

RAJARSHI SHAHU MAHAVIDYALAYA AUTONOMOUS, LATUR



SYLLABUS FOR THE
M.A. MASS COMMUNICATION & JOURNALISM
PROGRAMME: - M.A. MASS COMMUNICATION II YEAR
(SEMESTER - III & IV)
(SYLLABUS WITH EFFECT FROM JUNE 2018)

SEMESTER III

Core Subject (Two)

Course Title	Marks	Credit	Lecture
Radio, T .V. & Film Journalism	100	5	60
Advertising & Corporate Communication	100	5	60
Practical	100	3	60

Elective (Any Two)

Agriculture & Rural Journalism	100	5	60
Environment or Science Journalism	100	5	60
Sport Journalism	100	5	60
Public Relation & Digital PR	100	5	60

SEMESTER IV

Core Subject (Two)

Course Title	Marks	Credit	Lecture
New Media Technology	100	5	60
Dissertation & Viva-Voce	100	04	60
Practical Study Visit & Internships	100	2	60

Elective (Any Two)

Social Media	100	5	60
Current Affairs	100	5	60
International Communication	100	5	60
Magazine Journalism	100	5	60

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

M.A. II Year SEMESTER III Course

Course Code P--359

Course Title : Radio ,T.V. & Film Journalism

Credit: 5

Marks: 100

Lectures: 60

Objectives:-

- 1 The student should be acquired with –
 - 2 Basic concept of Broadcast Media as a tool of Mass Relations.
 - 3 Impact of Media on Society
 - 4 Writing skills for Radio and Television Programmes.
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Course outcomes

1. Students identify the basic elements of a quality audio signal.
 2. Students identify, select and use appropriate audio (microphone) techniques.
 3. Students able to Select and import appropriate script music, sound Foley effects for post-production sound enhancement.
 4. Students will be able to apply effective and collaborative team communication and management skills to complete the video process from pre-production script development through the production capture of quality video image and audio.
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Unit-I: Introduction to Radio:

Lecture 09

Development of Broadcasting in India, Pre-independence period, Post-independence period, Commissions and committees on broadcasting.

Unit II: Radio programme formats:

Lecture 10

Overview of an introduction to all programme formats in fiction, non-fiction/ news-based/entertainment RJ, talks, talk shows, phone-in programmes

Unit III: Overview of TV industry in India:

Lecture 13

Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, Major Indian news channels; Marathi language channels: their role, importance and impact future trends.

Unit IV: Television programme formats:

Lecture 15

preparation of script for TV news, different types of TV news Bulletins, , fundamentals of TV, News production, news reading and comparing exercises, Types of interviews, Talk shows, discussions, debates etc.

Unit V: What is cinema:

Lecture 13

Definition of cinema. cinema culture, The concept of persistence of vision. silence and sound era, brief introduction of world cinema, Development of film in India. Cinema and society, parallel cinema, popular cinema and multiplex cinema, Film society movement, Special focus on Marathi cinema : classics and contemporary.

Reference Books

1. Ward, Quall L. *Broadcasting Management: Radio and Television*. Communication Arts Books.
2. P.C Chatterjee, *Broadcasting in India*, Sage publication, New Delhi,
3. Frank, Lezzi. *Understanding Television Production*. Prentice-Hall
4. Boretsky, R. A. and Yorovsky A. *Television Journalism*. International Organization of Journalists.
5. Patti M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers
6. Skornia, Harry J. *Television and Society*. McGraw Hill.
7. Barry, Cole. *Television Today: A Close up View*. Oxford University Press.
8. Schramm, Wilbur. *Television in the Lives of Our Children*. Stanford University Press.
9. Fiske, John. *Television Culture*. Methuen.
10. Gandhi, Ved Prakash. *Broadcasting and Development Communication*. Kanishka
11. Nandgaonkar Sudhir Cinemasnskurti, Asian film foundation, Mumbai
12. Thorat Gunwant, Aakashwani

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

M.A. II Year SEMESTER III

Course Code P-ACC-360

Course Title: Advertising & Corporate Communication

Credit :5

Marks :100

Lectures :60

Course Objectives

1. To provide basic and emerging concepts and principles in relation to better decision making in the areas of advertising .
2. To enable the students to integrate various functions with organizational goals and strategies.
3. To provide hands-on training on planning and production of brand and social campaigns.
5. To introduce the students, the concepts and principles of advertising, ad agency management and brand management

Course Outcomes

1. Students able to develop an advertising plan and present and defend it persuasively.
 2. Students Contribute to evaluating the effectiveness of advertising and corporate communications initiatives.
 3. Evaluate the effectiveness of integrated advertising and marketing communications initiatives.
 4. Develop advertising and marketing communications material in compliance with current Canadian legislation, industry standards and business practices.
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Unit-I : Understanding Advertising

Lecture 15

- 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.

Unit -II: Digital Advertising –

Lecture 16

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

Unit –III : Introduction to Corporate Communication -

Lecture 14

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.

Unit –IV : Corporate Communication Strategies and Tools -

Lecture 15

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.

Reference Books

1. Aakar ,David A, Rajeev Batra and John G Myers Advertising Management ,Prentice Hall,New Delhi
2. Sengupta subroto Brand Positioning, Tata McGraw –Hill Publishing co., New Delhi
3. Black Sam Practical Public Relation: Concepts ,Strategies ,Sterling Publishers Pvt Ltd,New Delhi
4. Rege G.M. Advertising Art and Ideas, Kareer Institute Bombay.
5. Harrison Tony, A Handbook of Advertising Techniques, Koregan page London
6. Puri Suresh Jansampark Sankalpana and Sindhanth, Aurangabad
7. Trivedy Sushil and Sukala Shashikant , Jansampark Sindhanth and Wavhar, Madhya Pradesh Granth Academy
8. Ahuja, B. N., Public Relations, Ed. 5th Surjeet Publication, New Delhi, 2006
- 9 Rayadu, C. S., Principles of Public Relations Ed. 2nd Himalaya Publishing House, 1987, New Delhi.
- 10 Parvati, Text Book of Public Relations and Communications, Dominant Publishers, 2005, New Delhi.
- 11 Scot MC Cutlip, Alan H. Centre, Glen Brom, Effective Public relations, Prentice Hall, India
- 12 Naval Prabhakar, Narendra Babu, Public Relations Strategies and Concepts, Commonwealth Publication .
- 13 Nayyar Deepak, Public Relations and Communication, ABD Publishers, 2006 Jaipur
- 14 Tomar Dinesh, Public Relations Management, Vista International Publishing House, 2008, New Delhi.
- 15 Banks Stephen P., Multicultural Public Relations, Surjeet Publications, 2003, New Delhi.
- 16 Vachani Jagdish, Public Relations Management in Media and Journalism, Kanishka Publications, 2007, New Delhi.
- 17 David Meerman Scot, The New rules of marketing and public relations, Prentice Hall, 2008, New Delhi.
- 18 John G. Mores, Advertising management, Prentice Hall, New Delhi

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

M.A. II Year SEMESTER III

Course Code:P-PRA-363

Course Title: Practical

Credit :5

Marks :100

Lectures :60

Practical- (Third semester)

1 External- Practicals		100
1. External		60
1. Practical examination of writing for Radio & T V News		15
2. Practical examination of Advertising & Corporate Communication		15
3. Practical examination MC 14		15
4. Practical Examination MC 15		15
Internal		40
1 A . Writing a Report on Visits to FM channels and community radio stations; Production of radio submit file		
B. TV interview exercise, watching and analysing documentaries; critical analysis of TV programmes; small research projects to understand impact of TV etc.		10
2. 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.		
10	(any two)	20

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

M.A. II Year SEMESTER III

Course Code – P-AGJ-361

Course Title: **Agriculture & Rural Journalism**

Credit :5

Marks :100

Lectures :60

Objectives

1. Knowledge and practical application of the full range of journalistic reporting, researching, interviewing, editing and writing of Rural News.
2. Practical experience in a Rural news .
3. Understanding of First Amendment principles, law, ethics and their application to professional journalistic practice and the pursuit of truth.
4. Understanding the history and role of professional journalists in shaping Rural and Agriculture.
5. Understanding the role of media ,social media, in the rural journalism practice.

Course Outcomes

1. Students able to appreciate the role of innovations in catalysing agricultural and rural development.
 2. Students apply the innovation systems frameworks in research and rural development.
 3. Students design strategies for developing capacity to support agricultural and rural innovations.
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Unit I : Rural Journalism-

Lecture 14

Nature, scope, importance structure of village problems or rural development, challenges of rural journalism. Social Structure of village, social key issues in village, rural culture.

Unit II : Rural Developmental Issues: Issues

Lecture 16

rural women and empowerment, rural economic growth and issues, rural developmental program, Scheme, rural development and changes in rural. Problems of Rural Developmental, Drinking Water, Rural tourism, agricultural, Educational problems, etc.

Unit III: What is Agro-journalism: Nature,

Lecture 16

scope, characteristic of agricultural journalism, challenges of agricultural journalism? What is agro problem of farmers with respect to it use of research journals. Scope of Agro-journalism in various media. Understanding various source of information in agriculture, information understanding agro-climatic regions and significance

Unit -IV: New Trends

Lecture 14

Emerging fields related to agriculture ,trends of bios in agricultural ,bio fertilizers, bio fuel, advents in genetic engineering in agriculture ,effect media coverage there of General farmer ,vegetables farmer and other.

Reference Books

1. JANA B L- Agricultural Journalism Hardcover – 2014
2. Robert William Trullinger - Needed, a Profession of Agricultural Journalism 1 (Classic Reprint) Paperback – Import, 30 Oct 2017
3. William Allen -Agricultural Journalism
4. Hans C. Groot (Compiled and Ed.)- Agricultural Journalism
5. Rural press: problems and prospects, Press Institute of India ,Press Institute of India, 1989
6. K. Ramachandra Murthy - Rural reporting in India, Prajasakti Book House, 2003

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

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

Course Code:P-ESJ-361

Course Title: **Environment & Science Journalism**

Credit :5

Marks :100

Lectures :60

Objectives

1. To understand Science and Environmental issues in general.
2. To develop the skill for writing on science and environmental Management in the industrial sector

Course Outcomes

1. Students should be able to understand the role of agriculture in the context of economic development, poverty reduction, and pro poor growth have an understanding of the current aid framework.
 2. The role of the state, and the aid instruments which are available and in use explain the reasons why agriculture has an important role to play in poverty reduction .
 3. Have an awareness of the trends in agricultural productivity in recent years and the importance of improving productivity
 4. Have a deeper understanding of the changing rural environment and current issues understand the current policies and strategies of funding agencies, including one in your own country.
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Unit I : Role of Science communication & Journalism

Lecture 16

: The method of science, scientific attitude, great ideas of science, development of technology. Role of science and technology in human development. Recent trends in science and technology Science establishments (Govt. of India) in India and Maharashtra. Communication & Journalism : Science has potential for breaking news, impact on Human life, impact on framing policies at national and international levels. Science communication for popularization of science Careers in science journalism.

Unit II: Practices Communication & Journalism

Lecture 15

: Sources of information, scientists, institutes and periodicals, understanding science research and its significance, press releases and announcements like Nobel prizes, etc. Science and language, science writing skills, science comic writing, understanding basic concepts. How to write a basic science story? writing a feature story on science and technology. Interviewing scientists, science communicators. Designing campaigns.

Unit III: Domain of Science Communication & Journalism :

Lecture 17

1) **Health:** Health communication, public health policies, general hospitals, patient care, New diseases like Swine Flu, Bird Flu, SARS, HIV/AIDS, etc. 2) **Weather and agriculture:** Monsoon and rainfall pattern, impact of monsoon on economy, forecast models, research institutes like IITM, Observatory, etc. crop patterns- Kharip and Rabbi, Green Revolution, need for Evergreen Revolution. 3) **Environment: Pollution (Air and water):** Causes and solutions, Global warming and climate change, greenhouse gases, possible effects on India, international efforts and agreements, ecological footprint, green technology, city environment reports, Govt. policies and institutions about environment, bio-diversity. 4) **Energy:** Growing need of energy, power generation sources, Conventional and non-conventional sources, regulatory authorities.

Unit IV: New research and technology:

Lecture 11

New research trends in various fields. Information communication technology: Computer, Internet, Mobile phones, i-pads, etc.

Reference Books

- 1) Science Journalism: An Introduction By Martin W. Angler.
- 2) Stuart Allen, "Introduction: Science Journalism in a Digital Age" *Journalism*
- 3) National Science Board, *Science and Engineering Indicators 2012*, chapter 7: "Science and Technology: Public Attitudes and Understanding".
- 4) Leah A. Lieurouw- Handbook of New Media: Student Edition
5. Nick Montfort and Noah Wardrip-Fruin- The New Media Reader
6. Robert Hassa - The New Media Theory Reader
7. E. Siapera- Understanding New Media

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

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

Course Code P-SPJ-362

Course Title: **Sport Journalism**

Credit: 5

Marks: 100

Lectures: 60

Objectives

1. To understand Science and Environmental issues in general.
2. To develop the skill for sport journalism
3. To impart practical and theoretical knowledge about different fields of sport journalism
4. To provide media industry well-groomed and professional journalists

Course outcomes

1. Students will understand and apply theories of organizational communication and journalism.
 2. Students will be able to identify and execute communication techniques for sports organizations and media outlets.
 3. Students will develop strategic and journalistic writing styles, identify best practices and techniques, and incorporate these best practices into their own creative work.
 4. Reporter, Correspondent, Sub-Editor
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Unit I : History and Traditions:

Lecture 14

Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. Sports and Society: Importance and place of sports in a civilization Growing importance of sport, its impact as a global business, the staging of events; Sports and public opinion, National sports policy.

Unit II : Sports Associations:

Lecture 11

Traditional Indian sports , Modern sports- Outdoor and indoor games. Basic rules of some major sports, need of and scope for specialization; Sports at local and regional level. Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities.

Unit III : Sports Journalism:

Lecture 10

Tradition of sports reporting- . Legacy of sports writers and commentators- English, Hindi, Marathi. Sports magazines in India & Maharashtra. Sports marketing and PR: Commercial relationship

between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities.

Unit IV: Sports Reporting and Writing:

Lecture 14

Differences and similarities with other reporting; Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; Live telecast, Sports cast, Web commentaries, News alerts for mobiles; Fanzines, Sports blogs. Writing from press releases. Importance of knowing and understanding a game; Importance of statistics, official record and history.

Unit V : Sports Editing:

Lecture 11

Working on a sports desk; Editing sports stories; Translation of sport stories; Objective, but passionate language, more style; Use of photos : action photos, cutouts, profile photos; photo-editing and writing captions. Use of archives and reference section. Sports columns by experts, players, syndicated columns; ghost writing for sports columns. sports pages; Designing sports pages.

Reference Books

1. Phil Andrews - Sports Journalism: A Practical Introduction
2. James Toney - Sports Journalism: The Inside Track
3. Raymond Boyle- Sports Journalism: Context and Issues
4. Brian A. Rosenthal, James Schaffer, and Kathryn T. Stofer- Sports Journalism: An Introduction to Reporting and Writing
5. Amir Saeed, Daniel Kilvington, John Price, and Neil Farrington- Race, Racism and Sports Journalism
6. Scott Reinardy and Wayne Wanta- The Essentials of Sports Reporting and Writing
7. David Halberstam- Everything They Had....
8. Thomas Fensch- The Sports Writing Handbook

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

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

Course Code P-DPR-362

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

Credit :5

Marks :100

Lectures :60

Objectives

1. On completion of the training programme the participant will:
2. be able to explain PR concept and its importance.
3. be able to explain the importance of organizational image.
4. be able to develop 'PR' programmes.
5. be able to maintain better media relations.

Course outcomes

1. To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
 2. To look at the evolution of corporate communication and its expanded role in organizational and marketing communication
 3. Coordinate and contribute to the planning of public relations activities, including the development of clear, measurable communication objectives and project or tactical budgets and selection of strategies, tactics, tools and resources to manage a range of stakeholder relationships and issues and achieve organizational objectives.
 4. Write and edit clear, accurate, targeted copy aligned to organizational objectives, appropriate for the chosen channel(s) and to a specified deadline.
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Unit- I : Public Relation Definition:

Lecture 15

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.

Unit –II : PR Campaign:

Lecture 13

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

Unit -III: Digital PR :

Lecture 16

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.

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.)

Reference Books

1. CHRISTENSEN, LARS THOGER: Corporate Communications: Convention, Complexity, and Critique (New Delhi: Sage Publications, 2010)
2. CORNELISSEN JOEP: Corporate Communication: A Guide to Theory and Practice, 3rd edition (Sage Publication, India, 2011)
3. GOODMAN, MICHAEL B: Corporate Communication: Strategic Adaptation for Global Practice (New York: Peter lang, 2010)
4. GREGORY ANNE: Public Relations in Practice (2 edition) (Kogan Page India Pvt. Ltd. 2008)
5. JETHWANEY JAISHRI & N N SARKAR: Public Relations Management, 2015
6. JETHWANEY JAISHRI: Corporate Communication (ND: OUP) 2010.
7. JETHWANEY JAISHRI: Social Sector Communication in India - Concepts, Practices and Case Studies, (Sage, New Delhi) 2016.
8. JOHNSTON, JANE (Ed): Public Relations: Theory and Practice (Australia: Allen & Unwin, 2010)
9. L'ETANG JACQUIE: Public Relations, Concepts, Practice and Critique (Sage Publications, India, 2008)
10. MOSS DANNY & BARBARA DESANTO: Public Realties A Managerial Perspective (Sage Publications, London, 2011)
11. MALLA PRAVEEN B: Corporate Governance (New Delhi: Routledge, 2010)
12. PARSONS, PATRICIA J: Ethics in Public Relations: A Guide to Best Practice (London: Kogan 2005)
13. SMITH D. RONALD: Becoming A Public Relations Writer (4 edition) (Routledge New York,2012)
14. THEAKER ALISON: The Public Relations Handbook (4 Edition) (Routledge, UK, 2012)
15. THEAKER ALISON, YAXLEY HEATHER: The Public Relations Strategic Toolkit (New York: Routledge, 2013)
16. ULMER ROBERT R: Effective Crisis Communication, (Sage Publication, India, 2011)
17. CARROLL E CRAIG: The Sage Encyclopedia of Corporate Reputation, 1st ed. (Sage Publication, 2016)
18. FLEW TERRY: New Media an Introduction (Oxford University Press, 2002)
19. HINTON SAM & HJORTH LARISSA: Understanding Social Media (Sage Publications India, 2013)
20. SRIVASTAVA KM: Public Relations in the Digital Era (Pilgrims Publishing, Varanasi, 2007)
21. SANDRA C DUHE: New Media and Public Relations (Peter Lang, 2007)
22. TIM JORDAN: Hacking: Digital Media and Society Series (UK Polity Press 2008)

SEMESTER IV

Core Subject (Two)

Course Title	Marks	Credit	Lecture
New Media Technology	100	5	60
Dissertation & Viva-Voce	100	04	60
Practical Study Visit & Internships	100	2	60

Elective (Any Two)

Social Media	100	5	60
Current Affairs	100	5	60
International Communication	100	5	60
Magazine Journalism	00	5	60

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

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

Course Code P-NMT-456

Course Title: New Media Technology

Credit: 5

Marks: 100

Lectures: 60

Objectives

- 1 To acquaint students about the Web Technology.
- 2 Its various uses in the different field
- 3 The ways of its use in Mass Relations.

Course Outcomes

1. Students will demonstrate basic competency in visual communication, including image creation and manipulation and an understanding of design elements.
 2. Students will demonstrate basic competency in digital multimedia production, including scriptwriting, cinematography, and audio/video editing.
 3. Students will be able to analyze media artifacts by considering multiple modes (textual, visual, audio, etc.) and applying accepted critical methodologies.
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Unit –I : Spread of Internet:

Lecture 18

What is internet?, Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile, Internet: LAN, MAN, WAN, E-mail, web ownership and administration of internet, ISPs, WAP, types of connection: dial-up, ISDN, lease- line.

Unit –II : What is online journalism? :

Lecture 14

Earlier websites of newspapers, E-books and E-publishing Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today

Unit- III :Digital storytelling:

Lecture 13

Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media Feature writing for online media: Story idea, development and news updates Podcast and Webcast

Unit -IV: Open source journalism

Lecture 15

: Responding to the audience, Annotative reporting Citizen Journalists Problem of verification, accuracy and fairness Use of blogs, tweets, etc. for story generation and development Protecting copyright Cyber Journalism: On - line. Editions of newspapers - management, Online editing e-publishing: security issue on internet and Dynamics of social media

Reference Books

1. Nath, Shyam. Assessing the State of Web Journalism. Authors Press, New Delhi, 2002
2. Chakravarthy, Jagdish. Net, Media and the Mass Communication. Authors press, New Delhi, 2004
3. Bhargava, Gopal. Mass Media and Information Revolution. Isha Books, New Delhi, 2004
4. Menon, Narayana. The Communication Revolution. National Book Trust.
5. Godflaryharis-advertising in internet
6. Zorkoczy peter –information technology, an introduction
7. Pavlik j.v.0 media in the digital age
8. Chakravithy Jagdish-net media and mass communication
9. Nathshyam-assessing the state of web journalism
10. Om gupta-internate journalism in India
11. Om gupta-information technology in journalism

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

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

Course Code P-DIS-459

Course Title: Dissertation

Credit: 5

Marks: 100

Lectures: 60

Dissertation

100 Marks

Every student will have to submit a research in an area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the research is to enable students to have an in-depth knowledge of a subject of their choice. It may include field research, case study, feasibility study, viability report, model and such other research and practical-based formats aimed at creating new knowledge in any area of mass communication.

The project may be conducted in **any one** of the following specializations:

- i) Print Media
- ii) Electronic Media
- iii) Advertising
- iv) Public Relations
- v) New Media

The marks distribution shall be as

The written dissertation has to be evaluated by the research guide and External Examiner, appointed by College for 80 marks each.

Viva-voce based on dissertation has to be conducted by the External Examiner and the research guide. They will award marks out of 20 each for the viva-voce.

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

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

Course Code P-PRA-460

Course Title: Practical

Credit: 5

Marks: 100

Lectures: 60

Internship and Visit to Media Centre

100 Marks

Each student will have to undergo a 30-day Internship in a newspaper, magazine office/public relations office/ Akashwani/ Doordarshan/ TV News Channel/ advertising or media agency, or any other organisation identified by the students and faculty jointly/individually, facilities for which are easily available locally or regionally.

Every student has to submit an Internship Diary with certificate from media organization.

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|---------------------|----------|
| 1. Internship Diary | 40Marks |
| 2. Viva Voce | 10 Marks |

Study Tour/ Visit to Media Centre

Study Tour

A study tour of considerable duration (4-7 days) has been arranged to a place (like a state or national capital) that will offer ample exposure to different media organisations, premier regulatory bodies, research institutions and prominent personalities. Marks have to be awarded for student's participation in the tour and report/test based on the tour. Every student visits to minimum 3 local media houses, interaction with the all managers and submit a report on the visit base.

- | | |
|------------------|----------|
| 1. For Report | 40 Marks |
| 2. For Viva Voce | 10 Marks |

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

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

Course Code P-SOM-457

Course Title: Social Media

Credit: 5

Marks: 100

Lectures: 60

Objectives

1. To explore the impact of social media on people's relationships, especially the family, gender, intimate relationships and friendships.
2. To examine how social media has impacted upon key issues such as politics and privacy.
3. To explore the way social media has been used within institutions such as education, commerce, the state and religion.

Course outcomes

Learners will be able to...

1. Understand the difference between traditional Media and social media marketing.
 2. Broadly define the functionality of LinkedIn, Facebook, and Twitter.
 3. Identify the target demographics associated with each platform.
 4. Evaluate the best social media platform(s) for their business.
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UNIT I : Fundamentals:

Lecture 15

Fundamentals of communication, introducing communication theories. What is new media, what differentiates 'new' from 'traditional?' New media theorists. New media and technology.

UNIT II : Introducing digital and social media:

Lecture 16

Role of user-generated content on digital media. The digital market and its economics. Fundamentals of marketing, marketing for the digital medium. Digital marketing tools – SEO, SEM, SMO. Staying in touch – e-mail marketing and newsletters.

UNIT III : Using Social Media:

Lecture 14

Using Social Media Platforms for Online Content Making a blog page and blogging Making a Facebook page and uploading the information Making a Twitter page and uploading the information Making a Instagram page and uploading the information Making a YouTube channel uploading the information

Facebook, Twitter, Instagram, YouTube. Content marketing – creating and disseminating communication for and on digital media. Making digital noise – influencer marketing. Crisis management on digital media – The Maggi Controversy. Privacy/Safety/Security/Ethics.

Reference Books

- 1) Art of Social Media, by Guy Kawasaki and Peg Fitzpatrick, Media Literacy Edition 5, W. James Potter, SAGE Publication
- 2) Ogilvy on Advertising, RHUS, 1st Vintage Books edition (1985)
- 3) The Indian Media Business, Vanita Kohli-Khandekar, SAGE Publication
- 4) FICCI-KPMG Media and Entertainment Industry Report
- 5) The Longer Long Tail, Chris Anderson, Hyperion Books, 2006
- 6) Digital Marketing, Vandana Ahuja, Oxford University Press, 2015
- 7) Online Marketing: A Customer-led Approach, Richard Gay, Alan Charlesworth, and Rita Esen, Oxford University Press, 2007.
- 8) India Social: How Social Media is Leading the Charge and Changing the Country; By Ankit Lal.
- 9) FLEW TERRY: New Media an Introduction (Oxford University Press, 2002)
- 10) HINTON SAM & HJORTH LARISSA: Understanding Social Media (Sage Publications, India, 2013)
- 11) Jean Burgess and Joshua Green- YouTube

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

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

Course Code P-CUA-458

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. II Year SEMESTER III

Course Code

Course Title: International Communication

Credit: 5

Marks: 100

Lectures: 60

Objectives

1. To provide corporate communication competences in international business environment.
2. International Communication master studies prepare students for a wide range of career opportunities
3. Throughout the programme, students develop a conceptual understanding of human, mass and organisational communications and their social, economic and political dimensions.

Course Outcomes

Students will have the knowledge and skills to:

1. Demonstrate an understanding of the nature of the complex and multifaceted relations between communication, culture, language and identity;
 2. Demonstrate an understanding of the limits of translatability of key concepts across languages, and the implications of these limits for international communication;
 3. Analyse cultural assumptions underlying expressions such as “the ideals of freedom, democracy, and the rule of law” and explain their linguistic underpinnings;
 4. Explain the sources of miscommunication between speakers of different linguistic and cultural backgrounds who communicate using English as a lingua franca;
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Unit- I: Dimensions of international communications :

Lecture 17

Political, economic and cultural dimensions of international communications. Communication and information as a tool of equity and exploitation. International news flow, imbalances and disparities. UNESCO’s efforts in removal of imbalance in news flow-debate on new international Information and Economic Order. McBride Commission. New World Information Communication Order (NWICO). Communication as a human right. UNO’s Universal Declaration of Human Rights and Communication.

Unit –II : International news agencies:

Lecture 14

International news agencies and syndicates, their organizational structure and functions. Non-aligned news agencies, news pool – its working, success, failure. Impact of new communication technology on news flow, satellite communication, information super highways. International telecommunication and regulatory organizations.

Unit III : Impact of media :

Lecture 15

Impact of media on international relations, political processes and on shaping government opinion and foreign policies. Role of media in international crises: conflicts, man-made and natural disasters, terrorism.

Unit IV : Information–prompted :

Lecture 17

Information-prompted cultural imperialism. Criticisms. Effects of globalization on media systems and their functions; Transnational media ownership and issue of sovereignty and security; international intellectual property rights: international media institutions and professional organizations.

Reference Books

1. Nayyar, Kuldip. *India after Nehru*. Vikas publication
2. Hansen, Thomas Blom. *Urban Violence in India*. Permanent Black
3. Thapar, Romilla. *A History of India*. Penguin Books.
4. Padhy, Dr. Krushna Singh. *The Indian Press: Role and Responsibility*.
5. Rau, Chalapathi. *The Press*. National Book Trust.
6. Madhavrao L .R. *Assessing the Trends in Journalism*. Sumit Enterprises, 2004.

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

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

Course Code

Course Title: Magazine Journalism

Credit: 5

Marks: 100

Lectures: 60

Objectives

1. The course will give you a thorough grounding in print and multimedia journalism.
2. Student will develop professional skills in reporting, interviewing, research, feature writing and production (print and online), benefitting from the experience of leading magazine and specialist journalists
3. Students will learn the essential skills of reporting, feature writing, subbing, interviewing, researching, and design and layout, produce print and online magazines,

Course Outcomes

The learner will be able to:

1. Discover the characteristics of magazines
 2. Compare the difference between a newspaper and a magazine
 3. Write a magazine article
 4. Discuss various magazine writing styles
 5. Identify the contents of a magazine
 6. Identify the trends in magazines
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Unit I : Understanding Magazine:

Lecture 16

History of Magazines. Definitions. Newspaper supplement and Magazines. Types of magazines: (i) weekly/fortnightly news magazines, (ii) National and regional magazines, (iii) special interest magazines – women's, men's, children's, teen, cine, science and technology, business, consumer Magazines; and academic or scholarly magazines, (iv) leisure time and entertainment magazines, (v) little magazines, (vi) PR magazines and House journals. (vii) literary Magazines. New trends like glossy magazines. Online and Web magazines. Tradition of Diwali Numbers in Maharashtra.

Unit II : Content Management:

Lecture 14

Understanding the target audience and positioning of the magazine. Choosing interesting subjects, imaginative selection of topics, converting innovative ideas to articles. Cover Story. Deciding the thrust areas. Series and columns. Planning special and other issues, flat planning of the issue, forecasting trends.

Unit III : Writing for Magazines:

Lecture 16

What makes a magazine story different from newspaper reporting? (Difference in style, format, perspective and approaches). Narrative energy, story-telling, shift from observation to insight, interviewing techniques, writing bright, special skills for specialized areas. Creative writing, crisp language. Effect of New Media on writing style. Visual versus verbal, Freelance writing. Online writing skills. Types of features and leads.

Unit IV : Editing a Magazine:

Lecture 14

Editorial objectives, Work flow, knowing the reader and staying a step ahead of the reader; content study, balancing content, creativity in editing. Evaluation of manuscripts; polishing and shaping up manuscripts. corrections and verification; writing effective titles. Photos, illustrations and other graphics. Sub-editing (marking copy for type, strap lines, by-lines, house style), Magazine Production- layout and design, Master pages and templates, Style sheet, special effects

Reference Books

1. Naveed Saleh- The Complete Guide to Article Writing: How to Write Successful Articles for Online and Print Markets
2. Stephen Wilbers- Mastering the Craft of Writing: How to Write With Clarity, Emphasis, and Style
3. William E Blundell- The Art and Craft of Feature Writing: Based on The Wall Street Journal Guide
4. The American Society of Magazine Editors- The Best American Magazine Writing
5. Arco -How to Write Articles for Newspapers & Magazines
6. Abrahamson, David and Prior-Miller, MR - The Routledge Handbook of Magazine Research: The Future of the Magazine Form , Routledge, 2015
7. Angeletti, N, and Oliva, A,- Magazines That Make History: Their Origins, Development, and Influence , University Press of Florida, 2004.