

RAJARSHI SHAHU MAHAVIDYALAYA AUTONOMOUS, LATUR



**SYLLABUS FOR THE**  
**M.A. MASS COMMUNICATION & JOURNALISM**  
**PROGRAMME: - M.A. MASS COMMUNICATION 1<sup>ST</sup> YEAR**  
**(SEMESTER - I & II)**  
**(SYLLABUS WITH EFFECT FROM JUNE 2019-2000)**

## Semester I

<b>Course Code</b>	<b>Course Title</b>	<b>Total Marks</b>	<b>Theory Lecturers</b>	<b>Credits</b>
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
P-INT-198	Internship in Print Media	050		2
	<b>Total Marks</b>	<b>550</b>		<b>25</b>

## Second Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Theory Lecturers</b>	<b>Theory Lecturers</b>	<b>Credits</b>
P-MLE-259	Media Law & Ethics	100	60	5
P-COR-260	Communication Research	100	60	5
P-DOC-261	Development Communication	100	60	5
P-CUA-262	Current Affairs	100	60	5
P-PRA-263	Practical	100	60	3
P-INT-198	Study Tour	050		2
	<b>Total Marks</b>	<b>550</b>		<b>25</b>

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

## 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

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#### 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. Explain various theories of communication.
  2. Define basic concepts of communication.
  3. To increase students' knowledge and understanding of the mass communication process.
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#### Unit I: Nature and process of Communication:

Lectures: 15

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: 13

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: 17

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 Code P-NRE-160

### Course Title: News Reporting & Editing

Credit :5

Marks :100

Lectures :60

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#### Objectives:

1. The student should be acquainted with – Basic concept of journalism.
2. Writing skills for newspapers and other periodicals
3. Understanding & Evaluating news
4. Identify, create, edit, and display different types of digital file formats in text, graphics, animation

#### Course Outcomes:

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1. News, elements, changing concepts, writing news, elements of news writing, function and structure of newspaper organizations.
  2. Reporting, types, role, importance of sources, changing role of reporters in convergence media.
  3. Editing, managing news flow, copy editing, news value, objectives of copy editing, graphics and cartoon, editing software's
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#### Unit I: News Writing & Understanding:

Lectures:15

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 Editing:

Lectures:18

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 III: Editorial Unit:

Lectures: 12

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.

#### Unit IV: Writing for Digital Media:

Lectures:15

Digital journalism: headlines, copy writing, copy editing, linking for Blogging, social media, multimedia storytelling, Facebook, Twitter, YouTube, Craigslist, instagram, messenger etc.

## **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 News2. 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.

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

M.A. I Year SEMESTER I

Course Code P-INM-161

### Course Title: Introduction to Media

Credit :5

Marks :100

Lectures :60

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#### 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:

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1. History and development of Print journalism, Indian printing press, New trends, future of Print Journalism.
  2. To introduce to evolution and growth of Indian cinema, regional and parallel cinema
  3. To introduce to history and evolution All India Radio, New developments in Radio
  4. To introduce students to history and development of television industry
  5. To help students understand the history and basics of online media.
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#### Unit- I History of Print Media:

**Lectures:14**

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.

#### Unit- II Contribution to Print Media:

**Lectures:16**

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:16**

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 & Digital Media:

**Lectures:14**

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

### **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.



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

M.A. I Year SEMESTER I

Course Code P-MEM-162

## Course Title: Media Management

Credit :5

Marks :100

Lectures :60

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### 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 make students aware about the responsibilities, structure and functioning of responsibilities of an media organization
  2. To acquaint the students with the fundamentals of management as they are practiced today.
  3. To develop a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling
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### Unit I: Ownership patterns of media:

**Lectures: 13**

Organizational structure of print, broadcast and social media. -Functions of the staff; editorial, advertising, circulation departments; Newspaper ownership - proprietary, family-owned, 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 :16**

Management for Social Media, Branding & Event Management, Foreign Direct Investment, Commercialization of Media, and Economics of news channels Business model of a media company

### Unit IV: Agency Management

**Lectures:15**

Agency Management: Newspaper, Advertising, Public Relation, Social Media, Radio & T.V., Merits and demerits of all Managements. Product branding and equity Integrated media marketing and ad sales.

**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

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

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

Course Code P-PRA-163

**Course Title: Practical**

Credit :5

Marks :100

Lectures :60

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### **Practical- (first semester)**

<b>1</b>	<b>External-</b>	<b>100</b>
1	Principal of Mass Communication	<b>15</b>
	i. PPT Presentation on any one Models of Communication	
	ii. PPT presentation Communication media Diagram	
2.	News Writing & Editing	<b>15</b>
	i. Production of Laboratory Journal (Reporting, Editing & Page layout on computer. (Every student has to produce at least three issues under the supervision of the teacher)or Writing on Blog, Twitter, Facebook live, Whatsapp message etc.	
	ii. Practical examination of News writing for Social Media	
3.	Writing examination of History of Media	<b>15</b>
	Report writing on : Contribution of Raja Ram Mohan Roy, LokmanyaTilak Dr. B.R. Ambedkar, Mahatma Gandhi, his Journalism; social, political and economic issues before Independence in the Indian press (at list any one)	
4.	Media Management	<b>15</b>
	PPT present on any types of Media Management system in India	
<b>2. Internal Assessment</b>		<b>Internal - 40</b>
1.	Principal of Mass Communication	<b>05</b>
	i. Writing at list five Models of Communication	
	ii. Tree Diagram on Kinds of communication and submission of file	
2.	News Reporting & Editing	<b>05</b>
	i. News writing different types of 10 News items	
	ii. Writing on any five news story & submission of file-	
<b>3. History of Media</b>		<b>05</b>
	i. Writing on the Contribution of Raja Ram Mohan Roy, LokmanyaTilak, Dr. B.R. Ambedkar, Mahatma Gandhi his Journalism; social, political and economic issues before Independence in the Indian press & Submission of file	
4.	Media Management	<b>05</b>

- i One comparative study report of the two management (Small, medium Newspapers)
- ii clipping files on types & size of various printing papers and printing techniques-

## Second Semester

<b>Course Code</b>	<b>Course Title</b>	<b>Theory Lecturers</b>	<b>Theory Lecturers</b>	<b>Credits</b>
P-MLE-259	Media Law & Ethics	100	60	5
P-COR-260	Communication Research	100	60	5
P-DOC-261	Development Communication	100	60	5
P-CUA-262	Current Affairs	100	60	5
P-PRA-263	Practical	100	60	3
P-INT-198	Study Tour	050		2
	Total Marks	550		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

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#### 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 behaviors in their own practice of Journalism, Public Relations, or Media Research.
  3. Students will demonstrate an 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.
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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:13

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:17

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. cyber laws: Regulation of Social Media and other web platforms, Regulatory authorities and framework, Information Technology Act

#### Unit IV: Ethics:

Lectures:15

Principles of Ethics: Role and Importance, Ethics of Journalism: Rationale and Evolution of Journalistic Ethics Journalistic ethics: Concept, Importance and Debates Journalists' Code of

Conduct:: Some Models of Code of Conduct (PCI, RTDNA, SPJ, NBA etc.) Resolving Ethical Dilemmas: Different Methods and Steps , Dealing sensitively with women issues and other marginalized communities, Visual manipulation and ethics

### **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. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications. %o Kiran, R.N.(2000).
6. Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues, Lbr Publications.
7. Dua M.R. (2000). Press As Leader of Society, IIMC.
8. Srivastava, K.M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry of Information and Broadcasting, Government of India.
9. Jeffrey, Robin (2000) India's Newspaper Revolution, Oxford University Press, New Delhi.
10. Menon, P. K. (2005). Headlines from the Heartland: Reinventing the Hindi Public Sphere, Sage Publication, New Delhi
11. Media Laws & Ethics, Vertika Nanda, Publisher: Kanishka, 2018%o

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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

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## **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.
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### **Unit I: Research Definition elements of research**

**Lectures:11**

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, and online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings

### **Unit III: Report writing:**

**Lectures:17**

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:**

**Lectures:17**

In print and electronic media; 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 analyzing 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

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### 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

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### Unit I: Development: meaning

Lectures: 14

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:13

Philosophy – 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:16

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 and Chabada-Development Communication
3. Carly M-Managing Sustainable Development
4. Rashid metal- Environment, Resources 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

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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-263

Course Title: **Practical**

Credit: 5

Marks: 100

Lectures: 60

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**Practical- (second semester)**

<b>1 External-</b>	<b>100</b>
1. Practical examination of current issue related to Ethical & Legal	15
2. Group Discussion on Development Issue	15
3. One content analysis either print or electronic media (Content of the period of at least one month)	15
4. PPT Presentation on any one topic related to Current Issue	15
<b>2. Internal Assessment</b>	<b>40</b>
1. Writing on current issue related to Legal Ethical minimum 3	05
2. Writing development News (5), Article (3), News stories (3) and Publishing them and Submit File	05
3. PPT presentation on the Research Design, Hypothesis, Research Problem etc.	05
4. A Writing Articles on Three topics of International Organization & submit file B maintaining a clippings file any issue from India	05

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