

Faculty of Interdisciplinary JK-2018-2023 Circulars Faculty of Inter.

- 4 -

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
AURANGABAD.**



CIRCULAR NO.SU/INTERDISCIPLINARY/SYLL./B.VOC./34/2018.

It is hereby inform to all concerned that, on recommendation of the Dean, Faculty of Interdisciplinary, the Hon'ble Vice-Chancellor has **accepted the following curriculum under B.Voc. Programme viz: Certificate, Diploma, Advanced Diploma and B.Voc. Degree** in his emergency powers under Section-12[7] of the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council as appended herewith:

Sr.No.	Name of the Syllabus
1.	B.Voc. Rural Health Care and Sanitation
2.	B.Voc. Theatre & Stage Craft
3.	Advanced Diploma in Acting Under B.Voc. Programme (Two year)
4.	B.Voc. Broadcasting and Journalism

This is effective from the Academic Year 2018-19 and Onwards under the Faculty of Interdisciplinary

This curriculum are also available on the University website www.bamu.ac.in.

All concerned are requested to note the contents of the circular and bring notice to the students, teachers and staff for their information and necessary action.

University campus,
Aurangabad-431 004.

Ref. No.SU/B.voc./Curri./2018/

Date: 18.09.2018 21269-21708

}}
}}
}}
}}
}}


**Deputy Registrar,
Academic [Syllabus]
Section.**

Copy forwarded with compliments to :-

- 1] **The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] **The Director, University Network & Information Centre, UNIC, with a request to upload the curriculum along with this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examinations & Evaluation, Dr.BAMU, A'bad
- 2] **The Concerned Section Officer, Examination Branch,**
- 3] The Section Officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra],
- 7] The Public Relation Officer,
- 8] The Record Keeper,

-***-

Approved Course- B.Voc Degree in Broadcasting & Journalism

CERTIFICATE IN BROADCASTING & JOURNALISM		
	Semester-1	Credits
General Education		
1	Linguistic Proficiency	04
2	Computer Basics- Theory	02
3	Computer Basics- Practical's	04
4	Environment Awareness	02
	Total Credits	12
Skill Component		
1	Introduction to Mass Communication	02
2	Introduction to Broadcast Media	02
3	Fundamentals of Journalism	02
4	Media laws and Ethics	02
5	Project work- Introduction to Mass Communication	02
6	Project work- Introduction to Broadcast Media	02
7	Project work- Fundamentals of Journalism	02
8	Project work- Media laws and Ethics	02
9	In House Training	02
	Total Credits	18
	General Education + Skill Components	12+18= 30

Approved Course- B.Voc Degree in Broadcasting & Journalism

DIPLOMA IN BROADCASTING & JOURNALISM		
	Semester-2	Credits
General Education		
1	Linguistic Proficiency-II	04
2	Computer Fundamentals - Theory	02
3	Computer Fundamentals - Practical's	04
4	Public Relations	02
	Total Credits	12
Skill Component		
1	News Writing and Reporting	02
2	News Anchoring	02
3	Camera Operations and Handling- Photography and Videography	02
4	Editing – Audio, Video, Photo	02
5	Practical's in News Writing and Reporting	02
6	Practical's in News Anchoring	02
7	Practical's in Camera Operations and Handling	02
8	Practical's in Editing – Audio, Video, Photo	02
9	In House Training	02
	Total Credits	18
	General Education + Skill Components	12+18= 30

Approved Course- B.Voc Degree in Broadcasting & Journalism

ADVANCE DIPLOMA IN BROADCASTING & JOURNALISM		
	Semester-3	Credits
General Education		
1	Effective Communication Skills-I	04
2	Advance Computing - Theory	02
3	Advance Computing - Practical's	04
4	General Awareness	02
	Total Credits	12
Skill Component		
1	Voice Over and Voice Modulation	02
2	Radio Journalism	02
3	Television Journalism	02
4	Web Journalism	02
5	Practical's in Voice Over and Voice Modulation	02
6	Practical's in Radio Journalism	02
7	Practical's in Television Journalism	02
8	Practical's in Web Journalism	02
9	In House Training	02
	Total Credits	18
	General Education + Skill Components	12+18= 30

Approved Course- B.Voc Degree in Broadcasting & Journalism

ADVANCE DIPLOMA IN BROADCASTING & JOURNALISM		
	Semister-4	Credits
General Education		
1	Effective Communication Skills-II	04
2	Advance Computing-II - Theory	02
3	Advance Computing-II - Practical's	04
4	Banking Knowledge- Basics	02
	Total Credits	12
Skill Component		
1	Radio and Television Production	02
2	Advance Audio Visual, Photo Editing	02
3	Multimedia Production	02
4	Advertisement- Television and Radio	02
5	Practical's in Radio and Television Production	02
6	Practical's in Advance Audio Visual Editing	02
7	Practical's in Multimedia Production	02
8	Practical's in Advertisement- Television and Radio	02
9	In House Training	02
	Total Credits	18
	General Education + Skill Components	12+18= 30

Approved Course- B.Voc Degree in Broadcasting & Journalism

DEGREE IN BROADCASTING & JOURNALISM		
	Semester-5	Credits
General Education		
1	Marketing Management	04
2	Investment Management	02
3	Disaster Management- Theory	02
4	Disaster Management- Practical's	04
	Total Credits	12
Skill Component		
1	Media Management	02
2	Documentary and Film Production	02
3	Digital Journalism	02
4	Entertainment Journalism	02
5	Practical's in Media Management	02
6	Practical's in Documentary and Film Production	02
7	Practical's in Digital Journalism	02
8	Practical's in Entertainment Journalism	02
9	Field Work	02
	Total Credits	18
	General Education + Skill Components	12+18= 30

Approved Course- B.Voc Degree in Broadcasting & Journalism

DEGREE IN BROADCASTING & JOURNALISM		
	Semester-6	Credits
General Education		
1	Marketing Management	04
2	Investment Management	02
3	Disaster Management- Theory	02
4	Disaster Management- Practical's	04
	Total Credits	12
Skill Component		
1	Agriculture Journalism	02
2	Business Journalism	02
3	Sports Journalism	02
4	Managing Television and Radio shows	02
5	Practical's in Agriculture Journalism	02
6	Practical's in Business Journalism	02
7	Practical's in Sports Journalism	02
8	Practical's in Managing Television and Radio shows	02
9	Internship	02
	Total Credits	18
	General Education + Skill Components	12+18= 30

DR. BABASAHEB AMBEDKAR MARAHTWADA UNIVERSITY**AURANGABAD-431004****BACHELOR OF VOCATIONAL COURSE****SYLLABUS: BROADCASTING AND JOURNALISM****CHOICE BASED CREDIT SYSTEM (CBCS) 2018-19**

Semester and Credits	General Education	Skill Component
Semester I Credit 30	Linguistic Proficiency Computer Basics- Theory Computer Basics- Practical's Environment Awareness	Introduction to Mass Communication Introduction to Broadcast Media Fundamentals of Journalism Media laws and Ethics Project work- Introduction to Mass Communication Project work- Introduction to Broadcast Media Project work- Fundamentals of Journalism Project work- Media laws and Ethics In House Training
Total Credits = 30	Credits = 12	Credits = 18

BROADCASTING AND JOURNALISM										
Course code	Semester-I	Weekly				Credits		IA	UA	Marks
		Th	Pr	Th	Pr					
General Education										
GE-101	Linguistic Proficiency	04		04			20	80	100	
GE-102	Computer Basics- Theory	02		02			10	40	50	
GE-103	Computer Basics- Practical's		04		04		20	80	100	
GE-104	Environment Awareness	02		02			10	40	50	
	Total Credits	08	04	08	04	08	60	240	300	
Skill Componentet										
SC-101	Introduction to Mass Communication	02		02			10	40	50	
SC-102	Introduction to Broadcast Media	02		02			10	40	50	
SC-103	Fundamentals of Journalism	02		02			10	40	50	
SC-104	Media laws and Ethics	02		02			10	40	50	
SC-105	Project work- Introduction to Mass Communication		02		02		10	40	50	
SC-106	Project work- Introduction to Broadcast Media		02		02		10	40	50	
SC-107	Project work- Fundamentals of Journalism		02		02		10	40	50	
SC-108	Project work- Media laws and Ethics		02		02		10	40	50	
SC-109	In House Training		02		02		10	40	50	
	Total Credits	08	10	08	10	08	90	360	450	
	General Education + Skill Components	12+18= 30					150	600	750	

Semester - I**Linguistic Proficiency –I (GE-101)****Period – 60****Marks - 100****Chapter 1****[15]**

Origin and Development of Marathi Language, importance of Devnagri script and its use in Indian Languages, Hindi as a National language and its importance, co-relation between Hindi and Marathi language. English as an international language, Language of knowledge.

Chapter 2**[15]**

Writing skills required for Marathi, speciality of Marathi, Hindi, English language, different styles of Marathi, Hindi, English writings, Marathi, Hindi, English prose, poetry: some important trends and authors -poets.

Chapter 3**[15]**

Style of Newspaper writing in Marathi, Hindi, English Editorial writing of eminent Marathi, Hindi, English Journalists, language abilities for news and feature writings in Marathi, Hindi, English contents, intro and head lines of Marathi news, writing features in its linguistics skills, trends in Marathi, Hindi, English feature writing and news story writing.

Chapter 4**[15]**

Modes of Narration, News Feature versus fiction, Dreaming a fictional continuum, Character sketching, Story making, Writing screenplays, Creative nonfiction-Accuracy and art, Speaking with the reader, Writing about yourself, Writing about people and the world, Fieldwork and interviews, online – hypertext - textual and visual limitations – language and style multimedia support

Semester - I**Computer Basics- Theory (GE-102)****Period – 30****Marks - 50****Chapter 1****[15]**

Introduction to computers - history and generation of computers; types of computers hardware and software; digital technology keyboard functions. MS office and its applications; MS-word with features; MS windows; Excel; MS Excess, presentation manager; important, commands; page maker, interfacing, working with text, page set up, printing : formatting techniques; graphics and drawings.

Chapter 2**[15]**

Coral draw environment, working with objects, outlining, clip are and symbols; control of object outlines -text creation and alignment -Bitmap graphics conversions -graphs COREL SHOW-cartoons use of colours in publishing concepts. Multi-media -definitions -CD-ROM and multimedia -business applications -educational application -public utility ritual reality-multi-media skills

Semester - I**Computer Basics- Practical's (GE-103)****Period – 120****Marks - 100**

Minimum 30 practical's to be performed as per the guidelines of teaching faculty depending upon all theory units of concerned subject.

Semester - I**Environment Awareness (GE-104)****Period – 30****Marks - 50****Chapter 1****[15]**

Definition, principles and scope of environmental science, Earth, Man and environment, ecosystem, pathways in ecosystem, Physic-Chemical and Biological factors in the, environment geographical classification and Zones

Structure and composition of atmosphere, hydrosphere, lithosphere and biosphere, Mass and energy transfer across the various interface material balance , first and second law of thermodynamics, Heat transfer process, Scale of Metrology, Pressure, temperature, precipitation, Humidity, radiation and wind, Atmosphere stability, inversions and mixing height, windrose

Chapter 2**[15]**

Fundamental of Environmental chemistry: Stoichiometry, Gibbs' energy, chemical Potential, chemical equilibrium acid base reactions, Solubility product, solubility of gases in water, the carbonate system, Unsaturated and saturated hydrocarbons, radio nuclides

Chemical compositions of Air: Classification of elements, chemical speciation, Particles, Ions and radicals in atmosphere, chemical processes for formation of inorganic and organic particulate matter, thermo chemical and photochemical reaction in atmosphere Oxygen and Ozone chemistry, chemistry of air pollutants, photochemical smog.

Semester - I**Introduction to Mass Communication (SC-101)****Period – 30****Marks - 50****Chapter 1****[15]**

Journalism and Mass Communication - Nature - Scope – Mass Communication - Definition - Process; mass media and modern society Functions - Mass Media and democracy.

Early efforts in printing - newspapers - types of newspapers - contents characteristics; magazines - characteristics and types; print media in India: an overview; books as a medium of communication - types of books – book publishing in India.

Chapter 2**[15]**

Early communication systems in India - first Indian newspaper; print media in nineteenth century; Indian press and Indian freedom movement - brief history of major English and Indian language newspapers and magazines.

Semester - I**Introduction to Broadcast Media (SC-102)****Period – 30****Marks - 50****Chapter 1****[15]**

Introduction to broadcasting – definition of broadcasting; broadcast technology: earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and satellite transmission.

Chapter 2**[15]**

Elements of audio visual communication – evolution of sound – ear and brain experiments with sound -theory of sound – components of sound – frequency – pitch – amplitude – sound wave – wave length – basics of acoustics – audio elements – voicemusic – sound effects – role of silence

Elements of visual communication – theory of light – visual perception – eye and brain in visual decoding – color – form – depth – movement – visual language – fundamentals of graphics

Semester - I**Fundamentals of Journalism (SC-103)****Period – 30****Marks - 50****Chapter 1****[10]**

What is journalism? - Principles and functions of journalism - journalism as a profession - role and responsibilities of a journalist - ethics of journalism - How to start a publication?

Chapter 2**[10]**

Organizational structure of a newspaper: business, mechanical and editorial departments – editorial hierarchy -responsibilities and qualities of chief editor, news editor, chief sub-editor, bureau chief, reporters – freelance journalism.

Chapter 3**[10]**

Contents of a newspaper – definition and types of news - news determinants – features – editorial – interviews – reviews – cartoons – columns - readers' letters - photojournalism.

Semester - I**Media laws and Ethics (SC-104)****Period – 30****Marks - 50****Chapter 1****[10]**

Press Laws: Official Secrets Act - Press & Registration of Books Act - Copyright Act - Contempt of Court Act - Young Person's Harmful Publication Act – Indecent Representation of Women's Act - Drug & Magic Remedies Act - Working Journalists Act - Wage Boards, Film Certification Rules - Intellectual Property Rights.

Chapter 2**[10]****Electronic and New Media Laws**

Emergence of electronic and new media law - The AIR Code - The Commercial Code of AIR & Doordarshan - Cable Television Act and Rules - Advertising Standards Council - Media regulations: self or govt.?

Chapter 3**[10]**

Media Ethics and Issues - code of ethics for media personnel - Press Council of India - Code of ethics - censorship versus self-regulation - privacy versus public good - embedded journalism - sting journalism - corporatization of media.

Semester - I**Project work- Introduction to Mass Communication (SC-105)****Marks - 50**

Each student must be involved in the production of issues of the mass communication wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer. However minimum 60% content should be news based.

Semester - I**Project work- Introduction to Broadcast Media (SC-106)****Marks - 50**

Each student must be involved in the production of issues of the Broadcast Media wherein the student gets the opportunity to work as reporters of Radio and Television. However minimum 60% content should be news based.

Semester - I**Project work- Fundamentals of Journalism (SC-107)****Marks - 50**

Each student must be involved in the production of issues of the Fundamentals of Journalism wherein the student gets the opportunity in Reporting practices, press conferences. However minimum 60% content should be news based.

Semester - I**Project work- Media laws and Ethics (SC-108)****Marks - 50**

Each student must be involved in the issues of the Media laws and Ethics wherein the student gets the opportunity create project report. However minimum 60% content should be news based.

Semester - I

In House Training (SC-109)

Marks - 50

Talk Shows, Reviews, Talks, Interviews, Discussions, Documentaries, Docudramas, Plays/
Skits, Commentaries.

Reference Books

1. Introduction to Mass Communication - By Emery E. Ault P. H., Agree W. K. (Dodd, Mead and Co., Inc. New York)
2. The Process of Communication - By Berlo D. K. (Holt, Rinehart and Winston, New York)
3. The Process and Effect of Mass Communication - By Schramm W. (University of Illinois Press, Urbana)
4. Mass Media and National Development - By Schramm W. (Stanford University Press, Stanford)
5. The Mass media, Reporting, Writing, Edition - By Rivers W. L. (Harper and Row, New York and John Weatherhill Inc. Tokyo)
6. Electronic Journalism - By William A. (Columbia University Press, New York)
7. Practical Public Relations - By Black Sam (Sir Isaac Pitman and Sons Ltd.,
8. Television News : Writing, Editing, Filming, Broadcasting - By Fang I. F. (Hasting House Publishers, New York)
9. Writing Televisions and Radio Programming - By Willis Edger E. (Holt Richard, UNESCO, Paris)
10. Mass Communication - Chatterjee R. K., National Book Trust, New Delhi
11. Broadcasting in India - Awasthy G. C. (Allied Publication, New Delhi)
12. Mass Communication & Journalism - By A. K. Shukla (Anmol Publication, New Delhi)
13. Mass Communication in India - Keval J. Kumar
14. Mass Communication is Critical Analysis - Keval J. Kumar
15. This is All India Radio - D. K. Barooah.
16. Practical Newspaper Reporting - Tom Welsh (Oxford University Press, London)
17. Modern News Reporting - By Warren C. (Harper and Row, New York)
18. Newsmen at work - By Campbell L. R. and Wolseley R. E. (Houghton Mifflin Co. Boston.)
19. How to Report and Write the News - By Campbell L. R. and Wolseley R. E. (Prentice Hall U. S. A.)
20. The Complete Reporter - By Johnson S. and Harish H. (The Macmillan Co., New York)
21. Interpretative Reporting - By Macdougall C. D. (The Macmillan Co., New York)

22. Scholastic Journalism - By English Earl and Hach Clarence (The Iowa State University Press Ames, Iowa, U. S. A.)
23. Fundamentals of Journalism - By Crump Speneer (Mcgrow Hill Book Co., New York)
24. The Journalists Interview - By Sherwood Hugh C. (Harper and Row, New York)
25. Magazine Journalism - Today Antony Devis (Oxford University Publication)
26. Editing the Day's New - By Bastian GC, Case LD and Baskehe IK (Macmillian Co., New York)
27. News Editing - By Westly Bruee (Houghton Mifflin Co., USA)
28. The Art of Editing the News - By Mc. Giffert Robert C. (Chilton Book Co., New York)
29. Creative News Editing - By Crowell Alfred (WMC Brown Publication)
30. News Editing and Display-Brown C. Charles (Greenwood Press,U.S. A.)
31. News Headline - Evon Herald (William Heinman Ltd. UK)
32. Modern Newspaper Editing and Production- by F. W. Hodgon (Oxford University Publication)
33. Editing in the Electronic Era - by Martin L. Gibson (Brentice Hall of India, New Delhi)
34. Practical Newspaper Reporting - Tom Welsh (Oxford University Press, London)
35. Modern News Reporting - By Warren C. (Harper and Row, New York)
36. Newsmen at work - By Cmpbell L. R. and Wolseley R. E. (Houghtom Mifflin Co. Boston.)
37. How to Report and Write the News - By Campbell L. R. and Wolseley R. E. (Prentice Hall U. S. A.)
37. The Complete Reporter - By Johnson S. and Harish H. (The Macmillan Co., New York)
39. Interpretative Reorting - By Macdougall C. D. (The Macmillan Co., New York)
40. Scholastic Journalism - By English Earl and Hach Clarence (The Iowa State University Press Ames, Iowa, U. S. A.)
41. Fundamentals of Journalism - By Crump Speneer (Mcgrow Hill Book Co., New York)
42. The Journalists Interview - By Sherwood Hugh C. (Harper and Row, New York)
43. Magazine Journalism - Today Antony Devis (Oxford University Publication)
44. Editing the Day's New - By Bastian GC, Case LD and Baskehe IK (Macmillian

- Co., New York)
45. News Editing - By Westly Bruce (Houghton Mifflin Co., USA)
 46. The Art of Editing the News - By Mc. Giffert Robert C. (Chilton Book Co., New York)
 47. Creative News Editing - By Crowell Alfred (WMC Brown Publication)
 48. News Editing and Display- Brown C. Charles (Greenwood Press, Westport U. S.A.)
 49. News Headline - Evon Herald (William Heinman Ltd. UK)
 50. Modern Newspaper Editing and Production- by F. W. Hodgon (Oxford University Publication)
 51. Editing in the Electronic Era - by Martin L. Gibson (Brentice Hall of India, New Delhi)

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY,
AURANGABAD-431004

BACHELOR OF VOCATIONAL COURSE

SYLLABUS: BROADCASTING AND JOURNALISM

(SEMESTER II)

CHOICE BASED CREDIT SYSTEM (CBCS) 2018-19

Semester and Credits	General Education	Skill Component
Semester II Credit 30	Linguistic Proficiency-II Computer Fundamentals - Theory Computer Fundamentals - Practical's Public Relations	News Writing and Reporting News Anchoring Camera Operations and Handling– Photography and Videography Editing – Audio, Video, Photo Practical's in News Writing and Reporting Practical's in News Anchoring Practical's in Camera Operations and Handling Practical's in Editing – Audio, Video, Photo In House Training
Total Credits = 30	Credits = 12	Credits = 18

BROADCASTING AND JOURNALISM											
Course code	Semester-II				Weekly		Credits		IA	UA	Marks
	General Education				Th	Pr	Th	Pr			
GE-201	Linguistic Proficiency - II				04		04		20	80	100
GE-202	Computer Fundamentals- Theory				02		02		10	40	50
GE-203	Computer Fundamentals- Practical's					04		04	20	80	100
GE-204	Public Relations				02		02		10	40	50
	Total Credits				08	04	08	04	60	240	300
	Skill Component										
SC-201	News Writing and Reporting				02		02		10	40	50
SC-202	News Anchoring				02		02		10	40	50
SC-203	Camera Operations and Handling- Photography and Videography				02		02		10	40	50
SC-204	Editing – Audio, Video, Photo				02		02		10	40	50
SC-205	Practical's in News Writing and Reporting					02		02	10	40	50
SC-206	Practical's in News Anchoring					02		02	10	40	50
SC-207	Practical's in Camera Operations and Handling					02		02	10	40	50
SC-208	Practical's in Editing – Audio, Video, Photo					02		02	10	40	50
SC-209	In House Training					02		02	10	40	50
	Total Credits				08	10	08	10	90	360	450
	General Education + Skill Components				12+18= 30				150	600	750

Semester - II**Linguistic Proficiency –II (GE-202)****Period – 60****Marks - 100****Chapter 1****[06]**

Linguistic awareness in Journalism: Status and distinguishing features of Journalistic Language, Language awareness of Marathi Newspapers, Effect of Newspapers on Language, Feature of Journalistic Language, Language: Arrangement of Co-existence, Entry of Language in Society.

Chapter 2**[06]**

Language of Journalism: Introduction, various features of Language, Usage of correct words, importance of dictation, importance of punctuation marks,

Chapter 3**[06]**

Translation: Introduction, Nature of language in journalism, Measures of limited time, instance or examples of translations.

Chapter 4**[06]**

Rules of writing and finding errors in printing: Rules of Writing, Nature of Error finding in printing, assistant for error finding, signs of Error finding in printing.

Chapter 5**[06]**

Journalism: Old and New: Introduction, Public Education, Ethics of Newspaper, Beginning of Newspaper, Time of Kesari Newspaper, Expansion of political awareness, President's Rules, fast changing Media, Time of owner and Editor.

Chapter 6**[06]**

Editorial: Definition and features: Introduction of Editorial, it's Definition, features, Principles and subject and style.

Chapter 7**[06]**

Pre- Independence Editorials: Introduction, Shri. Gopal Ganesh Agarkar, Lokmanya Tilak, Shivram Mahadev Paranjape, Dr. Babasaheb Ambedkar, Shri. G. T. Mandkhelkar

Chapter 8**[06]**

Post-Independence Editorials: Introduction, Acharya P. K. Atre, Shri Anant Bhalerao, Shri. Govind Talwalkar, Madhav Gadkari, Shri Nilkant Khandilkar.

Chapter 9**[06]**

Segments of Newspaper: Feature, Columnation, Interview for newspaper, Review in newspaper, sports journalism, science and technology, Arts-Literature- Culture.

Chapter 10**[06]**

Sunday Supplement and its edition: Introduction, Arrangement, Subject Planning, subject layout.

Semester - II**Computer Fundamentals - Theory (GE-202)****Period – 30****Marks - 50****Chapter 1****[08]**

Computer: Definition, Characteristics of Computers, Basic Applications of Computer.
Components of Computer System: Central Processing Unit (CPU), input/output Devices, computer Memory: primary and secondary memory, magnetic and optical storage devices, Concepts of Hardware and Software.

Chapter 2**[12]**

Operating system-Definition & functions, basics of Windows. Basic components of windows, icons, types of icons, taskbar, activating windows, using desktop, title bar, running applications, exploring computer, managing files and folders, copying and moving files and folders.

Control panel – display properties, adding and removing software and hardware, setting date and time, screensaver and appearance.

Chapter 3**[05]**

Word Processing Basic: An Introduction to Word Processing and MS-Word, Working with documents, using tables, pictures, and charts, using mail merge and sending a letter to a group of people, creating form letters and labels, collaborating with workgroups, modifying a report.

Chapter 4**[05]**

Presentation software-MS Power Point: Creating and enhancing a presentation, creating and publishing a web presentation, modifying a presentation, working with visual elements, delivering a presentation and designing a template.

Semester - II**Computer Fundamentals - Practical's (GE-203)****Period – 120****Marks - 100**

Minimum 30 practical's to be performed as per the guidelines of teaching faculty depending upon all theory units of concerned subject.

Semester –II
Public Relation(GE-204)

Period-30**Marks - 50****Chapter 1****[7]**

Evaluation and history of public relation, Definition, Purpose and utility of PR, relevance to democratic society, Publicity, propaganda, public affairs, Difference between PR, Advertising and propaganda.

Chapter 2**[8]**

Symmetrical and Asymmetrical theories of PR, Law and Ethics of PR (Defamation, copyright, invasion of privacy).Interface of PR with various management disciplines.PR tools-(Interpersonal, Mass media and selective media)PR in Industry- public sector, Private sector, multinational and local industry, PR in Central and state governments, PR in Co-operative, defense, Education and the functioning of various media unit of the states and union governments

Chapter 3**[7]**

Writing for PR- internal publics (House journals, Bulletin, boards, Open houses, Suggestions), Writing for Media- (Press Release, Press, Brief, Preparing PR Material for the PR, Campaign planning

Chapter 4**[8]**

Strategic public relations and management- Defining strategy and its relevance in public relations and corporate communication, campaign planning, management and execution role of PR in crisis communication and disaster management.

Media relations, organizing press conferences, facility visits, press briefs- Proactive and reactive media relations, Ethical aspects in media relations, role of technology in PR.

Semester –II**News Writing and Reporting(SC-201)****Period-30****Marks - 50****Chapter 1****[5]**

Understanding News: Definitions, Purpose and importance of news, quality of news, accuracy, Clarity, Objectivity, Balance, Directness etc., Media specific nature of news, Cross platform Discussion.

Chapter 2**[5]**

News Reporter: Categories- Staff Reporter, stringer, correspondent, Chief reporter, Principal correspondent, bureau chief foreign correspondence, their functions and responsibilities, quality of news reporter, rights and responsibilities.

Chapter 3**[10]**

Evaluation News: News sense and news values, 5 W's and H importance of 'what next?', Changing concepts- readers, relationship, relevance and utility, news beats, introduction beats mapping.

Chapter 4**[10]**

Writing News Reports: Conventional style- the inverted pyramid what is most important?, Choice of one W or H for focus: Lead of news story, types of leads, writing techniques processing information, order of importance, brevity, precision, quoting the sources, chronology, paragraphing, style individual and organizational stylebook changing trends in news writing, new styles, diminishing importance of inverted pyramid.

Semester –II**News Anchoring (SC-202)****Period-30****Marks - 50****Chapter 1****[10]**

TV reporting: Reporting Skills, understanding deadline, gathering information, cultivating sources, Planning and designing a story, being fit and alert, presentation skill, voice, modulation, diction, screen presence, body language, piece to camera, phonos, interview skills, instructing cameraman, significance of sound-bytes, getting good sound-bytes.

Chapter 2**[10]**

News Presentation: Structure of news bulletin-headlines, Individual's stories: telling a story through visuals, use of graphics, anchors responsibilities, skill required for news anchor, presence of mind.

Chapter 3**[10]**

Working of News room: various functionaries in news room, reporters, copy editors, input editors, output editors, news producers, cameraman, video editors, backroom researchers, reference library or archives peoples, graphic artist.

Semester –II**Camera operations and handling- Photography and Videography (SC-203)****Period-30****Marks - 50****Chapter 1****[6]**

History of camera: Pinhole camera, Camera invention, Process of camera, Invention of processor.

Chapter 2**[6]**

Process of Photography: Camera, Light, Refraction, Reflection, Dispersion of light.

Chapter 3**[6]**

Image Creation by lens: Lens, Centre of Curvature, Convex lens, Concave lens, Focal length, Mirror

Chapter 4**[6]**

Video Camera: History of video camera, Video camera Tube, Motion Picture, Film

Chapter 5**[6]**

Film / Negative: Film Format, Film preservation, Colour motion picture film

Semester –II**Editing- Audio, Video, Photo (SC-204)****Period-30****Marks - 50****Chapter1****[5]**

What is sound – sound characteristics, pitch, tone, loudness, psychoacoustics, audio recording techniques and technologies, mics, sound mixers/synthesizers, audio recording devices

Chapter2**[5]**

Audio recording – basic functions of a microphone, types of microphone, cables and connectivity.

Chapter 3**[5]**

Introduction to audio editing software – file formats, data selection, audio formats, MP3s, basics of audio editing, conversion of files from one format to another.

Chapter 4**[5]**

Introduction to digital audio workstation- Midi and digital sounds, audio special effects – audio plug-ins, sound processing software

Chapter 5**[5]**

Introduction to video editing software – features and characteristics, importing and organizing video clips, timeline tools, clips trimming.

Chapter 6**[5]**

Photoshop Software (Adobe Photoshop, CS3, CS4, CS6), The Photoshop Environment, Palettes and the Palette well, Creating custom workspaces, Opening Images

Semester II

Practical's in News Writing and Reporting (SC-205)**Marks 50****News Reporting**

Speech/ meeting reporting, event reporting, covering writing based on press releases, Press Conferences, Interviews, obits, profiles based on field assignments.

Specialized Writing

Writing features and human interest stories, backgrounders, Editorials, Articles, Middles, Columns

Semester II

Practical's in news Anchoring (SC-206)

Mark 50

Watching and analyzing television news

Watching and analyzing radio news

Presenting the P2C on various issues

Comparing radio news

Recording various voice

Modulation of voice for various Radio and Television program

Semester II

Practical's in Camera Operations and handling (SC-207)

Mark 50

- Basic Camera Equipment utilization
- Exercising various shot types
- Exercising various angel types
- Exercising various light setting
- Experimenting of shoots on given subject

Semester II

Practical's in Editing-Audio, Video, Photo (SC-208)

Mark 50

Editing Video Clips

Editing Audio Clips

Editing Photo

Video Production in group

Audio Project Work in group

Semester II

In House Training (SC-209)**Mark 50**

Designing a public relation campaign

Visit Report for district information office visit

Writing Press Releases

Writing for social media publicity

Presentation of news weekly all selected issues

Visiting reports on local newspapers.


Principal
Shikshanmaharshi Guruvarya
R.G.Shinde Mahavidyalaya, Paranda.

Reference Books

1. Nicolls, Brian. Features with Flair. Vikas Publication.
2. Stonecipher, Harry. Editorial and Persuasive Writing: Opinion functions of News media. Hastings House, New York.
3. VidbH\$ā, JmoqdX. AJb«Io . àopñQ>O npābHo\$eÝg, 1981.
4. Rystrom, Kenneth. The why, who and how of the Editorial Page. Random House, New York, 1983.
5. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford University Press.
6. Seely John. The Oxford Guide to Writing & Speaking. 3. Cambridge Advanced Learner's Dictionary.
7. Oxford Learner's Word finder Dictionary.
8. Evans, Harold. 1972. Newsman's English, Heinmann Publication.
9. Menon k.S.R.. 1990. Stylebook for Journalists & Writers. Konark Publishers
10. Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.
11. Nicolls, Brian. Features with Flair. Vikas Publication.
12. Stonecipher, Harry. Editorial and Persuasive Writing: Opinion functions of News media. Hastings House, New York.
13. Rystrom, Kenneth. The why, who and how of the Editorial Page. Random House, New York, 1983.
14. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication
15. Parthsarthy Rangaswami. Basic Journalism. McMillan India Ltd.
16. Saxena Sunil. Headlines Writing. Sage publication.
17. T.J.S. George: Editing – A Handbook for Journalists.
18. William Strunk & E. B. White – Elements of Style.
19. Kamath, M.V. The Journalist's Handbook.
20. Kamath, M.V. The Professional Journalist.

21. Various style guides and handbooks (in print and online): UNI and PTI; Statesman (Calcutta); The Economist, Reuters, The Times, Guardian (London); Associated Press, UPI (New York).
22. Parvate, T.V. Marathi Journalism.
23. Padhy, Dr. Krushna Singh. The Indian Press: Role and Responsibility.
24. Rau, Chalapathi. The Press. National Book Trust. 8. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004
25. Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
26. Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
27. Frank, Lezzi. Understanding Television Production. Prentice-Hall.
28. Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
29. Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
30. Boretsky, R. A. and Yarovsky A. Television Journalism. International Organisation of Journalists.
31. Lewis, Bruce. Technique of Television Announcing. Focal Press. 8. Watching TV news channels (regional, national and international) 9. Reading newspaper and magazine articles on current trends in TV.
32. Skornia, Harry J. Television and Society. McGraw Hill.
33. Barry, Cole. Television Today: A Close up View. Oxford University Press.
34. Schramm, Wilbur. Television in the Lives of Our Children. Stanford University Press.
35. Fiske, John. Television Culture. Methuen.


Principal
Shikshanmaharshi Guruvarya
R.G.Shinde Mahavidyalaya, Parand