



Deccan Education Society's
Fergusson College (Autonomous)
Pune

Learning Outcomes-Based Curriculum
for 3/4 years **B.Voc.** Programme as per
guidelines of
NEP-2020

for
**F. Y. B. Voc. (Media and
Communication)**

With effect from Academic Year
2023-2024

Program Outcomes (POs) for B.Voc. Media and Communiation	
PO1	Disciplinary Knowledge: Demonstrate comprehensive knowledge of the disciplines that form a part of a graduate programme. Execute strong theoretical and practical understanding generated from the specific graduate programme in the area of work.
PO2	Critical Thinking and Problem solving: Exhibit the skills of analysis, inference, interpretation and problem-solving by observing the situation closely and design the solutions.
PO3	Social competence: Display the understanding, behavioral skills needed for successful social adaptation, work in groups, exhibits thoughts and ideas effectively in writing and orally.
PO4	Research-related skills and Scientific temper: Develop the working knowledge and applications of instrumentation and laboratory techniques. Able to apply skills to design and conduct independent experiments, interpret, establish hypothesis and inquisitiveness towards research.
PO5	Trans-disciplinary knowledge: Integrate different disciplines to uplift the domains of cognitive abilities and transcend beyond discipline-specific approaches to address a common problem.
PO6	Personal and professional competence: Performing dependently and also collaboratively as a part of team to meet defined objectives and carry out work across interdisciplinary fields. Execute interpersonal relationships, self-motivation and adaptability skills and commit to professional ethics.
PO7	Effective Citizenship and Ethics: Demonstrate empathetic social concern and equity centered national development and ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PO8	Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts, demonstrate the knowledge of, and need for sustainable development.
PO9	Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

PSO No.	Program Specific Outcomes (PSOs) Upon completion of this programme the student will be able to
PSO1	<p>Academic competence:</p> <ol style="list-style-type: none"> 1. Understand fundamental concepts, principles and processes underlying the field of Media and its different branches (ranging from Public Relations, Advertising, Journalism to Radio Programming, Audio-Visual Production and Editing, Script Writing) and its linkage with related disciplinary areas/subjects. 2. Demonstrate updated knowledge in unison with the ongoing changing trends and keep them updated with the latest technology. 3. Equipped with creative and technical skills in various domains of Media, Audio-Visual Production and Photography. This will enable them to be employed both at the local as well as global level.
PSO2	<p>Personal and Professional Competence:</p> <ol style="list-style-type: none"> 1. Empower the student's critical thinking skills and problem-solving strategies for overall development of the professional growth in the fields of Mass Media, Journalism, Audio-Visual Production, Photography and Radio Programming. 2. Execute programme based on industry orientated new technologies and trends in Mass Media, Journalism, Audio-Visual Production and Photography 3. Identify media related problems and use appropriate concepts and methods to solve them. 4. Create ample opportunities in order to work effectively while emerging as an acceptable team leader by working on team projects & assignments.
PSO3	<p>Research competence:</p> <ol style="list-style-type: none"> 1. Apply technical knowledge, use of software and methodologies in order to conduct research and adapt appropriate skills to seek solutions to problems that emerge in fields of Mass Media, Journalism, Photography and Audio-Visual Production. 2. Review relevant literature and can develop a hypothesis and conduct methodical research on any topic related to Media.
PSO4	<p>Entrepreneurial and Social competence:</p> <ol style="list-style-type: none"> 1. Design techniques and solutions towards specific areas related to Media such as Advertising, Journalism, Digital Marketing, and Audio-Visual Production. 2. Build Entrepreneurial capabilities considering the ever-growing scope of the Media industry. Individual Creativity and Apt Technological Training would help to enhance competence of students. 3. Demonstrate adequate knowledge, skill, dedication and work ethics required for accomplishment of the assigned task 4. Exhibit acquired knowledge for the growth of social and ethical values in outdoor activities, such as service learning, internships and fieldwork. 5. Maintain and develop ethics of Media, Photography and Audio-Visual Production as these industries play a vital role in today's world. 6. Enhance social competence by teaching them appropriate communication skills like listening, speaking, and presentation required in disciplinary field.

Department of B.Voc.Media and Communication Course Structure

Semester	Paper	Paper Code	Paper Title	Type	Credits
I	Major	BVM-100	Image Processing	Practical	2
		BVM -101	Introduction to Media and Visual Communication	Theory	4
	VSC	BVM-130	Basics of Photography	Theory	2
	SEC	BVM -140	Communication Skills	Theory	2
	OE-1	BVM-120	Introduction to Journalism	Theory	2
	OE-2	BVM-121	Media and Modern India	Theory	2
II	Major	BVM -150	Photography Techniques	Practical	2
		BVM -151	Communication and Journalism	Theory	4
	Minor	BVM -161	Storytelling and AV Narratives	Theory	2
	VSC	BVM -180	Writing Skills	Theory	2
	SEC	BVM -190	Understanding Cinema	Theory	2
	OE-3	BVM-170	Introduction to Mass Communication	Theory	2
	OE-4	BVM-171	Editing in Print Media	Theory	2

**OE – Open Elective, SEC- Skill Enhancement Course, VSC- Vocational Skill Course*

Teaching and Evaluation (Only for FORMAL education courses)

Course Credits	No. of Hours per Semester	No. of Hours per Week	Maximum Marks	CE 40 %	ESE 60%
	Theory/Practical	Theory/Practical			
1	15 / 30	1 / 2	25	10	15
2	30 / 60	2 / 4	50	20	30
3	45 / 90	3 / 6	75	30	45
4	60 / 120	4 / 8	100	40	60

Eligibility: As per the rules and regulations of Savitribai Phule Pune University (SPPU)

F. Y. B. Voc. Semester 1		
BVM -100	Image Processing (Major- Practical)	Credits: 02 Hours : 60
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Recall and cite the basic concepts and principles of Image Processing. Apply different brush styles, colors and draw images	1
CO2	Differentiate and compare between various themes. Classify diverse shapes and apply lighting effects and flare to a suitable picture	2
CO3	Illustrate, retouch portrait photography and apply glamour effect on it. Apply motion effects to appropriate pictures. Execute shooting of photographs for panorama.	3
CO4	Relate action, record and apply it on an entire folder. Design customized greeting cards, visiting cards etc.	4

Unit No	Title of Unit and Contents	No of Practical's
I	Setup a 800 x 600 px (desktop default) canvas. Use different brush styles& colors and draw anything. Import various images and mix theme in each other, should have a theme. Image Importing, Selection & Transformation Compose a processed image on a suitable background Apply blending effect to a text. Use paint bucket or gradient tool to add a background. Draw various shapes (Nos. 5-6) and clip different images in it. Apply lighting effect and flare to a suitable picture. Retouch portrait photography and apply glamour effect on it.	30
II	Apply motion effects to appropriate picture. Apply motion effects to appropriate picture. Paint black and white picture in colour. Shoot photographs for panorama & stitch it. (Min 3 photos required)	30

F. Y. B. Voc. Semester 1		
BVM-101	Introduction to Media and Visual Communication	Credits: 04 Hours : 60
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Media. Describe types of Media	1
CO2	Discuss importance of Media including visual media	2
CO3	Examine the role of visual language with relevant examples	3
CO4	Discuss the interrelationship between visual communication and society	4

Unit No	Title of Unit and Contents	No of Sessions
I	Mass Media Defining Media and Mass Media Indian Media Scenario Need of Media Scope of Media Media Business Media Market	12
II	Types of Media Newspapers as Mass Media Radio and TV – Nature and Functions Internet as a Medium	12
III	Meaning of Visual Communication Understanding Visual language Visual grammar- perception, composition, grouping and organization, balance, ratio and proportion, rule of thirds, light, colour harmony and contrast Classification of shots Principles of visual grammar	12
IV	Socio cultural History of Visual Communication History of visual communication	12

	Visual literacy How to read visuals Impact of Visual Communication on society	
V	Visual analytics and models Color theory Visual analysis (motion, static) Visual aids and advance techniques Models (SCAMPER, etc.)	12

Learning Resources:

1. Mass Communication in India (4th Edition) by Keval Kumar
2. Understanding Media: The Extensions of Man by Marshall McLuhan
3. An Introduction to Visual Communication: From Cave Art to Second Life by Susan Barnes

F. Y. B. Voc. Semester 1		
BVM -130	Basics of Photography (VSC –1)	Credits: 02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom’s cognitive level
CO1	Remember and cite the basic concepts and principles of Photography. Identify the scope and functioning of camera	1
CO2	Articulate the process of photography effects of aperture, shutter speed, types of Photo (Formal, Informal), elements concerning Silhouette and Architectural photography	2
CO3	Apply Perspectives (Linear, Arial). Illustrate ability to take photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewelry etc	3
CO4	Analyze Patterns (Natural, Artificial) of photography. Differentiate lighting for Rough & Smooth Texture. Explain importance of Lighting for form & shape.	4

Unit	Topic	No. of Lectures
I	Outdoor portrait with reflector Effects of aperture (DOF) Effects of shutter speed: Fast shutter, Slow shutter, Panning Group photo: Formal, Informal Silhouette Architectural photography Perspective: Linear, Arial	15
II	Pattern: Natural, Artificial Photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewellery etc. Lighting for Rough & Smooth Texture Lighting for form & shape Silhouette Portrait High key Low key	15

Learning resources:

1. The Camera by Ansel Adams
2. Langford's Advanced Photography
3. Commercial Photography Handbook by Kirk Tuck

F. Y. B. Voc. Semester 1		
BVM -140	Communication Skills (SEC-1)	Credits: 02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Recall basics of language and describe key factors associated with verbal language	1
CO2	Discuss importance of Pronunciation, Maintaining Pitch in communications skills	2
CO3	Interpret body language and communication. Outline process of communication and comprehension	3
CO4	Classify types of communication - Group Discussions, Power Point Presentations, Interview and explain key components of speech.	4

Unit No	Title of Unit and Contents	No of Sessions
I	Understanding Language Verbal Language Pronunciation Stage Appearance Maintaining Pitch Process of Communication and Comprehension Body Language and Communication	15
II	Group Discussions Power Point Presentations Conducting Interviews / Responding Interviews Speech Formal Introductions Talking in front of Camera Vocabulary Building Exercises Communication based tasks on various topics	15

Learning Resources:

1. Effective Communication Skills by Michael Cooper
2. Communication Skills by Sanjay Kumar and Pushp Lata

F. Y. B. Voc. Semester 1 OE 1		
BVM- 120	Introduction to Journalism (OE 1)	Credits: 02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Journalism. Describe role and significance of Journalism as a profession. State the brief history of Journalism	1
CO2	Explain the role played by Indian Media in the Indian National Movement. Discuss the contribution made by various important Journalists-Thinkers in the pre-independence era	2
CO3	Examine the development of Indian Journalism in Post-Independence Era	3
CO4	Detect the important success stories of Indian Journalism. Discuss the concept of media literacy	4

Unit No	Title of Unit and Contents	No of Lectures
I	Introduction to Journalism Defining Journalism: Scope and Significance Brief History of Journalism: Important Milestones	6
II	Journalism in India: Historical Overview Brief History, Overview of Indian Journalism in Pre-Independence Era Evolution of Indian Journalism Important Newspapers in Pre-Independence Era Journalists-Thinkers in Indian Society	10
III	Journalism in India: Present Scenario Development of Indian Journalism in Post-Independence Era Important Newspapers, Milestones in Indian Journalism Post Independence Success/Impact Stories	10
IV	Journalism: Issues and Challenges Paid News	4

	Fake News Media Literacy	
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Learning Resources:

1. Elements of Journalism by Bill Kovach & Tom Rosenstiel
2. History of Indian Journalism by J. Natarajan

F. Y. B. Voc. Semester 1

BVM- 121	Media and Modern India (OE-2)	Credits: 02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe Characteristics of Indian Society	1
CO2	Articulate contribution and significance of social reformers in India and discuss the role played by them in India's transformation	2
CO3	Examine importance of media in India's social transformation	3
CO4	Explain role of contemporary media in national development. Discuss case studies	4

Unit No.	Title of Unit and Contents	No. of lectures
I	Media and Indian Society Understanding Society in Indian Context Characteristics of Indian Society	5
II	Modern Indian Society and Use of Media Social Reformers in India Journalism in Pre-Independence Phase Raja Rammohan Roy Mahatma Jotiba Phule Gopal Ganesh Agarkar Lokmanya Tilak Dr B.R Ambedkar	15
III	Role of Media in Social Movements Media and Socio-Political Debates Challenges before Indian Society Role of Present Media: Issues and Challenges	10

Learning resources:

1. The Reform Movement & Social Transformation in India by Anita Matto

F. Y. B. Voc. Semester II		
BVM-150	Photography Techniques (Major- Practical)	Credits: 02 Hours : 60
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe basic concepts related to camera	1
CO2	Understand and discuss relationship between lighting and camera	2
CO3	Carry out basic exercises of studio lighting in photography	3
CO4	Analyze types of photography. Carry out exercises related to photography in different environments	4

Unit No	Title of Unit and Contents	No of Lectures
I	Basics of Lighting Camera Studio Lighting	30
II	Advanced Photography I Advance Photography II	30

Learning resources:

1. If it is purple, someone' gonna die by Patti Belanttoni
2. Photojournalism by Ruele Golden
3. How to read film by James Monaco

F. Y. B. Voc. Semester II

BVM -151	Communication and Journalism (Major-Theory)	Credits: 04 Hours : 60
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Communication and Journalism	1
CO2	Discuss various types of communication theories and models	2
CO3	Examine Journalism's role in a society	3
CO4	Discuss the process of news creation and role of various departments in a news organization	4

Unit No	Title of Unit and Contents	No of Practicals
I	Introduction to Communication Process What is Communication? Importance and Scope Communication Process Types of Communication Barriers to communication	15
II	Communication Theories & Models Authoritarian Libertarian Socialistic Agenda Setting Theory Uses and Gratification Theory Gerbner's Model	15
III	Understanding Journalism Journalism as a form of mass communication Role and Significance of Journalism Evolution of Journalism in India Milestones in Indian Journalism Post-Independence	15
IV	Understanding News Defining News News Sources: Importance, tools and challenges	15

	News processing: Understanding role of various departments in a News Organization Reporting, Editing, Photography etc. Qualities of a Journalist	
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Learning Resources:

1. Media and Mass Communication Theory by McQuail
2. Mass Communicaton and Journalism in India by D.S. Mehta

F. Y. B. Voc. Semester II Minor -Theory		
BVM - 161	Storytelling and AV Narratives	Credits: 02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe storytelling and identify its types. Recall the characteristics of effective storytelling	1
CO2	Articulate components associated with narration and narrative structure. State types of narrative structure	2
CO3	Examine different narration styles. Interpret role and significance of three-act structure used in narrative fiction	3
CO4	Analyze new trends shaping TV and Film Industry and identify changes visible in terms of content, strategy and technology. Appraise influence of newly emerged narrative forms like Online shots, flash fiction, web series, viral videos, Interactive comics, digital trailers	4

Unit	Topic	No. of Lectures
I	Storytelling What is storytelling? Types of storytelling Characteristics of effective storytelling The power of visual storytelling	6
II	Narrative Techniques Narration and narrative structure 3 Act Structure Narrative treatment of the space Narrative treatment of the time	8
III	Genres & Formats TV genres Film genres (action, adventure, comedy, drama, epic/historical, horror, musical, romantic thriller) Digital Media (Computer games, electronic lit., digital art, animation stories)	8
IV	New Approaches New trends shaping TV industry (Content, strategy) New trends shaping Film industry (Content, strategy, Technology) New Narrative forms (Online shots, flash fiction, webseries, viral videos, Interactive comics, digital trailers)	8

Learning resources:

1. VISUAL THINKING by Willemien Brand
2. Immersive Storytelling for Real and Imagined Worlds: A Writer's Guide by Margaret Kerrison

F. Y. B. Voc. Semester II		
BVM-180	Writing Skills (VSC-2)	Credits: 02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Recall and cite the specific facts, basic concepts and principles of writing skills	1
CO2	Differentiate and compare between diverse types of writing	2
CO3	Demonstrate an ability to write content on a specific type. Modify same content to suit various types	3
CO4	Compare different writing styles, detect their advantages and limitations. Integrate more than one style and organize data	4

Unit No	Title of Unit and Contents	No of Practicals
I	Paragraph writing and focus News Writing Feature Writing Article writing Writing a review of literary text Writing a summary of a literary text Writing Captions	15
II	Writing Applications Writing Resumes Formal Email writing Writing Blogs Story Writing Movie Reviews Books Reviews Copy Writing /Advertisements	15

Learning Resources:

1. Professional Writing Skills by Natasha Turk
2. The Oxford Essential Guide to Writing by Thomas Kane

F. Y. B. Voc. Semester II		
BVM -190	Understanding Cinema (SEC-2)	Credits:02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Cinema as a discipline	1
CO2	Discuss the film language	2
CO3	Examine various movements in Cinema	3
CO4	Discuss Genres in Cinema	4

Unit No	Title of Unit and Contents	No of Lectures
I	Origin of Cinema A brief history of the origins of cinema. Pioneers in the field of Cinema Screening of these pioneers' films	10
II	Film Language Evolution of the language of cinema. Introduction to Soviet Montage, Deep Focus, Mise-en-scene, 180- degree rule, Eyeline matching, Lighting, Close-up, Sound, Music and Jump cuts. Screening of these films	10
III	Movements and Genres in Cinema Indian Cinema Indian Regional Cinema Marathi Cinema	10

Learning Resources:

1. Understanding Movies: The Art and History of Films by Raphael Shargel

F. Y. B. Voc. Semester II		
BVM-170	Introduction to Mass Communication (OE-3)	Credits: 02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe Mass Communication	1
CO2	State nature and process of mass communication	2
CO3	Examine social and political functions of Mass Communication	3
CO4	Analyze new trends in Mass Communication	4

Unit No.	Title of Unit and Contents	No. of lectures
I	Understanding Communication Communication: Concepts and Process Communication and Mass Communication Functions of communication Types of Communication	10
II	Understanding Mass Communication Nature and process of mass communication Mass communication: Mass media tools Audience in Mass Communication: Nature and Characteristics Social Functions of Mass Communication	10
III	Mass Communication - Scope and Challenges Mass Communication and Politics Mass Communication and Culture Mass Communication and Society New technological trends in Mass Communication	10

Learning resources:

1. Media and Mass Communication Theory by McQuail

F. Y. B. Voc. Semester II

BVM-171	Editing in Print Media (OE-4)	Credits: 02 Hours : 30
Course Outcome (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define editing and describe principles of editing	1
CO2	State importance of style sheet in the editing process	2
CO3	Examine role and responsibilities of sub-editor	3
CO4	Analyze importance of editorial policy in a news organization	4

Unit No.	Title of Unit and Contents	No. of lectures
I	Understanding Editing Defining Editing Principles of editing Process of editing Language in editing Design and Layout in editing Editing agency copies Electronic editing	10
II	Scope of Editing Stylesheet: Concept and relevance Difference between copy editing and proof reading	10
III	Understanding Newsroom Organizational structure of newspaper Editorial room Sub-editor: Role and responsibilities News Editor: Role and Responsibilities Editorial policy in a news organization	10

Learning resources:

1. News Reporting and Editing by K. M. Shrivastava
2. What Editors Do by Peter Ginna