

RAJARSHI SHAHU MAHAVIDYALAYA AUTONOMOUS, LATUR



REVISED SYLLABUS FOR THE
M.A. MASS COMMUNICATION & JOURNALISM
I YEAR
(SEMESTER - I & II)
PROGRAMME: - M.A. MASS COMMUNICATION
(REVISED SYLLABUS WITH EFFECT FROM JUNE 2019)

SEMESTER I

Course Code	Course Title	Theory Marks	Lecturer	Credits per Semester
P-IMC-159	Introduction to Mass Communication	100	60	5
P-NRE-160	News Reporting & Editing	100	60	5
P-INM-161	Introduction to Media	100	60	5
P-MEM-162	Media Management	100	60	5
P-PRA-163	Practical	100	60	3
	Internship	50		2
Total Marks		550	Total Credits	25

SEMESTER II

Course Code	Course Title	Theory Marks	Lecturer	Credits per Semester
P-MLE-259-	Media Law& Ethics	100	60	5
P-COR--260	Communication Research	100	60	5
P-DEC-261	Development of Communication	100	60	5
P-CUA-262-	Current Affairs	100	60	5
P-PRA-263-	Practical	100	60	3
	Study Tour	50		2
Total Marks		550	Total credits	25

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. I Year SEMESTER I Course

Course Code P-IMC-159

Course Title: Introduction to Mass Communication

Credit: 5

Marks: 100

Lectures: 60

Objectives:

1. To prepare students to be able to recognize and analyze the Mass problems in their localities and effectively design media strategies will provide solution to these problems.
2. To enable students use media to present plan of action that can meet the expectation of their local people
3. Defining Communication, Mass Communication & Mass Media.
4. Understands the relationship between Communication & Mass Communication.

Course Outcomes:

1. To develop students' understanding of the relationships among communication,
 2. To increase students' knowledge and understanding of the mass communication process.
 3. To introduce basic concepts of communication and its role in society
 4. The students can understand various types of Communication.
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Unit I: Nature and process of Communication:

Lectures: 14

Nature and process of Communication: Human communication, functions of communication, verbal and nonverbal communication, intra-personal, inter-personal, group and mass communication. Development of Communication & Mass Communication Media, Nature and process of mass communication

Unit II: Communication Models:

Lectures: 15

SMR, SMCR, Shannon and Weaver, Laswell, Osgood, Schramm, Gerbner, Newcomb, convergent and gate-keeping, communication and socialization.

Unit III: Communication Theory's:

Lectures: 16

Argumentation theory, Cognitive Dissonance theory, Semiotics, Uncertainty Reduction Theory, Adaptive Structuration theory, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications.

Unit IV: The Mass Media:

Lectures: 15

Development of Communication, Folk Media Traditional Media in India Regional Diversity, Mass Communication Media, MacBride commission, New ICO ,SITE & other commissions reports ,new trends in communication and Mass Communication

Reference Books

- 1 Kevel J Kumar – Mass Communication in India.
- 2 Paddy Dr. Krishna Singh – The Indian Press: Role and Responsibility.
- 3 Mc Quail Dennis – Theories of Mass Communication.
- 4 Agee, Ault and Emery – Introduction to Mass Communication.
- 5 Agee, Ault and Emery – Main current in Mass Communication.
- 6 McLuhan Marshal – Understanding Media.
7. Schramm Wilbur – Mass Media and National Development.
8. Berol D.K. – The process of Communication.
- 9 Bhatnagar Piyush, Communication, Rajat Publications, New Delhi, 1st Edition.
- 10 Rayadu, C. S., Media and Communication Management, Himalaya Publishing Bombay.
- 11 Nirman Sing, Business Communication, Deep & Deep Publications Pvt. Ltd. New Delhi

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. I Year SEMESTER I Course

Course Code P-NRE-160

Course Title: News Reporting & Editing

Credit :5

Marks :100

Lectures :60

Objectives:

1. The student should be acquainted with – Basic concept of journalism.
2. Writing skills for newspapers and other periodicals
3. Understanding & evaluating news

Course outcomes:

1. Defining News and understanding its elements, news sources and different types of news.
 2. Understanding the role of the editor, sub editor and etc. & its functions, duties and responsibilities.
 3. Describing the principles of editing, copy testing, processing copies and computer editing
 4. Understanding news writing and different structures of news writing.
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Unit I : News Writing &Understanding:

Lectures 13

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.

Unit II: News gathering Sources;

Lectures 17

Basic tools for information (News) gathering: maintaining a diary, taking notes, use of computer, internet, mobile Phone and other gadgets, using maps, history and archives: checking information from various sources, pressures and pulls.

Unit III : News Editing:

Lectures 16

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.

Unit IV: Editorial Unit:

Lectures 16

Organizational Structure of newspaper , Editorial Department & Categories of staffreporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent, sub-editor and chief-sub editor; their functions and responsibilities.

Reference Books

- 1 Bruce Westley – News Editing
- 2 Ken Metzler – News Writing Exercise
- 3 Rivers William – The Mass Media, Reporting, Writing
- 4 Warren C – Practical Newspaper Reporting
- 5 Campbell L.R. – How to Report and Write the News
6. Kamath M.V. –The journalist's Handbook- Vikas Publishing House, New Delhi.
6. Westley H. Bruce – News Editing- Oxford and IBH Publishing Co., Mumbai
7. Emery Edwin, Ault Phillip, Agee Warren – Introduction to Mass Communications Vakils, Feiffer and Simons, Mumbai
8. Mayer, Philip- The Newspaper Survival Book- Indiana University Press, Bloomington.
- 9 प्रविशा दिक्षीत - जनमाध्यम और पत्रकारिता
- 10 पटवारी शिवशंकर - पत्रकारितेची पायवाट
- 11 लेले रा के - मराठी वक्तपत्रांचा इतिहास
- 12 गोखले ल ना- पत्रकारांसाठी मराठी
- 13 कुलकर्णी एस के - पावले पत्रकारितेची ,सकाळ पेपर ट्रस्ट
- 14 केळकर न यि - वक्तपत्र मिमांसा निळकंठ प्रकाशन ,पुणे

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. I Year SEMESTER I Course

Course Code P-INM-161

Course Title: Introduction to Media

Credit :5

Marks :100

Lectures :60

Objectives:

1. Students will be able to trace the History and Development of freedom of speech and press.
2. Students will be able to identify key events in the History of Press.

Course outcomes:

1. To increase students' knowledge and understanding of the mass media.
 2. Recognize and apply foundational historical context from the field of communication and media studies
 3. To make students understand the dynamic role of the media in society.
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Unit I: History of Print Media:

Lectures 16

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 & Marathwada region Marathwada newspaper, Godateer Samachar, Champavati, Siddheshwar Samachar.

Unit II: Contribution to Print Media

Lectures 15

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.

Unit-III: Development of Radio & T.V.:

Lectures 13

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

Unit-IV: History of Films & New Media:

Lectures 16

Early efforts Film, Historical Development of Indian Films: Silent era, Indian Cinema after independence, Parallel Cinema/Commercial cinema, Issues and Problems of Indian Cinema New Media Development of New Media, Convergence in Internet.

Reference Books:

- 1 Arvind Kumar – Trends in Modern Journalism.
- 2 Agee Warren K.(ed) – The Press and the public interest.
- 3 M.V. Kamath – Handbook of the Journalist.
- 4 N.C. Pant – Modern Journalism Principles and Practice.
- 5 Kevel J Kumar – Mass Communication in India.
- 6 R.K. Lele – History of Marathi News Paper (Marathi edition)
- 7 Parvate – TV Journalism, Marathi Journalism.(Marathi)

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. I Year SEMESTER I Course

Course Code P-MEM-162

Course Title: Media Management

Credit :5

Marks :100

Lectures :60

Objectives:

1. To familiarize the students with the basics of management process
2. To relate the fundamental principles of management to everyday life situation.
3. To help the students to understand the various functions, processes and development process for an organization.
4. To develop understanding and appreciation of modern methods of management.

Course outcomes:

1. To develop a working knowledge of fundamental terminology of Management.
 2. Media management styles and evaluate their effectiveness in enterprises within the industry.
 3. Clarify the unique characteristics of media management and media market.
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Unit I: Ownership patterns of media:

Lectures 17

Organizational structure of print, broadcast and social media. -Functions of the staff; editorial, advertising, circulation departments; Newspaper ownership - proprietary, familyowned, trust, cross-media ownership, media chains. In India -procedure to launch a publication.

Unit II: Press Commissions:

Lectures 16

Press Commission First & Second, PCI, DAVP, INS, ABC, RNI, and PIB unions of media men and media women -professional organizations, Working Journalist & Wage Boards.

Unit III: Media Management:

Lectures 14

Management for Social Media, Branding & Event Management, Foreign Direct Investment, Commercialization of Media.

Unit IV: Agency Management:

Lectures 13

Newspaper, Advertising, Public Relation, Social Media, Radio & T.V., Merits and demerits of all Managements

Reference Books:

1. Ward Quall- Broadcasting Management
2. Gulab Kothari- Newspaper management in India
3. AdarshVerma-Management mantra of journalism
4. J.F.Stoner and Freeman “Principles of Management”
5. Knoonz and which- “Essentials of Management”
6. Gomes Mejia “Managing Human Resource “(Prince Hall of India)
7. Satya Raju Parthasrathy Management Text & Cases, (Prince Hall of India)
8. Adams J.R. Media Planning Business Book .
9. Dr. Pardeshi P.C. Principle and practice of Management MIS
10. Dr. R.S. Dewar Management Process
11. Prof. Sherlekar Principle of Management.

SEMESTER II

Course Code	Course Title	Theory Marks	Lecturer	Credits per Semester
P-MLE-259-	Media Law& Ethics	100	60	5
P-COR--260	Communication Research	100	60	5
P-DEC-261	Development of Communication	100	60	5
P-CUA-262-	Current Affairs	100	60	5
P-PRA-263-	Practical	100	60	3
	Study Tour	50		2

Total Marks 550

Total credits 25

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. M.C.J. I Year SEMESTER II

Course Code P-MLE-259

Course Title: Media Law & Ethics

Credit :5

Marks :100

Lectures :60

Objectives:

1. Students will be able to trace the History and Development of freedom of Speech & Press & will demonstrate an understanding of the origins, functions & evolution of the First amendment.
2. Students will implement ethical behaviours in their own practice of Journalism, Public Relations, or Media Research.
3. Students will demonstrate and understanding of the legal rights of freedom of speech and Press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

Course outcomes:

1. Discuss media regulation in India.
 2. Understand some of the problems and limitations of applying old media laws.
 3. Be able to appreciate the complex issues associated with media regulation.
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Unit I: Indian Constitution:

Lectures 15

Introduction of Indian Constitution, characteristics, preamble directives of state policy, fundamental rights, fundamental duties, freedom of speech and expression; and their limits.

Unit II: The legislature:

Lectures 14

The executive the cabinet - -powers, and functions; the President, union list, concurrent list; emergency declaration; separation of powers. Contempt of. Legislature and court, censorship; political philosophies of media freedom; laws of defamation.

Unit III: Media Law:

Lectures 15

Press and Book Registration Act, 1867, Official secrets 1923, vis-à-vis Right to Information Act., Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954, copyright, Press Council, ombudsman, right to reply, codes of ethics confidential of sources of intonation. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; The Press Council Act 1985. Prasar Bharati Act.

Unit IV: Ethics:

Lectures 16

Media ethical problems including, privacy, right to reply, communal writing and sensational reporting and yellow journalism , bias, etc. code of conduct ; voluntary statutory. Media Trial.

Reference Books

1. Tom Crone- Law and the Media
2. Dr. Krishna Singh-The Indian Press:-Role and Responsibility
3. Press Council of India Report
4. Rayudu .C.S-Mass media Laws and Regulation: The Press and Law.
5. Joshi - Vratpatra Kayada (Marathi)
- 6.

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. M.C.J. I Year SEMESTER II

Course Code P-CRE -260

Course Title: Communication Research

Credit: 5

Marks: 100

Lectures: 60

Objectives:

1. To acquaint the students with the concepts of research methods.
2. To impart knowledge regarding various steps in research process.
3. To familiarize students with various designs of research.
4. To train students in preparing research proposal.

Course outcomes:

1. Identify the media research method.
 2. Explain the uses of media research methods in a communication research.
 3. Students will be able to think critically about issues, work and ideas in Media research.
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Unit I: Research:

Lectures 16

Definition, elements Of research - scientific approach - function- scope and importance of communication research. Research design components – experimental, longitudinal studies simulation - panel studies- co relational design. Methods of communication research: Census method, survey method, Observation method -clinical studies - case studies - content analysis, Hypothesis.

Unit II: Tools of data collection:

Lectures 15

Sources, media source books, questionnaire and schedules, people’s meter, diary method, field studies, logistic groups, focus groups, telephone, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Unit III: Report writing:

Lectures 15

Data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – univariate –bivariate – multi-variety – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Unit IV: Research applications in print and electronic media:

Lectures 14

Types of print media research- Readership Research. Circulation Research. Research Applications in Electronic Media; Rating and non-Rating research, interpreting ratings. Advertising research: target marketing research, positioning research –pre-test research, post-test research, audience research,

methods of analysing research, Campaign Assessment Research .PR Research; Types of PR Research, PR Audit etc.

Reference Books

1. Sharma S.R.-Research in Mass Media
2. Mc quail Dennis-Theories of Mass Communication
3. Bergerv Arthur Asa-Media Analysis Techniques
4. Steeple and Westley-Research Method in Mass Communication.
5. Berger A.-Media and Communication Research Method.
- 6 .Kothari C.R. (2006) Research Methodology Methods and Techniques 2nd Ed. International Publishers, New Delhi.
7. Broota K.D. (1989) Experimental Design in Behavioral Research, Wiley Eastern.
- 8 Bhattacharya D.K. (2003) Research Methodology, New Delhi. Excel Books.
9. Wimmer & Domoic International to Mass Media Research.

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. M.C.J. I Year SEMESTER II

Course Code P-DEC-261

Course Title: Development Communication

Credit :5

Marks :100

Lectures :60

Objectives:

- 1 To promote the exchange of knowledge, experience and ideas of development communication.
- 2 To develop a mutual flow of information and knowledge between academics and professionals.
- 3 To encourage and motivate the student fraternity to achieve the goals of higher learning and Knowledge acquisition

Course outcomes:

1. Understand the role of communication in development.
 2. Develop awareness of appropriate communication strategies in development programme.
 3. To Prepare and present messages with a development plans.
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Unit I: Development:

Lectures 14

Meaning, concept, process and models of development – theories– origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies.

Unit II: Development communication:

Lectures 16

Theories: Modernization, Diffusion of Innovation and other western theories of Development. Latin American Theories of development, Indian Theories of development- Gandhian Theory etc. – role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience –development communication policy.

Unit III: Human Development:

Lectures 17

Sustainable Development, Economic development, liberalization, privatization and globalization .Environment and climate change, impact on agriculture and food security, energy security, environmental sustainability, mass displacements and migration. Urban and rural development, water and waste management, health, education, transport etc. Panchayati Raj - planning at national, state, regional, district, block and village levels. Agricultural communication and rural development.

Unit IV: Developmental and rural extension agencies:

Lectures 13

Governmental, semi-government, nongovernmental organizations, problems faced in effective communication, case studies on use of media for development communication- newspapers, radio, television, films and documentaries, internet etc. Special development projects. SITE, Zabua, Kheda Projects.

Reference Books

1. Joshi P.C. –Communication and National development
2. Ahuja B.N. and Chabada-Development Communication
3. Carly M-Managing Sustainable Development
4. Rashid metal- Environment,Resourses and Sustainable development
5. Ahuja B N Development Communication
6. O.P. Dhamma and O.P.Bhatnagar, 'Educational and communication for development.
7. B. Srinivasan R. Melkote and Leslie Steve's, 'Communication for Development in the Third world',

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. M.C.J. I Year SEMESTER II

Course Code P-CUA-262

Course Title: Current Affairs

Credit: 5

Marks: 100

Lectures: 60

Objectives:

- 1 To promote interest in current affairs
- 2 To promote the growth in desirable skills.
- 3 To help relating Media Learning to life outside the college.

Course outcomes:

1. Discuss different aspects of public speaking.
 2. To understanding core controversies, including the logic behind global challenges.
 3. Writing and speaking persuasively regarding personal opinions on topics covered
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