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**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)**

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# B Voc. Journalism and Mass Communication

## Syllabus 2024-25

**1. Course Title:** B.Voc Journalism and Mass Communication

**2. Faculty:** Interdisciplinary Studies

**3. Year of Implementation:** The revised syllabus to be implemented from the academic year June 2024-25 onwards

**4. Fee Structure:** - As per the University Rules.

**5. About the Programme:** A Bachelor of Vocation (BVoc) 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.

**6. Vision:** The vision of a Bachelor of Vocation (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.

**7. Mission:** The mission of a Bachelor of Vocation (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.

**8. 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.

**9. Programme Learning Outcomes:**

- a) Proficiency in Journalism Skills: Graduates will demonstrate proficiency in a range of journalism skills, including news reporting, writing, editing, interviewing, and investigative journalism.
- b) 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.
- c) 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.
- d) 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.
- e) Effective Communication Skills: Graduates will demonstrate strong written, verbal, and visual communication skills, allowing them to communicate effectively with diverse audiences in various contexts.
- f) Adaptability and Innovation: Graduates will be adaptable and innovative, able to navigate technological advancements, industry changes, and evolving audience preferences in the media landscape.
- g) 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.
- h) 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.
- i) 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.
- j) 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.

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

**11 . 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.

**12. 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.

**13 .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

**14. Intake:** 50 Seats

**15. 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.

## SEMESTER-I

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	M-1 D.S.C.-I	Introduction To Communication and Mass Communication	Theory	4	60	40	100
2	M-2 D.S.C.-I	Introduction To Print Media	Theory	4	60	40	100
3	M-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	V.S.C.	Pagination	Practical	2	30	20	50
6	A.E.C. (L1)	English-I	Theory	2	30	20	50
7	V.E.C.	Constitution of India	Theory	2	30	20	50
8	I.K.S.	Introduction To Indian Knowledge System	Theory	2	30	20	50
<b>TOTAL</b>				<b>22</b>	<b>330</b>	<b>220</b>	<b>550</b>

## SEMESTER-II

Sr. No.	Course	Title	Nature	Credits	Marks UA	Marks CA	Total Marks
1	M-1 D.S.C.-II	Introduction To Radio	Theory	4	60	40	100
2	M-2 D.S.C.-II	Introduction To Public Relation	Theory	4	60	40	100
3	M-3 D.S.C.-II	Event Management	Theory	4	60	40	100
4	G.E.	Anchoring	Practical	2	30	20	50
5	V.S.C.	Specialized Reporting	Practical	2	30	20	50
6	S.E.C.	Photo Journalism	Practical	2	30	20	50
7	A.E.C. (L1)	English-II	Theory	2	30	20	50
8	V.E.C.	Environment Studies	Theory	2	30	20	50
<b>TOTAL</b>				<b>22</b>	<b>330</b>	<b>220</b>	<b>550</b>

## **\*\*ABBREVIATIONS\*\***

<b>Sr. No.</b>	<b>Abbreviations</b>	<b>Full Form</b>
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

## **\*\*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) 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.

**\*\*\*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**

## **02 CREDITS**

**Paper Time: 1.30 hours**

**Marks: 30**

**Instructions: 1)**

**2)**

**Question 1. Choose the correct alternative.**

**06 Marks**

**1)**

A)      B)      C)      D)

**2)**

A)      B)      C)      D)

**3)**

A)      B)      C)      D)

**4)**

A)      B)      C)      D)

**5)**

A)      B)      C)      D)

**6)**

A)      B)      C)      D)

**Question 2. Write Short answers. (Any two)**

**06 Marks**

**1)**

**2)**

**3)**

**4)**

**Question 3. Write Short note (Any two)**

**06 Marks**

**1)**

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

**12 Marks**

**1)**

**2)**

# SEMESTER-I

## M1 D.S.C. I: INTRODUCTION TO COMMUNICATION AND MASS COMMUNICATION (THEORY- 4 CREDITS)

### **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:**

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:**

Models of Communication: Communication Models – Aristotle – Lass well, Schramm, David Berlo, Shanon&Weaver , Newcomb and Dance’s model

### **UNIT III:**

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 :**

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 Ganamadhya- 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



## **M2 D.S.C. I: INTRODUCTION TO PRINT MEDIA** **(THEORY- 4 CREDITS)**

### **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.
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### **UNIT I:**

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:**

Types of Print Media  
Newspapers: Structure, layout, content, and circulation  
Magazines: Genres, audience targeting and editorial focus  
Newsletters  
Daily and Periodicals

### **UNIT III:**

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:**

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

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### **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

# **M3 D.S.C. I: NEWS REPORTING AND FEATURE WRITING**

## **(THEORY- 4 CREDITS)**

### **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.

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### **UNIT I :**

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 :**

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**

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:**

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.

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### **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)

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

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
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

## **G.E.: WRITING AND COMMUNICATION SKILLS** **(PRACTICAL- 2 CREDITS)**

### **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.

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### **UNIT I:**

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 :**

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.

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### **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)**

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
1.	Two Unit Tests	10 Marks
2.	Creating own CV	10 Marks

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

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
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

# **V.S.C.: PAGINATION** **(PRACTICAL- 2 CREDITS)**

## **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.

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### **UNIT I :**

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 :**

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.

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### **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. Ukou. 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)**

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
1.	Two Unit Tests	10 Marks
2.	Design 2 dummy newspapers.	10 Marks

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

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
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

**A.E.C. (L1): ENGLISH-I**  
**(THEORY- 2 CREDITS)**

**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.
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**UNIT I:**

- a) Prose
- b) Poetry

**UNIT II:**

- a) Grammar
  - b) Communication Skills
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**REFERENCE BOOKS:**

1. Prescribed Text Book
  2. A Student's Introduction to English Grammar-Rodney Huddleston and Geoffrey K. Pullum, Cambridge University Press, (2005)
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**\*\*INTERNAL ASSESSMENT: (20 Marks)**

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

# **V.E.C.: CONSTITUTION OF INDIA** **(THEORY- 2 CREDITS)**

## **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.

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## **UNIT I :**

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 :**

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.

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## **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)

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

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

# **I.K.S.: INTRODUCTION TO INDIAN KNOWLEDGE SYSTEM**

## **(THEORY- 2 CREDITS)**

### **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.

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### **UNIT I :**

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 :**

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.

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### **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)

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

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

# SEMESTER-II

## M1 D.S.C. II: INTRODUCTION TO RADIO (THEORY- 4 CREDITS)

### **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:**

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:**

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:**

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:**

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



# **M2 D.S.C. II: INTRODUCTION TO PUBLIC RELATION** **(THEORY- 4 CREDITS)**

## **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.

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## **UNIT I**

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 :**

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:**

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 :**

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.

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## **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)

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

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
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

## **M3 D.S.C. II: EVENT MANAGEMENT** **(THEORY- 4 CREDITS)**

### **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.
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### **UNIT I:**

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:**

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:**

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:**

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

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### **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)**

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
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

## **G.E.: ANCHORING** **(PRACTICAL- 2 CREDITS)**

### **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.

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### **UNIT I:**

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:**

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.

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### **REFERENCE BOOKS:**

- 1) सूत्रसंचालन-सुनिता तारापुरे, रजनीश जोशी, सुविद्या प्रकाशन, (२००७)
- 2) रेडिओ जॉकियिंग-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)

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### **\*\*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

## **V.S.C.: SPECIALIZED REPORTING** **(PRACTICAL- 2 CREDITS)**

### **COURSE OBJECTIVES:**

1. To familiarize student with different sections of field reporting.
2. To give students an insight into the vocabulary of specialized reporting beats.

### **COURSE OUTCOMES:**

1. Students can write specialized reports. .
  2. Students can write radio news script.
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### **Unit II:**

Evolution of Specialized, Reporting political parties and politics, legislative (covering assembly and parliament), Election reporting: definition, need & types. Reporting conflict: Armed and Social Conflict, Region, Community and Human Right

### **Unit II:**

Science Reporting & Lifestyle Science reporting, Environment reporting, Development reporting, Rural and Agricultural reporting Culture, Art and Literature reporting, Lifestyle reporting Economic and Commerce reporting, Sports reporting, Investigative: definition, importance and need. Interpretative reporting, Objective and In- depth reporting

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### **Recommended Books :**

- 1) News Reporting and Editing-K.M. Srivastava, Sterling Publishers Pvt.Ltd, (2015)
  - 2) Basic Journalism-Parathasathy, Laxmi Publications,(2000)
  - 3) The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing-Harriss Julian, Kelly Leiter& others, Pearson,(1999)
  - 4) Print Journalism: A Complete Book of Journalism-Ahuja Charanjit, Lightning Source,(2016)
  - 5) News Reporting and Writing-Missouri Group, Bedford/st Martins,(2019)
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### **\*\*INTERNAL ASSESSMENT: (20 Marks)**

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
1.	Two Unit Tests	10 Marks
2.	Write two specialized stories on a topic assigned by faculty	10 Marks

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

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
1.	Reporting and writing one specialized news as assigned by examiner.	10 Marks
2.	Write one specialized news on art & literature as assigned by examiner	10 Marks
3.	Write one interpretative story on social issue assigned by examiner	10 Marks

# **S.E.C.: PHOTO JOURNALISM** **(PRACTICAL- 2 CREDITS)**

## **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.

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### **UNIT I:**

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:**

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.

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### **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)**

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
1.	Two Unit Tests	10 Marks
2.	Create one photo feature	10 Marks

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

<b>Sr. No.</b>	<b>Activity</b>	<b>Marks</b>
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

**A.E.C. (L1): ENGLISH-II**  
**(THEORY- 2 CREDITS)**

**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.
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**UNIT I:**

- a) Prose
- b) Poetry

**UNIT II:**

- a) Grammar
  - b) Communication and Other Skills
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**REFERENCE BOOKS:**

1. Prescribed Text Book
  2. A Student's Introduction to English Grammar-Rodney Huddleston and Geoffrey K. Pullum, Cambridge University Press, (2005)
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**\*\*INTERNAL ASSESSMENT: (20 Marks)**

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

**V.E.C.: ENVIRONMENT STUDIES**  
**(THEORY- 2 CREDITS)**

**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.

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**UNIT I:**

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:**

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.

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**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)

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**\*\*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

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