journals (DOAJ)
-  SAGE Journals
-  Taylor & Francis Online
-  Hindawi
-  Wiley Online Library
-  Open Access Theses and Dissertations (OATD)
-  CORE
-  Google Books
-  Shodhganga
