

**PUNE DISTRICT EDUCATION ASSOCIATON'S** 

# **ANANTRAO PAWAR COLLEGE**

PIRANGUT. TAL. MULSHI. DIST. PUNE 412 115





# **COURSES-BROUCHURE**



# CERTIFICATE, ADD-ON, SHORT-TERM & DIPLOMA COURSES



2018-19



# Pune District Education Association's





Academic Year: 2018-19

Name of the Add-on/ Certificate/ Value added program	:	Certificate Course in Mass Communication and Journalism
Duration	:	One Year
Number of Students Enrolled	:	32

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Sr.No.	Document						
1	List of students enrolled (with signature of students)						
2	Syllabus (curriculum, assessment procedures)						
3	Time-Table (duration)						
4	Report (Summary report)						
5	Attendance sheet						



# SAVITRIBAI PHULE PUNE UNIVERSITY

# PDEA'S

# Anantrao Pawar College, Pirangut. Tal- Mulshi, Dist.Pune-412115



Academic Year 2018-19 DEPARTMENT Of B.VOC.

First Year

(Mass Communication & Journalism)

Sr.No	Name Of The Students	Signature
1	AMLE PALLAVI SADASHIV	A Patil
2	DAGADE MAHENDRA MARUTI	Maserty.
3	DESHMUKH GOVIND BHANUDAS	-
4	DHUMAL AJAY RAMDAS	Alay
5	GAWADE MAHESH RAGHUNATH	Cons
6	GOLE AMIT MADHAV	
7	GOLE JANABAI SHRIHARI	Cole
8	GOLE MOHAN TATYABA	M
9	GUND ANURADHA NANDKUMAR	
10	HARNE AMIT ASHOK	DX-
11	HUSSAIN ZEENAT JAHAN MD JAFAR	(1)
12	INGWALE SUDHIR VITTHAL	-
13	IPTE RUSHIKESH ANANTA	
14	KALAMKAR AKSHAY SANJAY	M rac
15	KEDARI DHONDIBA TUKARAM	Kedara
16	KESWAD BAPU ANKUSH	Kirtwad
1.7	KOPARKAR KAUSHIK MADHAV	Kudake
18	KUDALE AKANKSHA MANOHAR	A Kanksher
19	KUMBHAR VISHAL BHAGWAN	( Duyler
20	LADKE SUNIL BABN	
21	MANDEKAR GANESH ANANTRAO	M. GENNA

Anantrao Pawar Callege Pirangul Tal. Mulshi, Dist. Pune-4:2:15

22	NAGARE KALIDAS VITTHAL	Dur
23	OZARKAR JITENDRA ASHOK	
24	PAWALE AMIT RAVINDRA	
25	PAWALE DEEPALI DEVIDA	8.0.0
26	RAUT DHANSHREE BALU	Pant
27	SAGVEKAR SHUBHAM SHUBHASH	
28	SATHE SNEHA SHIVAJI	Suffe
29	SHEDGE SWAPNIL VISHNU	Shedere
30	SHINDE PRANJALI SUNIL	- Creary
31	SHITOLE AJIT RAGHUNATH	No. of the last of
32	ZINJZD SANJAY ROHIDAS	The second secon

Nodal Officer

Principal
Anantrao Pawar College Pirangut
Tal. Muishi, Dist. Pune-412115.







#### PUNE DISTRICT EDUCATION ASSOCIATION'S

## ANANTRAO PAWAR COLLEGE PIRANGUT, TAL- MULSHI, DIST-PUNE PIN CODE-412115

Email:apcpirangut@gmail.com Website:www.pdea-apc.org

#### B. Voc. (MASS COMMUNICATION AND JOURNALISM)

The University Grants Commission (UGC) had launched a scheme on 27 February, 2014 for skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc) degree with multiple entries and exit points. The B.Voc program is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

Under this scheme PDEA's Anantrao Pawar College, Pirangut has started Bachelor of Vocation (B.Voc) Course in Mass communication and Journalism.

#### **The objectives of the course are:**

- 1) To hone the journalistic and research skills through practical work, assignments, project reports, seminars, and workshops and to acquaint students with advanced journalism and media practices.
- 2) To fully acquaint students with the need to maintain an even balance between practical, theoretical and conceptual aspects of media professions and lend them a critical understanding of the communication package as a whole.
- 3) To offer appropriate grounding in the issues, ideas and challenges of 21st century thereby broadening the world view of the future media practitioners.
- 4) To develop multi-tasking skills required in the dynamic multi-media and convergent environment.

#### > Job Prospects:

The students of this trade can look forward to working in public relations, television, films, publishing, journalism, editing, direction, etc. The job requires the aspirants to be skillful, energetic and also creative.

Following are the various job profiles offered to graduates in mass communication & Journalism:

- Public Relations Officer
- Sound Mixer and Sound Recorder
- Special Correspondent
- TV Correspondent
- Producer
- Radio Jockey/ RJ
- Screenwriter
- Art Director
- Editor
- Reporter
- Freelancer
- Event manager
- Video Jockey
- Fashion Photographer Cartoonist
- Illustrator
- Critic
- Photojournalist

Also on completing their graduation in Mass Communication & Journalism the aspirants of the field can look forward to working with the following types of companies and areas:

- AIR All India Radio
- Circulation and Public Relations
- Central Information Service
- Legal Affairs Department
- Journals
- News Agencies
- Press Information Bureau
- Photography Companies
- TV Channels
- Radio Telecasting Companies
- Websites Periodicals and Magazines
- Newspapers
- Advertising Agencies
- Books and Novels
- Blogs
- Broadcasting Corporations

#### **Candidate's eligibility for admission:**

Any candidate passed 10 +2 examinations or any UG degree, approved by the Association of Indian Universities is eligible to seek admission.

Duration of the course –

#### **TABLE-1**

NSQF Level	Skill	General	Total Credits	Normal	Exit
	Component	Education	for Award	Duration	Points/Awards
	Credits	Credits			
7	108	72	180	Six Semesters	B.Voc Degree

#### **Course Structure:**

Semester Pattern with Internal Assessment.

Total marks: 750 per semester (06 theory papers, 05 practical papers, 01 Internship), each year. Total semester-6, Total Years -3.

# PUNE DISTRICT EDUCATION ASSOCIATION'S **ANANTRAO PAWAR COLLEGE PIRANGUT**

## B. Voc. (MASS COMMUNICATION AND JOURNALISM) SYLLABUS

[Note: General Component for Mass Communication and Journalism is common.

Skill component varies in the  $6^{th}$  semester onwards in Mass Communication and Journalism].

### **SEMESTER 1 (CREDITS: 30)**

NO.	TITLE	CRE DITS	MARKS			NOS
			INTERN ALS	EXA M	TOTA L	
	GENERAL COMPONENT					
101	INTRODUCTION TO MASS COMMUNICATION	04	50	50	100	NOS-101 INTERNAL ASSESSMENT : GROUP PROJECT / INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY /
						PRESENTATION {POWER POINT / AUDIO - VISUAL PRESENTATION / ORAL PRESENTATION)
102	INTRODUCTION TO JOURNALISM	04	50	50	100	NOS-102 INTERNAL ASSESSMENT : GROUP PROJECT / INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY /
						PRESENTATION {POWER POINT / AUDIO - VISUAL PRESENTATION / ORAL PRESENTATION)
103	LANGUAGE SKILLS FOR MEDIA	04	50	50	100	NOS-103 INTERNAL

						ASSESSMENT : GROUP PROJECT / INDIVIDUAL
						PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY /
						PRESENTATION {POWER POINT / AUDIO - VISUAL PRESENTATION / ORAL PRESENTATION)
	SKILL COMPONENT					
104	BASICS OF COMPUTER FOR MEDIA	06	100	50	150	NOS-104  COMPUTER NETWORKING, HAERDWARE & SOFTWARE PRACTICAL
105	PAGE DESIGN & GRAPHICS	06	100	50	150	NOS- 105 DISIGN LAYOUTS & PAGINATION OF NEWSPAPER
106	TRANSLATION TECHNIQUES & MEDIA REVIEW	06	100	50	150	NOS-106  TRANSLATION OF NEWS, CREATIVE LITERATURE, FEATURES AND ARTICLES & MEDIA REVIEW PRACTICE, TRANSLATION IN THREE LANGUAGES MARATHI, HINDI & ENGLISH (PRACTICAL))
	TOTAL CREDITS	30			TOTAL : 750	

# **SEMESTER 2: (CREDITS 30)**

NO.	TITLE	CR EDI TS	MARKS			NOS
			INTER NALS	EX AM	TOTAL	
	GENERAL COMPONENT					
201	INDIAN CONSTITUTION & DEMOCRACY	04	50	50	100	NOS-201 INTERNAL ASSESSMENT: GROUP PROJECT / INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY / PRESENTATION {POWER POINT / AUDIO – VISUAL PRESENTATION / ORAL PRESENTATION)
202	INTRODUCTION TO PRINT MEDIA	04	50	50	100	NOS-202 VISIT(SAKAL PRINTING PRESS & EDITORIAL DEPARTMENT)
203	MEDIA LAWS & ETHICS	04	50	50	100	NOS- 203 VISIT (PUNE DISTRICT COURT)
	SKILL COMPONENT					
204	MEDIA WRITING SKILLS	06	100	50	150	NOS-204 INTERNAL ASSESSMENT ON WRITING SKILL

205	NEW MEDIA & WEB JOURNALISM	06	100	50	150	NOS-205 ANALYTICAL STUDY OF NEW MEDIA AND SOCIAL MEDIA AND ONLINE JOURNALISM ITS USES & PRACTICE
206	INTERNSHIP/ ON JOB TRAINING	06	150		150	
	TOTAL CREDITS	30			TOTAL: 750	

# **SEMESTER 3: (CREDITS 30)**

NO.	TITLE	CR EDI TS	MARKS			NOS
			INTERN ALS	EXAM	TOTA L	
	GENERAL COMPONENT					
301	NEWS REPORTING	04	50	50	100	NOS-301 INNTERVIEW WITH REPORTER OF PRINT MEDIA
302	NEWS EDITING	04	50	50	100	NOS-302 INTERVIEW WITH EDITOR OF PRINT MEDIA
303	PHOTO JOURNALISM	04	50	50	100	NOS-303 INTERVIW WITH PHOTO JOURNALIST & VIDEO JOURNALIST
	SKILL COMPONENT					
304	FEATURE & ARTICLE WRITING	06	100	50	150	NOS-304 VISIT TO PRINT MEDIA ORGANIZATION (MAGAZINE)
305	BASICS OF CAMERA (PARTICLES)	06	100	50	150	NOS-305 PRACTICAL
306	INTRODUCTION TO CREATIVE WRITING	06	100	50	150	NOS-306 SUGGESTED PROJECTS: FILM REVIEW
						BOOK REVIEW: ADAPTING A SHORT STORY TO A SCREENPLAY WRITING AN

				ORIGINAL SCREENPLAY / SCRIPT FOR RADIO OR TELEVISION
TOTAL CREDITS	30		TOTA L: 750	

# **SEMESTER 4: (CREDITS 30)**

NO.	TITLE	CRED	ITS	MARK	KS	NOS
		THE ORY	INTERNA LS	EXA M	TOT AL	
	GENERAL COMPONENT					
401	TRENDS IN JOURNALISM	04	50	50	100	NOS-401 INTERNAL ASSESSMENT: GROUP PROJECT / INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY / PRESENTATION {POWER POINT / AUDIO – VISUAL PRESENTATION / ORAL PRESENTATION)
402	LANDMARK EVENTS IN 20 <sup>TH</sup> CENTURY: HISTORY OF WORLD, INDIA & MAHARASHTRA	04	50	50	100	NOS-402 INTERNAL ASSESSMENT: GROUP PROJECT / INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY / PRESENTATION {POWER POINT / AUDIO – VISUAL PRESENTATION / ORAL PRESENTATION)
403	TRENDS IN SOCIAL MEDIA	04	50	50	100	NOS-403 INTERNAL ASSESSMENT : GROUP PROJECT /

						INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY / PRESENTATION {POWER POINT / AUDIO – VISUAL PRESENTATION / ORAL PRESENTATION)
	SKILL COMPONENT					
404	TV JOURNALISM	06	100	50	150	NOS-404 INTERNAL ASSESSMENT: TV – SCRIPT OR PROGRAMME OR ADS, ASSIGNMENTS.
405	RADIO JOURNALISM	06	100	50	150	NOS-405 INTERNAL ASSESSMENT: RADIO- SCRIPT OR PROGRAMME OR ADS, ASSIGNMENTS. VISIT TO PUNE AKASHVANI
406	INTERNSHIP/ ON JOB TRAINING	06	150		150	
	TOTAL CREDITS	30			TOT AL: 750	

# **SEMESTER 5: (CREDITS 30)**

NO.	TITLE	CR EDI TS	MARKS			NOS
			INTERN ALS	EXA M	TOTAL	
	GENERAL COMPONENT					
501	PUBLIC RELATIONS	04	50	50	100	NOS-501 VISIT TO PR AGENCY
502	ADVERTISING	04	50	50	100	NOS-502 VISIT TO ADVERTING AGENCY
503	INTRODUCTION MEDIA RESEARCH	04	50	50	100	NOS-503 INTERNAL ASSESSMENT: GROUP PROJECT / INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY / PRESENTATION {POWER POINT / AUDIO – VISUAL PRESENTATION / ORAL PRESENTATION)
	SKILL COMPONENT					
504	AUDIO VIDEO EDITING	06	100	50	150	NOS-504 PRACTICAL USE OF VARIOUS EDITING SOFTWARES
505	COPY WRITING & DESIGN IN ADVERTISING	06	100	50	150	NOS505 INTERNAL ASSESSMENT :

							GROUP PROJECT / INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY / PRESENTATION
							{POWER POINT / AUDIO – VISUAL PRESENTATION / ORAL PRESENTATION)
506	TV/RJ ANCHORING SKILLS	06	100	50	15	0	NOS 506  PERFORM VOICE- OVERS IN ASSORDANCE TO REQUIREMENTS
	TOTAL CREDITS	30				TOTA L: 750	

# **SEMESTER 6: (CREDITS 30)**

	TITLE					
NO.		CREDIT S	MARKS			NOS
		THEOR Y	INTERN ALS	EXA M	TOTAL	
	GENERAL COMPONENT					
601	INTRODUCTION TO FILM	04	50	50	100	NOS-VISIT TO FTII & FILM ARCHIEVS OF INDIA
602	SHORT FILM & DOCUMENTARY MAKING	04	50	50	100	NOS-602 INTERNAL ASSESSMENT: ASSESSMENT OF THE CINEMA VIEWED BY THE STUDENTS IN A JOURNAL STATING FILMOGRAPHI ES, GENRE/STYLE, PERIOD, RELEVANT ASSOCIATION WITH ACCOLADES/A WARDS, EMERGENCE OF TRENDS SOCIAL, TECHNICAL, PERSONALITIE S, INFLUENCES ETC. GROUP PROJECT FOR SHORT FILMS,

						DOCUMENTAR IES UPTO 15 MINS ON FICTIONAL/FA CTUAL TOPICS AS SUGGESTED BY THE FACULTY
603	MEDIA MANAGEMENT	04	50	50	100	NOS 603-VISIT TO MEDIA ORGANISATIO N
	SKILL COMPONENT					
604	INTRODUCTION TO CINEMATOGRAPHY	06	100	50	150	NOS-604  i)DETERMINE VISUAL STYLE & PREPARE SHOOT PLAN  ii) CARRY OUT LOCATION RECESS AND FINALISE LOCATIONS
605	INVESTIGATIVE REPORTING & IN-DEPTH REPORTING PROJECT	06	100	50	150	NOS- 605 INTERNAL ASSESSMENT: GROUP PROJECT / INDIVIDUAL PROJECT / BOOK REVIEW / CLASS TEST / CASE STUDY / PRESENTATIO N {POWER POINT / AUDIO - VISUAL PRESENTATIO N / ORAL

					PRESENTATIO N)
606	INTERNSHIP/ ON JOB TRAINING	06	150	150	
	TOTAL CREDITS			TOTAL: 750	

#### 101: INTRODUCTION TO MASS COMMUNICATION

#### Unit 1

Key concepts in communication

Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc, Elements and process of communication, Functions of Mass Communication, Barriers of Mass Communication, concept of mass, characteristics of mass communication, effects of mass communication: short term, long term. Meaning and need for Mass Communication.

#### Unit 2

Evolution of mass media

Technological, economic, political development; role of mass media in a democracy, public opinion, social change and development, culture.

#### Unit 3

Media content processes

Media content formats (genre), news as a genre, Gatekeeping, effects of organisational structure on journalistic content; mass communication as an academic discipline

#### Unit 4

Media Convergence:

Convergence: Conceptual framework, Technological dimension, Economic dimension, Sociocultural dimensions, Implications to 'Mass Communication'. developments in the Economy, Society, and Culture and its impact on current communication media. Impact of social media on Mass Communication.

#### Unit 5

Impact of Mass Media

Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience, Differentiate between Mass Communication & Mass

Media, Means & Tools of Mass Communication: Traditional& Folk Media: Types, importance of traditional media: Print: Books, Newspapers, Magazines, Broadcast: Television, Radio, Films, Internet, Advertising, Public Relations, Other outdoor media

#### PRACTICAL ASSESSMENT:

Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

#### **REFERENCE BOOKS:**

- 1. Dan Laughey Key Themes in Media Theories, Rawat Publication.
- 2. Taylor, Rosegrant, Meyrs Communicating, Prentice Hall
- 3. Allan and Barbara Pease The Definitive Book of Body Language, Munjal Publishing House
- 4. D.M. Silviera Personal Growth Companion, Classic Publishing
- 5. Edward De Bono How to Have a Beautiful Mind, Vermillion

#### 102: INTRODUCTION TO JOURNALISM

#### UNIT 1

#### **BASICS OF PRINT MEDIA**

Newspaper structure and working of a newspaper office, functioning of editorial department, content of newspapers.

#### UNIT 2

#### **NEWS EDITING**

Role of Sub-editor, need for editing, proof-reading, editing different copies, gate keeping, skills of editing, Copy writing, style, writing lead, headline, deadlines.

#### UNIT 3

#### **NEWS REPORTING**

News reporting and writing: inverted pyramid, focus, lead, quoting sources, style.

#### **UNIT 4**

#### FEATURE WRITING

Feature writing: types of features, sources and ideas, writing style, types of leads, types of summary.

#### UNIT 5

#### WRITNG FOR MAGAZINE

Understanding Magazine, History of Magazines, Newspaper supplement and Magazines. Types of magazines, New trends like glossy magazines. Online and Web magazines.

#### PRACTICAL ASSESSMENT:

Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc.

#### **EXPERIMENTAL JOURNAL:**

Each student must be involved in the production of at least two issues of the experimental journal wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer.

#### **REFERENCE BOOKS:**

- 1. History of Indian Journalism, J Natrajan, Publication Devision, Ministry of I&B 8.
- 2. Modern History of Indian Press, Sunit Ghosh, Cosmo Publication, 2008 9.
- 3. Journalism in India, Rangswami Parthsarthy, Sterling Publication, 1991

#### 103: LANGUAGE SKILLS FOR MEDIA

#### UNIT 1

Vocabulary

Active and passive vocabulary, Importance of short& plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.

#### UNIT 2

Sentence

Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences: Active & Passive, Simple, Complex, Compound and punctuation. Statements (Positive/Negative) Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.

#### UNIT 3

paragraph

Principles of organizing & developing a paragraph, Topic sentence, Argument-Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity.

#### **UNIT 4**

Types of writing

Essay, Feature, Business Letter, Editorial comment and translations.

#### UNIT 5

Reading/Writing (English, Marathi)

Types of reading (skimming and scanning) ,Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi), Letter Writing, Application Letter, Resume, Personnel Correspondence, Informal.

#### PRACTICAL ASSESSMENT:

Home assignments, class tests, covering different aspects of the subject.

#### **REFERENCE BOOKS:**

- 1. A.S.Hornby Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.
- 2. Prof. V.S.Sreedharan How to write correct English, Goodwill

Publications, New Delhi.

3. Pal Rajenda and J.S Koriahalli. Essentials of English and Business

Communication, S. Chand.

4. Robey, L Cora New Handbook of Basic Writing Skills,

Hardcourt College Pb. Orlando.

5. Taylor, Shirley Communication for Business, Pearson

Education Ltd., Edinburgh Gate, Hareon, Essex, England.

- 6. R. Michelson Sentences, IIVY Publishing House, New Delhi-95.
- 7. NeiraAnjanaDev, Anuradha, Marwah and Swati Pal Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
- 8. Wren & Martin High School English Grammar & Composition, S.Chand
- 9. Thomas S. Kane Oxford Essentials Guide To Writing
- 10. Collins Collins Grammar Punctuation
- 11. George.A. Hough News Writing, Kanishka
- 12. Robert Mc. Lesh Radio Production, Focal Press
- 13. Joseph Sugarrman The Ad Week Copy Writing Hand Book, Wiley

#### 104: BASICS OF COMPUTER FOR MEDIA

#### UNIT 1

#### Computer basics

- -Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.
- -Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer•
- -Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts
- -File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.
- -Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.

#### UNIT 2

#### Networking Basics

- -Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture.
- -Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans. Typography (fonts &typefaces, type of fonts), Observation & visualization, perspective Unicode, installing and using Unicode.

#### UNIT 3

#### Introduction to Internet

- -Domain names, webservers, URL and parts of a URL. Types of websites Static and Dynamic websites, Portals (Horizontal and vertical portals).
- -Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges copyright issues, technology issues, political issues, social issues; economic issues ethical issues
- -Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet: advantages, limitations.

#### **UNIT 4**

- -Text & Documents Editing & Presentation Microsoft Word
- -Creating, saving documents Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)
- -Language Tools (spelling, grammar thesaurus)
- -Inserting images, cut, copy, paste
- -Creating Tables
- -Mail merge, Use of keyboard shortcuts

#### UNIT 5

Microsoft Excel: -Introduction to spreadsheet, rows, columns, cell address,

Workbook, worksheet,-Entering data, Formulae, functions, Editing sheets, Formatting.

-Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts.

Power Point: Introduction to presentations, create, save

- -Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Clip art, pictures, organization charts, etc.
- -Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds,
- -Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.

#### INTERNAL ASSESSMENT

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio — Visual presentation / Oral Presentation)

#### 105-PAGE DESIGN & GRAPHICS

#### UNIT 1

PageMaker -tool bar, Settings, Opening, saving and closing publications Inserting and removing pages, Flowing text, resizing the object, Adjusting graphics or text objects, Select multiple elements, Selecting elements behind the others,

Mask and group, unmask and ungroup. Constrain move vertically/horizontally,

Paste items, editing objects, rotating text, box Layout window, viewing pages, changing, previous and next pages, zooming and hyperlinks Font style, size, case

Subscript and superscript, Inserting Special characters, bullets, page numbering Spacing of character, line, word and paragraph Breaking and non breaking, Text editing – selecting word, paragraph and a range of text Indenting/Tabs Find and change dialogue box , Text recomposition Compress paint, JPG and GIF files, Using Palletes control, colourpalletes, styles palet and master pages pallet, Removing master page objects from pages, control pallets, Making tables, editing data in tables. Filing, stroking, frames, arranging, text Wrapping, grouping and ungrouping, locking and unlocking, mask/unmask image, polygon setting, rounded corners, introduction to various versions, concepts and applications of PageMaker.

#### UNIT 2

Indesign introduction to various versions, concepts and applications of Indesign.

#### UNIT 3

#### Corel Draw

Use of various tools such as Pick tools, Zoom tools, Free hand tool, square tool,

rectangle tool, Text tool, Fill tool etc. and all fonts used in designing of monograms, logos, posters, stickers, greeting cards, visiting cards, etc.

#### **UNIT 4**

Photo Shop

Photo editing /inserting starting with Setting Up, The Interface, Managing Palettes, Working with Photoshop Tools, Working With Layers.

#### **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation (Power Point / Audio – Visual presentation / Oral Presentation)

#### 106-TRANSLATION TECHNIQUES & MEDIA REVIEW

#### UNIT 1

Grammar and vocabulary of source language and target language, lexicography, Exercises in essential grammar, use of dictionary, using online dictionary

#### UNIT 2

Theories of translation, principles and techniques of translation, translating

Complex, lengthy sentences precisely. Interaction with professional translators.

Study of some famous translational works-Ignited Minds by Dr. A. P. J. Abdul Kalam, EkHota Carver by VeenaGavankar

Practice sessions for translation of simple, complex as well as peculiar sentences.

#### UNIT 3

Registers in language: e.g. register of law. Translation of literature from print Media, legal documents, government circulars

Practice sessions on translation of newspaper articles, legal documents

#### UNIT 4

Study of popular commercials from source language, attractive captions, maximum information in minimum words

Translating popular commercials, writing attractive captions

#### **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation { Power Point / Audio — Visual presentation / Oral Presentation)

#### 201-INDIAN CONSTITUTION & DEMOCRACY

#### UNIT 1

[Indian Constitution]

- 1. Indian Constitution: Salient Features & preamble
- 2. Fundamental Rights and Fundamental duties.
- 3. Directive Principles of state policy.
- 4. States and Union Territories & Centre-State Relations

#### UNIT 2

[Power and functioning of democratic Institutions]

- 1. President and Vice President: Election and power
- 2. Prime Minister and the cabinet
- 3. Governor: Power & functions
- 4. Chief Minister and the cabinet
- 5. Parliament Functions and powers

#### UNIT 3

[Judicial System]

- 1. State legislature Functions and powers
- 2. Superior Judiciary –

#### **UNIT 4**

[Judicial System]

- 1. State legislature Functions and powers
- 2. Superior Judiciary Supreme Court, High Courts
- 3. Subordinate Judiciary

#### UNIT 5

[Electoral System]

- 1. Election Commission Functions and powers
- 2. General Elections, Mid-Term Elections, By Elections
- 3. Elections of upper and lower houses
- 4. Election of President and Vice President
- 5. Multi-Party System National and Regional Parties

#### **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation (Power Point / Audio – Visual presentation / Oral Presentation)

#### **REFERENCE BOOKS:**

- 1. ShyamBenegal Bharat EkKhoj (Series)
- 2. Ram ChanderGuha India After Gandhi: The History of the

World's Largest Democracy, Perennial

3. D.B. Vohra History of Freedom Movement, Delhi Admin

- 4. H.R. Ghosal An Outline History of Indian People
- 5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
- 6. A.N. Aggarwal Indian Economy
- 7. Rajni Kothari Caste in Indian politics
- 8. Ministry of I&B Facts about India
- 9. PanditJawaharLal Nehru The Discovery of India
- 10. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
- 11. Bakshi P.M. The Constitution of India, Universal Law

Publishing Co. Pvt. Ltd. 2001

- 12. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and
- Co., Mumbai, 2003
- 13. D. D. Basu An introduction to the Constitution of India
- 14. J.C. Johri Indian Political System
- 15. Indian Constitution, Durga Dass Basu, Wadhawa Publication, Nagpur, 2001
- 16. The Constitutional of India Vol.1 & 2., Kagzi, M.C. Jain, 2., New Delhi: India Law House, 2001.
- 17. Constitutional Amendments in India, Pylee, M.V., Delhi: Universal Law, 2003.
- 18 Constitutional questions in India: the president, parliament and the states, Noorani, A.G., New Delhi: Oxford Univ. Press, 2000.
- 19. The Constitution of India: Select Issues & Perceptions , Jain , Subhash C. ,New Delhi :Taxmann Publications,2000.
- 20. The Constitution of India, Bakshi, P.M., New Delhi: Universal Law Publishing, 2002.

#### 202- INTRODUCTION TO PRINT MEDIA

#### UNIT 1

History of Indian Press– Introduction of Bengal Gazette and other contemporary news papers, Role of Rajaram Mohan Ray in social activism with press,

Role of Press in Indian freedom Movement - Contribution of Tilak, Mahatma Gandhi and Phule in Indian Press, Importance of Dalit Press and Dr. Babasaheb Ambedkar's contribution in Indian Journalism.

#### UNIT 2

History and Development of Marathi Press Contribution of Balshastri Jambhekar, Agarkar and other regional editors in Maharashtra Role of Marathi press in National reconstruction & Social change

#### UNIT 3

Definition, role & necessity of news agencies Introduction to different news agencies working in country and on international level Working of News Agencies

#### **UNIT 4**

Introduction to magazines

Brief history & development of magazines as media

Different types of magazines with their features and characteristics like women, Political, Health, economic and children magazines.

#### **UNIT 5**

Brief history and development of print media after independence in India and Maharashtra

#### **UNIT 6**

Freedom of Press – responsibilities and criticism

Press as a fourth estate in democracy, the role of print media in molding public opinion

Relationship of print media with other media

#### UNIT 7

Political communication in print media, elections and the press, current trends regarding paid news and its critical analysis

#### **UNIT 8**

Press council of India- its working and functions Major recommendations of Press commission I and II Prasar Bharti, Right to Information Act

#### **UNIT 9**

New trends in Print Media
Press in 21st century and neo journalism
Public service journalism in new world, social and economic reporting after globalization
Changes in society and mass media
Elite and rural press, bridging urban and rural gap

#### **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio — Visual presentation / Oral Presentation)

#### REFERENCE BOOKS

- 1. News Editing, Wesly Bruce, Houghton Miffia 4. Politics of News, J. S. Yadav, Concept, New Delhi, 1984. 5. Modern Newspaper Editing & Production, F. W. Hodgon Oxford. 6. History of 2. Indian Journalism, J Natrajan, Publication Devision, Ministry of I&B 7. Modern History of Indian Press, Sunit Ghosh, Cosmo Publication, 2008
- 3. History of Indian Journalism, J Natrajan, Publication Devision, Ministry of I&B 8. Modern
- 4. History of Indian Press, Sunit Ghosh, Cosmo Publication, 2008 9. Journalism in India, Rangswami Parthsarthy, Sterling Publication, 1991

#### 203-MEDIA LAWS & ETHICS

#### UNIT 1

Significance of media law
Difference between law and ethics
Evolution of press laws in British period
Struggle of independence & evolution of freedom of press

#### UNIT 2

Registration of news paper & book act 1867 Working journalist act 1955 Copy right act 1957 Press council act 1978

#### UNIT 3

Law of defamation Contempt of court Intellectual property right & its application in various field

#### **UNIT 4**

Criminal procedure, IPC Right to information Cyber laws in India

#### UNIT 5

Laws regarding FDI in Media Code of conduct for journalists Invasion of privacy and vulgarity Issues of ethics in media

#### **INTERNAL ASSESMENT:**

Case studies, debates about current ethical issues in the media, analytical essay/s about change in journalistic practices etc.

#### REFERENCE BOOKS

- 1. Relevant Sections of IPC from Criminal Law Manual, Universal
- 2. Constitution of India (Article 19 (1) and 19 (2) 105, 194) The Law Dictionary, Universal
- 3. VidishaBarua Press & Media Law Manual, Universal Law

Publishing Co. Pvt. Ltd. New Delhi

4. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press,

#### New Delhi

- 5. R.K.Ravindrana Press in the Indian Constitution
- 6. K.S. Venkateshwaran Mass Media Laws and Regulations in India, Published by Asian Mass Communication Research and Information Centre, Distributed by N M Tripathi

Pvt. Ltd. Bombay

- 7. Dr. AmbrishSaxena Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
- 8. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980
- 9. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004

#### 204 -MEDIA WRITING SKILLS

#### UNIT 1

Writing as craft, art and skill Fundamentals of writing for media Target audience, Feature writing.

#### UNIT 2

Writing for specialized readers Market and readership

#### UNIT 3

Various media's requirements and writing styles Development of style

#### **UNIT 4**

Niche journalism. Magazines, journals writing Column writing

#### **UNIT 5**

Freelance writing Blogs, Websites

#### **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation)

#### REFERENCE BOOKS

- 1. Fundamentals of Journalism, Spencer, McGrew Hill.
- 2. The Complete Reporter, Johnson, Harris, McMillan

#### 205- NEW MEDIA & WEB JOURNALISM

# UNIT 1

Definition and Concept of new Media Characteristics and of New Media New Media as a medium of Communication Websites of major National/Regional/local Newspapers, Magazines and Channels

#### UNIT 2

Definition and Characteristics of Online-Journalism Blogs, Blog sphere, Video Blogging Features of Online Journalism – Hypertext, Multimedia Characteristics of web news papers Preparation of web editions Designing web news papers

#### UNIT 3

Language and Style of Online Journalism, Writing for the Web Dos and Don'ts of Internet Reporting Editing Requirements – Content, Layout, Clarity, Style and Conciseness Role of web editor, web master and web designer Web page designing and advertise on web page

# UNIT 4

Feedback & read's participation on web page Future & impact of new media on various media Impact of new media on society and culture

# UNIT 5

Ethical issues in Online Journalism Copyright and Libel Cyber Laws, Introduction to IT Act 2000

# **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation)

- 1. Internet Journalism in India, Om Gupta, Vishvidyalaya Prakashan, Varanasi.
- 2. Information Technology in Journalism, Om Gupta
- 3. Social Media & Networking, Prashant Mathur, Kanishka Publication, New Delhi New Media & its language, Malti Mehta & S. R. Sharma, Sarup Book Publication, Delhi
- 4. Encyclopedia of Communication.
- 5. Introduction to Online Journalism Ronal, Dewolk Allyn & Bacon,
- 6. New Media Technology, John Vernon Pavli
- 7. New Communication Technologies : Application, Michael M. Mirabito, Barbara .Mogrenstorn, Policy & Impact Focal Press, 4th edition

#### 301 -NEWS REPORTING

# UNIT 1

Definition and Concept of News Different elements of News and News values Sources of News 5W and 1H theory Principles of reporting

#### UNIT 2

Writing skills required for news items
Types of news structure
Headlines and its types
Lead and its types
Body of news
Proof reading

#### UNIT 3

Technique of rewriting news received from agencies and reporters Qualities of a good reporter Pitfalls and problems in reporting Embargo

# **UNIT 4**

Stylebook use in print Media

Types of reporting and their characteristics- Crime, Court, Society, Education, Culture, Sport, Politics, Commerce, Business and Entertainment etc.

# UNIT 5

Use of computer in news writing Introduction to e-news paper Writing for e-news paper

# **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio — Visual presentation / Oral Presentation)

# **REFERENCE BOOKS:**

1. Batamidari, Sunil Mali, Rajhans Publication, Pune

2. Vartasankalan, Chandrakant Tamhane, Popular Publication 3. Vruttalekhan, Dr. V L Dharurkar, Chaitanya Publication, Aurangabad 4. The Mass Media Reporting, Writing, Editing, Rivers – Horoer and Row 5. Interpretative Reporting, MacDougall, MacMillan

#### **302- NEWS EDITING**

# UNIT 1

Definition, Concepts and Principles of Editing

Process of editing- purpose, symbols, tools, lead, body, paragraphing and proof reading Elements, values and needs of editing

#### UNIT 2

News room, editorial organization, role and functions of editor

Role of Sub editor, news editor etc.

Guidelines and motivation to reporters from editor

Handling publicity materials received from state publicity department and PIB and other sources

#### UNIT 3

Planning a page, page makeup

Types of page layout, balancing the page

Editing of specialized pages- feature, regional, editorial, women and entertainment pages etc

#### **UNIT 4**

Reference library of Newspaper,

Stylebook sings of editing and proof reading

Translation and general knowledge

# UNIT 5

Pagination on computer

Principles of photo editing

Graphics and Design, new trends in newspaper layout

# **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio — Visual presentation / Oral Presentation)

- 1. Sampadan kala va shatra, Dr. V. L. Dharurkar, Chatanya publication, Aurangabad
- 2. Sampadakache Jivanswapan, D. B. karnik
- 3. The art of editing, Baskets and Brooks, Macmillan, Newyork
- 4. Modern Newspaper editing, Genegilmore, Lowa University Press, 1990

# **303-PHOTO JOURNALISM**

# UNIT 1

History of Photography & Basic Principles of Photography

#### UNIT 2

Types of Cameras & Output Formats

#### UNIT 3

Color Photography & Black & White Photography Concepts of Compositions & Camera Techniques

#### UNIT 3

Various aspects of Lighting, Movement in Art & Photography

# **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation)

# **BOOKS FOR REFERENCE:**

- 1. Art as Witness by Parthiv Shah
- 2. The Art of Color Photography by Mitchell Beazley
- 3. Digital Photography by Steve Bavister
- 4. Coming of Photography in India by Christopher Penny
- 5. Basics of Photography by John Hedgecoe

# 304-FEATURE & ARTICLE WRITING

#### UNIT 1

The concept and definition of feature
Feature as journalistic writing
The concept and definition of article and side article & columns

# UNIT 2

Important types of feature human interest feature, historical feature, Problem oriented feature, biographic feature, novelty feature, Religion, photo feature.

#### UNIT 3

Stages in writing of feature,- Selection of topic, field visit, interviews, recording notes. Framing a feature in active and passive voice
Using dialogue and interviews in between the narration.
Use of new Media iin features

#### **UNIT 4**

Langauge and style used for feature writing Different approaches and angkes of feature writing Study of famous future writers in Maharashtra Qualities of feature writers and feature syndicate

#### UNIT 5

Language skills for feature and article writing Preparation and reference work Difference sources, documentation of facts Study of famous columnists in Maharashtra

# **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio — Visual presentation / Oral Presentation)

# **REFERENCE BOOKS:**

1. Feature writing, Prasannakumar Aklujkar, Srividhya Publication, pune

<ul><li>3. Creative news editing, C. Alfred, WMC Brown</li><li>4. Media lekhan kala, Suryaprakash Dikshit, Vishwavidyalay Prakashan, Varanasi</li></ul>					

# **305-BASICS OF CAMERA (PRACTICLES)**

# UNIT 1

Camera functions & operations of camera

Exposure: Mechanics of photography: apertures, shutter speeds, focus, and focal lengths

#### UNIT 2

Depth of Field, Factors affecting Depth of field

#### UNIT 3

Camera lens types, special lens, camera format, Lighting, composition Caption Writing, Digital archive and management of photographs

#### **UNIT 4**

Introduction to photo-editing software such as Adobe Photoshop Elements, and ACD See Photo editor, Use and misuse of technology, Understanding of printing pattern requirement, CMYK, and RGB pattern, ink used for printing multiple publishing platforms.

#### **UNIT 4**

New Trends , Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime,

Photographs for photo features, photo stories and photo essays.

# INTERNAL ASSESSMENT

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation { Power Point / Audio – Visual presentation / Oral Presentation)

- 1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press
- 2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall
- 3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson
- 4. Cutts, Martin. The plain English Guide How to write Clearly & Communicate Better. Oxford University Press.
- 5. Seely John. The Oxford Guide to Writing & Speaking.
- 6. Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.
- 7. Lewis James. The Active Reporter. Vikas Publication

#### 306- INTRODUCTION TO CREATIVE WRITING

#### UNIT 1

A Brief Introduction to Creative Writing Formal structure of the short story Formal aspects of Poetry Formal aspects of Drama Publication Aspects

#### UNIT 2

Scripting, Screenplay, and dialogue writing focusing on Writing for the internet, with special reference to Suggested projects: Film Review

Book Review: Adapting a short story to a screenplay Writing an original screenplay / script for radio or television, to encourage students to read stories, poems, plays, to develop further and build upon the writing and analytical skills acquired in Semesters I and II ,to acquaint students with basic concepts in literary writing, to familiarize students with the creative process

# **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation

#### **401-TRENDS IN JOURNALISM**

#### UNIT 1

Beginning of the Press in India:

Technological development, invention of printing and movable type in Europe, early newspapers in England and America; the coming of printing press in

India; Early Anglo-Indian newspapers, Hicky's Gazette, Buckingham's Journal, official press legislations from 1799 to 1878; Press: An instrument of social change: Birth and spread of vernacular press in India, Social reform movement and journalism- Raja Rammohan Roy, etc.

## UNIT 2

Driving force of the freedom struggle (1885 to 1947): National leaders and newspapers, Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan), Ghose brothers (Amrut Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), etc.

#### UNIT 3

Role of the language press with emphasis on Marathi newspapers and editors: Bal Shastri Jambhekar, Lokhitwadi, Ranade, Tilak, Agarkar, N. C. Kelkar, S. M. Paranjape, Kolhatkar, Dr. Babasaheb Ambedkar, Khadilkar, Acharya Atre, Nanasaheb Parulekar, etc.; Some significant Marathi Newspapers: Darpan, Prabhakar, Sandesh, Dnyanprakash, Kesari, Kal, Bahishkrut Bharat, Prabhat, Sakal, Loksatta, Maharastra Times, Lokmat, Pudhari etc.; Status of district newspapers, changing face of Marathi newspapers; Hindi Journalism: beginning, growth, contribution; prominent Hindi journalists.

# **UNIT 4**

Emergence of the fourth estate: Development of news agencies, changing role and nature of the press, government's newsprint policy, Emergency and the press, Role and reports of press commissions; Current trends in English and language journalism in India.

#### UNIT 5

Changing Indian Media scenario: Advent of electronic and online media, challenges before print media and its response; New technology in Indian media, changing media management, globalization and foreign investment; Complex social life and media.

# **INTERNAL ASSESSMENT:**

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation

- 1. Mitra, Mohit and Sunil Basu. A History of Indian Journalism.
- 2. Murthy, N.K. Indian Journalism,
- 3. Miller, Carl G. and others. Modern Journalism.
- 4. Parvate T.V. Marathi Journalism.Padhy,
- 5. Dr. Krushna Singh. The Indian Press: Role and Responsibility.
- 6. Rau, Chalapthi. The Press. National Book Trust.
- 7. Madhavrao L .R. Assessing the Trends in Journalism. Sumit Enterprises, 2004.

# 402- LANDMARK EVENTS IN $20^{\mathrm{TH}}$ CENTURY: HISTORY OF WORLD, INDIA & MAHARASHTRA

To acquaint the students with important ideas & events that shaped 20th Century world with emphasis on India & Maharashtra, e.g. Ideas & Ideologies That Shaped The World , Causes and Consequences of the First and Second World Wars , Era Of Cold War and emergence of the New World Order , Brief introduction to SAARC , Events In India , India After Independence , Emergence Of Maharashtra etc.

#### UNIT 1

Saint poets and Bhakti Movement: Early history of Maharashtra; Development of language, culture and identity; Contribution of Saint poets like Dnyaneshwar, Tukaram etc., their social and progressive messages; Evolution and spread of Bhakti Movement.

#### UNIT 2

Chatrapati Shivaji and Foundation of Swarajya: Medieval Maharashtra: Social and political dimensions; Concept and spread of Swarajya; Message from Chatrapati Shivaji's life and its Relevance.

#### UNIT 3

The Maratha Period: Role of Marathas in Indian Affairs in the 17th and 18th century; Rule of the Peshwas; Influence in North India and the third Battle of Panipat; Fall of the Maratha Kingdom.

#### UNIT 4

Social Reform Movements: Early British rule and spread of modern education; Need for social reforms; Contribution of leaders like Mahatma Phule, Lokhitwadi, Justice Ranade, Rajarshee Shahu Maharaj, Maharshi Shinde, Agarkar, Dr. Ambedkar and others.

#### UNIT 5

Struggle for Freedom: Early political movements against the British rule, beginning from Lokmanya Tilak to Mahatma Gandhi and the role of Maharashtra in the national freedom struggle; Revolutionary struggle: Vasudev Balwant to Sawarkar and others.

#### UNIT 6

Modern Maharashtra (1): Post-Independence national scenario, the framing of the Constitution, Principles of Democracy, building the institutions, ambitions and aspirations of the people; Identity politics: movement for the formation of Maharashtra as a linguistic state.

#### **UNIT 7**

Modern Maharashtra (2): Development of Maharashtra as a socially progressive, economically developed, industrially advanced and culturally rich and diverse state; Its various problems, issues, strengths and weaknesses, like regional imbalance, agrarian crisis, water disputes, population migration and urbanization, issues of social justice and Dalit movements, quality of

education, devolution of political powers and decentralization leading to Panchayat Raj; emergence of new political leadership, it's class and caste characteristics, their dreams and visions.

# **UNIT 8**

Insight into the 20th Century: European Imperialism and World Wars, Cold War and Post Cold War, Ideological divides, Emergence of super powers, Third World and Non Aligned Movement, Regional Cooperation, Towards a new world order.

#### UNIT 9

International Actors: UN, IMF, World Bank, WTO, GATT and World Trade, Regional Organizations like SAARC, ASEAN, etc.

# **UNIT 10**

Major Issues: Globalisation, Changing nature of Capitalism; International conflicts like War, Ethnicity or Fundamentalism, Terrorism, Environment and Climate Change, Human Rights and other contemporary issues, & Current events during the study period.

# **403- TRENDS IN SOCIAL MEDIA**

# UNIT 1

The Social Media Mix:Making Business Case for Social Media, Tallying the Bottom Line, Plotting Social Media Marketing Strategy, Managing Cyber social Campaign Cyber social Tools: Discovering Helpful Tech Tools,

- -Leveraging Search Engine Optimization (SEO) for Social Media,
- -Using Social Bookmarks, News, and Share Buttons

#### UNIT 2

Blogs, Podcast, and Video:

- Growing the Brand,
- Building the Blog,
- Using Podcasts or Video in Content,
- Sharing Images

# Twitter:

- Using Twitter as a Marketing Tool,

B.B.M in Social Media Marketing

Cavalier Animation & Technologies Pvt Ltd 74

- Using Twitter as a Networking Tool,
- Finding the Right Twitter Tools,
- Supplementing Online Marketing Tools with Twitter,
- Hosting Twitter Chats

# UNIT 3

#### Facebook:

- Using Facebook as a Marketing Tool,
- Creating and Sharing Content on Facebook,
- Gaining Insight about Your Facebook Community,
- Finding the Facebook Sweet Spot.

# Google +:

- Leaping into Google+,
- Socializing in Circles, and Building through Pluses,
- Shares, and Comments.
- hanging with Google+ Community

# UNIT 4

# Pinterest:

- Pinning Down Pinterest,
- Marketing with Pinterest,
- Driving Sales with Pinterest

- 1. Social Media Marketing All-in-One for Dummies by Jan Zimmerman
- 2. Social Media Marketing for Dummies by Shiv Singh
- 3. Social Media Marketing. The Next Generation of Business Engagement by Dave Evans

#### **404-TV JOURNALISM**

# UNIT 1

#### UNDERSTANDING THE MEDIUM

Television Broadcasting: Characteristics as a medium of communication, History of TV in India, Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends, Color TV, Cable and Satellite, Channel Distribution, TV on Mobile 3G & Notebook, Prospects of 4G

# UNIT 2

#### TV NEWS CHANNELS

Organizational structure of TV news channelsModern, TV newsroom: Input/output and Assignment Desks TV news production desk and its functions, Visual sources: servers, graphics, archives, MSR and OB.

#### UNIT 3

#### TV GENERS/FORMATS

To study TV genres like- documentary, soap, holiday/travel, cartoon, drama, news, cookery, adventure, spiritual etc. Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production

#### UNIT 4

#### WRITING SKILLS FOR TV PROGRAMS

TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, Script writing and editing for various TV Formats. Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format: indoor/outdoor; personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer.

## UNIT 1

**BASICS OF TV CAMERA** 

Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition T.V. shooting technique, Shot classification, Framing, Movement Television camera optics, Television production Crew.

# PRACTICAL ASSESSMENT:

Basic function of camera, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

TV interview exercise, watching and analyzing documentaries; critical analysis of TV programmes; small research projects to understand impact of TV etc.

# **REFERENCE BOOKS:**

- 1. Paul Chantler& Peter Stewart Basic Radio Journalism, Focal Press
- 2. Uma Joshi Text Book of Mass Communication &

Media Anmol Publication, Delhi

- 3. R.Parthsarathy Journalism in India, Sterling Publishers
- 4. H.R.Luthra Indian Broadcasting
- 5. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting, Government of India

# **405-RADIO JOURNALISM**

#### UNIT 1

#### UNDERSTANDING THE MEDIUM

Invention and development, strengths and weaknesses of the medium, production and transmission technology. Audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting.

#### UNIT 2

# 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 Critical evaluation of contemporary programming strategy, reach and impact.

#### UNIT 3

# RADIO NEWS REPORTING AND WRITING

Skills of a radio news reporter, interview skills, sound recording and editing, anchoring and news reading skills, rights and responsibilities of a reporter. Characteristics of radio writing style.RadioAdvertising: advantages, disadvantages; types, appeal Programme promos, Public Service Announcements.

#### **UNIT 4**

# PRIVATE RADIO STATIONS AND COMMUNITY RADIO

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, university radio channels

#### UNIT 5

# OTHER FORMATS OF RADIO

Radio report, newsreel, features, documentaries; phone-in program, entertainment program, social awareness program, overview of an introduction to all programme formats in fiction, non-fiction/ news-based/entertainment, talk shows, phone-in programmes.

# PRACTICAL ASSESSMENT:

Visits to FM channels; production of radio programs; critical analysis of radio programs. Basic sound recording and editing software, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

- 1. H.R. Luthra Indian Broadcasting, Publications Division
- 2. Robert McLiesh Radio Production, Focal Press
- 3. James R. AlburgerThe Art of Voice Acting, Focal Press

#### **SEMESTER V**

# **501-PUBLIC RELATIONS**

#### UNIT 1

UNDERSTANDING PR

Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of 'Communication audit'.

#### UNIT 2

ROLE OF PR IN DIFFERENT SECTORS

Government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

#### UNIT 3

TYPES OF PR

Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy

# UNIT 4

PR TOOLS

Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc.Programmes and events, CSR projects; PR during crisis: some recent case studies.

# UNIT 5

MEDIA RELATIONS AS A PR FUNCTION

Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

# PRACTICAL ASSESSMENT:

Preparing a PR plan for an organization, evaluating media publicity given to various organizations, writing Press Releases etc.

#### **REFERENCE BOOKS:**

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi

- 2. JR Henry and A. Rene Marketing Public Relations, Surject Publications, New Delhi
- 3. Jefkins Frank Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford
- 4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
- 5. Kaul J.M. Public Relation in India, NoyaPrakash, Calcutta Pvt. Ltd.
- 6. Heath Robert L Handbook of Public Relations, Sage Publications, New Delhi
- 7. K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons
- 8. Philip Hens lowe Public Relations : A Practical Guide to the Basics, Crest Publishing House
- 9. Dennis L. Wilcose& Glen T Public Relations, Pearson, New Delhi, Cameron

#### **502-ADVERTISING**

# UNIT 1

#### **BASICS OF ADVERTISING**

Purpose, development, nature, role in economy.International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.

#### UNIT 2

#### ADVERTISING AS MARKETING COMMUNICATION

Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing, Brand management and building brand equity, developing brand personality

# UNIT 3

# TYPES OF ADVERTISING

Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc. Different advertising media and their comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.

#### **UNIT 4**

# ADVERTISING PLANNING AND EXECUTION

Brand positioning. Importance of research inputs market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying.

#### UNIT 5

# ADVERTISING CREATIVITY

Creative brief. Elements of good advertising. Copy and art. Importance of visual thinking. Appeals and promises. Importance of design and layout. Use of typography, graphics etc.

#### PRACTICAL ASSESSMENT:

Quiz on advertising, scrap book of ads, analyzing social effects of ads, study of an ad agency, copywriting exercises: writing headlines, slogans, body copy etc.

#### REFERENCE BOOKS

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. &Rotzoll Kim Publishers & Distributors, Delhi

- 2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
- 3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
- 4. Lewis HerschellGordionThe Complete Advertising and Marketing Handbook: East West Books(Madras) Pvt. Ltd., Chennai
- 5. Little Field James E & Kirkpatrik C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer& Simons Pvt. Ltd., Bombay
- 6. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company, London
- 7. Bulmore Jeremy Behind the scenes in Advertising; NTCPublishers, Henley
- 8. Douglas Torin The Complete Guide to Advertising: MacMilan, London
- 9. JethwaneyJaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi

#### 503- INTRODUCTION TO MEDIA RESEARCH

To introduce students to debates in Research approaches and equip them with tools to carryon research.

To understand the scope and techniques of media research, their utility and limitations.

# UNIT 1

Introduction to Research concepts

Steps in conducting research – I

Steps in conducting research – II

Steps in conducting research - III

Statistical procedure - Mean, median, mode, standard deviation and co-relation

# UNIT 2

Application of research in mass media Content analysis - Definition and uses, steps, limitations Research in print media Research in Advertising Research in Public Relations Mass media Research and the Internet Research in Media Effects

# PRACTICAL ASSESSMENT:

Group Project / Individual Project / Book Review / Class Test / Case Study / Presentation {Power Point / Audio – Visual presentation / Oral Presentation)

# **504-AUDIO VIDEO EDITING**

#### UNIT 1

Storytelling: what is storytelling, types, characteristics of effective storytelling, the power of visual storytelling?

## UNIT 2

Composting stream, colour grading, animated camera movement, interfaces, 2D & 3D texting, text animations etc.

#### UNIT 3

Editingsoftware's Adobe after Effects, FCP and so on

## **UNIT 4**

The process of producing radio programs, concept to production: script writing, recording, editing software's, broadcasting. Voice over, dubbing

# **UNIT 5**

Basics of field production, Different types of cameras, Audio and Video Switchers, Video Transmission and Production Servers, Different types of Video Recorders, Graphics Systems, Video Editing.Multi camera coverage and multidimensional feeds, Coverage (Live/Recorded) spanning several continents using satellites, Skype, mobile phones, etc, Planning several anchors and production co-ordination, Planning with virtual studios, animation & graphics and archival inputs.

# 505-COPY WRITING & DESIGN IN ADVERTISING

Writing ad copy for different media. Types of headlines and body copy, slogans; taglines. Translation of copy. Writing for brochures, mailers etc.

#### UNIT 1

- -Introduction, Responsibility of Copy writer
- -Attributes of a good copywriter
- -Principles of copywriting

#### UNIT 2

Creative Strategy: Planning & Development

- -Developing an Advertising Plan
- -Advertising Creativity: The five stages of creativity, Creative Thought Process, Who is a creative person?
- -Creative Strategy: Components of the Creative Strategy, Putting the Strategy in writing
- -Combining Creativity and Strategy
- -Organizing the Creative Task
- -The Creative Plan (Copy Platform)

# UNIT 3

Phases of campaign Creation

- -Understanding the psychographics of target audience
- -Finding out what to say
- -Understanding the barriers to purchase
- -Interrogating a product or service –Outlining the rational benefit and emotional benefit
- -Developing an ear for 'human insights'
- -How to get an idea
- -Choosing the idea that effectively communicates the emotional/rational benefit

# **UNIT 4**

#### Brief

- -Taking the brief
- -Product brief
- -Marketing brief
- -Agency brief
- -Converting into creative brief

The Big Idia

- -Arriving at the proposition
- -From proposition to head line
- -Understanding tone of voice
- -The positioning statement

# UNIT 5

Writing for print media

- -Head lines
- -Base line
- -Sub headlines
- -Body copy
- -Slogan
- -Captions
- -Structuring the copy
- -Understanding the medium and writing for TV, Cinema, Radio, Innovative Medium, Internet, SMS
- -Principles of writing press release copy
- -Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising

Different types of copy

- -Advertorial
- -Infomercial
- -Comparative copy
- -Copy for different languages

#### 506-TV/RJ ANCHORING SKILLS

# UNIT 1

Basics of News reading presentation, Fundamentals of Anchoring, Process of Electronic News gathering ,Electronic field production ,etc . understanding different audience How to Anchor programs involving audience categories/levels, interest and participation. Medium, skills required for being a News anchor, News Anchor presenting news in the broadcast, Role and responsibilities of a News reader.

#### UNIT 2

Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; RJ'ing for FM Channels, voice over, voice culture, dubbing. Audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting.

#### UNIT 3

Process of Electronic News gathering . What is the news here? why should readers care? what does this mean to the audience? what question the reader will have?

#### **UNIT 4**

Electronic field production, etc, basic production elements Required:

- (1) the camera, (2) lighting,(3) audio,
- (4) switching, (5) videotape Recording,
- (6) tapeless system
- (7) post production editing, and
- (8) special effects.

#### 601- FILM & ENTERTAINMENT JOURNALISM

#### UNIT 1

Innovation of Photography and Film Camera Experiment of Lumier brothers and others for film making A short history of world Cinema Introduction of Films to India before 1913

# UNIT 2

History of Indian silent films- important work of Dadasaheb Falke Start of Indian Talkie films, Regional films, Studio System Golden era of Indian Cinema – Important work of Bimal Roy, Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Guru Datt, Raj Kapoor and V. Shantaram Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu Introduction to Marathi Films.

#### UNIT 3

Different departments of Film Making and their responsibilities Process of pre production, production and post production in film making Film business and flow of money Film promotion.

# **UNIT 4**

Understanding language of Cinema – interpretation of visual language Film Review Writing & its structure Star system, gossips, parties and business news for media Relation of films and other media.

#### UNIT 5

Other forms of entertainment – Dance, Drama, Television, Folk culture Reporting and Arranging entertainment for news readers Relation of Human Being and Entertainment.

#### **UNIT 6**

Production :developing a Crew, Producing a Shooting Script, Before the Camera Rolls, Roll Camera, Location Sound, Continuity, Directing the Actors, Directing the Crew, Monitoring Progress.

# **CLASS ASSESSMENT:**

- 1. A discussion of early narrative cinema
- 2. A screening and discussion on Early Indian Cinema like DadasahebPhalke's films and Prabhat Talkies' films, along with a discussion of early Indian Cinema, and the development of the studio system in India.
- 3. Screening and discussion on Early Hollywood Cinema like Gone with the Wind, Sound of Music, Citizen Kane, with lecture and clips on evolution of Hollywood Studio System.
- 4. A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened)
- 5. Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.
- 6. A discussion of Indian-global cinema like Salaam Bombay, Namesake, Provoked
- 7. Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray/AdoorGopalkrishnan

- 8. Screening and Discussion on cross-over films and film makers like Shyam Benegal/Madhur Bhandarkar
- 9. The Business of Cinema Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.
- 10. Major Film Awards and Institutions.
- 11. Lecture-demonstrations on technical aspects of film: cinematography, editing, special effects, misdeem scene, sound.

- 1. Indian Film, Brnoun e Krishnmurty, OVP, New Delhi, 1980 2. Garm J & Linton J.,
- 2. Movies as Mass Communication, Sage Publication, London, 1989 3.
- 3. How Films are made, K. A. Abbas, National Book Turst, New Delhi, 1977.
- 4. Inidan Cinema Today, Sarkar Kabita, Steerling Publication, New Delhi, 1975
- 5. Encyclopedia of Indian Cinema, Asis Rgadhaykrla Paul, Willemen British Film Institute, London, 1999.

#### 602-SHORT FILM & DOCUMENTARY MAKING

# UNIT 1

History and Evolution of short films/documentary filmmaking

Functions –observation, analysis and persuasion.

Creative Process: Concept, Research ideation, structuring a Story.

Boarding, Characters, screen play, Dialogues, Casting, Shoot, Edit, Re-Recording,

Final Print/DVD

#### UNIT 1

Understanding the needs of cinematographer/Sound designer/ editor/ client servicing executive. Contribution by Lighting, Lenses, VFX, RR, Compsiting, The film pipe line an overview, Production Process: Formation of Team, Location Survey.

# UNIT 1

Auditions, planning the shoot, Production Management. Hiring of facilities, Cost Control, Managing crew & artists.

Art of Film Making: Importance and power of Audio visual communication, Strength of a still picture, Requisites of good still, How to shoot a good still.

# UNIT 1

The Word of Spoken & Written: Writing for visuals, How to use words effectively, Study of some significant literary works, Balance Between words and visuals, Power of silence.

#### UNIT 1

Being an Advertising Film maker: The advertising mind frame, Achieving the impossible, Various genres of films like corporate viral marketing videos, Films in preparation general vs. Ad film making the key differentiators, Studying proven ad films campaign, Creating 3 ad/social message films-Production Management of ad/film making, Understanding the specific needs of TV/Film/Web/Mobile audiences, Optimizing resources, Deciding on the right Pitch, Thinking out of the box. Intrapersonal communication skills.

- 1. Documentary Storytelling, 2nd Edition Sheila Curran Bernard.
- 2. Writing for Visual Media, 2nd Edition Anthony Friedmann.
- 3. Directing the Documentary Michael Rabiger.
- 4. How to Make Documentaries for Video/Radio/Film Mike Wolverton.
- 5. The Open Frame Reader, Unreeling the Documentary Film Rajiv Mehrotra (Editor).

#### 603 - MEDIA MANAGEMENT

# Unit 1

What is media management – definition, functions, principles & its importance. Media as an industry and profession Importance of management in media.

#### Unit 2

Ownership patterns in media – Sole proprietorship, partnership, private limited companies, public limited companies, trust, cooperatives, religious institutions, franchises

Types of news paper management in India – Individual owned or party owned, Family business, Joint Stock Company

# Unit 3

Media Functioning – planning and execution Organizational structure of different departments in media house Circulation problems and strategies, sales promotion Economics of Print and electronic media

# Unit 4

Characteristic of different media Media marketing techniques Advertisement collection and corporate strategies Space and time selling

#### Unit 5

Use of research in media management Use of feedback in media management Readership management system ABC, NRS, DAVP, INS, RNI

Recommendation of Press commissions on Indian news paper management

#### RECOMMENDED BOOKS

- 1. Ruckerr L. W. & Williams, News Paper Organization & management, Lowa university press 1961
- 2. Media & communication Management, C. S. Raydu, Himalaya Publication House
- 3. A text book of Media Management, Mukul Sahay, Wisdom Press, Delhi, 2011
- 4. Media Management, K. P. Yadav, Adhyayan, Delhi, 2006
- 5.Ben Badgikian: Media Monopoly

6.Rucket and Williams: Newspaper Organisation and management, IOWA State University Press,1974 7. Nicholas Coleridge: The Paper Tigers 8. P.K. Ravindranath: News media management, English Edition, Mumbai 2004 66

#### 604-INTRODUCTION TO CINEMATOGRAPHY

# UNIT 1

Introduction to Cinematography & Understanding a Frame, Shooting a good Still picture, Composition, Framing, Understanding & Use of colour, Capturing the Drama, Black and white Photography.

#### UNIT 2

Lights & Lighting Techniques with various types of lights:

Tungsten lamps, Cool Lights, HMI, and Cyclorama/background lights, Soft Box lights. Use of cutter stand, black cloth and Camerafilters. Lighting – Situations, Studio lighting forthree cameras set up: Talk Show, Game Show, Available day light situations, shoots for Documentary style, Face, Key, Fill, Back, High key lighting and Low key lighting.

#### UNIT 3

Various types of Lenses and its significance:

Type of Lenses, Power of Lenses, Understanding the shot requirement and usage of a lens, Idea of perspective: Depth Of Field, Depth of focus, Critical understanding of Fixed Lens Vs. Zoom Lens, Focus pulling, 18% grey card, Metering, Colour temperature meter.

# **UNIT 4**

Camera Movements: Basic grammar of shots, Primary Camera Movement: Pan, Tilt, Zoom, Character, Movement, Usage and need of Track and trolley, Crane, Jimy Gip, Poll Cam, Managing Movements, Single camera & Multi camera setup, Continuity Exercise, Do's and don'ts of camera movements and more.

#### UNIT 5

Understanding digital video recording: Principle of video recording, Digital Recording Formats, Editing and compression, Digital sampling and storage, Technical formats of video PAL, NTSC, "Time Code" in Video Recording, Film Stock and Processing Practical's, Viewing Cinema Samples (Scene), Set initial production schedule, Rating a camera's ASA/ISO. Mounting & using a matte box, Camera Filter Exercise & Zone Lighting Exercise, Finalize Production Schedule & Final Scene Fragment Exercise.

- 1. Ed. Bill Nichols; Movies and Method; 2 Volumes, University of California
- 2. Gaston Berghes; ChitraBani; A book on Film Appreciation
- 3. Gaston Roberage; The way of Film Studies; Ajanta Publication, 1992

# 605-INVESTIGATIVE REPORTING & INVESTIGATIVE REPORTING

Why Investigative Reporting Matters,

What Journalists Can Investigate,

Organizing the Investigation,

Interviewing Whistleblowers, Difficult Interview Situations,

Legal Concerns in Investigative Journalism,

Ethical Concerns in Investigative Journalism,

Putting the Story Together, Writing the Investigative Series,

Knowing the government and its institutions,

Interpreting Surveys,

Introduction to Statistical and Mapping Software for journalists,

Social Science Methods for Journalists,

The criminal justice system, criminal and civil laws, the legislature, bureaucracy and executive, how to whet a source, how to keep a source, how to make sources,

Indexing and framing,

Introduction to the IPC and the Evidence Act.

Every student has to work on a series of 5 in – depth reports (of around 1500-2000 words each) under the supervision of a faculty member. The topic chosen for the project should be of considerable social significance and current relevance. Each report out of the five should focus on a different aspect of the topic. (for example if the topic is 'water supply of a city' the five reports can be about 1)water needs of city 2) sources of water 3) water purification system 4) water distribution system 5) attempts to save and recycle water etc.). Students may use photographs and graphics with their reports. They are expected to indicate all types of reference sources (primary and secondary) in the reports.

The report will evaluated by the teacher.

Viva- voce based on the project has to be conducted by the Examiner, appointed by coordinator of the course in the presence of subject teacher.

- 1. Hugo de Burgh, *Investigative Journalism Context and Practice*, Routledge.
- 2. David Spark, *Investigative Reporting A study in Technique*, Focal Press.
- 3. John Pilger, Tell Me No Lies investigative journalism that changed the world, Vintage.

#### **INTERNSHIP/ON JOB TRAINING**

This internship has to be done at the end of every Semester. It is mandatory to do it in a print media, electronic media, public relation agency or advertising. The minimum requirement is 120 hours of work for 30 days at four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature work, copies of published and unpublished material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted.

#### PROPOSED PLAN FOR INTERNSHIP AT THE END OF THE YEAR:

SERIAL NO.	YEAR	JOB ROLE	PROPOSED	TIME
			ORGANISATION	PERIOD
1)	1 <sup>ST</sup> YEAR	TRAINEE	PRINT MEDIA	1 MONTH
INTERNSHIP		REPORTER/TRAINEE		
206		SUBEDITOR" in the		
		PRINT MEDIA/		
		ONLINE MEDIA		
		AGENCY		
2)	2 <sup>ND</sup> YEAR	STRINGER/NEWS	ELECTRONIC	1 MONTH
INTERNSHIP.		READER"/COPY	MEDIA	
406		EDITOR in the		
		TELEVISION/ RADIO		
3)	3 <sup>RD</sup> YEAR	TRAINEE IN PR		1 MONTH
INTERNSHIP		AGENGY / TRAINEE		
606		IN ADVERTISING		
		AGENCY		

THANK YOU	 	
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## Anantrao Pawar College, Pirangut

Tal. Mulshi, Dist. Pune- 412115

## Department Of B.VOC. Mass Communication & Journalism

Academic Year : 2018 - 2019

F.Y.B.J. 1st. Semester- 13/10/2018

#### TIME TABLE

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
08:00 am. To 08:50 am.	101 (KP)	101 (KP)	102 (SDB)	102 (SDB)	101 (KP)	101 (KP)
8:50 am. To 09:40am	102 (SDB)	102 (SDB)	103 (KP)	103 (KP)	103 (KP)	103 (KP)
09:40 am To 10:00 pm.			BRE	AK		
10:00 am To 1:00 pm	104 (SDB)	105 (SDB)	104 (SDB)	105 (SDB)	106 (SDB)	106 (SDB)

1) SDB - Prof. SHARAD D BODAGE

2) KP - Dr. KISAN PALAKE

Co-ordinator

Nodal Officer

Anantrao Pawar College, Pirangut Tal. Mulshi, Dist. Pune-412115.

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## Anantrao Pawar College, Pirangut

Tal. Mulshi, Dist. Pune- 412115



**Academic Year : 2018 - 2019** 

F.Y.B.J. 2<sup>nd</sup> Semester- 27/02/2019

#### TIME TABLE

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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1) SDB – Prof. SHARAD D. BODAGE

2) KP - Dr. KISAN PALAKE

Co-ordinator

Nodal Officer

Anantrao Pawar College, Pirangut Tal. Mulshi, Dist. Pune-412115.



# Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Introduction to mass Sem: T Teacher: It Palke K.R. Month: Oct

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## Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Introduction to make Sem: I Campuni Cation

Teacher: Dr. Palke K.R. Month: 60+ 20

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# Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Introduction to Muss Sem: I Teacher: Dr. Palke K-R. Month: Nov- Communication

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## Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Introduction to mass Sem: I

Teacher: Dr. Palke KR. Month: MOV-2018

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# Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Introduction to mass Sem: I Teacher: Dripalke K.R. Month: Dec - 2018

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4	DHUMAL AJAY RAMDAS	Mal	16/4/	Mai	16.24	MAI	01											× i	1
5	GAWADE MAHESH RAGHUNAT	H GAY	1 Aby	(5m)					Aly					Ala		Day	1		1
6	GOLE AMIT MADHAV		Off	0113	QII	Comment	10120	A	om	Cym	On	um	OM	(m)	Gm	(m)	cm		
7	GOLE JANABAI SHRIHARI	Gule	CAN	Gle	10	610	Glo	_	0	4 1	4	~		,					
8	GOLE MOHAN TATYABA	00	06)	~	-	Gole	Go) e	A	A	Choke	Cook	cole	(90/2	Gole	Gole	Coje	A		
9	GUND ANURADHA NANDKUMA	R		(mil	A	(Voga	mode	A	(m)	A	m	M	A	ma	A	m	A		
10	HARNE AMIT ASHOK	V2	06	- 70		0	(10)			0									
11	HUSSAIN ZEENAT JAHAN MD JAR		15	80	1	13	THE	SER!	X	TX	TH	HR	TK	TR	H	TX.	两		
12	INGWALE SUDHIR VITTHAL	0)	13)	(0)	V)	10	101	V	W)	M	0	N	0)	0	10	0	(h)		
13	IPTE RUSHIKESH ANANTA	-															,		
14	KALAMKAR AKSHAY SANJAY	1202	100	1444			14.5	1 201	10	1410		1	1		,	,	1		
15	KEDARI DHONDIBA TUKARAM		Kas		,	Ku	KO	1201		1212		-	1		Los		10	1	
6	KESWAD BAPU ANKUSH	- 17	Respons				ralm												.+
		Kala	Falund	Found	relia	tound	regulad	Kelun	kglight	topical	toling	Kelin	Holm	Felor	1 kgin	Kelus	d kal	la l	

Anantrao Pawar-College Pirangut Tal. Mulshi, Dist. Pune-4:2:15



## Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115



Class: F.Y.B.J. Sub: Introduction to Mass Sem: I Teacher: Dr. Palke KR. Month: Dec - 2018

		omm	unk	941	01		-													
Sr.	Students Name	Period No.							-4.										1	
NO.	Students Ivanic	Date	01/12/	02/12	04/12	07/12	08/12	19/12	11/2	14/12	19/12	17/12	18/12	2/12	22/	24/12	28/12	29/12		70
17	KOPARKAR KAUSHIK MAD				-			Koparkas	-				- 4	_	-	-		-		
18	KUDALE AKANKSHA MAN	OHAR	Hudake	Hudale	Kudal	- Krudal	Mudal	exudale	Rudak	Hudele	Huderd	Kudak	2 Kudale	Kudak	Hudely	Kudale	Hudate	Kudak	-	
19	KUMBHAR VISHAL BHAGW	VAN	Fluid	De	(14)	(19r	FM	Flow	4	Per	MA	Bur	Oh	A	Elm	W	(KW	Blo		
20	LADKE SUNIL BABN						45								to Augusta					
21	MANDEKAR GANESH ANA	NTRAO	pr.gu	m,gn	A	M. ga	MON	Migh	mach-	Mgai	M.gre	-A	m.gw	M. gci	vi. gu	M. Ora	M-9	A		
			-1	0			-	15		(0)	m 8		-	0	-		M			

OZARKAR JITENDRA ASHOK	-															444	
PAWALE AMIT RAVINDRÁ						4											
PAWALE DEEPALI DEVIDAS	8.22	8.2.2	A	R.D.D	8.3.3	POP	8.00	(33	600	650	823	P.DD	803	6DD	A	A	
RAUT DHANSHREE BALU	Pert	Pht	Put	A (	Post	(P'ut	Put	A	Put	Put	Plut	Plut	A	Plut	Past	PS	1
SAGVEKAR SHUBHAM SHUBHASH			<u> </u>								0	•				D. grave	

SATHE SNEHA SHIVAJI SHEDGE SWAPNIL VISHNU SHINDE PRANJALI SUNIL

ZINJZD SANJAY ROHIDAS

SHITOLE AJIT RAGHUNATH

NAGARE KALIDAS VITTHAL

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Anantran Pawar College Pirangul Tal. Muishi, Dist. Pune-412115.



# Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: In troduction to mass Sem: I Teacher: Dr. Palke KR. Month: Jan - 2019

1	11426	oin	myr	11/09	+1 697														
Students Name	Period No.								1					1	4				
	Date	0/11	04/1	07/1	08/1	11/1	12/1	14/1	15/1	18/1	19/,	2//1	22/1				19.5		
AMLE PALLAVI SADASHIV		Aldril	Aroin	provid	A.Pan	A-Ruli(	D-1241	Q-Paril	A. Casa	n. Pad	Davis	DPufa	A. Datis						
DAGADE MAHENDRA MARL	JTI	netuti	moderati				1	1				-			1		. 1		
DESHMUKH GOVIND BHANI	UDAS			-									(		1	1			
DHUMAL AJAY RAMDAS	-	Porta	Ald	4/01	4104	Alah	Alal	HIA	AWA	A)04	A lal	AM	Alou	1	1	1		1	
GAWADE MAHESH RAGHUN	ATH	0.	,		1	/				1	_								
GOLE AMIT MADHAV			07			021		0:	Charles and the charles are th	UM	7	0	y co						
GOLE JANABAI SHRIHARI		Cole	cole	Gole	GOR	sole	cole	sole	Gole	cale	Gole	-cole	Gole						-
GOLE MOHAN TATYABA		-				-	-				_	1	1			1			
GUND ANURADHA NANDKU	MAR	Direct				4		10				WIZ	T'S	7					
HARNE AMIT ASHOK		P	D	PR	D	A	D	ND	(2)	(P)	(2)	(2)	FD		+				
HUSSAIN ZEENAT JAHAN MD	JAFAR	5		6	6	1	Th	(V)	10	5	1	16	No.						
INGWALE SUDHIR VITTHAL				0	)	.0				)									
IPTE RUSHIKESH ANANTA		-														-			
KALAMKAR AKSHAY SANJAY		12n	110	100	120	120	1400	In	1-	100	1/1	Un	10	ekil.	1	-	7	1	
KEDARI DHONDIBA TUKARA	Ν.4			1	1	-	1	-	1	3	1 -	/		,					
KESWAD BAPU ANKUSH		record													MAC				1
	DAGADE MAHENDRA MARU DESHMUKH GOVIND BHANG DHUMAL AJAY RAMDAS GAWADE MAHESH RAGHUN GOLE AMIT MADHAV GOLE JANABAI SHRIHARI GOLE MOHAN TATYABA GUND ANURADHA NANDKU HARNE AMIT ASHOK HUSSAIN ZEENAT JAHAN MD INGWALE SUDHIR VITTHAL IPTE RUSHIKESH ANANTA KALAMKAR AKSHAY SANJAY KEDARI DHONDIBA TUKARA	Students Name  AMLE PALLAVI SADASHIV  DAGADE MAHENDRA MARUTI  DESHMUKH GOVIND BHANUDAS  DHUMAL AJAY RAMDAS  GAWADE MAHESH RAGHUNATH  GOLE AMIT MADHAV  GOLE JANABAI SHRIHARI  GOLE MOHAN TATYABA  GUND ANURADHA NANDKUMAR  HARNE AMIT ASHOK  HUSSAIN ZEENAT JAHAN MD JAFAR  INGWALE SUDHIR VITTHAL  IPTE RUSHIKESH ANANTA  KALAMKAR AKSHAY SANJAY  KEDARI DHONDIBA TUKARAM  KESWAD BAPU ANKUSH	Students Name  Period No.  Date  AMLE PALLAVI SADASHIV  DAGADE MAHENDRA MARUTI  DESHMUKH GOVIND BHANUDAS  DHUMAL AJAY RAMDAS  GAWADE MAHESH RAGHUNATH  GOLE AMIT MADHAV  GOLE JANABAI SHRIHARI  GOLE MOHAN TATYABA  GUND ANURADHA NANDKUMAR  HARNE AMIT ASHOK  HUSSAIN ZEENAT JAHAN MD JAFAR  INGWALE SUDHIR VITTHAL  IPTE RUSHIKESH ANANTA  KALAMKAR AKSHAY SANJAY  KEDARI DHONDIBA TUKARAM  KESWAD BAPU ANKUSH	Students Name  Period No.  Date  Off, O4/1  AMLE PALLAVI SADASHIV  DAGADE MAHENDRA MARUTI  DESHMUKH GOVIND BHANUDAS  DHUMAL AJAY RAMDAS  GAWADE MAHESH RAGHUNATH  GOLE AMIT MADHAV  GOLE JANABAI SHRIHARI  GOLE MOHAN TATYABA  GUND ANURADHA NANDKUMAR  HARNE AMIT ASHOK  HUSSAIN ZEENAT JAHAN MD JAFAR  INGWALE SUDHIR VITTHAL  IPTE RUSHIKESH ANANTA  KALAMKAR AKSHAY SANJAY  KEDARI DHONDIBA TUKARAM  KESWAD BARIL ANKLISH	Students Name  Period No.  Date  Off, O4/, O7/, AMLE PALLAVI SADASHIV  DAGADE MAHENDRA MARUTI  DESHMUKH GOVIND BHANUDAS  DHUMAL AJAY RAMDAS  GAWADE MAHESH RAGHUNATH  GOLE AMIT MADHAV  GOLE JANABAI SHRIHARI  GOLE MOHAN TATYABA  GUND ANURADHA NANDKUMAR  HARNE AMIT ASHOK  HUSSAIN ZEENAT JAHAN MD JAFAR  INGWALE SUDHIR VITTHAL  IPTE RUSHIKESH ANANTA  KALAMKAR AKSHAY SANJAY  KEDARI DHONDIBA TUKARAM  KESWAD BABU ANKUSU	Students Name  No.  Date  Off, Off, Off, Off, Off, Off, Off, Off	Students Name  Period No.  Date  Off, Off, Off, Off, Off, Off, Off, Off	Students Name  Period No.  Date  Off, Off, Off, Off, Off, Off, Off, Off	Students Name  Period No.  Date  Off, off, off, off, off, off, off, off,	Students Name  Period No.  Date  Off, Off, Off, Off, Off, Off, Off, Off	Students Name  Period No.  Date  Oli 041, 071, 081, 111, 121, 141, 151, 181,  AMLE PALLAVI SADASHIV  DAGADE MAHENDRA MARUTI  DESHMUKH GOVIND BHANUDAS  DHUMAL AJAY RAMDAS  GAWADE MAHESH RAGHUNATH  GOLE AMIT MADHAV  GOLE JANABAI SHRIHARI  GOLE MOHAN TATYABA  GUND ANURADHA NANDKUMAR  HARNE AMIT ASHOK  HUSSAIN ZEENAT JAHAN MD JAFAR  KALAMKAR AKSHAY SANJAY  KEDARI DHONDIBA TUKARAM  KEDARI DHONDIBA TUKARAM  KESMAD PARILLA ANKUSH	Students Name  Period No.  Date 0/1, 04/, 07/, 08/, 11/, 12/, 14/, 15/, 18/, 19/,  AMLE PALLAVI SADASHIV  DAGADE MAHENDRA MARUTI  DESHMUKH GOVIND BHANUDAS  DHUMAL AJAY RAMDAS  GAWADE MAHESH RAGHUNATH  GOLE AMIT MADHAV  GOLE JANABAI SHRIHARI  GOLE JANABAI SHRIHARI  GOLE MOHAN TATYABA  GUND ANURADHA NANDKUMAR  HARNE AMIT ASHOK  HUSSAIN ZEENAT JAHAN MD JAFAR  INGWALE SUDHIR VITTHAL  IPTE RUSHIKESH ANANTA  KALAMKAR AKSHAY SANJAY  KEDARI DHONDIBA TUKARAM  KEDARI DHONDIBA TUKARAM  KESMAD RARIL ANKUSU  AMAD NOW AND ANKUSU  AMAD NOW ARMIN ANKUS  AMAD NO	Students Name    Date   0/1, 04/1, 07/1, 08/1, 11/1, 12/1, 14/1, 15/1, 18/1, 19/1, 21/1, 14/1, 15/1, 18/1, 19/1, 19/1, 18/1, 1	Students Name  Period No.  Date O/1, 04/, 07/, 08/, 1/1, 12/, 14/, 15/, 18/, 19/, 21/, 22/,  AMLE PALLAVI SADASHIV  ARCHIT ARCHIT PROM PROM PROM PROM PROM PROM PROM PROM	Students Name  Period No. Date  Oli, Oli, Oli, Oli, Oli, Oli, Oli, Oli,	Students Name    Period   Date   Off, off, off, off, off, off, off, off,	Students Name    Period   Date   Off, Off, Off, Off, Off, Off, Off, Of	Students Name    Period   Date   Off, 04/, 07/, 08/, 11/, 12/, 14/, 15/, 18/, 19/, 21/, 22/,	Students Name    No.   Date   Off,   Off,

Anantrao Pawar Cullege Pirangut Tal. Mutshi, Dist. Pune-412115



# Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Introduction to massem: I Teacher: Dr Paire K& Month: Jan-2019

Communication

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Sr.	Students Name	Period No.								.6/		41 .	0.6		1		-			
NO.		Date	2019	04/01	09/01	8/1	11/01	12/01	14/01	15/1	18/6)	19/1	2/1	23/1		1	7	177		
17	KOPARKAR KAUSHIK MADH	IAV	Kopark	Ko ports	Hopanh	Kopunk	Kopar	KKopath	KopenK	Ke park	ke pasta	- Kepon	Hoporte	Le pont	-\					
18	KUDALE AKANKSHA MANOR	HAR _	Kudak	Hudele	Kudab	Hudak	Kudak	Kudale	Kuderk	Hudale	Kudale	Kudy	Hudale	Hudak	2	\				
19	KUMBHAR VISHAL BHAGWA		E) pri	Ri	Rhi	A	Rus	(Au)	Blue	A	EMY	KAY	Elw	Br	,	1.		,		1
20	LADKE SUNIL BABN		, have		0	,				pton.	,			-3		1				
21	MANDEKAR GANESH ANAN	TRAO	Mari	M. Gin	M.90	LM, gi	A	M.gu	M.ge	Mgin	M.qu	Mgn	Migi	,				1		
22	NAGARE KALIDAS VITTHAL		(a)e	(noha	(N)-	A	61	(0)	Opr	COOL	(0)-	(0)	(Ne-	(D)-				- 1		
23	OZARKAR JITENDRA ASHOK				0		0												1	
24	PAWALE AMIT RAVINDRA		. Para .														. \			
25	PAWALE DEEPALI DEVIDAS		(D)	630	850	800	630	600	803	A	PD?	8.03	(C.S)	600						
26	RAUT DHANSHREE BALU		But	Purt	Peut	(Plut	Peut	Put	A	Put	But	But	A	Pers						
27	SAGVEKAR SHUBHAM SHUB					0					-Com-	- Was						\		
28	SATHE SNEHA SHIVAJI		Rothe	Softe	Sofle	Scotte	Satte	- Batte	Scorke	Satk	Sothe	A	Eatle		-					
29	SHEDGE SWAPNIL VISHNU	Magil	Shedge			^		Sedge		e Shedy	4 Shedge	Shalge	A	Stedge						
30	SHINDE PRANJALI SUNIL		-				-				100000000000000000000000000000000000000			- 1291				,	1	
31	SHITOLE AJIT RAGHUNATH		1	2-0		Z							- Marita		12/8	that the				1
32	ZINJZD SANJAY ROHIDAS		•											Direction of the last	- (					

Anantrao Pawar College Firangut
Tal. Muishi, Dist. Pune-412115



# Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Indian constitution & Sem: IT

Teacher:

Month: Max

Sr.	Students Name	Period No.					1													T
NO.		Date	01/3	02/3	05/3	08/3	09/3	11/3	12/3	15/3	16/3	18/3	19/3	22/3	23/3	25/3	26/3	24/3	30/3	
1	AMLE PALLAVI SADASHIV		a Patic	A. Port		A Petra	200	Distril	apoli		ArPani	-			A गर्भा			000		
2	DAGADE MAHENDRA MARUT	ГІ		Creput'		-	1 1		COSUM	a vise	AYUNA	Anth	Birting	WAY THE	1000	11 stou	Private Privat	H-10H)	P) Par	
3	DESHMUKH GOVIND BHANUI	DAS					,		7	67	5/	c/	6.	67	2	57	8	4	7	
4 _	DHUMAL AJAY RAMDAS		fall	Alal	HOLA	AJal	Aby	Nos	Alou	Alay	Abul	Alay	Ala	Na!	Act	Abl	Alas	Alay	Alex	1
5	GAWADE MAHESH RAGHUNA		lam	(SM)	im	A	m	im	A	m	Um	10	10	lem	,				um	1
6	GOLE AMIT MADHAV		9.	UI		. 4			W.	0.7	<u> </u>	9.4	-0.1	4.1	OL	Only	0111	( )	OW	
7	GOLE JANABAI SHRIHARI		3/06	rode	rde	Copp	ode	Gde	Code	Gde	cale	code	cole	sade	Carle	coole	ade	odi	ماه	
8	GOLE MOHAN TATYABA		<b>6</b>	5		-	m	ma	no	M	(M)	(M)	m		600	600	500	001	(M)	
9	GUND ANURADHA NANDKUM	1AR ·	-				· ·	(4)					THE REAL PROPERTY.	W.X		10X	UX	W.X	X	
10	HARNE AMIT ASHOK	1	R	P	(1)	D	(2)	0	5	(P)	·A	·A		(PL)	10	(10)	4	3	(0)	
11	HUSSAIN ZEENAT JAHAN MD J		1	6	h	h	5	S	00	10	A	^	0	(h)	10	7	1	(XX	XX	
12	INGWALE SUDHIR VITTHAL				0		0	0			4)	0)	VO .	•	(0)	V	17	0	•	
13	IPTE RUSHIKESH ANANTA	-			-															
14	KALAMKAR AKSHAY SANJAY	1	m	1cm	A	lech	4	100	A	In	A	100	In	in	10	Δ	an	14		
15	KEDARI DHONDIBA TUKARAM	1		1	PERM	5 A *	1.1.	1 100	A. J.		V (D)	1 1	~	1 1		n	11	10	a	
16	KESWAD BAPU ANKUSH		and and	FECCIA	Kedan	rodely	telm'	below)	Keckbi		1	Kalm	Kelund	rector A	CA		kedan		Kelin	

Anantrao Pawar Culiege Pirangut Tal. Mulshi, Dist. Pune-412115.



## Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Indian constitution & Sem: II Teacher: Dr. palke K.R. Month: Mar - 2019

	. 6	Demo	, (10	1											-					
Sr.	Students Name	Period No.		,															,	1)
NO.	Students Tunie	Date	01/03	02/03	2/3	08/3	9/03	11/83	12/03	15/03	16/03	18/03	19/3	2/3	23/03	25/3	2903	3/13	30/03	
17	KOPARKAR KAUSHIK MAD		Koparka	Kopask				Kopestus			Нороги			-	No pas			Kopan		
18	KUDALE AKANKSHA MANG	OHAR	Kudale	Kudello	Kudelle	Kudale	Huderk	Hudale	Kuduk	Kudale	Kuduko	kuderk	Hudal	Kudale	Hadal	Kudab	-Kudel 1	Huder la		
19	KUMBHAR VISHAL BHAGW	/AN	Auri	BV	WY	Few	W.	BM	8	8mg	A	WV.	Ow	A	EM	A	Or	Bu	Ch.	
20	LADKE SUNIL BABN																			-
21	MANDEKAR GANESH ANA!	NTRAO	m.gi	M.Gu	em.gi	rigi	A	m.gui	M.gui	M.gn	m.gai	mani	M.gin	A	Mgni	M.gui	M.gi	M.gu	M.gri	
22	NAGARE KALIDAS VITTHA	L	(Nh	(N)	A	Der	0	De	A	Me	0	(or	0	0	602	(0)	(a)	W-	(D)	
23	OZARKAR JITENDRA ASHO	K																		1
24	PAWALE AMIT RAVINDRA	Ī	***																	
25	PAWALE DEEPALI DEVIDA	s 7	(D.D	600	( D.D	R.D.D	R.D.D	Q.D.D	8.0.0	6.20	P.D.D	A	8.0.0	R.DD	8.00	8.20		8 DD	A	
26	RAUT DHANSHREE BALU		Put	Put	Put	Put	ent	Pur	Put	Put	Pert	Phit	(P) 2	Put	Put	(put	A	Out		
27	SAGVEKAR SHUBHAM SHU	BHASH	,	,															A	
28	SATHE SNEHA SHIVAJI		Softe	Safe	Battle	faite	Sofle	Sate	Safle	Jotk	safle	A	Saffe	A	dette	Sate	Suffe	dette	- /A	
29	SHEDGE SWAPNIL VISHNU	1	1001.			Sed y	Sedge	dedge	Bedge	A	Bedge	Sedy	ededy	Sedg.	LA	Sedy	deda	Sedge	deage	
30	SHINDE PRANJALI SUNIL	., 11.	-		0 - 7			· ·								_			1000	
31	SHITOLE AJIT RAGHUNATH	)	-							-		,						No. April 1		
32	ZINJZD SANJAY ROHIDAS		1	1													- 200		-	1. 1

Principal

Anantrao Pawar College Pirangut Tal. Muishi, Dist. Pune-4:2:15



# Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Indian contitition Sem: I Teacher: Dr. pulke K.R. Month: April 2 Democracy

Sr.	Students Name	Period No.									1 1			1					
NO.		Date	19	2/4	5/4	8/4	9/4	12/4	/ (0	26/4	14	29/4	30/4	1					
1	AMLE PALLAVI SADASHIV		Bigari	Coni	Say	Lain	Q. Q.R.	O. Sazir	6.10111	O-bin	BORIL	D. 9411	Quil						
2	DAGADE MAHENDRA MARU		mark	COLLAR.	PONUE	No. White	FORLA	Much	Robert	Porchado	CONVE	CONCENTRA	and the same		1				
3	DESHMUKH GOVIND BHANK	UDAS	-	7	7		1	-			7	y	¥		1	3	* .		
4	DHUMAL AJAY RAMDAS		Hold	Aloy	AM	Nal	May	Hal	AJaj	Alal	AJal	Alay	Nal	e		1			
5	GAWADE MAHESH RAGHUN	ATH	um	(m	-			um		um	A	-	om				 2 2		
6	GOLE AMIT MADHAV		-1-	_				-			3	-							s
7	GOLE JANABAI SHRIHARI		HOD	Gold	cole	Gole	G0/4	Golf	cole	cole	GOR	-cole	Gde						
8	GOLE MOHAN TATYABA		m	1	mz	m	m	A	M	M	A	WQ.	ma			V.			
9	GUND ANURADHA NANDKU	MAR	-									31		4					
10	HARNE AMIT ASHOK		(8)	D	(F)	12	A	(2)	13	(12)	A	PR	A						
11	HUSSAIN ZEENAT JAHAN MD	JAFAR (	5	6	(h)	6	A	6	10	n	A	N	9					-, -	
12	INGWALE SUDHIR VITTHAL		_				1		J			-	·				1		
13	IPTE RUSHIKESH ANANTA		-											7				1	
14	KALAMKAR AKSHAY SANJAY		en	A	160	A	Ilm	M	100	14	10	Kr	la	)	(S) .			1	
15	KEDARI DHONDIBA TUKARA	М	Kahin	Kalan	- /		1	kalani	1	Keelder	vala.	)la.			128	Aug A			1
16	KESWAD BAPU ANKUSH	The second second		-			1111	1 toland		1		1011	1						

Principal

Anantrao Pawar College Firangul

Tal. Mulshi, Dist. Pune-412115



# Anantrao Pawar College, Pirangut, TAL. MULASHI, DIST. PUNE - 412115

Class: F.Y.B.J. Sub: Hirdian constitution - Sem: II Teacher: Dr. Palke KR. Month: Afril Democracy

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Sr.	Students Name	Period No.	-				-							1					
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## **Pune District Board of Education** Anantrao Pawar College Mass Communication and Journalism (B.Voc) Departmental Report -20198-19

College should impart skill based education to students along with traditional education. For this purpose, the organization B. Mass Communication and Journalism degree course under VOCA started on 16 June 2018. This degree course has been approved by the University Grants Commission and 32 students were admitted in the year 2018-19. The Department of Mass Communication and Journalism has provided students with job and self-employment opportunities in various fields. These include Journalism, Public Relations Officer, Digital Marketing, Social Media, Electronic Media, Media Journalist, etc. In the academic year 2018-19, on behalf of the Department of Mass Communication and Journalism. A one-day guest lecture was organized on 18 October 2018. Tushar Dukere gave a lecture on guidance. A total of 32 students participated in this guest lecture. Also as a teacher, Head of Department, Prof. Sahdev Rode, Dr. Kisan parents, were present. Presented to the M.O.U of Lecture Statergy Consultancy and Anantrao Pawar College. A guest lecture was conducted by the Department of Mass Communication and Newspaper in conjunction with the Internal Department of History. During this lecture Hon. While guiding the students, Tushar Dukere told about the current opportunity and importance of mass communication and journalism and also informed about the role and function of working journalist. Dr.Kisan Palke appreciated the program for giving the students a good understanding of how journalists should work and how media can be used in communicating with the public and for giving the students a good understanding of some important examples and communication models. Participation of faculty under this department in various activities

#### Dr. Kisan Palke

- 1) On July 6, 2018, Ph. D. degree awarded from Swami Ramanand Tirtha Marathwada University, Nanded.
- 2) Shivajagruti College Nalegaon Chachur, Dist. Presented paper on Mahatma Gandhi and Untouchability in one day national seminar at Latur. 3) Participated in state level commerce seminar in college.
- 4) Cricket Team Owner in College
- 5) Worked as javelin coordinator in college sports activities.
- 6) Yashwantrao Chavan Open University, Nashik, appointed as Guide Professor.

Department Head Dr. kisan Palke

Principal
Principal
Principal
Anantrao Pawar Culiege, Pirangut
Tal Mushi, Dist Pune-412115.



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### **CERTIFICATE**

#### DEPARTMENT OF B.VOC.

#### **ACADEMIC YEAR -2018-19**

This is to certify that Mr./Miss/Mrs. *AMLE PALLAVI SADASHIV* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

Coordinator

**Nodal Officer** 



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This is to certify that Mr./Miss/Mrs. *DAGADE MAHENDRA MARUT1* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune. This course is approved by UGC-NSQF, Govt. of Maharashtra & SPPU.

Coordinator

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**Nodal Officer** 



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This is to certify that Mr./Miss/Mrs. *DHUMAL AJAY RAMDAS* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *GAWADE MAHESH RAGHUNATH* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *GOLE JANABAI SHRIHARI* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *GOLE MOHAN TATYABA* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *MARNE AMIT ASHOK* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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**Coordinator** 

PDEA \*

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This is to certify that Mr./Miss/Mrs. *HUSSAIN ZEENAT JAHANMD JAFAR* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *KESWAD BAPU ANKUSH* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *KOPARKAR KAUSHIK MADHAV* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *KUMBHAR VISHAL BHAGWAN* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *MANDEKAR GANESH ANANTRAO* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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This is to certify that Mr./Miss/Mrs. *PAWALE DEEPALI DEVIDAS* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

Coordinator

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This is to certify that Mr./Miss/Mrs. *RAUT DHANSHREE BALU* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

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PDEA \*

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This is to certify that Mr./Miss/Mrs. *SHEDGE SWAPNIL VISHNU* has actively participated and successfully completed the *Certificate Course in Mass Communication & Journalism in* the academic year 2018-19, offered by Department of B.Voc., PDEA's Anantrao Pawar College, Pirangut, Tal. Mulshi, Dist. Pune.

Coordinator

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