

# Tilak Maharashtra Vidyapeeth, Pune

## BAJMC ( Bachelor Of Journalism And Mass Communication)

### Program Outcome

- **Technical Knowledge:** To demonstrate use of different media tools, techniques and software.
- **Critical understanding :**To develop critical understanding and contextual solutions for issues prevailing in the society
- **Skills :**To develop the writing skills ,reporting skills and technical skills
- **Communication Management :**Demonstrate communication management and leadership skills
- **Self motivation :**Develop entrepreneurial capabilities Adhere to ethical standards and practices

### Course Outcome

#### FIRST YEAR

##### Semester I

#### **Introduction to Journalism and mass communication (1001)**

- Students will understand different forms of mass communication
- Understanding various mass media theories
- Students will understand and analyze various aspects of journalism
- Improvement in overall understanding about journalism and mass communication

#### **Computer Technology (1002)**

- Students can conduct basic operations of system software and application software
- Students will understand history and development of internet
- Students will understand different types of digital connectivity
- Students will understand analogue to digital conversions

#### **English (1003)**

- Student will understand basic grammar in English language
  - Students can write specified content in accurate English
  - Development and improvement in pronunciations
1. Students can listen specific content in order to learn
  2. Improvement in vocabulary for effective communication

#### **Yoga (1009)**

- Student will understand history and background of yoga
- Student will understand importance of Yoga in health management
- Student will be able to consume benefits of Yoga in day to day life
- Student will understand impact of Yoga on concentration through practical
- Student will be able to manage lifestyle through effective implementation of Yoga

### **Specialization:**

#### **Film (1004)**

- The students will be introduced to different technologies involved in the process of recording art.
- Understanding the significance of historical development of the visual narrative in form of films.
- Introduction of camera, microphones, lights, equipment used to capture moving images and sound.
- Students will also learn about aesthetics of editing and use of editing software
- The students will do assignments through which they'll tell stories using sequence of images.

#### **Journalism (1007)**

- Students will understand basics of print, television and web industry
- Students will analyze News in print and electronic media
- Students will understand various aspects of Broadcast media, Reporting, Writing & Anchoring.
- Student will be able to handle basic operations of broadcast camera for news gathering.
- Students will be able write news for Print, Television and web media.

#### **Photography (1008)**

- Students will understand aesthetics of photography and basic camera operations
- Students will understand composition and lighting
- Students will understand the camera settings with Digital Terminology
- Students will learn importance of colours, and colour theory in photography

#### **Sound Engineering (1005)**

- Students will understand the physics of sound
- Understanding of various sound measurement techniques
- Getting a deep knowhow of the audio equipment's and their working in the Studio
- Familiarization of sound signal processing techniques and their applications in the field

### **Semester II**

#### **Reporting and writing for media, proof reading (2001)**

- Students will understand key elements in news media
- Students will understand various forms of reporting in different media
- Students will be able to understand and execute various styles of writing a news story
- Students will be able to implement various techniques of proof reading

### **Media equipment (2002)**

- Students will understand basic technology in various forms of mass media
- Students will be able to understand basic functioning of camera
- Students will be able to handle basic audio equipment in sound recording
- Students will be aware of technology in broadcast media
- Students can handle camera for basic photography and videography.

### **Visual Communication-I (2003)**

- Students will understand the basic concept of visual language
- Students can communicate through visual language
- Students will understand application of visual language in various media
- Students will be able to appreciate various forms of art
- Students will be able to apply various types of visual communication in different scenario

### **Specialization:**

#### **Film (2004)**

- The students will enhance their visual communication skills.
- They will be able to understand how various directors have created meaningful and powerful imagery using visual elements.
- Familiarity with technicalities to create visual narrative using camera and light as a tool.
- The student will make short films with more meaningful visual elements and a narrative structure.

#### **Journalism (2007)**

- Student will understand News Production Process
- Student will understand various types of reporting
- Student will cover News for Broadcast and write news package script.
- Student will perform various types of reporting activities
- Production of news bulletin with 5 news stories: Reporting, Package Writing, Anchoring & Editing

#### **Photography (2008)**

- Study of colour psychology helps student understand characteristics of the colours
- Students will learn origin and application of Gestalt theory
- Detailed understanding about the fall of light.
- Students will observe the light and shadow and shoot accordingly
- Managing and controlling the hand flash for the hard light and soft light.

- They will learn to create the effect of natural light in the studio using the lights and accessories.

### **Sound Engineering (2005)**

- Awareness of analogue to digital sound conversion techniques
- Being able to set up the project based on the parameters of digital conversion
- Awareness and learning of standard protocols of data transfer
- Getting in depth knowledge of operating ProTools for audio production

## **SECOND YEAR**

### **Semester III**

#### **New Media (3001)**

- Students will be aware of online communication and networking
- Students will understand uses of new/social media
- Students will get an idea of media convergence and multimedia tools
- Students will understand about citizen and participatory journalism
- Learn about journalism ethics and security challenges

#### **Modern Media Management and Event Management (3002)**

- Students will learn what is media planning and its importance
- Students will understand series of decisions involved in delivering the message to the target audience.
- Students will be able to detail media planning decisions and understand
- Media strategies, action plans to reach objectives.
- Students will be able to create an event that achieves specific objectives for the host/client.
- Students will learn planning process that incorporates budgeting and project management

#### **Current affairs (3003)**

- Making students aware of current affairs nationally and internationally.
- They will get an idea of their country and its foreign policy
- They will get to know various current issues taking place globally
- Students will understand various social and political issue and will also help in developing opinion towards it.

### **Specialization:**

#### **Film (3004)**

- Student will learn the process of script writing for the film
- Student will get in depth understanding with different film genres and their narrative approaches
- Students will practically implement various film editing techniques.

- Students will learn sound design and practical approach during sound production.
- Students will make corporate films and music videos as term project.

### **Journalism (3007)**

- Student will understand reporting and production of various News Beats.
- Student will perform Anchoring for Television News and operation at Chroma studio.
- Student will understand process of News Feature for Television.
- Student will execute production and Post-Production for Television News Feature.
- Student will design and publish theme based Magazine.

### **Photography (3008)**

- Students will understand natural light and studio lights and its practical use
- Students will learn different types of lighting for the portrait and still life
- Students will learn photojournalism with practical of photo story making
- Students will learn aesthetics and fine art with the in-depth study of surrealism
- Students will learn post-production using the software

### **Sound Engineering (3005)**

- Learning basic music theory necessary for music composition and arrangement
- Awareness of MIDI technology for music production
- Students will learn in detail the musical instrument sampling and sound synthesis
- Getting in depth knowledge of Logic Pro X as DAW for music production

## **Semester IV**

### **Journalism and cyber laws and ethics (4001)**

- Students will be able to demonstrate a critical understanding of the Cyber laws
- Students will be able to recognize best contemporary ethical and professional practices in the digital space
- Students can explain legal issues impacting journalists and avoid claims of defamation and invasion of privacy.
- Students will understand right usage of copyrighted works and trademarks.

### **Editing for Media (4002)**

- Students will be able to edit images for different media platforms
- Students will be able to edit audio effectively
- Students will be able to edit for visual media
- Students will be able to write a news story

### **Visual Communication- II (4003)**

- Students will understand the specialized concept of visual language
- Students will understand application of visual language in media
- Students will understand various concepts of semiotics
- Students will understand the physiology and psychology of vision.

## **Specialization:**

### **Film (4004)**

- Students will understand the role of actor, director, designer in creating a piece of visual narrative.
- Students will get well acquainted with various stages and departments of moving image fiction production
- Students will understand the roles and responsibilities of crew members for formats in films and television
- Students will be able to do research, Recce related tasks
- Students will shoot short films with choice of selecting their individual forte into any crew roles.

### **Journalism (4007)**

- Student will understand Process of studio Production
- Student will learn Studio Production technology
- Students will be able to execute production on Multicamera setup and online editing
- Students will be able to host debate program
- Students will conduct personality oriented and subject oriented Interview programs

### **Photography (4008)**

- Students will learn studio lights creatively
- Students will learn rules of lighting techniques for the fashion photography
- Students also learn about art direction and background making used for fashion and table-top
- Students learn about different genres of photography like event and weddings and industrial photography
- Students will learn advance level of Photo editing

### **Sound Engineering (4005)**

- Getting in depth knowledge of Ableton Live as DAW for electronic music production
- Students will learn music mixing and mastering techniques
- Awareness of the techniques and ways to give commercial value to music
- Theory and in depth knowledge of building professional, acoustically treated sound studios

## **THIRD YEAR**

### **Semester V**

#### **Anchoring and Interview techniques (5001)**

- Students will understand various technical aspects of anchoring
- Students will learn various techniques of anchoring for facing the camera

- Students will learn interview techniques
- Students will learn to do vox pop

### **Research Techniques and fact finding techniques (5002)**

- Students will learn research methodology in depth
- Students will learn and develop research design
- Students will learn data analysis techniques
- Students will get to understand practical applications of research methods in the field of mass communication
- Students will learn to apply various research tools for their research.

### **Advertising and Public Relations (5003)**

- Students will learn different types of advertising for print, television and online media
- Students will understand and develop advertising skills and brand management.
- Students will learn right media vehicles used for advertising.
- Students will learn to develop media plan as per business needs

### **Specialization:**

#### **Film (5004)**

- Students will understand how the Film and Television industry works
- Students will understand to implement a multi cam set-up for Television
- Students will learn documentary filmmaking, types of docu films, and various production stages of documentary film
- Students will be able to produce studio based shows – game show, talk show, and documentary film production.

#### **Journalism (5007)**

- Student will be able to understand production process of Documentary films
- Student will be able to conceive subject/topic/event for documentary and execute entire production.
- Student will be able understand and analyze online media and capable to generate effective content.
- Student will understand various aspects and process of Investigative journalism and will be able to evaluate case studies

#### **Photography (5008)**

- Students will understand marketing and promotion will detailed study of e-commerce
- Students will design their corporate identity for their website and business development
- Students will make video on DSLR

#### **Sound Engineering (5005)**

- Learning and applying Film sound pre-production techniques
- Learning and practicing film on-location sound recording techniques
- Practicing and applying post-production techniques
- Students will learn different types of surround mixing formats

## **Semester VI**

### **Environment Media (6001)**

- Students will understand role of media in environment development.
- Student will be able to analyze application of various media in social awareness about environment.
- Student will become aware about various environmental activities across the world

### **Video Production (6002)**

- Students will understand various stages in video production
- Students will be able to handle various operations in video cameras
- Student will be able to write scripts, screen play, story board for video production.
- Students will be able to execute post production.

### **Dissertation Project and Viva (6003)**

- Students will conceive research problem for dissertation.
- Student will formulate research problem to execute methodology.
- Student will apply appropriate research design and gather data through various tools.
- Student will analyse collected data and present report.

### **Event Production and Internship (6004)**

- Student will be able to organize media/corporate events.
- Student will be able to perform all the activities related to media events.
- Student will understand work flow and process in professional industry.
- Student should understand roles and responsibilities in media industry through practical exposure