



Deccan Education Society's

Fergusson College (Autonomous), Pune-4

Department of B.Voc. Media and Communication



**Deccan Education Society's
FERGUSSON COLLEGE (AUTONOMOUS),
PUNE**

**Syllabus
for**

T. Y. B.Voc. (Media and Communication)
[NEP 1.0]
(B.Voc. Semester-V and VI)

**With Effect From
2025-2026**

Syllabi NEP 1.0 Implemented from Academic Year 2025-26

T.Y. B.Voc Semester : V/ VI

Program Specific Outcomes (PSOs)

PSO	Outcomes
PSO1	Academic competence: 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	Personal and Professional Competence: 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	Research competence: 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	Entrepreneurial and Social competence: 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.

T.Y. B. Voc. NEP 1.0						
Semester	Paper	Paper Code	Title	Type	Credits	Exam Type
V	Major	BVM-301	INTRODUCTION TO RESEARCH	Theory	2	CE+ESE
		BVM - 302	INTRODUCTION TO INDIAN POLITY	Theory	2	CE+ESE
		BVM-303	INTRODUCTION TO RHETORIC	Theory	2	CE+ESE
	Elective	BVM-304	PODCAST PROGRAMMING	Theory	2	CE+ESE
		BVM-305	PODCAST TECHNIQUES	Practical	2	CE+ESE
		BVM -306	BROADCAST JOURNALISM	Theory	2	CE+ESE
		BVM-307	AV NEWS PRODUCTION	Practical	2	CE+ESE
	Major	BVM-311	INTRODUCTION TO CINEMATOGRAPHY	Practical	2	CE+ESE
		BVM-312	INTRODUCTION TO MOTION GRAPHICS	Practical	2	CE+ESE
	VSC	BVM-331	TRENDS IN AI & MEDIA	Theory	2	CE
	Minor	BVM-321	INTRODUCTION TO DATA JOURNALISM	Theory	2	CE+ESE
		BVM - 322	DATA JOURNALISM TECHNIQUES	Practical	2	CE+ESE
	FP	BVM-345	FIELD PROJECT	Theory / Practical	2	CE
VI	Major	BVM- 351	INTEGRATED MARKETING COMMUNICATION	Theory	2	CE+ESE
		BVM-352	MEDIA LAWS AND ETHICS	Theory	2	CE+ESE
		BVM-353	CURRENT AFFAIRS	Theory	2	CE+ESE
	Elective	BVM-354	UNDERSTANDING JOURNALISM	Theory	2	CE+ESE
		BVM - 361	IN-DEPTH REPORTING	Practical	2	CE+ESE
		BVM-355	AV PRODUCTION DESIGN	Theory	2	CE+ESE
		BVM -362	VIDEO PRODUCTION	Practical	2	CE+ESE
	Major	BVM-363	PRACTICAL IN SOCIAL MEDIA	Practical	2	CE+ESE
		BVM-364	NEW MEDIA & PERSUASIVE TECHNIQUES	Practical	2	CE+ESE
	Minor	BVM-371	RESEARCH METHODOLOGY	Theory	2	CE
		BVM-372	RESEARCH DESIGN	Practical	2	CE+ESE
	OJT	BVM-395	OJT	Theory / Practical	4	CE

BVM – 301-Introduction to Research Major-Theory		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe basic concepts related to media research. Understand scope and nature of research. State components related to scientific enquiry.	6
CO2	Classify research according to types. Discuss methods of research. Explain key differences between qualitative and quantitative approach.	5
CO3	Examine case studies which followed different research approaches	4
CO4	Analyze key elements associated with a research proposal. Understand care needs to be taken while drafting a research proposal.	3
CO5	Appraise importance and utility of different approaches to data analysis. Discuss the need of research in media.	2
CO6	Formulate a research question. Write a research report. Specify methodology and approach which has been followed.	1

**BVM – 301-Introduction to Research
(Major-Theory)**

Unit No.	Title of Unit and Contents	No. of hours
I	Introduction to Research Defining Research, Understanding search and research, Scope of and Significance of Research	6
II	Characteristics of research Research Ethics Types of research Steps of research Problem identification and formulation	8
III	Approaches to Research Quantitative research, Qualitative research, Survey research, Case studies	8
IV	Understanding Media Research – Case Studies	8

Learning Resources- References

Sr. No.	References
1.	RESEARCH METHODOLOGY: A STEP BY STEP GUIDE FOR BEGINNERS. Ranjit Kumar. SAGE Publications Pvt. Ltd
2.	Mass Media Research: An Introduction. Roger D. Wimmer. Cengage Learning India Private Limited.
3.	Research Methods: The Basics. Nicholas Walliman. Routledge

BVM-302 - Introduction to Indian Polity Major-Theory		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe Approaches to Study Indian Politics. State and explain nature and components of the Indian State. Understand the process regarding formation of the Indian State in the historical perspective.	CO1
CO2	Discuss Key Components of Indian Constitution. Analyse Key Issues regarding Indian. Judiciary and give examples of Landmark Verdicts pertaining to Indian Politics.	CO2
CO3	Examine Key Issues in Indian Politics. Classify challenges according to their nature.	CO3
CO4	Examine the role of major Political Parties in India. Discuss the role and significance of these parties.	CO4
CO5	Appraise Challenges to Indian Polity. Analyze the debate of Development and Governance in the Indian context.	CO5
CO6	Specify the key debates shaping Indian Politics. Build and understanding regarding the relevance of Indian Political System.	CO6

**BVM-302 - Introduction to Indian Polity
(Major-Theory)**

Unit No.	Title of Unit and Contents	No. of hours
I	Introduction to Indian Polity Approaches to Study Indian Politics State of India - Nature, Key Components Role of Various Institutions Formation of Indian State in a Historical Perspective Studying Important Influences on the Indian State	16
III	Key Issues in Indian Politics Regionalism in Indian Politics - Issues and Influences Religion in Indian Politics - Issues and Influences Caste in Indian Politics - Issues and Influences	16
IV	Key Challenges to Indian Political System Debate of Development and Governance Challenges to Indian Polity - Issues	16

Learning Resources- References

Sr. No.	References
1.	Seven Decades of Independent India. Vinod Rai (Author), Dr Amitendu Palit (Author). Penguin Viking
2.	India After Independence. Bipan Chandra. Penguin Books India.
3.	THE OXFORD HANDBOOK OF INDIAN POLITICS. Sumit Ganguly (Editor), Eswaran Sridharan (Editor). Oxford University Press.

BVM-303-Introduction to Rhetoric Major - Theory		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Rhetoric.	1
CO2	Discuss relation between Rhetoric and Media	2
CO3	Examine the role of Rhetoric with respect to Media Content	3
CO4	Discuss the traditions of Rhetoric	4
CO 5	Analyze the modern forms of Rhetoric	5
CO6	Build an understanding regarding the usage of media tools in order to create rhetoric	6

**BVM-303-Introduction to Rhetoric
Major - Theory**

Unit No.	Title of Unit and Contents	No. of hours
I	Defining Rhetoric Elements of Rhetoric Traditions of Rhetoric (Greek and other) Rhetoric and Media forms Objectives of Rhetoric (Political and other)	10
II	Argument in Rhetoric Construction of Argument Rhetoric of Motives Dramatistic Perspective Narrative Perspective Visual Perspective (Visual Rhetoric)	10
III	Rhetoric and New Media Rhetoric in Public Sphere Rhetoric in Info-sphere	10

Learning Resources- References

Sr. No.	References
1.	The Oxford Handbook of Rhetorical Studies. Michael J McDonald (Edited), Michael J MacDonald (Edited). Oxford University Press.
2.	Introduction to Rhetoric (1899). William B Cairns. Kessinger Publishing
3.	Classical Rhetoric for the Modern Student. Edward P J Corbett, Robert J Connors. Oxford University Press, USA.

BVM-304 - Podcast Programming Elective - Theory		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Podcasting	1
CO2	Discuss role and significance of podcasting	2
CO3	Examine the podcast production process	3
CO4	Discuss relevant industry trends concerning podcasting	4
CO 5	Analyze popular podcasts and discuss important aspects	5
CO6	Build an understanding regarding podcasting as prominent media form	6

**BVM-304 - Podcast Programming
Elective - Theory**

Unit No.	Title of Unit and Contents	No. of hours
I	Defining Podcasting Audio forms Audio production process Podcasting – key aspects and construction process Video Podcast	8
II	Podcasting as a mechanics of audio storytelling Audio interviewing techniques Workflow and organization Construction and structuring episodes Script writing for podcast Post production mixing, scoring, and critical review	14
III	Qualities of a podcaster Trends in Podcasting	8

Learning Resources- References

Sr. No.	References
1.	P for Podcast: Learn A to P of Podcasting. Bhargavi Swami. The Write Order Publications.
2.	Podcasting Made Simple: The Step by Step Guide on How to Start a Successful Podcast from the Ground up. Jake Fielding, Daniel Larson.

BVM-305 - Podcast Techniques Elective- Practical		
	Number of Credits: 02 No. of Hours:60	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Identify basic concepts related to Podcast and Digital Media	CO1
CO2	Discuss key components related to Audio Podcasting.	CO2
CO3	Use various platforms like Spotify for audio podcasting	CO3
CO4	Explain the process of live audio podcast. Analyze the important components necessary for Podcast Setup.	CO4
CO5	Appraise the scope and nature of Scope of Video Podcast. Understand the components related to Video Podcast.	CO5
CO6	Perform specific tasks related to podcasting techniques.	CO6

**BVM-305 - Podcast Techniques
(Elective- Practical)**

Unit No.	Title of Unit and Contents	No. of hours
I	Introduction to Audio Podcasting Scope of Audio Podcast, Web Radio, Content for podcast, Spotify, Audible, YouTube Web Streaming, Live Audio Podcast, Podcast Setup for Audio	30
II	Video Podcast Scope of Video Podcast, YouTube Channel content & Management, Video Podcast Setup (Camera, Lights, Editing application), Video Streaming, Multi Camera Streaming	30

BVM-306 Broadcast Journalism Elective-Theory		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Broadcast Journalism	1
CO2	Discuss role and significance of Broadcast Journalism	2
CO3	Examine the Broadcasting production process	3
CO4	Discuss relevant industry trends concerning Broadcasting	4
CO 5	Analyze key aspects related to Broadcast Journalism	5
CO6	Build an understanding regarding Broadcast Journalism as a prominent media form	6

**BVM-306 Broadcast Journalism
(Elective – Theory)**

Unit No.	Title of Unit and Contents	No. of hours
I	Defining Broadcasting News in Broadcast Journalism Writing for Broadcast Media News Principles News Sources	8
II	Getting the story for Broadcast Media Broadcast Stylebook Conversational writing Presenting the News Newsreading mechanics Interviews in Broadcast Media – key aspects	14
III	Qualities of a broadcaster Trends in Broadcasting	8

Learning Resources- References

Sr. No.	References
1.	Broadcast Journalism In The 21St Century. K M Shrivastava. Sterling Publishers Pvt Ltd.
2.	Broadcast Journalism In The 21St Century. K M Shrivastava. Sterling Publishers Pvt Ltd. Surbhi Dahiya , Shambhu Sahu. Pearson.

	BVM – 307-AV News Production (Elective – Practical)	
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Broadcast Journalism	1
CO2	Discuss role and significance of Broadcast Journalism	2
CO3	Examine the Broadcasting production process	3
CO4	Discuss relevant industry trends concerning Broadcasting	4
CO 5	Analyze key aspects related to AV News Production	5
CO6	Produce AV News as per the industry standards	6

**BVM – 307-AV News Production
(Elective – Practical)**

Unit No.	Title of Unit and Contents	No. of hours
I	Creating News in AV Production	60 hours
II	Setting the interview	
III	Sound Design, Video Production and Editing	
IV	Using Studio	

	BVM-311-Introduction to Cinematography Major-Practical	
	Number of Credits: 02 No. of Hours:60	
	Course Outcomes (COs) On completion of the course, the students will be able to:	Bloom's cognitive level
CO1	State aspects related to Cinematography	1
CO2	Discuss scope and nature Cinematography	2
CO3	Classify components related to Cinematography	3
CO4	Analyze relation between Camera and Cinematography	4
CO5	Detect and apply process related to Cinematography	5
CO6	Perform specific tasks related to Cinematography and build a Portfolio	6

**BVM-311-Introduction to Cinematography
(Major – Practical)**

Unit No.	Title of Unit and Contents	No. of hours
I	Introduction to Cinematography	Total 60
II	Understanding Cameras and Lenses	
III	Understanding Lighting in Cinematography	
IV	Composition and Framing	
V	Camera Movement and Techniques	
VI	Cinematic Lighting Techniques	
VII	Shooting Techniques and Scene Planning	
VIII	Introduction to Color and Post-Production	
IX	Audio-Visual Integration	
X	Final Project	

	BVM-312-Introduction to Motion Graphics (Major – Practical)	
	Number of Credits: 02 No. of Hours:60	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	State aspects related to Motion Graphics	1
CO2	Discuss scope and nature of Motion Graphics	2
CO3	Classify components related to Motion Graphics	3
CO4	Analyze relation between Adobe After Effects (AE) and Motion Graphics	4
CO5	Detect and apply process related to Motion Graphics using AE	5
CO6	Perform specific tasks related to Motion Graphics and build a Portfolio	6

**BVM-312 - Introduction to Motion Graphics
(Major – Practical)**

Unit No.	Title of Unit and Contents	No. of hours
I	Introduction to Motion Graphics and Adobe After Effects	Total 60
II	Working with Shapes and Text	
III	Basics of Animation Media	
IV	Understanding Layers and Masks	
V	Introduction to Effects and Presets	
VI	Working with Motion Paths and Parenting	
VII	Understanding 3D Layers and Camera Tools	
VIII	Audio Integration and Syncing	
IX	Rendering and Exporting	
X	Final Project	

	BVM-331 - Trends in AI & Media VSC-Theory	
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define AI	1
CO2	Discuss role and significance of AI with respect to Media	2
CO3	Examine the role of AI in shaping media Industry	3
CO4	Discuss relevant industry trends concerning AI and Media relationship	4
CO 5	Analyze key aspects related to Ai's influence of media content	5
CO6	Build an understanding concerning AI's future trends with respect to media forms and content	6

**BVM-331 - Trends in AI & Media
(VSC- Theory)**

Unit No.	Title of Unit and Contents	No. of hours
I	Defining AI, Augmented Reality, Virtual Reality and other emerging technologies	6
II	AI and media – scope, significance and trends	8
III	Media Ethics in age of AI , Challenges concerning the usage of AI	8
IV	Entrepreneurship and Innovation concerning AI, Future Trends	8

Learning Resources- References

Sr. No.	References
1.	ARTIFICIAL INTELLIGENCE AND THE FUTURE OF POWER. RAJIV MALHOTRA. Rupa Publications India.
2.	AI: The Next Revolution in Content Creation. Mario Garcia. Thane & Prose

	BVM-321-Introduction to Data Journalism Minor-Theory	
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Data Journalism	1
CO2	Discuss role and significance of Data Journalism	2
CO3	Examine the role of Data driven journalism in today's society	3
CO4	Discuss relevant industry trends concerning Data Journalism	4
CO 5	Analyze key aspects related to Data Journalism	5
CO6	Build an understanding regarding Data Journalism as prominent media content form	6

**BVM-321-Introduction to Data Journalism
(Minor-Theory)**

Unit No.	Title of Unit and Contents	No. of hours
I	Data Journalism: concept and definition Importance of Data Journalism Data Journalism Prospective	8
II	Need for Data in Journalism Usage of Data journalism in News Rooms Data Journalism Applications Getting the Data	11
III	Understanding and Delivering the Data Verification of Data Representation of Data in News Presenting the Data Interpretation of Data	11
I	Data Journalism: concept and definition Importance of Data Journalism Data Journalism Prospective	8

Learning Resources- References

Sr. No.	References
1.	Journalism in the Data Age. Jingrong Tong. Sage Publications
2.	The Data Journalism Handbook. Chambers Lucy. Packt
3.	Foundations of Data and Digital Journalism. Alex Richards. Routledge.

	BVM-322 Data Journalism Techniques Minor-Practical	
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Define Data Journalism	1
CO2	Discuss role and significance of Data Journalism	2
CO3	Examine the role of Data driven journalism in today's society	3
CO4	Discuss relevant industry trends concerning Data Journalism	4
CO 5	Analyze key aspects related to Data Journalism	5
CO6	Build an understanding regarding Data Journalism as prominent media content form	6

**BVM -322 Data Journalism Techniques
(Minor – Practical)**

Unit No.	Title of Unit and Contents	No. of hours
I	Introduction to Data Scope of data in journalism. Identifying data-driven story ideas Ethical considerations in data journalism. Overview of data sources and tools. Data Literacy	15
II	Basics of Data Analysis and exploration Working with History Data Sources of Data Use of different methods to conduct research and evaluate data Apply basic numerical and statistical concepts on data	15
III	Data Gathering and Analysis Data Gathering and data investigation Data analysis and its Interpretation Importance of Transformations Writing clear and concise data-driven prose. Using data to build context Data Processing using Open-source Tools	15

IV	Multimedia Storytelling and Presentation Data Presentation. Visualizing Data stories Using audio, video, and interactive elements. Data Visualization - Interactive graphs for Data Storytelling Crafting a story: Case Study Approach Structuring data stories for different media platforms Designing and visualizing Stories with Tools	15
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	BVM- 351-Integrated Marketing Communication Major-Theory	
	Number of Credits: 02 No. of Hours:30	
	Course Outcomes (COs) On completion of the course, the students will be able to:	Bloom's cognitive level
CO1	Define IMC	1
CO2	Discuss role and significance of IMC	2
CO3	Examine the role of IMC in today's society	3
CO4	Discuss relevant industry trends concerning IMC	4
CO 5	Analyze key aspects related to IMC	5
CO6	Build an understanding regarding IMC as prominent business strategy	6

**BVM- 351-Integrated Marketing Communication
(Major-Theory)**

Unit No.	Title of Unit and Contents	No. of hours
I	Introduction to Integrated Marketing Communication (IMC) Role of IMC in creating brand identity, brand equity, and customer franchise, Communication process, Promotional Mix Tools for IMC The IMC Planning Process The Value of IMC plans – information technology, changes in channel power, increase in competition, brand parity, integration of information Challenges concerning traditional mass-media advertising	12
II	Public Relations, Publicity and Corporate Advertising; Definition of Public Relations, Publicity and Corporate Advertising; Difference between public relations and advertising, Functions of Public Relations; Creating positive image building activities; Preventing or reducing image damage; Sponsorship and Event marketing; Role of internet in Public Relations, Publicity, Advantages and Disadvantages of Publicity.	12
III	Sales Promotion and Publicity Trends in IMC	6

Learning Resources- References

Sr. No.	References
1.	HB OF PUBLIC RELATIONS & COMMUNICATIONS. Philip Lesly. Jaico Publishing House
2.	Public Relations in India. J. M. Kaul. Naya Prokash.
3.	The IMC Handbook: Readings & Cases in Integrated Marketing Communications. J. Steven Kelly (Editor), Susan K. Jones (Editor). Racom Communications.

BVM-352-Media Laws and Ethics		
Major-Theory		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Understand fundamental legal regulations with special emphasis on Media. State laws related to media, Working Journalists Act, Press Council Act, Copyright Act, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharati Act	5
CO2	Discuss Emerging formats in new media, Cyber content, piracy, Cyber Laws, Intellectual Property Laws: Trademarks and Copyrights	5
CO3	Examine Philosophy of Journalism and its Ethics, Evolution of Ethics, Press Council of India and its role in maintaining ethical journalistic standards.	4
CO4	Analyze Major debates and court cases concerning ethics.	3
CO5	Appraise the role of International Bodies: WTO, UNESCO as well as National Bodies: Press Council, TRAI, BRAI, Censor Board, INS, Editor's Guild in articulating laws and ethics.	2
CO6	Write a well-articulated response addressing issues concerning media laws and ethics.	1

BVM-352-Media Laws and Ethics
Major-Theory

Unit No.	Title of Unit and Contents	No. of hours
I	Indian Constitution and Media Laws Freedom of speech, Article 19a, rights given to media, restrictions on media, Books and Newspapers Registration Act, Working Journalists Act, Press Council Act, Copyright Act, Cable TV Network Regulation Act, Cinematography Act, Prasar Bharati Act, Major court cases concerning media laws in India	8
II	Convergence Emerging formats in new media, Cyber content, piracy, Cyber Laws, Intellectual Property Laws: Trademarks and Copyrights	8
III	Ethics Philosophy of Journalism and its Ethics, Evolution of Ethics, Press Council of India and its role in maintaining ethical journalistic standards, Code of Conduct, Ethics for broadcast, radio and advertising, Major debates and court cases concerning ethics	8
IV	Organizations concerning Media Regulations	6

	International Bodies: WTO, role of UNESCO, National Bodies: Press Council, TRAI, BRAI, Censor Board, INS, Editor's Guild, IFWJ, IJA, NUJ, IUJ, NBA	
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Learning Resources- References

Sr. No.	References
1.	Media Ethics Truth,fairness And Objectivity. Paranjay Guha Thakurta. Oxford University Press.
2.	Press Laws & Media Ethics. Anil K. Dixit. Reference Press.
3.	Law Of The Press. D. D. Basu. Lexis Nexis.

BVM-353-Current Affairs (Major - Theory)		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe Media's role in shaping Contemporary issues	6
CO2	Explain the Contemporary Issues of the time	5
CO3	Examine the symbiotic relationship between Media & Society	4
CO4	Analyze the media coverage of the contemporary issues by the Media	3
CO5	Appraise the influence of media in shaping key debates and future trends	2
CO6	Build an understanding concerning Media coverage of contemporary issues	1

**BVM-353-Current Affairs
(Major - Theory)**

Unit No.	Title of Unit and Contents	No. of hours
I	Understanding Media's Role Why and How Does Media Shape contemporary issues? Types of Media and their respective coverage of the contemporary issues	15
II	Contemporary Issues Discuss the contemporary issues Describe the reporting on these issues in Media Correlate the impact and the influence on media and the issues Impact on society (Case Studies)	15

Learning Resources- References

Sr. No.	References
1.	THE OXFORD COMPANION TO POLITICS IN INDIA. Niraja Gopal Jayal, Pratap Bhanu Mehta. Oxford University Press.

BVM-354-Understanding Journalism Elective-Theory		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe key aspects of journalism	6
CO2	Explain the key trends concerning journalism	5
CO3	Examine the symbiotic relationship between Journalism & Society	4
CO4	Analyze journalistic practices and their influence on Society	3
CO5	Appraise the various forms of journalism	
CO6	Build an understanding concerning challenges while practicing journalism	

**BVM-354-Understanding Journalism
(Elective – Theory)**

Unit No.	Title of Unit and Contents	No. of hours
I	Defining Journalism Nature, Scope and Significance Contemporary trends and challenges concerning journalism	6
II	Forms of Journalism Investigative journalism Watchdog journalism Online journalism Opinion journalism Sports journalism Entertainment journalism Political journalism	14
III	Practicing Journalism – processes involved, role of various departments Journalism and Media Economics (Case Studies)	10

Learning Resources- References

Sr. No.	References
1.	The Elements of Journalism. Bill Kovach, Tom Rosenstiel. Crown.
2.	Understanding Journalism. Wilson John. Taylor & Francis Ltd.
3.	Mass Communication and Journalism in India. Mehta D S. Allied Publishers Pvt Ltd

BVM-361-In-Depth Report Elective – Practical		
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Identify basic concepts related to in-depth report. Identify skills required to write for various formats.	6
CO2	Discuss possibilities of Specialized Reporting based on local socio-economic and political situations.	5
CO3	Apply skills in the process of data collection. Use data in order to write an in- depth report.	4
CO4	Analyze the importance of new techniques of reporting.	3
CO5	Compare and assess new ways of reporting - Open Source, Data Based and Citizen Journalism	2
CO6	Write at least two in-depth reports on different topics	1

**BVM-361-In-Depth Report
(Elective – Practical)**

Unit No.	Title of Unit and Contents	No. of hours
I	Basics of Writing a Report Contemporary Issues and Report Writing, Writing for various formats, News values and Principles of News Writing, Introduction to Investigative Journalism	20
II	Specialized Reporting Approaches to Specialized Reporting based on local socio-economic and political situations, Open-Source Journalism, Data Based Journalism, Citizen Journalism	20
III	Report Writing Report Design, Title Page, Certificate, Preface/Forward, Index, References	20

	BVM -355-AV Production Design (Elective - Theory)	
	Number of Credits: 02 No. of Hours:30	
	Course Outcomes (COs) On completion of the course, the students will be able to:	Bloom's cognitive level
CO1	Describe aspects involved in AV Production	
CO2	Explain the relation between text, audio and video in terms of AV production design	
CO3	Examine the significance of AV production in today's society	
CO4	Analyze the trends concerning AV content production	
CO5	Appraise the importance of all stages involved in AV Production	
CO6	Build an understanding concerning the entire AV Production process	

**BVM -355 - AV Production Design
(Elective - Theory)
Course Contents**

Unit No.	Title of Unit and Contents	No. of hours
I	Defining Video Production Stages of Production: Pre-production, Production, Post-production Types of Video Content: Film, Corporate, Social Media, Documentaries, Advertisements Roles in a Video Production Team: Director, Producer, Cinematographer, Editor, etc. Tools of the Trade: Cameras, Lenses, Lighting, Audio Equipment, Software	6
II	Pre-Production Planning Understanding Video Production Equipment Visual Storytelling and Composition Lighting Theory in Video Production Audio for Video	14
III	Production Techniques and Scene Execution Post-Production Workflow Video Distribution and Marketing Trends and Ethics in Video Production	10

Learning Resources- References

Sr. No.	References
1.	VIDEO PRODUCTION. Vasuki Belavadi. Oxford University Press India.
2.	Production Management for TV and Film. Linda Stradling. Methuen Drama India.

	BVM – 362- Video Production (Elective – Practical)	
	Number of Credits: 02 No. of Hours:60	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Describe basic concepts related to video production. Understand key elements - Image Making, Camera Operations, Compositions, Camera Movements, Visual Techniques	
CO2	Discuss components related to Pre-production and Production Design (Pre- Production)	
CO3	Apply Single Camera Shooting Techniques, Art Direction, Setups, Casting, Indoor and Outdoor Shooting in the process of production. Identify Production Design (Production)	
CO4	Detect and apply process related to post production - Video Editing, Sound, Voice Over and Background Music, Titles and Subtitles Video Formatting	
CO5	Appraise the overall process of video production. Apply skills necessary for Production Design (Post Production)	
CO6	Perform specific tasks related to video production.	

**BVM – 362 - Video Production
(Elective – Practical)
Course Contents**

Unit No.	Title of Unit and Contents	No. of hours
I	Basics of Video Production Image Making, Camera Operations, Compositions, Camera Movements, Visual Techniques, Pre-production, Production Design - I (Pre-Production)	20
II	Production Single Camera Shooting Techniques, Art Direction, Setups, Casting, Indoor and Outdoor Shooting, Production Design - II (Production)	20
III	Post Production Video Editing, Sound, Voice Over and Background Music, Titles and Subtitles Video Formatting, Production Design - III (Post-Production)	20

	BVM -363 - Practical in Social Media (Major – Practical)	
	Number of Credits: 02 No. of Hours:60	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Understand fundamental concepts related to social media. Describe key platforms of social media.	
CO2	Discuss the relationship between Types of Social Media and Business. Explain dynamics and nature of social media.	
CO3	Interpret business funnel of social media. Apply right social media platform according to need of the business idea.	
CO4	Analyze importance of Creating and Curating Content for Social Media. Explain importance of Social listening and audience research.	
CO5	Assess significance of ecosystem behaviour. Discuss approaches to strategic thinking.	
CO6	Select a particular product and design a social media strategy for it.	

**BVM -363 - Practical in Social Media
(Major – Practical)
Course Contents**

Unit No.	Title of Unit and Contents	No. of hours
I	Introduction to Social Media Understanding the nature of Social media, The key platforms in social media, Analyzing the relationship between Types of Social Media and Business	20
II	Audiences and Social media Understanding the business funnel of social media (Awareness -> Trust -> Action), Choosing the right platform based on target audience, Creating and Curating Content for Social Media, Case studies & group exercises	20
III	Applying Social media for Business gains Analyzing category and ecosystem behaviour, Social listening and audience research, Approach to strategic thinking, Preparing and presenting a strategic pitch, Group exercises with Canva, Pitch creation and deployment - exercises	20

	BVM-364 - New Media and Persuasive Techniques (Major – Practical)	
	Number of Credits: 02 No. of Hours:60	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Understand fundamental concepts related to social media.	
CO2	Discuss the relationship between Types of Social Media and means of persuasion	
CO3	Interpret business funnel of social media	
CO4	Analyze importance of using correct form of media for predefined business objectives	
CO5	Assess significance of media tools in creating expected engagement	
CO6	Design a media campaign	

**BVM-364 - New Media and Persuasive Techniques
(Major – Practical)
Course Contents**

Unit No.	Title of Unit and Contents	No. of hours
I	Establishing relation between media tools and campaigning	20
II	Designing a Media Campaign	10
III	Applying forms of media in order to successfully run the campaign	20
IV	Analyze trends concerning media campaigning	10

	BVM-371 - Research Methodology (Minor – Theory)	
	Number of Credits: 02 No. of Hours:30	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Understand fundamental concepts related to media research	
CO2	Discuss the relationship between market research and industry growth	
CO3	Interpret the findings of research	
CO4	Analyze trends concerning media research	
CO5	Assess significance of different forms and tools of media research	
CO6	Build an understanding concerning a specific research problem	

**BVM-371 - Research Methodology
(Minor – Theory)
Course Contents**

Unit No.	Title of Unit and Contents	No. of hours
I	Defining Research Problem Necessity of defining the research problem Techniques	6
II	Defining Research Design Need for research design Features of good research design Types of Research Design	6
III	Types of Research Methodologies Applying Research Methodologies in media research	6
IV	Sampling Design Different types of Sampling Designs	6
V	Measurement and Scaling Techniques Methods of Data Collection Analyzing the Data Research Ethics	6

Learning Resources- References

Sr. No.	References
4.	RESEARCH METHODOLOGY: A STEP BY STEP GUIDE FOR BEGINNERS. Ranjit Kumar. SAGE Publications Pvt. Ltd
5.	Mass Media Research: An Introduction. Roger D. Wimmer. Cengage Learning India Private Limited.
6.	Research Methods: The Basics. Nicholas Walliman. Routledge

	BVM-372 - Research Design (Minor – Practical)	
	Number of Credits: 02 No. of Hours:60	
Course Outcomes (COs) On completion of the course, the students will be able to:		Bloom's cognitive level
CO1	Understand fundamental concepts related to media research	
CO2	Discuss the relationship between market research and industry growth	
CO3	Interpret the findings of research	
CO4	Analyze trends concerning media research	
CO5	Assess significance of different forms and tools of media research	
CO6	Create a research publication	

**BVM-372 - Research Design
(Minor – Practical)
Course Contents**

Unit No.	Title of Unit and Contents	No. of hours
I	Define a research Problem	Total 60
II	Apply the relevant research method	
III	Create a competent research design	
IV	Implement the research project in order to create a research publication	