

Program: M. A. M.C.J. II (Semester-III) Jul to Nov 2021-22

Name of the Teacher-

Course Title: **Public Relation & Digital P.R.**

Course code:P-PRD-362

Unit	Chapters will be covered	Dates from to	No.of Lectures
<b>Unit 1st: Public Relation Definition :</b>	Public Relation Definition, objectives, brief history of public relations in India , Organization and working of PR departments in governments ,Public sector undertakings, private sector, educational institutions, hospitals ,NGOs PR public external and Internal. Difference between PR, advertising and propaganda.	<b>12-7-2021 To 9-8-2021</b>	18
<b>Unit 2nd: PR Campaign</b>	Press Releases, press conferences, conducting of tours, tools of PR, Media Relation, Event Management , House Journal, Qualities of PR personnel.PR in Crises management, Ethics of PR	<b>10-8-2020 To 3-9-2021</b>	15
<b>Unit 3<sup>rd</sup>: Digital P.R.:</b>	PR in the age of Digital Media: Scope, challenges and opportunities ,changing trends and leveraging the potential of Digital Media, PR tools of Internet- Uses and their online Application ( Online Media relation online media releases) ,Social Media – Platforms, Analytics and Campaigns ,Online PR Strategies ,Relationship Building in an Internet age –how organization use websites, social networking sites and other digital platforms to communicate with their stakeholders and media, Blogging Role ,Scope and Influence on Image Management.	<b>7-9-2021 To 5-10-2021</b>	17
<b>Unit 4<sup>th</sup>: Media &amp; Employee Relation in Digital age :</b>	Platforms, Strategies for building Media Relations, Content Development, Interactive Newsroom, Various Media for Internal Communication ( Social networking sites, internet ,blogosphere, portals, YouTube, Hangouts, Skype and Webcasts etc.)	<b>13-10-2021 To 2-11-2021</b>	15

Program: M. A. M.C.J. II (Semester-III) Jul to Nov 2021-22

Name of the Teacher- Patwari Shivshankar

Course Title: **Film Journalism**

Course code:P-FIJ-359

Unit	Chapters will be covered	Dates from to	No.of Lectures
<b>Unit 1st:</b> <b>Understanding the Cinema:</b>	The origin-growth & development of the cinema, Overview on Hollywood, Overview on Bollywood, Film Communication, Marathi film Industry, Overview of Film Production.	12-7-2021 To 6-8-2021	16
<b>Unit 2nd:</b> <b>The brief study and analysis of trend setter film directors like : Any Six</b>	V. Santarem, Sohrab Modi, Mehboob Khan, Vijay Bhatt, Wadia brothers, Raj Kapoor, Gurudutt, Bimal Roy, Satyajit Ray, B. R. Chopra, Yash Chopra, Hrishikesh Mukherjee, Chetan Anand, Basu Chatterjee, Sai Paranjape, Guljar, Basu Bhattacharya, Mahesh Bhatt, Ramesh Sippy, Shyam Benegal, Ketan Mehta, Govind Nihlani, Suraj Barjatya, Vidhu Vinod Chopra, J. P. Dutta, Sanjay Leela Bhansali, Ramgopal Verma, Karan Johor, Aditya Chopra, Rajkumar Santosh, Rakesh Mehra, Rajkumar Hirani, etc.	9-8-2021 To 3-9-2021	18
<b>Unit 3<sup>rd</sup>:</b> <b>Writing for films :</b>	Film critics writing, Film review writing, Film appreciation writing. (Write-up shall be based on classroom exercise with the film club like-watching films, arranging film festival theme wise, etc.)	7-9-2021 To 5-10-2021	15
<b>Unit 4<sup>th</sup>:</b> <b>Laws related to the film :</b>	The Indian cinematography act 1952, Central Board of Film Certification (CBFC), Film Society movement, Film Journalist association.	13-10-2021 To 2-11-2021	13

Program: M. A. M.C.J. II (Semester-III) Jul to Nov 2021-22

Name of the Teacher- Patwari Shivshankar

Course Title: Advertising & Corporate Communication

Course code:P-ACC-360

Unit	Chapters will be covered	Dates from to	No.of Lectures
<b>Unit 1st: Understanding Advertising</b>	Concept, Nature, Definition, Evaluation and History of Advertising, Role, Objectives, Functions and Significance. Types and classification of Advertising, Factors determining advertising opportunity of a product/ services/idea, Types of Appeals and Advertising Messages.	12-7-2021 To 6-8-2021	16
<b>Unit 2nd: Digital Advertising</b>	Digital Media Landscape, E-Mailers and Search Engine Optimization Mobile Marketing and Augmented Reality Emerging Trends, How Mainstream advertising agencies are going digital and integration today. Digital Media interaction across advertising, market research, activation etc., Advent of Hybrid Advertising, Advertising and Gender Issues, Ethical Issues in Advertising, Laws in Advertising	9-8-2021 To 3-9-2021	15
<b>Unit 3<sup>rd</sup>: Introduction to Corporate Communication</b>	Definition, Role, scope, functions & Relevance of Corporate Communication, Defining and segmenting stockholders in corporate communication, Internal and External Communication, Elements of a Corporate Communication Plan.	7-9-2021 To 5-10-2021	15
<b>Unit 4<sup>th</sup>: Corporate Communication Strategies and Tools</b>	Corporate Governance , Crises Communication, Corporate Reputation management ,Corporate Identity, Events Sponsorships, Corporate Advertising, PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations	13-10-2021 To 2-11-2021	15

**Program: M. A. M.C.J. I (Semester-I) Nov to Feb 2021-22**

Name of the Teacher- Patwari Shivshankar

Course Title: Introduction to Mass Communication

Course code:P-IMC-159

Unit	Chapters will be covered	Dates from to	No. of Lectures
01. <b>Nature and process of Communication:</b>	Human communication, functions of communication, verbal and nonverbal communication, intra-personal, inter-personal, group and mass communication. Mass Communication Media, Nature and process of mass communication	<b>8/11/2021</b> <b>To</b> <b>25-11-21</b>	15
02. <b>Communication Models:</b>	SMR, SMCR, Shannon and Weaver, Laswell, Osgood, Schramm, Gerbner, Newcomb, convergent and gate-keeping, communication and socialization. Nature and process of mass communication, media of mass communication, characteristics of audiences.	<b>26-11-2021</b> <b>To</b> <b>19-12-2022</b>	15
03. <b>Communication Theory</b>	Argumentation theory, Cognitive Dissonance theory, Model of Text Comprehension, Semiotics, Uncertainty Reduction Theory, Adaptive Structuration theory, Attraction-Selection-Attraction Framework, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Medium theory, Priming, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications.	<b>20-12-2022</b> <b>To</b> <b>16-01-2022</b>	18
04. <b>Mass Media</b>	<b>The Mass Media:</b> MacBride commission, New ICO , SITE & other commissions reports ,new trends in communication and Mass Communication.	<b>17-01-2022</b> <b>To</b> <b>31-01-2022</b>	12

**Program: M. A. M.C.J. I (Semester-I) Nov to Feb 2021 - 22**

Name of the Teacher- Patwari Shivshankar

Course Title: News Reporting & Editing

Course code:P-NRE-160

Unit	Chapters will be covered	Dates from to	No.of Lectures
01. <b>News Writing &amp; Understanding:</b>	Definitions of News , purpose and importance of news, what makes news, News sense and news values, 5 W's and 1 H, importance of "What next? ,Types of News , News beats.	<b>8/11/2021</b> <b>To</b> <b>28-11-21</b>	16
02. <b>Editing</b>	Nature and need for editing. Principles of editing, accuracy, clarity, objectivity, balance, directness, etc., copy editing, Headline, Intro and News editing -tools & techniques, preparation of copy for press style sheet, editing symbols, proof reading symbols, Photo Editing, page Layout	<b>29-11-2021</b> <b>To</b> <b>22-12-2022</b>	15
03. <b>Editorial Department</b>	Organizational Structure of newspaper , Editorial Department & Categories of staff- reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent, sub-editor and chief-sub editor; their functions and responsibilities.	<b>24-12-2022</b> <b>To</b> <b>15-01-2022</b>	14
04. <b>Writing for Digital Media:</b>	Digital journalism: headlines, copy writing, copy editing, linking for Blogging, social media, multimedia storytelling, Facebook, Twitter, YouTube, Craigslist, Instagram, messenger etc.	<b>16-01-2022</b> <b>To</b> <b>31-01-2022</b>	15

**Program: M. A. M.C.J. I (Semester-I) Nov to Feb 2021-22**

Name of the Teacher- Patwari Shivshankar

Course Title: Introduction to Media

Course code:P-INM-161

Unit	Chapters will be covered	Dates from to	No.of Lectures
01. <b>History of Print Media:</b>	Language and society - Invention of printing press and paper – Early communication systems in India. Indian independence movement and the press - Birth of the Indian press- language press & Marathawada region Marathawada newspaper, Godateer Samachar, Champavati, Siddheshwar Samschar.	<b>8/11/2021</b> <b>To</b> <b>25-11-21</b>	16
02. <b>Contribution to Print Media:</b>	Raja Ram Mohan Roy, Lokmanya Tilak and Dr. B.R. Ambedkar , Mahatma Gandhi, Anant Bhalerao and his Journalism; History of Marathi Press in 19 th century with special reference to Darpan, Kesari, Sakal	<b>26-11-2021</b> <b>To</b> <b>19-12-2022</b>	15
03. <b>Development of Radio &amp; T.V.:</b>	Development of Radio as a medium of Mass Communication, Emergence of AIR, Commercial broadcasting, FM, Television: Development of Television, Historical Perspective of Television in India Satellite and Cable television in India	<b>20-12-2022</b> <b>To</b> <b>12-01-2022</b>	14
04. <b>History of Films &amp; Digital Media:</b>	Early efforts Film, Historical Development of Indian Films: Silent era, Indian Cinema after independence Issues and Problems of Indian Cinema, New Media Development of New Media, Convergence in Internet.	<b>13-01-2022</b> <b>To</b> <b>31-01-2022</b>	16