



**MAHARASHTRA EDUCATION SOCIETY
ABASAHEB GARWARE COLLEGE
(AUTONOMOUS)
(AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY)**

**S.Y.B.VOC. MASS COMMUNICATION
(Faculty of Humanities)**

**SYLLABI UNDER NEP
S.Y.B. VOC.
MASS COMMUNICATION**

**Choice Based Credit System Syllabus
To be implemented from Academic Year 2024-2025**

Category	Credit	TH/PR	Semester III	TH/PR	Semester IV
Major Core (2+2+2+2=8)	2	TH	National and International affairs-1 (MC-201-MJ)	TH	National and International affairs-2 (MC-251-MJ)
	2	TH	Advertising (MC-202-MJ)	TH	Feature writing (MC-252-MJ)
	2	TH	Public Relation (MC-203-MJ)	TH	Media Research (MC-253-MJ)
	2	PR	Newspaper Production (MC-204-MJP)	PR	Magazine Production (MC-254-MJP)
VSC	2	TH	Podcast Production (VSC-221-MC)	TH	Community Field project (CFP-281-MC)
Field Project	2	PR	Field Project (FP) (FP-231-MC)	PR	Social media Communication (SEC-259-MCP)
Minor	2	TH	Media Laws (MC-241-MN)	TH	Multi- media Production (MC-290-MN)
Minor	2	PR	Photo Journalism (MC-242-MNP)	TH	Media and Cultural studies (MC-291-MN)
GE/OE	2	PR	Media literacy (OE-206-MCP)	TH	Proof Reading (OE-256-MC)
AECC	2	TH	Marathi	TH	Marathi
CC	2		NSS		NSS

National International Affairs-1

Course code: MC-201-MJ

Credits:02

Course Objectives:

1. To understand Current Affairs

2. To Learn Process of Analysing Current Affairs

Unit-I[Indian Constitution] 1. Indian Constitution: Salient Features & preamble 2. Fundamental Rights and Fundamental duties. 3. Directive Principles of state policy. 4. States and Union Territories & Centre-State Relations

Unit-II : [Power and functioning of democratic Institutions] 1. President and Vice President: Election and power 2. Prime Minister and the cabinet 3. Governor: Power & functions 4. Chief Minister and the cabinet 5. Parliament – Functions and powers Unit-III: [Judicial System] 1. State legislature – Functions and powers 2. Superior Judiciary –

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Unit-IV: [Electoral System] 1. Election Commission – Functions and powers 2. General Elections, Mid-Term Elections, By Elections 3. Elections of upper and lower houses 4. Elections of President and Vice President 5. Multi Party System - National and Regional Parties

UNIT -V Major Current Regional, National & International Events/Developments During the Term-Comparative Study of Issues Covered by Media-Follow-up of Major Stories and Editorials During the Term-Readings From Popular Magazines-News and Infotainment

Programme Outcome

TO update Knowledge Regarding Current Happening in Society

Advertising

Course code: MC-202-MJ

Credits: 02

Course Objectives

1. To understand the concept Of Advertising
2. To Learn Advertising Making Process
3. understand Advertising Industry

Unit-1

Advertisement as a medium of communication: Contemporary experiences; historical overview of advertising, socio-economic and cultural impact; Advertising theories: AIDA model, DAGMAR, Maslow's hierarchy model; advertising in mass media: media positioning, planning and scheduling.

Unit-2

Advertising research; advertising campaigning strategy (CPT analysis); Sales and marketing: SWOT(C) analysis, marketing and sales promotion, Unique Selling Proposition, consumer behaviour; Target Audience; brand positioning; Surrogate Advertising: Surrogacy vs. Sabotage; Ethics and Law: Advertising ethics and Laws, Cultural codes; Online Advertising.

Unit-3 Ad Agency: research and planning including media planning, work procedure, agency-client relationship; Regulatory Boards, Case studies. JORA-CC-6-13-P: Advertising Marks=30 (2 Credits) Total Classes: 4hrs. Per Week

Unit-4 (Practical)

Types of advertisement: Classified-display, Local-regional-national-international Ad, consumer/corporate ad, industrial-trade-retail Ad, government-private, outdoor, surrogate, radio-TV/internet-mobile; Advertisement copy and lay-out: Headline, Illustration, Subhead-Text, Slogan, Logo, Storyboard making; Thumbnail-Rough-Final lay-out, Television Commercials.

PUBLIC RELATION

Course code: MC-203-MJ

Credit:02

Objectives:

1. To understand the concept Of Public Relation
2. To Learn Public Relation Process
- 3 To understand Public Relation

Unit 1 : UNDERSTANDING PR Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of 'Communication audit'.

UNIT 2 : ROLE OF PR IN DIFFERENT SECTORS Government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

UNIT 3 : TYPES OF PR Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy

UNIT 4: PR TOOLS Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc. Programmes and events, CSR projects; PR during crisis: some recent case studies.

UNIT 5 : MEDIA RELATIONS AS A PR FUNCTION Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

Programme Outcome

1. To Plan Public Relation Plan
2. Learning of Public Relation Industry Functions

Newspaper Production

Course Code: MC-204-MJ

Credit: 02

Course Objectives:

1. To understand the Newspaper Production
2. To Learn Newspaper Making Process

Unit 1-Design Theory • Newspaper and magazine design theory – explaining the principles behind the way in which various publications are designed • Planning pages, unified themes and thinking creatively • Differences in newspaper and magazine design • The principles of balance, contrast, alignment and repetition • Colour theory

Unit 2- Designing a cover • Attracting a reader’s attention and setting the mood. • A shop window into your publication • Concentrating on a single message

Unit 3-Images & Using Photoshop • The importance of images in media. • How to source photographs. • Using alpha channels and selections in Photoshop • Preparing images for print.

Unit 4- Typography • How to use fonts to create a particular impression • Type as a design tool. • Setting mood and tone with type. • Fonts, headlines and spacing. • Standards in the print industry. Design

Techniques • What is a style sheet and how do they work? • Using elements to enhance the design. • Using contrast and alignment to add structure to pages. • Choosing the best layout for a particular story. •

Programme Outcome

1. To Plan Own Newspaper Production
2. Learning of Print Industry

Podcast Production

Course Code: VSC-221-MJ

Credits :02

Course Objectives:

1. To understand the Podcast
2. To Learn Podcast Making Process

Unit 1 - Concept of Podcast-Podcast History-Importance of podcast in modern era-Use of Podcast

Unit 2- Technology used is Podcast microphone etc.-Set Up for Podcast

Unit 3- Concept Design- how to pick a topic-Script Writing For Podcast-Language Skills For Podcast-Importance of Voice

Unit 4- how to record with single & multiple people- practical audio editing tips- how to launch podcast-how to submit podcast to Apple Podcasts and Spotify-how to get listeners

Programme Outcome

1. To Plan Create Own Podcast
2. Learning of Podcast Industry

Media Laws

Course Code: MC-241-MN

Credits : 02

Course Objectives:

1. To understand Various Laws Regarding Media
2. To Learn Process of Implementing the laws

UNIT 1: CONSTITUTION AND FREEDOM OF SPEECH AND EXPRESSION

Indian constitution, freedom of speech and expression, Meaning of defamation, Contempt of court, Right to information

UNIT 2: STUDY OF ACTS

Press and Registration of Books Act 1867, Working, Copyright act 1957, Cinematography Act 1952, Prasar Bharti Act 1990 Cable Television Networks (Regulations) Act 1995, IT Act 2000

UNIT 3: ETHICS IN MEDIA

Invasion of privacy and vulgarity, Advertising and ethics Issues of ethics in media, violation of ethics in various mediums, case studies. Paid news, Page Three culture, plagiarism, revealing confidential sources, hoax, off-the-record, on-the-record. Ombudsman.

Programme Outcome

1. To Know the Law Sector

Photo Journalism

Course Code: MC-242-MNP

Credits:02

Course Objectives:

1. To understand Basic Concept of Photography
2. To Learn Process of Photography

Programme Outcome

1. To Understand Importance of Photo Journalism
2. To explore Photo Journalism as Career

Unit-I Photo Journalism

Meaning & Definition, Growth & Development Camera: Types and parts.

Unit-II Photography

Elements & principles Lens: different types of lenses: Normal, wide, telephoto, Zoom, Fish eye Lens and close up lens.

Unit-III Focal length, aperture, shutter speed, depth of field, Focusing exposure. Exposure meter. Film: Nature, speed and types of film.

Unit-IV Lighting Arrangement

Different light sources. Electronic flash, shutter synchronization, lighting principles. Composition: Basic elements of composition rule of thirds. Unit-V Digital Photography.

Media Literacy

Course Code: OE-206-MCP

Credits: 02

Course Objectives:

1. To understand Basic Concept of Media Literacy
2. To Learn Process of Understanding Various Media Platforms

UNIT-1

Definition; Cognitive Model of Media Literacy; Corporate Objective of Conglomerate Media; Analysing Viral News in Digital Media; Agenda Setting and Cultivation Model; Evaluating Media Content: Critical understanding of Signifier and popular Signified of Media Contents.

UNIT-2

Learn Various Media Platforms-TV, Radio, Newspaper and Social Media-Technology in Media-Handling the Media Platforms

UNIT-3

Understanding Fake News and Misinformation: Impact on Society and strategies to Combat it; Media's role on Global Environmental issues; Critical Analysis of Cinema: Hyper-nationalist and Critical Narratives of Indian Cinema;

Programme Outcome

1. To Undersrtand Impornance of Media Literacy as Citizen
2. To explore Scope of Media Literacy

National International Affairs-1

Course code: MC-201-MJ

Credits:02

Course Objectives:

1. To understand Current Affairs
2. To Learn Process of Analysing Current Affairs

Unit-I[Indian Constitution] 1. Indian Constitution: Salient Features & preamble 2. Fundamental Rights and Fundamental duties. 3. Directive Principles of state policy. 4. States and Union Territories & Centre-State Relations

Unit-II : [Power and functioning of democratic Institutions] 1. President and Vice President: Election and power 2. Prime Minister and the cabinet 3. Governor: Power & functions 4. Chief Minister and the cabinet 5. Parliament – Functions and powers Unit-III: [Judicial System] 1. State legislature – Functions and powers 2. Superior Judiciary –

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Programme Outcome

TO update Knowledge Regarding Current Happening in Society

SEMESTER IV

Feature Writing

Course Code: MC-252-MJ

Credits: 02

Course Objectives:

1. To understand Basic Concept of Feature Writing
2. To Learn Process of Feature Writing

Programme Outcome

1. To Undersrtand Importnace Feature Writing in Journalism
2. To explore Scope of Feature Writing

Unit-I

Definition of a feature. Features vis-a-vis fiction and Literature. Types of features: Descriptive, Historical, personality

Unit-II

Distinction between a featurised news story and a feature article. Search for topics and material that can sell.

Unit-III

Titles, Leads and Slant in features. Planning a feature Importance of Human Interest in Features.

Unit-IV

Basic principles and do's of reviewing books, Films, stage plays and TV programmes.

Unit-V

Concept of photo feature -Scope and approach to free lancing for newspapers and magazines.

Media Research

Course Code: MC-253-MJ

Credits :02

Course Objectives:

1. To understand Basic Concept of Research.
2. To Learn Process of Media Research .

Unit 1

Meaning, definitions and types of research Media research: Concept and Scope Challenges and Prospect of Media Research in India Research designs: Exploratory, Descriptive and Experimental Approaches to research: Qualitative, Quantitative and Mixed Quantitative Research Methods for Media Studies: Census, Survey, Content Analysis. Qualitative Research Methods for Media Studies: Case – study, Content Analysis, Observation, Interview Research Tools: Questionnaire and Schedule, In – depth Interview and Focus Group Discussion as research tool.

Unit 2

Steps of Media Research Process: Study the situation, Identification of Problem, Developing of Objectives, Formation of Hypothesis, Reviewing of relevant literature, Deciding the Research Design, Finding the Results, Outcome of Research Sampling: selecting a suitable sample using sampling methods Basic terms of sampling: sample plan, sample design, sample unit, sample frame and sample size

Unit 3

Data Collection: primary & secondary data, questionnaire & schedule, in-depth interview, observation, case study, content analysis, experiment Data processing & analysis: editing, coding, classification & tabulation.

Programme Outcome

1. To Undesrtand Importnace Media Research
2. To explore Scope of Research in Media

Magazine Production

Course Code & Title MC-254-MJ

Credits : 02

Course Objectives:

1. To critically analyze the major trends in twenty-first-century magazine publishing
2. To develop in students the technical and creative skills of designing a magazine

UNIT 1: Introduction to Magazines

History of magazines: Evolution, growth, importance and characteristics of magazine and other periodical publications • Difference between magazines and other print media platform

UNIT 2: Reading Popular Magazines

Circulation and commercialization-Case studies of popular magazines

UNIT 3: Writing and Editing

Formats for writing in magazine: Features, articles, interviews, columns, new journalism-Writing and editing skills in magazines-Reporting techniques; identifying visual elements to accompany stories; improving stories through rewriting, clarity and organization.

UNIT 4: Design and Page making Software

Design elements and principles-Working with page making software-Work process; tools and techniques in page making software.

UNIT 5: Creating a magazine portfolio

Write, edit and design for a magazine-writing assignments on different styles of feature writing for magazines.

Programme Outcome

1. Students learn to report, structure and write longer features in a magazine.

Social Media and Communication

Course Code: SEC-259-MCP

Credits:0 2

Course Objectives:

1. To understand Basic Concept of Social Media
2. To Learn Process of Social Media Handling

Unit 1: Definition of social media

Social, para-social and asocial nature of social media, Social media concepts and theories, Computer-mediated communication theories, Social media-Impersonal, interpersonal, hyper-personal, Virtual Identity

Unit 2: Rise of social media-history and evolution

Social network site definitions, Interaction, community, Platforms-blogs, twitter, face-book, Pinterest, LinkedIn, Google+, 1. Flickr, Instagram, YouTube, Skype, Google Hangout, Snapchat etc. Applications-politics, government, social support, democracy

Unit 3: Sources of news

Writing styles on various platforms, News aggregators, News Consumption cultures-feedback and sharing, Crowd sourcing, micro blogging, trolling, addiction, Social Media Activism, Social Media Integration

Unit 4: Social Media Marketing

Introduction, Social Media Management – Strategies, Tools and Technologies, Social Media Audience Measurement, Case studies of successful social media marketing campaigns

Unit 5: Trolling and counter

Communities, Small Media platforms, Social media ethics and its limitations, Future of social media

Programme Outcome

1. The course will introduce the students to the basics of social media and its networked, decentralized and participatory dynamics

Multimedia Production

Course Code: MC-290-MN

Credits: 02

Course Objectives:

1. To understand Basic Concept Multimedia Production
2. To Learn Process of Various

Unit 1: Introduction to Visual Language

Introduction to Art: Theory and Criticism -Methods of Shooting Fundamental Drawing Techniques - Digital Design for New Media

Unit 2: Scripting and Storyboarding

Motion Graphics Core -Audio and Video Editing -Intro to Animation -Art of Direction

Unit 3: Media Business and Practice

New Media: Form and Content - Intro to Advertising and Promotional Film Making

Unit 4: Mass Media Research Studies

Interactive Media Designing - Radio Program Production Intro to Documentaries and Literal Films - Film Analysis - Design for Advertising

Programme Outcome

1. To explore Scope of Multimedia Production Platforms

MEDIA AND CULTURAL STUDIES

Course code: MC-291-N

Credit: 02

Course Objectives:

1. To understand Basic Concept Media and Culture
2. To Learn Process of Media and Cultural Studies

Unit-1

Understanding Culture; Definitions of Culture: Mass Culture, Popular Culture, Folk Culture; Elite culture, Commercial culture; Media as Texts; Signs and Codes in Media, Discourse Analysis; Understanding Media Culture: Media Culture and Power

Unit-2

Ev. Rogers' Development communication school, Dominant Paradigm of Development Model; Communication and development of third world media: Indian experience; Corporatization and Globalization of Mass Media.

Unit-3

Political Economy of media, Ideology, Ideas of Cultural Studies: Colonialism, Postcolonialism, Nationalism, Internationalism, Hybrid Culture, Poststructuralism and Postmodernism; Representation of nation, class, caste and gender issues in Media.

Programme Outcome

1. To explore Scope of Media and Cultural Studies

Proof Reading

Course Code: OE-256-MC

Credit : 02

Course Objectives:

1. To understand Basic Concept Proof Reading
2. To Learn Process of Proof Reading

Unit 1

Importance of Proof Reading- Proofreading of typescript, manuscript or printed copy before publication.

Unit 2

Academic proofreading-Translation and bilingual proofreading-Print media proofreading- Proofreading Work in Offices

Unit 3

Proofreading steps-procedure of finalising a proof read document- precautions while proof reading a document- Guidelines for proofreading-Proofreading signs

Programme Outcome

Understand the meaning of various Proof Reading Signs- identify the procedure of finalising a proof read document-take precautions while proof reading a document.

National International Affairs-1

Course code: MC-201-MJ

Credits:02

Course Objectives:

1. To understand Current Affairs
2. To Learn Process of Aanalying Current Affairs

Unit-I[Indian Constitution] 1. Indian Constitution: Salient Features & preamble 2. Fundamental Rights and Fundamental duties. 3. Directive Principles of state policy. 4. States and Union Territories & Centre-State Relations

Unit-II : [Power and functioning of democratic Institutions] 1. President and Vice President: Election and power 2. Prime Minister and the cabinet 3. Governor: Power & functions 4. Chief Minister and the cabinet 5. Parliament – Functions and powers Unit-III: [Judicial System] 1. State legislature – Functions and powers 2. Superior Judiciary –

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Programme Outcome

TO update Knowledge Regarding Current Happening in Society

National International Affairs- II

Course code: MC-251-MJ

Credits: 02

Course Objectives:

1. To understand Current Affairs
2. To Learn Process of Analysing Current Affairs

UNIT-I Environmental issues : World without borders, Resource use and sustainability, Environmental degradation– ozone depletion pollution

UNIT-II Universal human rights – universal declaration (1949); declaration of the right to development (1986; examining the concept of universal human rights and the individual context : Self determination– issues Of secession; issues and antistate violence, Population, consumption and sustainability, Emancipator movements, Trade union, Peasants movements (with global vision) , Environment movements –chipko movement, Women’s movement, Homosexual rights, The development debate, anti large movements, rehabilitation, development choices, people’s involvement, Tribal movements.

UNIT-III Governance and related issues: Decline of law, Corruption, Nexus between crime and politics, Political apathy, Secularism, Issues of accountability. Concept: State, Society, Nation.

UNIT-IV Political ideologies: Liberalism, Fascism, Socialism, Communism, Democracy. Indian Constitution: Brief history of Indian constitution, Salient features, Preamble, Fundamental rights and duties, Indian federalism

UNIT-V Indian Political System: Features of Indian political system, Nature of Indian political system - Political parties, features of Indian political parties, significant political parties, Identity politics : caste, reservation, politics parties, Regionalism and secessionism, Elections in India: understanding election process, opinion and exit polls, landmarks in electoral process

UNIT -VI Major Current Regional, National & International Events/Developments During the Term - Comparative Study of Issues Covered by Media-Follow-up of Major Stories and Editorials During the Term-Readings From Popular Magazines-News and Infotainment.

Programme Outcome

TO update Knowledge Regarding Current Happening in Society