



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS (NEP-2020)

B.VOC- JOURNALISM AND MASS COMMUNICATION

PART-III

SEMESTER V & VI

FACULTY OF INTERDISCIPLINARY STUDIES

(2026-2027)

 पुण्यप्रसन्नक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2023 'B++' Grade (CGPA-2.96)	B.VOC JOURNALISM AND MASS COMMUNICATION PROGRAMME SPECIFIC OUTCOMES (PSO)
--	--

****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.Voc Journalism and Mass Communication Degree Program
with Multiple Entry and Exit Option CBCS (NEP 2020)
B.Voc Journalism and Mass Communication (Sem. V& VI) wef 2026-27

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							
5.5	V	D.S.C.-VII (4) Media Industry Management D.S.C.-VIII (4) Digital Journalism	D.S.E. (4) a) Cultural and Lifestyle Journalism or b) Sports Journalism	Minor-V (4) Artificial Intelligence and Media	---	VSC-III (2) Digital Marketing	IKS (Specific) (2) Indian Knowledge System: Communication and Media	FP-(2) Study Tour	22	UG Degree 132
	VI	D.S.C.-IX (4) Audience Studies D.S.C.-X(4) International Communication and Global Media	D.S.E. (4) a) Investigative Journalism or b) Human Rights Journalism	Minor-VI (4) Media Analytics	---	VSC-IV (2) Media Entrepreneurship	---	OJT (Major Related) (4) On Job Training	22	
Cum.Cr.		56	08	16	08	14	16	14	132	

Exit Option - Award of UG Degree in Major and Minor with 132 Credits and additional 4 credits Core NSQF course/ Internship OR Continue with Major and Minor

B Voc. Journalism and Mass Communication

SEMESTER-V

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	D.S.C.-VII	Media Industry Management	Theory	4	60	40	100
2	D.S.C.-VIII	Digital Journalism	Theory	4	60	40	100
3	D.S.E.	a) Cultural and Lifestyle Journalism or b) Sports Journalism	Theory	4	60	40	100
4	Minor-V	Artificial Intelligence and Media	Theory	4	60	40	100
5	V.S.C.-III	Digital Marketing	Practical	2	30	20	50
6	IKS (Specific)	Indian Knowledge System: Communication and Media	Theory	2	30	20	50
7	F.P	Study Tour	Practical	2	30	20	50
TOTAL				22	330	220	550

SEMESTER-VI

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	D.S.C.-IX	Audience Studies	Theory	4	60	40	100
2	D.S.C.-X	International Communication and Global Media	Theory	4	60	40	100
3	D.S.E.	a) Investigative Journalism or b) Human Rights Journalism	Theory	4	60	40	100
4	Minor-VI	Media Analytics	Theory	4	60	40	100
5	V.S.C.-IV	Mass Communication Entrepreneurship	Practical	2	30	20	50
6	OJT	On Job Training	Practical	4	60	40	100
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-V

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्याया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc- Journalism and Mass Communication Third Year: Semester-V Vertical : DSC-VII Course Code: Course Name: Media Industry Management
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Media Industry Management explores the structure, functions, and dynamics of the rapidly evolving media sector. It equips students with knowledge of organizational strategies, economics, production workflows, and audience engagement practices. The course emphasizes leadership, policy, marketing, and entrepreneurial skills necessary to sustain media enterprises. By integrating theory with industry practices, students gain critical insights into managing creative teams, adapting to technological shifts, and ensuring ethical, sustainable media growth.

***COURSE OBJECTIVES:**

1. To provide students with a comprehensive understanding of the organizational, economic, and managerial aspects of media industries, including print, broadcast, digital, and emerging platforms.
2. To develop analytical, strategic, and leadership skills enabling students to manage media enterprises effectively, adapt to technological innovations, and ensure ethical, sustainable industry practices.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to analyze the organizational structures, revenue models, and management practices of various media industries.
2. Students will be able to apply strategic and ethical decision-making skills to manage media operations, projects, and creative teams in a dynamic industry environment.

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

Concept and scope of Media Industry Management, Overview of media sectors: Print, Broadcast, Film, Digital, and New Media, Historical evolution and growth of media industries, Media organizations: ownership patterns, structures, and functions

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

Revenue generation: advertising, subscription, syndication, sponsorship, Media production, distribution, and consumption trends, Emerging business models in OTT, digital platforms, and start-ups, Global vs. Indian media industry perspectives

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

Principles of media planning and operations, Human resource management in media organizations
Project management in film, television, and digital production, Marketing, branding, and audience engagement strategies

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

Media laws, policies, and regulatory frameworks in India regarding media management, Ethics and accountability in media management, Technology, innovation, and digital transformation, Future challenges and opportunities: convergence, AI, and global competitiveness

REFERENCE BOOKS:

- 1) Albarran, A. B. (2010). The media economy. Routledge.
- 2) Picard, R. G. (2011). The economics and financing of media companies (2nd ed.). Fordham University Press.
- 3) Doyle, G. (2013). Understanding media economics (2nd ed.). SAGE Publications.
- 4) McQuail, D. (2010). McQuail's mass communication theory (6th ed.). SAGE Publications.
- 5) Croteau, D., Hoynes, W., & Milan, S. (2012). Media/society: Industries, images, and audiences (4th ed.). SAGE Publications.
- 6) K  ng, L. (2017). Strategic management in the media: Theory to practice (2nd ed.). SAGE Publications.
- 7) Albarran, A. B. (2006). Handbook of media management and economics. Routledge.
- 8) Hesmondhalgh, D. (2013). The cultural industries (3rd ed.). SAGE Publications.
- 9) Kumar, K. J. (2010). Mass communication in India (4th ed.). Jaico Publishing House.

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Prepare a detailed report on its ownership structure, revenue model, audience reach, and management strategies of one Media organization in India as assign by faculty.	15 Marks
3.	Conduct an interview a media manager, editor, or entrepreneur and prepare a reflective report on management practices as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-V Vertical : DSC-IV Course Code: Course Name: Digital Journalism
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Digital Journalism focuses on the transformation of news in the digital era, where technology, multimedia tools, and online platforms redefine how stories are produced, distributed, and consumed. This course equips students with skills in web reporting, social media engagement, data visualization, and multimedia storytelling. Emphasizing speed, accuracy, ethics, and audience interactivity, it prepares learners to adapt to the dynamic landscape of contemporary journalism and digital-first news ecosystems.

***COURSE OBJECTIVES:**

1. To introduce students to the principles, practices, and evolving trends of digital journalism.
2. To develop technical and analytical skills for producing, editing, and distributing digital news content while ensuring accuracy, ethics, and audience engagement in a fast-paced digital environment.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to create and publish multimedia news stories using digital tools, integrating text, audio, video, and visuals effectively.
2. Students will be able to critically evaluate digital journalism practices, ensuring ethical reporting, fact-checking, and audience engagement across web and social media platforms.

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

Definition, nature, and scope of digital journalism, Evolution from traditional to online journalism, Characteristics of digital news: immediacy, interactivity, hypertextuality, multimedia, Global and Indian digital news landscape

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

Multimedia storytelling: text, audio, video, infographics, podcasts, Use of social media for news gathering and dissemination, use of mobile, apps, tools, and techniques

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

Basics of data journalism and visualization, Fact-checking, verification, and combating misinformation, Audience engagement: comments, feedback, and participatory journalism, Web analytics and measuring news impact

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

Ethical and legal issues in online journalism, Copyright, privacy, trolling, and digital security, Fake news, clickbait, and algorithmic influence, Future trends: AI in newsrooms, VR/AR storytelling, immersive journalism

REFERENCE BOOKS:

- 1) Bradshaw, P., & Rohumaa, L. (2017). The online journalism handbook: Skills to survive and thrive in the digital age (2nd ed.). Routledge.
- 2) Franklin, B., & Eldridge, S. A. (2017). The Routledge companion to digital journalism studies. Routledge.
- 3) Pavlik, J. V. (2013). Innovation and the future of journalism. *Digital Journalism*, 1(2), 181–193. Routledge.
- 4) Siapera, E., & Veglis, A. (2012). The handbook of global online journalism. Wiley-Blackwell.
- 5) Meikle, G., & Young, S. (2012). Media convergence: Networked digital media in everyday life. Palgrave Macmillan.
- 6) Foust, J. C. (2017). Online journalism: Principles and practices of news for the web (3rd ed.). Routledge.
- 7) Hermida, A. (2014). Tell everyone: Why we share and why it matters. Doubleday Canada.
- 8) Singer, J. B., Hermida, A., Domingo, D., Heinonen, A., Paulussen, S., Quandt, T., & Vujnovic, M. (2011). Participatory journalism: Guarding open gates at online newspapers. Wiley-Blackwell.
- 9) Allan, S. (2006). Online news: Journalism and the internet. Open University Press.
- 10) Kumar, K. J. (2010). Mass communication in India (4th ed.). Jaico Publishing House.

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Students will produce a digital news package on a current issue using text, images, audio/video clips, and infographics. The story should be optimized for web publication and social media sharing as assign by faculty.	15 Marks
3.	Students will select trending news circulating on social media, verify its authenticity using digital fact-checking tools (e.g., Google Reverse Image Search, Alt News resources), and prepare a verification report as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ SAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-V Vertical : DSE Course Code: Course Name: Cultural and Lifestyle Journalism
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Cultural and Lifestyle Journalism is an emerging and dynamic area of media studies that focuses on reporting, interpreting, and analyzing culture, arts, traditions, fashion, food, travel, wellness, entertainment, and contemporary lifestyle trends. In the digital era, audiences increasingly engage with cultural narratives and lifestyle-oriented content across multimedia platforms. This course introduces students to the principles, practices, and ethics of cultural and lifestyle journalism while developing creative reporting, reviewing, and multimedia storytelling skills relevant to modern media industries.

***COURSE OBJECTIVES:**

- 1.To introduce students to the concepts, scope, and practices of cultural and lifestyle journalism across traditional and digital media platforms.
- 2.To develop reporting, feature writing, reviewing, and multimedia storytelling skills related to culture, arts, fashion, travel, food, wellness, and entertainment.

***COURSE OUTCOMES:**

- 1.Students will be able to Produce journalistic content related to cultural events, arts, heritage, fashion, lifestyle, and entertainment for various media platforms.
- 2.Students will be able to Critically analyze cultural trends, lifestyle industries, and their representation in media and society.-----

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

Meaning, nature, and scope of cultural journalism, Concept and evolution of lifestyle journalism
Role of media in preserving culture and traditions, Cultural diversity and representation in media
Audience and consumer culture, Ethics in cultural and lifestyle journalism

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

Reporting literature, music, theatre, dance, and fine arts, Film journalism and entertainment reporting, Writing reviews of films, books, exhibitions, and performances, Coverage of festivals and cultural events, Folk culture and heritage journalism,Celebrity interviews and profile writing

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

Fashion journalism and beauty writing, Food and travel journalism, Health, wellness, and fitness journalism, Blogging, vlogging, and podcasting, Social media influencers and lifestyle branding
Photography and visual storytelling for lifestyle media

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

Globalization and cultural identity, Popular culture and media industries, Gender and representation in lifestyle media, Fact-checking and ethics in entertainment journalism, Digital storytelling and multimedia production, Freelancing and entrepreneurship in lifestyle journalism
Career opportunities in cultural and lifestyle journalism

REFERENCE BOOKS:

1. Bell, D., & Hollows, J. (2020). *Ordinary lifestyles: Popular media, consumption and taste*. Open University Press.
2. Cashmore, E. (2021). *Celebrity culture*. Routledge.
3. Forde, S. (2022). *Journalism and culture*. Palgrave Macmillan.
4. Harrington, S. (2021). *Lifestyle journalism*. Routledge.
5. Kristensen, N. N., & From, U. (2020). *Cultural journalism and cultural critique*. Routledge.
6. Kumar, K. J. (2021). *Mass communication in India* (5th ed.). Jaico Publishing House.
7. Mehta, N. (2023). *Entertainment media in India*. Oxford University Press.
8. Sharma, R. (2024). *Digital lifestyle journalism*. Sage Publications India.
9. Chaturvedi, J. (2021). *सांस्कृतिक पत्रकारिता*. Rajkamal Prakashan.
10. Mishra, S. (2022). *जीवन शैली पत्रकारिता*. Prabhat Prakashan.
11. Kulkarni, S. (2021). *जीवनशैली पत्रकारिता*. Continental Prakashan.
12. Wankhede, M. (2022). *लोकसंस्कृती आणि माध्यमे*. Dilipraj Prakashan.

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Coverage report of a cultural event, exhibition, festival, or theatre performance as assign by faculty.	15 Marks
3.	Preparation of lifestyle blog / podcast / social media content / photo story as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ SAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-V Vertical : DSE Course Code: Course Name: Sports Journalism
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Sports Journalism is a specialized and rapidly growing field of media that focuses on reporting, analysis, commentary, and multimedia coverage of sports events, athletes, and sports culture. With the expansion of television broadcasting, digital media platforms, social media, and sports industries, sports journalism has emerged as an important area of communication studies. This course provides students with theoretical knowledge and practical skills related to sports reporting, writing, commentary, digital storytelling, and ethical media practices in sports communication.

***COURSE OBJECTIVES:**

1. To introduce students to the principles, practices, and professional dimensions of sports journalism across print, broadcast, and digital media.
2. To develop reporting, commentary, feature writing, and multimedia production skills related to sports communication.

***COURSE OUTCOMES:**

1. Students will be able to Produce sports-related journalistic content for print, broadcast, and digital media platforms.
2. Students will be able to Analyze sports events, sports culture, and media representation using ethical and professional journalism practices.

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

Meaning, nature, and scope of sports journalism, Evolution of sports journalism in India and globally, Types of Sports, Role and responsibilities of sports journalists, Sports reporting beats and newsroom structure, Major national and international sports events, Ethics in sports journalism

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

Techniques of sports news reporting, Writing match reports, previews, and reviews, Interviewing athletes and sports personalities, Feature writing and profile writing in sports, Commentary writing and live coverage, Sports photography basics

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

Radio and television sports coverage, Live sports anchoring and commentary, Digital sports journalism and social media coverage, Mobile journalism in sports reporting, Podcasting and YouTube sports channels, Data analytics and statistics in sports journalism

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

Sports marketing and sponsorship communication, Gender issues and representation in sports media, Nationalism and media coverage of sports, Fake news and ethics in sports journalism
Sports documentaries and storytelling, Career opportunities and entrepreneurship in sports media -

REFERENCE BOOKS:

1. Andrews, P. (2022). *Sports journalism: A multimedia primer*. Routledge.
2. Boyle, R. (2020). *Sports journalism: Context and issues*. Sage Publications.
3. Cashmore, E. (2021). *Media sport*. Routledge.
4. Kumar, K. J. (2021). *Mass communication in India* (5th ed.). Jaico Publishing House.
5. Raney, A. A., & Bryant, J. (2020). *Handbook of sports and media*. Routledge.
6. Rowe, D. (2021). *Sport, culture and the media*. Open University Press.
7. Sharma, P. (2024). *Digital sports journalism*. Oxford University Press India.
8. Singh, R. (2023). *Sports media in India*. Sage Publications India.
9. Tiwari, S. (2022). *खेल पत्रकारिता*. Rajkamal Prakashan.
10. Patil, A. (2023). *क्रीडा पत्रकारिता*. Continental Prakashan.

**INTERNAL ASSESSMENT: (40 Marks)

Sr. No.	Activity	Marks
4.	Two Unit Tests	10 Marks
5.	Match report writing and sports news coverage as assign by faculty.	15 Marks
6.	Sports interview / athlete profile writing as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc Journalism and Mass Communication Third Year: Semester-V Vertical : Minor-V Course Code: Course Name: Artificial Intelligence and Media
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Artificial Intelligence and Media explores how AI technologies are reshaping journalism, entertainment, and communication practices. The course examines AI-driven tools in news automation, content personalization, data analytics, and creative media production. Emphasizing innovation, ethics, and critical analysis, it equips students to understand both opportunities and challenges posed by AI in media. Learners gain insights into the future of human–AI collaboration and responsible use of emerging technologies.

***COURSE OBJECTIVES:**

1. To introduce students to the concepts, tools, and applications of Artificial Intelligence in media and mass communication.
2. To develop analytical and practical skills for understanding AI-driven media innovations while addressing ethical, social, and professional challenges in the evolving communication landscape.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to apply AI-driven tools and emerging technologies to produce and manage media content effectively.
2. Students will be able to critically evaluate the ethical, professional, and societal implications of AI and technological disruptions in media and mass communication.

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

Concept, evolution, and fundamentals of Artificial Intelligence. Role of AI in communication and media industries. Overview of AI technologies: Machine Learning, Natural Language Processing (NLP), Computer Vision, Robotics. Ethical, legal, and social implications of AI in media.

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

Automated journalism (robot reporting, news writing), AI in content creation: text, audio, video, Automated journalism and news writing (robot journalists, AI newsrooms). AI in editing, proofreading, and translation. AI-driven investigative reporting and data journalism. Generative AI tools for storytelling (text, image, audio, video).

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

AI applications in film, television, radio, and digital content production. Personalization and recommendation systems (Netflix, YouTube, Spotify). AI in advertising, marketing, and consumer behavior analysis. Virtual reality (VR), augmented reality (AR), and immersive media powered by AI.

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

AI in audience engagement and media analytics. Chatbots, virtual anchors, and AI influencers. Deepfakes, misinformation, and challenges to credibility. Trends, opportunities, and the future of AI-driven media landscapes.

REFERENCE BOOKS:

- 1) Diakopoulos, N. (2019). Automating the news: How algorithms are rewriting the media. Harvard University Press.
 - 2) Kapur, P. K., & Bawa, P. K. (2021). Artificial intelligence in media and entertainment. Springer.
 - 3) Lee, K.-F. (2018). AI superpowers: China, Silicon Valley, and the new world order. Houghton Mifflin Harcourt.
 - 4) Marconi, F. (2020). Newsmakers: Artificial intelligence and the future of journalism. Columbia University Press.
 - 5) Mitchell, M. (2020). Artificial intelligence: A guide for thinking humans. Penguin Books.
 - 6) Schick, N. (2020). Deepfakes: The coming infocalypse. Octopus Publishing.
 - 7) Schwab, K. (2017). The fourth industrial revolution. Crown Business.
 - 8) Taulli, T. (2019). Artificial intelligence basics: A non-technical introduction. Apress.
 - 9) Doyle, G. (2013). Understanding media economics. SAGE Publications.
 - 10) Mair, J., Keeble, R. L., & Lucero, M. (2019). Data journalism: Inside the global future. Abrams.
-

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Students will use AI tools (e.g., ChatGPT, QuillBot, or automated newswriting platforms) to generate a short news article.	15 Marks
3.	Students will create a short project using an emerging media tool (AR/VR app, podcasting software, or data visualization platform) to present a news story or campaign.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-V Vertical : V.S.C.-III Course Code: Course Name: Digital Marketing
*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:** Digital Marketing introduces students to the principles, strategies, and tools used to promote products, services, and ideas in the digital age. The course covers online advertising, search engine optimization (SEO), social media marketing, content creation, and analytics. By combining theory with practical applications, it prepares learners to design effective campaigns, analyze consumer behavior, and engage audiences through ethical and innovative digital communication practices.

***COURSE OBJECTIVES:**

1. To introduce students to the concepts, tools, and strategies of digital marketing with a focus on online advertising, social media, SEO, and content creation.
2. To develop practical skills for planning, executing, and evaluating digital marketing campaigns while addressing consumer behavior, ethics, and emerging industry trends.

***COURSE OUTCOMES:**

1. By the end of the course, students will be able to design and implement digital marketing campaigns using tools such as SEO, social media platforms, and online advertising.
2. Students will be able to analyze consumer engagement through digital analytics and apply insights to improve the effectiveness and ethical impact of marketing strategies.

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

Concept, scope, and evolution of digital marketing, Difference between traditional and digital marketing, Core components: SEO, SEM, SMM, content marketing, email marketing, Consumer behavior in the digital environment, Role of digital platforms in brand building and audience engagement □ Planning and developing digital marketing strategies, Creating digital marketing campaigns: objectives, targeting, and budgeting, Role of influencers and online communities in brand promotion, Web and social media analytics: KPIs, CTR, ROI, engagement metrics.

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

Basics of Google Ads, Google Analytics, and other marketing tools, Case studies of successful digital marketing campaigns, Ethical issues in digital marketing: privacy, transparency, and consumer trust, Challenges: ad fraud, misinformation, over-targeting, and digital fatigue, Legal and regulatory frameworks in India and globally, Emerging trends: AI, AR/VR, voice search, programmatic advertising, and influencer economy, Sustainable and socially responsible digital marketing practices

REFERENCE BOOKS:

- 1) Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing (7th ed.). Pearson Education.
 - 2) Ryan, D. (2016). Understanding digital marketing: Marketing strategies for engaging the digital generation (4th ed.). Kogan Page.
 - 3) Dodson, I. (2016). The art of digital marketing: The definitive guide to creating strategic, targeted, and measurable online campaigns. Wiley.
 - 4) Tuten, T. L., & Solomon, M. R. (2017). Social media marketing (3rd ed.). SAGE Publications.
 - 5) Kingsnorth, S. (2019). Digital marketing strategy: An integrated approach to online marketing (2nd ed.). Kogan Page.
 - 6) Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for humanity. Wiley.
 - 7) Strauss, J., & Frost, R. (2014). E-marketing (7th ed.). Pearson Education.
 - 8) Charlesworth, A. (2018). Digital marketing: A practical approach (3rd ed.). Routledge.
 - 9) Scott, D. M. (2020). The new rules of marketing and PR (7th ed.). Wiley.
-

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Students will design a sample Google Ads campaign and use Google Analytics (demo accounts or screenshots) to interpret traffic and audience insights.	10 Marks

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

Sr. No.	Activity	Marks
1.	Students will analyze a successful Indian or global digital marketing campaign (e.g., Amul, Zomato, Dove, or Swiggy) and present reasons for its success. (PPT) as assign by faculty	15 Marks
2.	Students will create digital content (blogs, infographics, short videos, or podcasts) targeting a specific audience segment.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-V Vertical : IKS (Specific) Course Code: Course Name: Indian Knowledge System: Communication and Media
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:** The Indian Knowledge System (IKS) reflects India's rich traditions of communication, media, and knowledge sharing through oral narratives, folk arts, inscriptions, and classical texts. It highlights ethical values of Satya, Ahimsa, and Lokmangal, shaping journalism and community media. This syllabus introduces students to the philosophical roots, historical evolution, indigenous practices, and contemporary relevance of IKS in communication and media, aligning with NEP-2020's vision of integrating tradition with modernity.

***COURSE OBJECTIVES:**

1. To acquaint students with the philosophical foundations, historical traditions, and indigenous practices of communication and media within the Indian Knowledge System.
2. To develop critical understanding of the relevance of Indian communication traditions, ethics, and community media for contemporary journalism and mass communication practices.

***COURSE OUTCOMES:**

1. Students will be able to explain the core concepts, traditions, and historical evolution of communication and journalism within the Indian Knowledge System.
2. Students will be able to apply indigenous communication values and practices—such as ethical reporting, community participation, and folk media—to contemporary media and journalism contexts.

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

Concept of Vak in Vedic tradition – four levels of speech (para, pashyanti, madhyama, vaikhari), Natya Shastra and Rasa theory as a model of communication, Samvad and Shastrartha traditions: dialogue, debate, and discourse, Guru-Shishya parampara and oral pedagogy.
Oral narratives: katha, kirtan, pandavani, harikatha, Folk theatre: Yakshagana, Tamasha, Nautanki, Bhavai, Puppetry and storytelling through paintings (Pattachitra, Phad, Warli), Communication in festivals, fairs, and rituals (Melas, Jatras, Kumbh).

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

Early communication systems: Rajdoot, Harkara, Akhbarat, Court chronicles, Bakhars, temple inscriptions, and Vamshavalis, Vernacular press and nationalist journalism, Ethical framework: Satya, Ahimsa, Lokmangal in communication and journalism.
Community media and rural communication: Gram Sabha, Chaupal, Bhajan Mandali, IKS in development communication, health, and environment awareness, Folk traditions in modern cinema, television, and radio, Integration of IKS in digital media: podcasts, YouTube folk channels, community radio, Relevance of IKS in NEP-2020 and media education.

REFERENCE BOOKS:

- 1) Sreenivasarao, S. R. (2010). Communication in Ancient India. New Delhi: Bharatiya Vidya Prakashan.
- 2) Chaturvedi, B. K. (2006). The Natya Shastra of Bharatamuni. New Delhi: Diamond Books.
- 3) Raghavan, V. (1978). The Concept of Rasa and Communication. Madras: The Adyar Library.
- 4) Gupta, Nilanjana & Chatterjee, S. (2008). Journalism and Mass Communication in India. New Delhi: Kanishka Publishers.
- 5) Natarajan, J. (1997). History of Indian Journalism. New Delhi: Publications Division, Ministry of Information & Broadcasting.
- 6) Jeffrey, Robin. (2000). India's Newspaper Revolution: Capitalism, Politics and the Indian-language Press, 1977-1999. New Delhi: Oxford University Press.
- 7) Mehta, Nalin. (2008). India on Television: How Satellite News Channels Have Changed the Way We Think and Act. New Delhi: HarperCollins.
- 8) Parameswaran, R. (2009). Indian Media Studies: Readings in Communication and Culture. New Delhi: Oxford University Press.
- 9) Kumar, Keval J. (2010). Mass Communication in India. Mumbai: Jaico Publishing House.
- 10) Singh, J. K. & Sharma, R. (2012). Folk Media and Mass Communication in India. New Delhi: Rawat Publications.

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Visit and write report on a local folk performance or indigenous communication practice (Powada, Kirtan, Jatra, Bhajan Mandali, Puppet Show, Yakshagana) as assigned by faculty	10 Marks

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

Sr. No.	Activity	Marks
1.	Create and present a short digital media output (poster, podcast, blog, or 2–3 minute video) inspired by an Indian Knowledge System theme as assigned by faculty	30 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संयन्त्रा ॥ NAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc Journalism and Mass Communication Third Year: Semester-V Vertical : FP Course Code: Course Name: Study Tour	
*Teaching Scheme: Practical- 2 Credits Duration-60 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks	

***PREAMBLE OF COURSE:** Study tours are an important component of experiential learning in higher education. They provide students with practical exposure to media organizations, cultural institutions, industries, heritage sites, communication centers, and community environments beyond classroom learning. The course enables students to observe professional practices, interact with experts, and understand real-world applications of journalism, media, communication, culture, and digital technologies. Study tours encourage collaborative learning, field observation, documentation, and analytical reporting skills among students.

***COURSE OBJECTIVES:**

1. To provide students with practical exposure to media institutions, cultural centers, industries, and communication environments through field visits and study tours.
2. To develop observation, documentation, reporting, and analytical skills through experiential and participatory learning.

***COURSE OUTCOMES:**

1. Analyze the functioning and professional practices of media and communication-related institutions through field observations.
2. Prepare field reports, documentation, and presentations based on study tour experiences and practical learning.

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

Sr. No.	Component	Marks
1	Participation and Report	20
2	Viva-voce by External Examiner with PPT	30

SEMESTER-VI

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ SAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-VI Vertical : DSC-IX Course Code: Course Name: Audience Studies
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Audience Studies is an important area of media and communication research that examines how individuals and communities interact with media content across traditional and digital platforms. The course focuses on audience behavior, media consumption patterns, reception analysis, public opinion, and the influence of media technologies on society. With the growth of digital media, social networking platforms, and personalized communication, understanding audience engagement and analytics has become essential for media professionals, researchers, and communication industries.

***COURSE OBJECTIVES:**

- 1.To introduce students to the concepts, theories, and methods of audience studies in media and communication.
- 2.To develop analytical and research skills for studying audience behavior, media consumption, and digital engagement patterns.

***COURSE OUTCOMES:**

1. Students will be able to Analyze audience behavior and media consumption patterns across traditional and digital media platforms.
2. Students will be able to Conduct audience-related research using appropriate analytical tools, methods, and ethical practices.

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

Meaning, nature, and scope of audience studies, Evolution of audience research in media studies
Audience theories and communication models, Active and passive audience concepts
Audience segmentation and demographics, Ethics in audience research

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

Media habits and consumption patterns, Television, radio, print, and digital audiences, Social media audiences and online communities, Audience reception and interpretation, Public opinion and media influence, Audience participation and engagement

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

Methods of audience research, Survey, interview, and focus group discussion, TRP, readership, and digital analytics, Web and social media analytics tools, Audience measurement techniques, Data interpretation and audience profiling

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

Digital audience culture and participatory media, Artificial Intelligence and audience analytics
Influencer culture and online engagement, Privacy, surveillance, and ethical concerns
Audience targeting and personalized communication, Career opportunities in audience research and analytics

REFERENCE BOOKS:

1. Ang, I. (2020). Desperately seeking the audience. Routledge.
2. McQuail, D. (2021). McQuail's mass communication theory (7th ed.). Sage Publications.
3. Napoli, P. M. (2021). Audience evolution: New technologies and the transformation of media audiences. Columbia University Press.
4. Nightingale, V. (2020). The handbook of media audiences. Wiley-Blackwell.
5. Schröder, K. C. (2021). Audience transformations: Shifting audience positions in late modernity. Routledge.
6. Webster, J. G. (2022). The marketplace of attention: How audiences take shape in a digital age. MIT Press.
7. Kumar, K. J. (2021). Mass communication in India (5th ed.). Jaico Publishing House.
8. Sharma, R. (2024). Digital audiences and media analytics in India. Sage Publications India.
9. Mishra, S. (2022). दर्शक अध्ययन और मीडिया. Prabhat Prakashan.

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Audience survey and data collection project as assign by faculty.	15 Marks
3.	Focus group discussion / audience behaviour case study presentation as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ SAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-VI Vertical : DSC-X Course Code: Course Name: International Communication and Global Media
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** International Communication and Global Media is an important field of media studies that examines the flow of information, culture, and communication across national boundaries. In the era of globalization, digital networks, satellite broadcasting, and social media platforms, media organizations play a significant role in shaping global public opinion, diplomacy, culture, and international relations. This course introduces students to theories, structures, and practices of global communication while developing an understanding of international news systems, media industries, cultural exchange, and emerging challenges in global media environments.

***COURSE OBJECTIVES:**

1. To introduce students to the concepts, theories, and practices of international communication and global media systems.
2. To develop analytical understanding of global media industries, cross-cultural communication, and international information flow.

***COURSE OUTCOMES:**

1. Students will be able to Analyze the role of global media and international communication in shaping public opinion, culture, and international relations.
2. Students will be able to Evaluate international media systems, communication policies, and emerging trends in global digital communication.

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

Meaning, nature, and scope of international communication, Evolution of global communication systems, Theories and models of international communication, International news flow and information order, Role of communication in diplomacy and global relations, Globalization and media convergence

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

Structure of global media industries, International news agencies and broadcasting organizations Satellite communication and transnational media, Role of UNESCO and international communication policies, Global media ownership and concentration, Cross-cultural communication and media representation

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

Internet and global digital communication, Social media and global public sphere Digital journalism and international news reporting, Global entertainment and streaming platforms Cultural imperialism and media globalization, Audience participation in global media environments

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

International political communication, Media and global conflicts, Fake news, propaganda, and information warfare, Ethics and regulation in global media, Artificial Intelligence and future global communication trends, Career opportunities in international communication and media industries

REFERENCE BOOKS:

1. Boyd-Barrett, O., & Rantanen, T. (2020). *The globalization of news*. Sage Publications.
 2. Flew, T. (2021). *Global creative industries*. Polity Press.
 3. Hachten, W. A., & Scotton, J. F. (2021). *The world news prism: Digital, social and interactive* (9th ed.). Wiley-Blackwell.
 4. McPhail, T. L. (2022). *Global communication: Theories, stakeholders, and trends* (6th ed.). Wiley-Blackwell.
 5. Thussu, D. K. (2021). *International communication: Continuity and change* (3rd ed.). Bloomsbury Academic.
 6. Volkmer, I. (2021). *The handbook of global media and communication policy*. Wiley-Blackwell.
 7. Kumar, K. J. (2021). *Mass communication in India* (5th ed.). Jaico Publishing House.
 8. Sharma, R. (2024). *Global media and digital communication in India*. Sage Publications India.
-

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Presentation on global communication issues/media trends as assign by faculty.	15 Marks
3.	Comparative analysis of international news coverage in different media organizations as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-VI Vertical : DSE Course Code: Course Name: Investigative Journalism	
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks	

***PREAMBLE OF COURSE:** Investigative Journalism is an important branch of journalism that focuses on in-depth reporting, fact-finding, verification, and exposing issues of public interest such as corruption, crime, abuse of power, environmental issues, and social injustice. In the digital age, investigative journalism plays a crucial role in strengthening democracy, accountability, and transparency. This course introduces students to the principles, methods, ethics, and practices of investigative reporting while developing research, analytical, documentation, and multimedia storytelling skills necessary for professional investigative journalism.

***COURSE OBJECTIVES:**

- 1.To introduce students to the concepts, principles, and techniques of investigative journalism.
- 2.To develop skills in research, fact-checking, documentation, interviewing, and ethical investigative reporting.

***COURSE OUTCOMES:**

- 1.Students will be able to Conduct investigative reporting using appropriate research methods, verification techniques, and ethical journalism practices.
- 2.Students will be able to Analyze social, political, and public issues critically and produce investigative stories for various media platforms.

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

Meaning, nature, and scope of investigative journalism, History and evolution of investigative reporting, Role of investigative journalism in democracy, Characteristics and responsibilities of investigative journalists, Investigative reporting beats and areas, Ethics and legal issues in investigative journalism

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

Research methods in investigative journalism, Sources of information and documentation
Interviewing techniques and source protection, Use of RTI and public records
Fact-checking and verification methods, Data collection and evidence analysis

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

Digital tools for investigative reporting, Data journalism and open-source investigation
Social media investigation techniques, Multimedia storytelling in investigative journalism
Cyber security and digital safety for journalists, Collaborative and cross-border investigations

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

Investigative journalism and corruption reporting, Crime, environmental, and political investigations, Sting operations and ethical concerns, Fake news and misinformation detection
Risks, threats, and safety of investigative journalists, Career opportunities and future trends in investigative journalism

REFERENCE BOOKS:

1. Burgh, H. de. (2019). Investigative journalism: Context and practice (3rd ed.). Routledge.
2. Gaines, W. C. (2020). Investigative reporting for print and broadcast. Chicago Review Press.
3. Hunter, M. L. (2021). Story-based inquiry: A manual for investigative journalists. UNESCO Publishing.
4. Kaplan, D. E. (2020). Global investigative journalism: Strategies for support. Center for International Media Assistance.
5. Silverman, C. (2021). Verification handbook: A definitive guide to verifying digital content for emergency coverage. European Journalism Centre.
6. Tanner, S., & Richardson, N. (2022). Journalism research and investigation in a digital world. Oxford University Press.
7. Thussu, D. K. (2021). News as entertainment: The rise of global infotainment. Sage Publications.
8. Kumar, K. J. (2021). Mass communication in India (5th ed.). Jaico Publishing House.
9. Tiwari, S. (2022). खोजी पत्रकारिता और मीडिया अध्ययन. Rajkamal Prakashan.
10. Wankhede, M. (2023). अन्वेषणात्मक पत्रकारिता. Dilipraj Prakashan.
11. Sharma, R. (2024). Digital investigation and fact-checking in journalism. Sage Publications India.

**INTERNAL ASSESSMENT: (40 Marks)

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Preparation of investigative field report on a social/public issue as assign by faculty.	15 Marks
3.	RTI application drafting and document analysis exercise as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-VI Vertical : DSE Course Code: Course Name: Human Rights Journalism
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Human Rights Journalism is an important area of media studies that focuses on reporting, analyzing, and advocating issues related to human dignity, equality, justice, and fundamental rights. Journalists play a crucial role in creating awareness about social injustice, discrimination, violence, marginalization, and violations of human rights at local, national, and global levels. This course introduces students to the concepts, principles, and practices of human rights journalism while developing ethical reporting, investigative, documentation, and multimedia storytelling skills related to social justice and democratic communication.

***COURSE OBJECTIVES:**

1. To introduce students to the concepts, principles, and legal frameworks of human rights and their representation in media.
2. To develop reporting, analytical, and ethical journalism skills related to human rights issues and social justice.

***COURSE OUTCOMES:**

1. Students will be able to Analyze human rights issues and their media representation using ethical and professional journalism practices.
2. Students will be able to Produce journalistic content related to social justice, equality, and human rights for print, broadcast, and digital media platforms.

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

Meaning, nature, and scope of human rights journalism, Concept and evolution of human rights Universal Declaration of Human Rights (UDHR), Human rights, Constitution and democratic communication, Role of media in promoting human rights awareness, Ethics in human rights reporting

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

Reporting gender and child rights issues, Coverage of caste, class, and minority issues Human trafficking, migration, and refugee reporting, Reporting violence, conflict, and social injustice, Environmental and indigenous rights reporting, Interviewing victims and vulnerable communities

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

Human rights campaigns through digital media, Social media activism and advocacy journalism Multimedia storytelling for social justice, Fact-checking and misinformation in rights reporting Citizen journalism and participatory communication, Cyber ethics and digital rights

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

Media laws and freedom of expression, Human rights and investigative journalism Representation and stereotypes in media, Role of NGOs and international organizations in communication, Human rights documentation and advocacy, Career opportunities in human rights journalism

REFERENCE BOOKS:

1. Allan, S. (2021). Human rights journalism. Routledge.
2. Keeble, R. L., Tulloch, J., & Zollmann, F. (2020). Peace journalism, war and conflict resolution. Peter Lang.
3. McQuail, D. (2021). McQuail's mass communication theory (7th ed.). Sage Publications.
4. Nash, K. (2021). Human rights and the media. Routledge.
5. Shaw, I. S., & Lynch, J. (2022). Expanding peace journalism: Comparative and critical approaches. Sydney University Press.
6. Thussu, D. K. (2021). International communication: Continuity and change (3rd ed.). Bloomsbury Academic.
7. Kumar, K. J. (2021). Mass communication in India (5th ed.). Jaico Publishing House.
8. Sharma, R. (2024). Human rights and media in India. Sage Publications India.

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

Sr. No.	Activity	Marks
1	Two Unit Tests	10 Marks
2	Media content analysis of human rights coverage in print, TV, or digital media as assign by faculty.	15 Marks
3	Documentary/photo essay/podcast on human rights as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 'B++' Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-VI Vertical : Minor-VI Course Code: Course Name: Media Analytics
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** Media Analytics is an emerging and significant area in media and communication studies that focuses on audience measurement, data interpretation, digital engagement, and performance analysis across traditional and digital media platforms. In the contemporary media ecosystem, organizations rely on analytics for audience targeting, content strategy, advertising, and decision-making. This course introduces students to media metrics, audience behavior, digital analytics tools, social media insights, and data-driven communication practices while developing analytical and practical skills required in modern media industries.

***COURSE OBJECTIVES:**

1. To introduce students to the concepts, tools, and techniques of media analytics and audience measurement.
2. To develop practical skills in analyzing media performance, audience engagement, and digital communication data.

***COURSE OUTCOMES:**

1. Students will be able to Analyze audience behavior and media performance using analytical tools and research techniques.
2. Students will be able to Apply media analytics for strategic communication, content planning, and digital media management.

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

Meaning, nature, and scope of media analytics, Evolution of audience measurement systems
Importance of analytics in media industries, Types of media data and metrics
Audience behavior and engagement analysis, Ethics and privacy issues in media analytics

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

Television Rating Points (TRP) and readership surveys, Web analytics and digital audience measurement, Social media metrics and engagement analysis, Audience segmentation and profiling
Quantitative and qualitative analytics methods, Interpretation of audience data and trends

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

Google Analytics and website performance tracking, Social media analytics tools and dashboards
SEO and content performance analysis, YouTube and podcast analytics
Data visualization and reporting techniques, Analytics in advertising and digital campaigns

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

Artificial Intelligence and predictive analytics in media, Big data and digital communication industries, Personalized communication and audience targeting, , Infographics, Fact-checking and misinformation analysis, Media planning and strategic decision-making, Career opportunities and future trends in media analytics

REFERENCE BOOKS:

1. Hollifield, C. A., & Coffey, A. J. (2023). Media Analytics: Understanding Media, Audiences, and Consumers in the 21st Century. Routledge.
2. Khan, G. F. (2015). Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media. Pearson Education.
3. Khan, G. F. (2015). Seven Layers of Social Media Analytics: Mining Business Insights from Social Media Data. CreateSpace Independent Publishing.
4. Sponder, M. (2011). Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics. McGraw-Hill.
5. Provost, F., & Fawcett, T. (2013). Data Science for Business. O'Reilly Media.
6. Gray, J., Chambers, L., & Bounegru, L. (Eds.). (2012). The Data Journalism Handbook. O'Reilly Media.
7. Kaushik, A. (2020). Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity. Wiley Publishing.

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

Sr. No.	Activity	Marks
1	Two Unit Tests	10 Marks
2	Preparation of analytics reports using Google Analytics or Meta Insights as assign by faculty.	15 Marks
3	Data visualization and infographic preparation as assign by faculty.	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ SAAC Accredited-2022 (B++ Grade (CGPA-2.96))	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-VI Vertical : VSC-IV Course Code: Course Name: Media Entrepreneurship
*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:** Mass Communication Entrepreneurship focuses on developing entrepreneurial skills and innovative approaches within media and communication industries. In the contemporary digital era, communication professionals are not only content creators but also media entrepreneurs managing print publications, digital platforms, production houses, public relations firms, advertising agencies, podcasts, community media, and social media ventures. This course introduces students to entrepreneurial opportunities across traditional and digital media while developing practical skills in branding, media management, content monetization, and startup development.

***COURSE OBJECTIVES:**

1. To introduce students to entrepreneurial opportunities in print, broadcast, digital, and multimedia communication industries.
2. To develop practical skills in media venture planning, branding, content creation, and communication management.

***COURSE OUTCOMES:**

1. Students will be able to Identify and analyze entrepreneurial opportunities in journalism, advertising, public relations, broadcasting, and digital media sectors.
2. Students will be able to Design basic business models and communication strategies for media and communication ventures.

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

Meaning, nature, and scope of mass communication entrepreneurship, Evolution of entrepreneurship in print, radio, television, cinema, advertising, PR, and digital media
 Startup culture and innovation in communication industries, Community media, independent journalism, and creator economy, Branding, audience building, and communication strategies
 Ethics, legal issues, and challenges in media entrepreneurship

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

Newspaper, magazine, radio, podcast, television, and YouTube ventures, Advertising agencies and public relations consultancies, Digital media startups and social media businesses
 Content monetization, sponsorship, and subscription models, Artificial Intelligence and emerging technologies in communication businesses, Freelancing, consultancy, and other career opportunities in media entrepreneurship

REFERENCE BOOKS:

1. Briggs, M. (2012). *Entrepreneurial Journalism: How to Build What's Next for News*. CQ Press.
2. Küng, L. (2017). *Strategic Management in the Media: Theory to Practice*. Sage Publications.
3. Picard, R. G. (2011). *The Economics and Financing of Media Companies*. Fordham University Press.
4. Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley.
5. Ries, E. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Business.
6. Parthasarathi, V. (Ed.). (2011). *The Indian Media Economy*. Oxford University Press.
7. Ninan, S. (2007). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. Sage Publications.
8. Kumar, K. J. (2020). *Mass Communication in India* (5th ed.). Jaico Publishing House.
9. Singh, J. K. (2016). *Media Management in India: Strategies and Practices*. Rawat Publications.
10. Chaturvedi, B. K. (2014). *Media Management and Entrepreneurship*. Global Vision Publishing House.

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	PPT presentation on successful media entrepreneur or media organization	10 Marks

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

Sr. No.	Activity	Marks
1.	Preparation of media/communication startup business plan	15 Marks
2.	Prepare and present self a startup pitch before a panel, highlighting the venture's uniqueness, target audience, and financial sustainability. (PPT)	15 Marks

 पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठ ॥ विद्यया संपन्नता ॥ NAAC Accredited-2022 "B++" Grade (CGPA-2.96)	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B. Voc- Journalism and Mass Communication Third Year: Semester-VI Vertical : OJT Course Code: Course Name: On Job Training
*Teaching Scheme: Theory- 4 Credits Lectures-120 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks

***PREAMBLE OF COURSE:** On Job Training in Media Industry is an experiential learning component designed to provide students with practical exposure to professional media environments. The course enables students to understand the functioning of print, broadcast, digital, advertising, public relations, film, and multimedia industries through hands-on training and field engagement. It bridges the gap between classroom learning and industry practices by developing professional skills, workplace ethics, communication abilities, and technical competencies required in contemporary media industries.

***COURSE OBJECTIVES:**

1. To provide students with practical training and professional exposure in media and communication industries.
2. To develop technical, reporting, production, management, and communication skills through workplace learning experiences.

***COURSE OUTCOMES:**

1. Students will be able to Apply theoretical knowledge and practical media skills in professional industry environments.
2. Students will be able to Demonstrate professional ethics, teamwork, communication, and technical competencies required in media industries.

Sr. No.	Activity	Marks
1.	OJT at News Paper/ Radio/ Television/Digital Media/ Advertising Agency/Public Relation Office (120 Hrs.) (As Per University Guidelines)	100 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
