



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR UNIVERSITY, SOLAPUR

SYLLABUS (NEP-2020)

B.VOC- JOURNALISM AND MASS COMMUNICATION

PART-I

SEMESTER I & II

FACULTY OF INTERDISCIPLINARY STUDIES

(2024-2025)



B.VOC
JOURNALISM AND MASS COMMUNICATION
PROGRAMME PREAMBLE

****COURSE TITLE:** B.Voc Journalism and Mass Communication

****FACULTY:** Interdisciplinary Studies

****YEAR OF IMPLEMENTATION:** Academic year June 2024-25 onwards

****FEE STRUCTURE:** As per the University Rules.

****ABOUT THE PROGRAMME:** A Bachelor of Vocational (B.Voc) program in Journalism and Mass Communication is designed to provide students with practical skills and knowledge needed to excel in the field of journalism and mass communication. Unlike traditional academic degrees, BVoc programs often focus more on hands-on training and vocational skills development.

In this program, students typically learn about various aspects of journalism such as news reporting, editing, feature writing, investigative journalism, and multimedia journalism. They also gain knowledge about mass communication theories, media ethics, media law, and the role of media in society.

The curriculum may include practical training through internships, workshops, and projects, allowing students to apply their theoretical knowledge in real-world scenarios. Additionally, students may have the opportunity to specialize in specific areas of journalism and mass communication such as digital media, broadcast journalism, public relations, or advertising.

Overall, a BVoc program in Journalism and Mass Communication aims to equip students with the skills, knowledge, and practical experience necessary to pursue successful careers in various media-related fields.

****VISION:** The vision of a Bachelor of Vocational (BVoc) program in Journalism and Mass Communication is to create a dynamic and industry-relevant learning environment that prepares students for successful careers in the rapidly evolving field of media and communication.

****MISSION:** The mission of a Bachelor of Vocational (BVoc) program in Journalism and Mass Communication is to provide students with a dynamic and industry-relevant education that equips them with the skills, knowledge, and ethical values necessary for successful careers in the media and communication industry.

****PROGRAM OBJECTIVES:**

a) Develop Practical Skills: Provide students with hands-on training in journalism and mass communication practices, including news reporting, writing, editing, photography, videography, and multimedia production.

b) Foster Critical Thinking: Cultivate students' ability to analyze information critically, evaluate sources, and synthesize complex ideas across various media platforms.

c) Promote Media Literacy: Enhance students' understanding of media institutions, functions, and effects, as well as the ethical, legal, and social implications of media messages.

d) Enhance Communication Skills: Improve students' written, verbal, and visual communication skills, enabling them to communicate effectively with diverse audiences in different contexts.

e) Encourage Creativity and Innovation: Stimulate students' creativity and innovation in storytelling, content creation, and media production, while also fostering an entrepreneurial mindset.

f) Provide Industry Exposure: Expose students to real-world media environments through internships, industry projects, and guest lectures by media professionals, allowing them to gain practical experience and insights into the industry.

g) Emphasize Ethical Standards: Instill in students a strong sense of journalistic ethics, integrity, and social responsibility, emphasizing the importance of accuracy, fairness, objectivity, and respect for diversity.

h) Cultivate Professionalism: Prepare students for professional roles in journalism and mass communication by developing their professionalism, time management, teamwork, and leadership skills.

i) Foster Adaptability: Equip students with the skills and mindset to adapt to technological advancements, industry changes, and evolving audience preferences in the media landscape.

j) Facilitate Career Readiness: Provide students with the knowledge, skills, and confidence to pursue diverse career paths in journalism, broadcasting, public relations, advertising, digital media, and related fields.

****FEATURES:**

1. Major Courses: These courses form the backbone of journalism and mass communication programs and prepare students for diverse careers in media, public relations, advertising, broadcasting, and digital content creation. The interdisciplinary nature of the field also opens opportunities for work in sectors like development communication, marketing, and government policy, making these courses not only relevant but essential in today's media-driven world.

2. Minor Courses: Minor courses allow students to explore subjects outside their primary field of study. This fosters interdisciplinary thinking, which is increasingly important in today's complex and interconnected world. For example, a journalism major might take minor courses in political science or economics, which will enhance their ability to report on political or financial issues with greater depth.

3. Open Electives/General Electives: Open elective subjects are an essential part of a well-rounded education in fields like journalism and mass communication. They offer flexibility in academic programs, allowing students to explore interests beyond their core curriculum and gain diverse skills. The importance of open elective subjects lies in their ability to complement, enhance, and broaden a student's overall learning experience.

4. Vocational and Skill Enhancement Courses: Vocational and Skill Enhancement Courses are vital for developing practical, job-specific skills that prepare students for the workforce. They provide hands-on training in areas such as digital media, content creation, and technical writing, enhancing employability. These courses bridge the gap between theoretical knowledge and real-world application, making graduates more industry-ready. Additionally, they foster adaptability by teaching the latest tools, technologies, and techniques used in media. Ultimately, these courses empower students with the skills needed to succeed in competitive and evolving job markets.

5. Ability Enhancement Courses (AEC), Indian Knowledge System (IKS), and Value Education Courses (VEC): Ability Enhancement Courses (AEC) focus on improving essential skills like communication, critical thinking, and environmental awareness, ensuring students are well-rounded and adaptable. Indian Knowledge System (IKS) promotes an understanding of India's rich cultural heritage, traditional knowledge, and indigenous practices, fostering a deeper connection to national identity. Value Education Courses (VEC) emphasize ethics, integrity, and social responsibility, helping students develop a strong moral compass and empathy. Together, these courses enhance holistic development by nurturing intellectual, cultural, and ethical growth. They prepare students for personal and professional success in diverse, multicultural environments.

6. Field Projects/Internships/Apprenticeships/Community Engagement Projects/On-Job Training:

Field Projects, Internships, Apprenticeships, and On-Job Training provide practical, hands-on experience, bridging the gap between academic learning and real-world application. They help students develop industry-relevant skills, gain exposure to workplace dynamics, and build professional networks. Community Engagement Projects foster social responsibility by involving students in initiatives that benefit society, while enhancing problem-solving and teamwork skills. These experiences boost employability by giving students the confidence and competence needed to navigate the job market. Ultimately, they enable a smooth transition from education to the professional world.

7. Research Methodology and Research Projects: Research Methodology and Research Projects are crucial for fostering critical thinking, analytical skills, and systematic problem-solving abilities in students. They teach the principles and techniques of conducting rigorous, scientific investigations, enabling students to gather, analyze, and interpret data effectively. Through Research Projects, students apply theoretical knowledge to real-world problems, contributing to academic discourse and innovation. These experiences cultivate independent thinking, creativity, and attention to detail, all of which are essential for advanced academic pursuits and professional research roles. Ultimately, they prepare students to contribute meaningfully to their fields and society through evidence-based solutions.

8. Multiple Entry and Multiple Exit Options: The Multiple Entry and Exit Options in NEP 2020 offer students flexibility in their educational journey, allowing them to pause and resume studies at different stages. It promotes lifelong learning by enabling learners to re-enter the system and accumulate credits for further education or skill enhancement. This system reduces dropouts by providing options for certification, diploma, or degree based on the stage of completion. It supports diverse learning paths and career goals, accommodating personal, professional, and financial circumstances. Ultimately, it empowers students to design their own learning experience and stay aligned with industry needs.

- Year 1: Upon completion of the first year, students may exit with a Certificate in Journalism and Mass Communication.

- Year 2: After two years, students may choose to exit with a Diploma in Journalism and Mass Communication.

- Year 3: Completion of the third year qualifies students for a B.A. Degree in Journalism and Mass Communication.

- Year 4: The fourth year offers an advanced curriculum with a focus on research, allowing students to graduate with an Honors Degree in Journalism and Mass Communication.

****DURATION :** The Course shall be a full time course. - The duration of the course shall be three or four years as per NEP 2020.

****PATTERN:** The pattern of the exam shall be CBCS . Semester with credits and continuous Internal Evaluation shall be in existence simultaneously but that shall be implemented as and when required and proved convenient to the Department.

****MEDIUM OF INSTRUCTION:** The medium of Instruction shall be English/ Marathi. The students shall have an option to write answer sheets, practical's, reports etc in Marathi and English.

****ELIGIBILITY FOR ADMISSION:**

a) A student who has passed the Higher Secondary School Certificate (10+2) in any stream or its equivalent examination.

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

****INTAKE:** 50 Seats

****ATTENDANCE:** The minimum 75% attendance is compulsory and shall be calculated regularly on monthly basis. All the practical's assignments, seminars, field visits, study tour, viva, internships, in house activities are compulsory.



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.A. Degree Program
with Multiple Entry and Exit Option CBCS (NEP 2020)
B.Voc Journalism and Mass Communication (Sem. I & II) wef 2024-25

Level	SEM	Major		Minor	GE/OE	VSC/SEC (VSEC)	AEC/VEC/IKS	OJT/FP/CEP/CC/ RP	Total Credits	
		Mandatory	Electives							
4.5	I	Subject-1 D.S.C.-I Introduction To Communication and Mass Communication Subject-2 D.S.C-I Introduction To Print Media Subject-3 D.S.C-I News Reporting and Feature Writing			GE - (2) Writing and Communication Skills	SEC - (2) Pagation	AEC L-I (2) English-I VEC-(2) Indian Constitution and Democracy IKS (Generic Related) (2) Introduction To Indian Knowledge System		22	UG CERTIFICATE 44
	II	Subject-1 D.S.C.-II Introduction To Radio Subject-2 D.S.C-II Introduction To Public Relation Subject-3 D.S.C-II Event Management			GE - (2) Anchoring	SEC - (2) Photo Journalism	AEC L – I (2) English-II VEC-(2) Environment Studies	CC - (2) Cultural Activities/NSS/NCC/Health and Wellness/Yoga Education/Sports and Fitness/Fine/Applied/Visual/Performing Arts etc.	22	
Credits		24			4	4	10	2	44	

Exit Option - Award of UG Certificate in Major with 44 Credits and additional 4 credits Core / Internship or Continue with Major and Minor

DISTRIBUTION OF MARKS AND CREDITS

SEMESTER-I

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	Subject-1 D.S.C.-I	Introduction To Communication and Mass Communication	Theory	4	60	40	100
2	Subject-2 D.S.C.-I	Introduction To Print Media	Theory	4	60	40	100
3	Subject-3 D.S.C.-I	News Reporting and Feature Writing	Theory	4	60	40	100
4	G.E.	Writing and Communication Skills	Practical	2	30	20	50
5	S.E.C.	Pagination	Practical	2	30	20	50
6	A.E.C. (L1)	English-I	Theory	2	30	20	50
7	V.E.C.	Indian Constitution and Democracy	Theory	2	30	20	50
8	I.K.S. (Generic)	Introduction To Indian Knowledge System	Theory	2	30	20	50
TOTAL				22	330	220	550

SEMESTER-II

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	Subject-1 D.S.C.-II	Introduction To Radio	Theory	4	60	40	100
2	Subject-2 D.S.C.-II	Introduction To Public Relation	Theory	4	60	40	100
3	Subject-3 D.S.C.-II	Event Management	Theory	4	60	40	100
4	G.E.	Anchoring	Practical	2	30	20	50
5	S.E.C.	Photo Journalism	Practical	2	30	20	50
6	A.E.C. (L1)	English-II	Theory	2	30	20	50
7	V.E.C.	Environment Studies	Theory	2	30	20	50
8	C.C.	National Service Scheme	Theory or Practical (As Per Respective Syllabus)	2	30	20	50
		National Cadet Corps					
		Sports and Fitness					
		Cultural Activities					
		Health, Wellness and Fitness					
		Yoga Education					
Fine/Applied/Visual/ Performing Arts							
TOTAL				22	330	220	550

PAPER CODE

SEMESTER-I

Sr. No.	Course	Title	Paper Code
1	Subject-1 D.S.C.-I	Introduction To Communication and Mass Communication	JMC01101
2	Subject-2 D.S.C-I	Introduction To Print Media	JMC01102
3	Subject-3 D.S.C-I	News Reporting and Feature Writing	JMC01103
4	G.E.	Writing and Communication Skills	JMC01104
5	S.E.C.	Pagination	JMC01105
6	A.E.C. (L1)	English-I	ENG-101
7	V.E.C.	Indian Constitution and Democracy	ICD-101
8	I.K.S. (Generic)	Introduction To Indian Knowledge System	JMC01106

SEMESTER-II

Sr. No.	Course	Title	Paper Code
1	Subject-1 D.S.C.-II	Introduction To Radio	JMC01201
2	Subject-2 D.S.C-II	Introduction To Public Relation	JMC01202
3	Subject-3 D.S.C-II	Event Management	JMC01203
4	G.E.	Anchoring	JMC01204
5	S.E.C.	Photo Journalism	JMC01206
6	A.E.C. (L1)	English-II	ENG-201
7	V.E.C.	Environmental Studies	ENS24
8	C.C.	National Service Scheme	CC-201
		National Cadet Corps	CC-202
		Sports and Fitness	CC-203
		Cultural Activities	CC-204
		Health, Wellness and Fitness	CC-205
		Yoga Education	CC-206
		Fine/Applied/Visual/Performing Arts	CC-210

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

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 Answer/ Note.

06 Marks

1)


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

12 Marks

1)

2)

SEMESTER-I

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC First Year: Semester-I DSC-I	
	Vertical : Subject-1 Course Code: JMC01101 Course Name: Introduction To Communication And Mass Communication	
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks	

***PREAMBLE OF COURSE:**

The field of communication is an essential aspect of human interaction and societal development. This course, "Introduction to Communication and Mass Communication," aims to provide students with a comprehensive understanding of both interpersonal and mass communication. By exploring communication theories, models, processes, and the role of media in society, students will develop a critical understanding of how communication shapes perceptions, behaviors, and culture.

***COURSE OBJECTIVES:**

1. To understand human communication.
2. To explain different types of communication.

***COURSE OUTCOMES:**

- 1: Students will be able to communicate effectively.
- 2: Students will be able to know about various communication models and theories.

UNIT I:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Communication- Meaning, Definition, Nature, Scope, Process of communication, and Elements of communication. Noise and feedback in communication, Functions of Communication, Communication barriers: Psychological, mechanical, physical, Linguistic and cultural. Kinds of Communication: Oral & Written, Verbal and Non – Verbal, Characteristics of verbal and non-verbal communication, Levels of Communication:- Intrapersonal – Interpersonal - Group – Mass Communication., Differences between levels of Communication.

UNIT II:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Models of Communication: Communication Models – Aristotle – Lass well, Schramm, David Berlo, Shanon&Weaver , Newcomb and Dance’s model.

UNIT III:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Mass Communication: Nature, Scope and definitions, Elements of Mass Communication, Functions and Characteristics of Mass Communication, Role of Mass Communication. Theories of Mass Communication-Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist / Workers Theory . Other Theories: Development Media & Democratic Participant Theory Indian concept of Communication with special reference to Sadharnikaran Model.

UNIT IV:	(No. of Lectures: 15) (Weightage: 15 Marks)
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Media for Society: Characteristics of Traditional and folk media, Print Media, Electronic Media (Radio, TV, Cinema) , and New Media. Globalization and media industry, Media & culture, commodification of news, information, ideology, content control, cultural imperialism. Globalization: impact on media in India. Indian media after 1990: socio-political-economic and technological impact on Indian media – media convergence and fragmentation.

REFERENCE BOOKS:

- 1) Handbook of Journalism & Mass Communication- VirBala Agarwal Concept Publishing Company Pvt. Ltd.(2012)
- 2) Mass Communication in India- Keval J. Kumar, Jaico Publishing House, Mumbai, (2020)
- 3) Adhunik Ganamadyam- Baidyanath Bhattacharya,
- 4) McQuail's Media and Mass Communication Theory-McQuail, Denis, Sage Publication Ltd. (2020)
- 5) Understanding Media- McLuhan Marshall, MIT Press; Reprint edition, (1994)
- 6)जनसंवाद सिद्धांत आणि व्यवहार- रमा गोळवलकर-पोटदुखे, जेनेरिक, (२०१५)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write critical essays on any three Communication Models.	15 Marks
3.	Write a report on your experiences about barriers in communication.	15 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur
B.Voc JMC

First Year: Semester-I

DSC-I

Vertical : Subject-2

Course Code: JMC01102

Course Name: Introduction To Print Media

***Teaching Scheme:**

Theory- 4 Credits

Lectures-60 Hrs.

***Examination Scheme:**

UA:60 Marks

CA: 40 Marks

***PREAMBLE OF COURSE:**

This course, "Introduction to Print Media," explores the foundational concepts and historical evolution of print media, including newspapers, magazines, and journals. Students will examine the role of print media in shaping public opinion and its impact on society. The course covers essential skills in journalism, editing, and design, preparing students for careers in the media industry. Through discussions and practical exercises, participants will develop a critical understanding of the challenges faced by print media today.

***COURSE OBJECTIVES:**

1. To understand concept and characteristics of print media.
2. To know history and growth of print media.

***COURSE OUTCOMES:**

- 1: Students will be able to understand print media industry and new trends.
- 2: Students will demonstrate proficiency in fundamental print journalism.

UNIT I:

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

Overview of Print Media

Definition and scope of print media

Historical evolution of print media

Importance and relevance of print media in the digital age

Organizational setup of a newspaper

New Trends in Print Media

UNIT II:

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

Types of Print Media

Newspapers: Structure, layout, content, and circulation

Magazines: Genres, audience targeting and editorial focus

Newsletters

Daily and Periodicals

UNIT III:

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

Role of Print Media in Society

Informative function: News reporting, analysis, and investigative journalism

Educational function: Feature articles, opinion pieces, and expert commentary

Entertainment function: Reviews, interviews, and lifestyle content

UNIT IV:

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

Print Media Technologies

Printing processes: Offset printing, digital printing, and web offset printing

Layout and design principles: Typography, grid systems, and visual hierarchy

Distribution and circulation: Subscription models, distribution networks, and newsstands

REFERENCE BOOKS:

- 1) Journalism in India-RangaswamyParthasarthy, Sterling Publishing Company, New Delhi, (1991)
 - 2)The Press-Rau, M. Chelapati, Allied Publishers, (1968)
 - 3)Mass Communication and Journalism in India-Mehta, D.S. Allied Publishers, (2011)
 - 4)A History of the Tribune-Ananda, Parkash, Tribune Trust, (1986)
 - 5)History of the Press in India-Natrajan, J., Ministry of Information & Broadcasting,(2010)
 - 6) Mass Communication in India- Keval J. Kumar, Jaico Publishing House, Mumbai, (2020)
 - 7)The Story of Journalism-Elizabeth Grey, Houghton Mifflin; First Edition, (1969)
 - 8)The Newspaper: An-International History-Anthony Smith hames & Hudson Ltd, (1979)
 - 9) Modern History of Indian Press-Sumit Ghosh, Cosmo Publications (2002)
 - 10) मराठी वृत्तपत्रांचा इतिहास-रा.के.लेले, कॉन्टिनेन्टल प्रकाशन,(१९८४)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Book review as assigned by faculty	15 Marks
3.	Participation in making of Lab Journal Vidya-Varta	15 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur
B.Voc JMC

First Year: Semester-I

DSC-I

Vertical : Subject-3

Course Code: JMC01103

Course Name: News Reporting and Feature Writing

***Teaching Scheme:**

Theory- 4 Credits

Lectures-60 Hrs.

***Examination Scheme:**

UA:60 Marks

CA: 40 Marks

***PREAMBLE OF COURSE:**

The "News Reporting and Feature Writing" course is designed to equip students with essential skills in gathering, writing, and presenting news stories and feature articles. Participants will explore the principles of journalism, including ethics, accuracy, and storytelling techniques. Through practical exercises, students will develop their reporting skills, learn to conduct interviews, and craft engaging narratives. The course emphasizes the difference between hard news and feature writing, fostering a comprehensive understanding of both styles.

***COURSE OBJECTIVES:**

1. To understand fundamentals of reporting.
2. To know fundamentals of feature writing.

***COURSE OUTCOMES:**

1. Students will be able to understanding its elements, news sources and different types of news.
2. Students will be able to understand different writing techniques, basics of reporting and feature writing.

UNIT I:

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

Concept , meaning & definition, Sources and Elements of News, Attribution, Cultivating, Verifying and Dealing With Sources of News, Cchecking Facts: Eensuring Aaccuracy, Oobjectivity and Bbalance in News Writing, Ccharacteristic's of News, 5W'S and 1H, News Values, Different Structures of News Writing, Types of News - Hard News and Soft News, Importance & Types of Headline.

UNIT II:

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

Its Hierarchy, Qualities & Responsibilities of a Stringers, Reporter, Chief Reporter, Bureau Chief, Editor, Special Correspondents, Freelancers, Foreign Correspondent. Editorial Room, Types of Desk. Principles of News Reporting, Types & Techniques of News Reporting, Sentence Construction, Errors and how to avoid them. Functions of Reporting: Data Collection, Research. Readers or target audience. Interview: Meaning, Preparation, Techniques, Types. Use of A.I. (Artificial Intelligence) in News Story Writing.

UNIT III:

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

Types and Trends in Reporting, Covering Press Conferences and Writing From Press Releases, Events and Meets, Speech Reports, Seminars, Press Releases, Politics, Crime and Legal, Public Affairs Reporting, Civic, Industry , Economic, Financial and Business Agriculture, Science, Sports, Film, Environment, Fashion and Entertainment, Depth reporting, Page-3 Reporting, War etc. Specialized Reporting - Analytical Reporting, Interpretative Reporting, Descriptive Reporting, Investigative Reporting, Human Interest Stories and Human Rights. Differences in reporting for Newspapers / News agencies, TV, Radio, Web,

UNIT IV:

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


Definition, Structure, Characteristics & Types of features. Process: Ideas and Research, Tools And Techniques, Difference Between News and Features, Methods of Writing Interviews, Kinds of Features: Profiles; Middles, Columns, Human Interest Stories, Travel Writing, Opinion Pieces and Editorials; Book Reviews, Movie Reviews, Music Reviews, Narrative Writing, Magazine Reporting: Current Trends, Style and future.

REFERENCE BOOKS:

- 1) Reporting and Editing Practice- Sourin Banerjee, Scholars' Book Hub, (2022)
- 2) News Reporting and Editing-K.M. Srivastava, Sterling Publishers Pvt.Ltd, (2015)
- 3) Journalists Handbook-M. V. Kamath, S Chand, (2018)
- 4) Journalism in India-Rangaswamy and Parthasarathy, Sterling Publishers Pvt.Ltd, (1997)
- 5) फिचर रायटिंग- प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, (2010)
- 6) बातमीदारी भाग 1, 2, 3- सुनील माळी, राजहंस प्रकाशन, (२०१८)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Writing 5 news as assigned by faculty	15 Marks
3.	Writing 3 features on a topic assigned by faculty	15 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC First Year: Semester-I	
	Vertical : GE/ OE Course Code: JMC01104 Course Name: Writing and Communication Skills	
*Teaching Scheme: Practical- 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks	

***PREAMBLE OF COURSE:**

The "Writing and Communication Skills" course aims to develop students' proficiency in written and verbal communication across various contexts. Students will learn fundamental writing techniques, including clarity, coherence, and audience adaptation, while honing their ability to express ideas effectively. The course emphasizes critical thinking and persuasive communication, preparing students for diverse professional environments. Through interactive exercises and peer feedback, students will enhance their skills in crafting compelling messages and engaging presentations. Join us to become a more confident and articulate communicator in both personal and professional settings.

COUSE OBJECTIVES:

- 1) To understand communication skills.
- 2) To know the writing skills.

COUSE OUTCOMES:

- 1) Students will able to communicate in formal way.
- 2) Students will able to draft formal written communication for office.
- 3) Students will be a good public speakers and presenters.

UNIT I:

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

Purpose of Communication; Process of Communication; Importance of Communication; The Seven C's of the Effective Communication, Barriers to Communication; Measures to Overcome the Barriers to Communication. Types of Communication; Effective use of body language. The Importance of Good Conversational Skills. Modern communication technologies and its benefits. Listening ability, barriers in effective listening, speech therapy, effective pronunciations, Confidence, positive speaking, public speaking, using Audio-Visual aids. Differences between group discussion and debate Positive thinking, time management, stress management.

UNIT II:

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

Effective Writing Skills: Elements of Effective Writing, Main Forms of Written Communication: Agenda, Minutes, Notices, letters- Formal, informal and demi-official letters; business letters. Memo, Drafting an E- mail, collecting references, Press Release. Correspondence: Personal, Official and Business, Report Writing, Writing job application- Cover letter, Differences between bio-data, CV and Resume. Writing articles.

REFERENCE BOOKS:


1. Communication Skills-Sen, Leena., Prentice Hall of India, New Delhi,(2007)
 2. The Functional Aspects of Communication Skills-Prasad P., S.K. Kataria & Sons, (2003)
 3. Technical Writing: Process and Product-Gerson, Sharan J., and Steven M Gerson,. Pearson Education, New Delhi, (2008)
 4. Effective Business Communication-Murphy, Herta, Herbert W Hildebrandt, and Jane P Thomas, Tata McGraw-Hill, New Delhi,(1997)
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Creating own CV	10 Marks

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

Sr. No.	Activity	Marks
1.	Writing and giving speech on assigned subject by examiner	10 Marks
2.	Writing job application as assigned by examiner	10 Marks
3.	Writing press release and sending e-mail as assigned by examiner	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC First Year: Semester-I	
	Vertical : S.E.C. Course Code: JMC01105 Course Name: Pagination	
*Teaching Scheme: Practical - 2 Credits Lectures-60 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks	

***PREAMBLE OF COURSE:**

The "Pagination" course focuses on the essential principles and techniques of layout design for print and digital media. Students will learn the fundamentals of arranging text, images, and graphics to create visually appealing and effective page designs. The course covers industry-standard software tools, typographic elements, and best practices for ensuring readability and aesthetic coherence. Through hands-on projects, students will develop practical skills in pagination for various formats.

***COURSE OBJECTIVES:**

1. To understand newspaper Layout.
2. To understand the Technological Advancements in Newspaper.

***COURSE OUTCOMES:**

1. Students would be able to understanding Newspaper Layout.
2. Students will be familiar with various pagination software.

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

Concept of Newspaper Design, Page Make-Up Basics, Need for Newspaper Design, Principles of Designing, Column Structure, Typography, Importance of style sheet, Types of Layout - Text Dominant, Image Dominant, Image and Text, Centre Spread, Vertical and Horizontal. Elements of a Newspaper Designing : Flyer story, Anchor Story, Infobox, Quotes, Headers and Footers, Graphics, Logo, Kicker, Hammer, Deck, Captions, Teasers, Info graphics, Boxes and Borders, Bullets, White Space, Margins and Gutters, Grids, Frames, Drop head, Table of contents, Jump lines, Use of Barcode. Front Page Design, Inside Pages Design, Special Page Designs, Photo Editing, Headline and Designing Terminologies. Layout Composition-Symmetrical, Asymmetrical, Mechanical, Visual.

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

Changes in Newspapers Newsrooms due to Technological Advancements, Software Required For Pagination - Adobe Indisign, Adobe PageMaker, Quarke Express, SmartFlow, Adobe Photoshop, Adobe illustrator. Colour Theory (CMYK), Typography, Recent Trends in Pagination - Garcia, Experiment With Collage, Vertical Headline, Skyline, Blend Color With Black and White, Draw Focus to a Custom Graphic, Bring Structure with Grids, Play with Shape, Blend Content Into Imagery, Break Page Flow With Custom Graphics, Use a Limited Color Palette, Use a 5-Column Layout, Draw the Eye Into the Content Flow with Unique Imagery, Use a Clever Typographic Scheme, Use Dramatic Contrast of Color, Flirt with Form, Introduce Contrasting Textures, Vibrant Composition, Experiment with the Traditional Grid and Layout, Alleviate Visual Tension, Toy with Tone, Focus the Eye, Visual Interest and Intrigue, Bring Focus to a Core Message, Convey Distraction, Ramp Up the Color, Play with Layers, Interactive Imagery and Type, Use Photos as Text Frames, Work of Art.

REFERENCE BOOKS:


- 1) Newspaper Design- Harold Evans, Holt, Rinehart & Winston,(1973)
 - 2) Elements of newspaper design- Ames Steve, Praeger Publishers Inc (1989)
 - 3) News Editing and Design- Michael O. Ukonu. Grand Heritage Global Communications, (2013)
 - 4) Newspaper layout and design- R. Daryl Moen, Iowa State University Press, (1989)
 - 5) the newspaper designer's handbook- Tim Harrower, McGraw-Hill Education,(2012)
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Design 2 dummy newspapers.	10 Marks

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

Sr. No.	Activity	Marks
1.	Design first page of newspaper.	10 Marks
2.	Design one editorial page as assigned by examiner	10 Marks
3.	Design one special page as assigned by examiner	10 Marks

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC First Year: Semester-I	
	Vertical : A.E.C. (L1) Course Code: ENG-101 Course Name: English-I	
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs.	*Examination Scheme: UA:30 Marks CA: 20 Marks	

***PREAMBLE OF COURSE:**

The "English-I" course is designed to enhance students' foundational skills in reading, writing, and comprehension in the English language. Emphasizing grammar, vocabulary, and effective communication, the course aims to build confidence in both written and spoken English. Students will engage with diverse texts to develop critical thinking and analytical skills while practicing composition techniques for various writing styles. Through interactive discussions and exercises, students will improve their ability to express ideas clearly and persuasively.

***COURSE OBJECTIVES:**

1. To comprehend the language skills.
2. To improve the communicative skills of the students.

***COURSE OUTCOMES:**

1. Students will be able to interpret and illustrate concepts of Communication, Prose and Poetry.
2. Students will develop certain life skills and strengthen strategies to develop vocabulary.

UNIT I:	(No. of Lectures: 15) (Weightage: 15 Marks)
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- a) Prose
- b) Poetry

UNIT II:	(No. of Lecture: 15) (Weightage: 15 Marks)
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- a) Grammar
- b) Communication Skills

REFERENCE BOOKS:

1. Prescribed Text Book
2. A Student's Introduction to English Grammar-Rodney Huddleston and Geoffrey K. Pullum, Cambridge University Press, (2005)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write and present one speech on a topic assigned by faculty	10 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.Voc JMC

First Year: Semester-I

Vertical : V.E.C.

Course Code: ICD-101

Course Name: Indian Constitution and Democracy

***Teaching Scheme:**

Theory- 2 Credits

Lectures-30 Hrs.

***Examination Scheme:**

UA:30 Marks

CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Constitution of India" course provides a comprehensive exploration of the foundational legal framework that governs the nation. Students will study the historical context, key principles, and fundamental rights enshrined in the Constitution, fostering an understanding of its significance in promoting justice and equality. The course covers the structure of government, the role of various institutions, and the relationship between the state and citizens. Through critical analysis and discussions, students will engage with contemporary issues related to constitutional law and governance. Join us to deepen your knowledge of the Constitution and its impact on Indian society.

***COURSE OBJECTIVES:**

1. To realise the significance of constitution of India to students from all walks of life and help them to understand the basic concepts of Indian constitution.
2. To learn characteristics of Indian constitution.

***COURSE OUTCOMES:**

1. Student will understand the significance of Indian Constitution as the fundamental law of the land.
2. Students will be Exercise his/her fundamental rights in proper sense at the same time identifies his responsibilities in national building.

UNIT I:

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

Meaning and importance of the Constitution, salient features of Indian Constitution. Preamble of the Constitution. Fundamental rights- meaning and limitations. Directive principles of state policy and Fundamental duties -their enforcement and their relevance. Union Executive- President, Vice-president, Prime Minister, Council of Ministers. Union Legislature- Parliament and Parliamentary proceedings. Union Judiciary-Supreme Court of India – composition and powers and functions.

UNIT II:

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

State Executive- Governor, Chief Minister, Council of Ministers. State Legislature-State Legislative Assembly and State Legislative Council. State Judiciary-High court. Local Government-Panchayat raj system with special reference to 73rd and Urban Local Self Govt. with special reference to 74th Amendment. Election Commission of India-composition, powers and functions and electoral process. Types of emergency-grounds, procedure, duration and effects. Amendment of the constitution- meaning, procedure and limitations.

REFERENCE BOOKS:

- 1) Introduction to the Constitution of India- M.V.Pylee, Vikas publication,(2005)
- 2) Introduction to the constitution of India- Durga Das Basu, Lexis Nexis, (2019)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write an essay on characteristics of Indian Constitution	10 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.Voc JMC

First Year: Semester-I

Vertical : I.K.S.

Course Code: JMC01106

Course Name: Introduction To Indian Knowledge System

***Teaching Scheme:**

Theory- 2 Credits

Lectures-30 Hrs.

***Examination Scheme:**

UA:30 Marks

CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Introduction to Indian Knowledge System" course offers an insightful exploration of the rich intellectual traditions and cultural heritage of India. Students will examine various disciplines, including philosophy, science, arts, and spirituality, highlighting their interconnections and contributions to global knowledge. The course emphasizes the historical context and contemporary relevance of Indian thought, fostering critical reflection on its implications for modern society. Through discussions and case studies, participants will engage with traditional and contemporary perspectives, enhancing their understanding of India's diverse knowledge systems. Join us to discover the profound wisdom and innovation embedded in the Indian Knowledge System.

***COURSE OBJECTIVES:**

1. To assist the students with the concepts of Indian traditional knowledge and to make them understand the Significance of roots of knowledge system.
2. To make the students know the traditional knowledge and analyse it and apply it to their day-to-day life.

***COURSE OUTCOMES:**

1. Students will appreciate the need and importance of protecting traditional knowledge.
2. Students will recognize the relevance of Traditional knowledge in different domains.

UNIT I:

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

Definition, Concept and Scope of IKS, Overview, IKS based approaches on Knowledge Paradigms, Vedic Corpus, Philosophy, Character scope and importance, traditional knowledge vis-a-vis indigenous knowledge, traditional knowledge vs. western knowledge.

UNIT II:

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

Linguistics, Number and measurements- Mathematics, Chemistry, Physics, Art, Astronomy, Astrology, Crafts and Trade in India and Engineering and Technology. Town planning and architecture Construction, Health, wellness and Psychology-Medicine, Agriculture, Governance and public administration, United Nations Sustainable development goals.


REFERENCE BOOKS:

- 1)Introduction to Indian Knowledge System- concepts and applications, B Mahadevan, Vinayak Rajat Bhat, Nagendra Pavana R N, PHI Learning Private Ltd.(2022)
- 2)Traditional Knowledge System in India, Amit Jha, 2009, Atlantic Publishers and Distributors (P) Ltd.,(2009)
- 3)Knowledge Traditions and Practices of India, Kapil Kapoor, Avadesh Kumar Singh, Vol. 1, DK Print World (P) Ltd., (2005)

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

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

SEMESTER-II

	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC First Year: Semester-II	
	Vertical : Subject-1 D.S.C.II Course Code: JMC01201 Course Name: Introduction To Radio	
*Teaching Scheme: Theory- 4 Credits Lectures-60 Hrs.	*Examination Scheme: UA:60 Marks CA: 40 Marks	

***PREAMBLE OF COURSE:**

The "Introduction to Radio" course provides an engaging overview of the history, principles, and practices of radio broadcasting. Students will explore the technological advancements and programming formats that have shaped the radio industry, alongside its role in communication and culture. The course covers key topics, including audio production, scripting, and effective presentation techniques, equipping students with practical skills for radio production. Through hands-on projects and critical analyses of various radio formats, students will develop a deeper understanding of radio's impact on society.

***COURSE OBJECTIVES:**

1. To understand the basics of radio medium.
2. To understand various radio program formats.

***COURSE OUTCOMES:**

1. Students can write scripts for radio.
2. Students can produce radio programs.

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

Radio as a Mass Medium, Historical evolution of Radio in world and India, Digitalization of Radio in India; Characteristics of radio, Limitations Of radio, Different modes of transmission & stations. Three Modes of transmission: AM, SW and FM. Different types of radio stations Public, Private, Community etc.

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

All India Radio/Akashwani: Establishment, mission, expansion, Role in development etc. National network, external services, state networks, local radio stations News Services Division: functioning, network, Regional News Units.

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

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

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

Format of Radio Programmes – Announcement, Talk, Interview, Studio discussion, Vox Pop, Radio Feature and Documentary, Music show, Phone-in programme and Drama. Radio News with multiple Sources, news production using sound bites and actualities. Radio Magazine, Interview, Talk Show, Discussion, Feature, Documentary Studio interviews, Panel discussions, Phone-in programmes;

REFERENCE BOOKS:

- 1) Broadcast Journalism-An Introduction to News Writing- Mark W. Hall, Hastings House Pub,(1987)
- 2) Radio and Television-K.M. Srivastava: Sterling Publishers,(1989)
- 3) This is All India Radio-U.L. Baruah: Publications Division; Ministry of I&B, (2017)
- 4) Broadcasting in India- P.C. Chatterjee, Sage Publication, (1987)
- 5) The Radio Handbook-Carrol Fleming, Routledge (2009)
- 6) Other Voices: The Struggle for Community Radio in India- Vinod Pavarala & Kanchan K. Malik, Sage Publication, (2007)
- 7) Indian Broadcasting, H.R. Luthra, Publications Division,(2016)
- 8) जनसंवाद सिद्धांत आणि व्यवहार- रमा गोळवलकर-पोटदुखे, जेनेरिक, (२०१५)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write and record two-radio news bulletin.	15 Marks
3.	Conduct two radio interviews.	15 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur
B.Voc JMC

First Year: Semester-II

Vertical : Subject-2 D.S.C.II

Course Code: JMC01202

Course Name: Introduction To Public Relation

***Teaching Scheme:**

Theory- 4 Credits

Lectures-60 Hrs.

***Examination Scheme:**

UA:60 Marks

CA: 40 Marks

***PREAMBLE OF COURSE:**

The "Introduction to Public Relations" course explores the essential principles and practices of public relations in today's dynamic communication landscape. Students will learn about the role of PR in shaping public perception, managing relationships, and promoting organizational goals. The course covers key strategies for effective communication, media relations, and crisis management, equipping participants with practical skills for the PR industry. Through case studies and real-world examples, students will engage in critical discussions on ethical considerations and the impact of social media on public relations.

***COURSE OBJECTIVES:**

1. Students will understand fundamentals of public relations.
2. Students will know skills of public relations.

***COURSE OUTCOMES:**

1. Students will be able to practice strategic public relations
2. To understand uses of public relations.

UNIT I:

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

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

UNIT II:

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

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

UNIT III:

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

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

UNIT IV:

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

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

REFERENCE BOOKS:

- 1) The Process and Effects of Mass Communication - Schramm, Wilbur, University of Illinois, (1971)
- 2) Public Relations: Principles, Problems and Cases- Moore, Frazier H. Irwin (Richard D.) Inc.,U.S.,(1977)
- 3) Effective Public Relations (Practice) - Cutlip Scott M. & Center Allen H., Pearson (2003)
- 4) Practical Public Relations: Common-sense Guidelines for Business and Professional People- Sam Black (Author), Melvin L. Sharpe, Prentice Hall,(1983)
- 5) जनसंपर्कचे अंतरंग-रवींद्र चिंचोलकर,विद्या बुक्स पब्लिशर्स, (२०२१)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Visit one public relation office and write report.	15 Marks
3.	Assuming that you are working as a PRO, prepare a Public Relation plan as assigned by the faculty	15 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur
B.Voc JMC

First Year: Semester-II

Vertical : Subject-3 D.S.C.II

Course Code: JMC01203

Course Name: Event Management

***Teaching Scheme:**

Theory- 4 Credits

Lectures-60 Hrs.

***Examination Scheme:**

UA:60 Marks

CA: 40 Marks

***PREAMBLE OF COURSE:**

The "Event Management" course provides a comprehensive introduction to the planning, execution, and evaluation of various types of events. Students will explore key concepts, including event design, budgeting, marketing, and logistics, equipping them with essential skills to manage successful events. The course emphasizes teamwork and communication, allowing participants to develop practical strategies for problem solving in real-world scenarios. Through case studies and hands-on projects, students will gain insights into industry best practices and trends.

***COURSE OBJECTIVES:**

1. To equip the students with Event Management skills.
2. To know the event management techniques.

***COURSE OUTCOMES:**

1. They will be able to identify different types of events, their purposes, target audiences, and logistical requirements.
2. Students will develop practical skills in event planning, including budgeting, scheduling, venue selection, and vendor management.

UNIT I:

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

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

UNIT II:

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

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

UNIT III:

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

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

UNIT IV:

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

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

REFERENCES BOOKS:

- 1) Event Management-A Booming Industry and an Eventful Career- Devesh, HarAnand Publications.(2011)
 - 2) Kishore, Ganga Sagar Singh, Har-anand, Publications Pvt. Ltd.(2011)
 - 3) Event Management- Swarup K. Goyal, Adhyayan Publisher, (2009)
 - 4) Event Management & Public Relations-Savita Mohan, Enkay Publishing House,(2011)
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****INTERNAL ASSESSMENT: (40 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Attend two events and write evaluation reports.	15 Marks
3.	Participate in two departmental events and write reports.	15 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.Voc JMC

First Year: Semester-II

Vertical : G.E.

Course Code: JMC01204

Course Name: Anchoring

***Teaching Scheme:**

Practical - 2 Credits

Lectures-60 Hrs.

***Examination Scheme:**

UA: 30 Marks

CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Anchoring" course is designed to develop students' skills in hosting and presenting live events across various media platforms. Participants will learn the fundamentals of effective communication, audience engagement, and stage presence, essential for successful anchoring. The course covers techniques for scripting, improvisation, and managing diverse formats, including interviews, discussions, and entertainment shows. Through practical exercises and feedback sessions, students will enhance their confidence and performance abilities.

***COURSE OBJECTIVES:**

1. To understand the technique of anchoring.
2. To understand the script writing for anchoring.

***COURSE OUTCOMES:**

1. Students will get confidence to interact with a very large audience.
2. Students will be capable of doing radio and television anchoring.

UNIT I:

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

Anchoring of Public Events, Basics of Anchoring, Duties and Responsibilities of Anchor
Introducing to microphone, EP, Stage, Lightning, Voice grooming-tips and techniques, Dress code for men and women, Make-up tips, body language, Techniques to ace the interview and create a powerful impression, Showing how to hold an audience's attention, Know your voice pitch/tone/intonation/inflection. Event.

UNIT II:

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

Radio Anchoring, Know your listener, Presentation Techniques, Role of Announcer/Radio Jockey/News reader , Formats of Radio programmes: News, Announcement, talks, features- documentaries, plays, news, discussion, interviews, , commercial/jingles, music etc. Equipments used by anchors - mike, phone, computer, console etc., Sound Recording, Editing and streaming ,The technical process of Radio Broadcasting, Handling live shows
TV Anchoring, Types of TV programmes: News bulletin, News stories, Packaging, Interviews, talk show, discussion programme etc. On-air Essentials, Studio autocue reading & Recording the voice, Examples of anchors work and detailed analysis of their styles, TV Reporting techniques and PTC.

REFERENCE BOOKS:

- 1) सूत्रसंचालन-सुनिता तारापुरे, रजनीश जोशी, सुविद्या प्रकाशन, (२००७)
- 2) रेडिओ जॉकिंग-सुनिता तारापुरे, सुविद्या प्रकाशन, (२००७)
- 3) आजच्या ठळक बातम्या-समीरण वाळवेकर, राजहंस प्रकाशन, (२००८)
- 4) Anchoring TV and Live Events-Bindiya Datta, Pustak Mahal, (2013)
- 5) The Art of Public Speaking-Dale Carnegie, Prabhat Prakashan Pvt. Ltd, (2020)
- 6) Radio jockey and T.V.anchoring-Sanjay Gaur, Book Enclave Publishers & Exporters, (2009)
- 7) The ABC of News Anchoring: A Guide for Aspiring- Richa Jain Kalra, Pearson, (2012)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write report on: a) One public event anchor b) One radio Announcer or RJ c) One Television Anchor	10 Marks

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

Sr. No.	Activity	Marks
1.	Write one script of public event as assigned by examiner	10 Marks
2.	Write and record one RJ talk	10 Marks
3.	Write and present one PTC	10 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.Voc JMC

First Year: Semester-II

Vertical : S.E.C.

Course Code: JMC01206

Course Name: Photo Journalism

***Teaching Scheme:**

Practical - 2 Credits

Lectures- 60 Hrs.

***Examination Scheme:**

UA: 30 Marks

CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Photojournalism" course provides an in-depth exploration of the art and practice of visual storytelling through photography. Students will learn the principles of capturing compelling images that convey powerful narratives and evoke emotions. The course covers essential topics, including composition, lighting, ethics, and the integration of images with text in various media formats. Through hands-on assignments and critiques, participants will develop their technical skills and personal style while understanding the role of photojournalism in shaping public discourse.

***COURSE OBJECTIVES:**

1. Students will learn the history of photography.
2. Students will understand skills and techniques of photojournalism.

***COURSE OUTCOMES:**

1. Students will be able to use a photo camera for photography.
2. Students will be capable of edit photos.

UNIT II:

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

Photography- brief history of photography, early photography techniques, and photography as a medium of communication. Role and importance of photography. Qualities, role and responsibilities of photo journalist .Professional organizations, legal and ethical aspects of photo journalism. Principles of camera, elements of camera-view finder, lens, aperture, iris diaphragm, shutter, light meter, CCD .camera formats-35 mm , medium format and large format. camera design- simple camera , box camera , range finder and reflex camera , SLR ,TLR, Digital camera etc

UNIT II:

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

Nature of light, natural and artificial light, light temperature, importance of lighting, lighting equipment, advanced lighting techniques .Types of photography: portraits, nature and wildlife aerial fashion, press, sports arts, advertising etc. Concept of composition, movements, art and various angles of photography. Photo developing and printing techniques, creative possibilities in photo printing. Photo editing techniques, photo cropping, touch up, manipulation of elements, caption writing and photo presentation. Selection criterion for news photographs. Photo essays and photo features, Emerging trends in photo journalism, photo wire services.

REFERENCE BOOKS:

- 1) Photo journalism the professional approach-Kenneth Coble, Focal Press,(2008)
 - 2) Basic photography-Michael Langford, Routledge, (2015)
 - 3) Inside photo journalism-Chap nick Howard, University of Missouri Press,(1994)
 - 4) All about photography-Archana Nair,Goodwill Publishing House,(2004)
 - 5) Digital Camera Techniques-Tout Tarrant, Routledge, (2002)
 - 6) An Introduction to Photography-Michael Freeman, Routledge,(2003)
 - 7) Creating Digital Photography-Michael Pusselle, Amphoto Books, (2002)
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****INTERNAL ASSESSMENT: (20 Marks)**

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Create one photo feature	10 Marks

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

Sr. No.	Activity	Marks
1.	Using photo camera take five different types of photographs with appropriate caption. (Portrait, landscape, street, nature, news photo etc.)	10 Marks
2.	Using photo camera take five photos, which are important for the news and write appropriate photo captions.	10 Marks
3.	Using photo camera take five human-interest photos with appropriate caption.	10 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.Voc JMC

First Year: Semester-II

Vertical : A.E.C. (LI)

Course Code: ENG-201

Course Name: English-II

***Teaching Scheme:**

Theory- 2 Credits

Lectures-30 Hrs.

***Examination Scheme:**

UA: 30 Marks

CA: 20 Marks

***PREAMBLE OF COURSE:**

The "English-II" course builds upon foundational language skills to enhance students' proficiency in advanced reading, writing, and critical thinking. Focusing on diverse literary genres and contemporary texts, students will engage in in-depth analysis and interpretation of themes and styles. The course emphasizes effective communication strategies, including persuasive writing and articulate speech, preparing students for academic and professional success. Through collaborative discussions and creative assignments, participants will develop a deeper appreciation for the nuances of the English language. Join us to refine your skills and express your ideas with clarity and confidence.

***COURSE OBJECTIVES:**

1. To acquaint the students with different forms of prose and poetry.
2. To introduce to the students various forms of communication.

***COURSE OUTCOMES:**

1. Students will be able to attain writing, speaking, reading, & listening competence.
2. Students will become familiar with selected literary forms, develop and strengthen their imaginative ability and the ability to analyze different literary forms.

UNIT I:

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

- a) Prose
- b) Poetry

UNIT II:

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

- a) Grammar
- b) Communication and Other Skills

REFERENCE BOOKS:

1. Prescribed Text Book
2. A Student's Introduction to English Grammar-Rodney Huddleston and Geoffrey K. Pullum, Cambridge University Press, (2005)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Write and present one speech on a topic assigned by faculty	10 Marks



Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.Voc JMC

First Year: Semester-II

Vertical : V.E.C.

Course Code: ENS24

Course Name: Environmental Studies

***Teaching Scheme:**

Theory- 2 Credits

Lectures- 30 Hrs.

***Examination Scheme:**

UA: 30 Marks

CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Environmental Studies" course offers a comprehensive exploration of the interconnections between humans and the environment. Students will examine critical issues such as sustainability, conservation, and the impact of climate change on ecosystems and communities. The course integrates scientific, social, and ethical perspectives, fostering a holistic understanding of environmental challenges. Through case studies and practical projects, participants will engage in discussions on solutions and strategies for promoting environmental awareness and stewardship.

***COURSE OBJECTIVES:**

1. To make students realize the importance and their role in the protection and maintenance of a healthy environment for sustainable development
2. To make students aware of the environmental policies and movements for educating and inspiring the young minds.

***COURSE OUTCOMES:**

1. Understand the importance and dimension of a healthy environment, become environmentally conscious, skilled and responsible in all their actions with a concern for sustainable development
2. Become aware and appreciate the values and concerns of environmental movements and policies; and act responsibly on environment-related issues.

UNIT I:

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

Scope and importance; Concept of sustainability and sustainable development. Multidisciplinary nature of environmental studies. What is an ecosystem? Structure and function of ecosystem Food chains, food webs; Energy flow in an ecosystem. Ecological succession, Natural Resources: Renewable and Non-renewable Resources

UNIT II:

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


Biodiversity and Conservation, Environmental Pollution: Air, water, soil and noise pollution-causes, effects and controls. Environmental Policies and Practices, Climate change, global warming, ozone layer depletion, acid rain - impacts on human communities and vegetation. Environment Laws: Environment Protection Act; Biodiversity Act-2002; Wildlife (Protection) Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD). Tribal populations and rights, and human wildlife conflicts in Indian context. Human population growth: Impacts on environment, human health and welfare.

REFERENCE BOOKS:

- 1) Environmental Studies-Acharya, Manohara., Rai, Ramya PP., K.S., Vinayaka and Naik, Ramachandra, United Publishers, Mangalore. (2022)
- 2) Textbook of Environmental Studies- Bharucha, E.,UGC, (2015).
- 3) Environment Studies- Dr. V. P. Dhulap and Others, Registrar, Solapur University, (2017)

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

Sr. No.	Activity	Marks
1.	Two Unit Tests	10 Marks
2.	Visit to an area to document environmental assets: river/forest/flora/fauna, etc.	10 Marks

 <p>पुण्यश्लोक अहिल्यादेवी होल्कार सोलापूर विद्यापीठ ॥ विद्यया मृतमश्नुते ॥ SUNAC Accredited 2022 (B.Voc) Course (C.C.P.A. 2024)</p>	Punyashlok Ahilyadevi Holkar Solapur University, Solapur B.Voc JMC First Year: Semester-II Vertical : C.C. Course Code: CC-201/CC-2012/CC-203/ CC-204/ CC-205/ CC-206 CC-210 Course Name: Co-Curricular Course
*Teaching Scheme: Theory- 2 Credits Lectures-30 Hrs. Or Practical- 2 Credits Lectures- 60 Hrs.	*Examination Scheme: UA: 30 Marks CA: 20 Marks

***PREAMBLE OF COURSE:**

The "Co-Curricular Course" is designed to complement academic learning by fostering personal development and enhancing essential life skills. This course encourages students to engage in activities that promote teamwork, leadership, creativity, and critical thinking outside the traditional classroom setting. Through various workshops, projects, and extracurricular activities, participants will explore their interests and talents while building confidence and resilience. The course emphasizes the importance of holistic education and encourages a balanced approach to learning.

(As Per Respective Syllabus and University Guidelines)

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
