

RAJARSHI SHAHU MAHAVIDYALAYA AUTONOMOUS, LATUR



**SYLLABUS FOR THE**  
**M.A. MASS COMMUNICATION & JOURNALISM**  
**PROGRAMME: - M.A. MASS COMMUNICATION 2<sup>ND</sup> YEAR**  
**(SEMESTER - III & IV)**  
**(SYLLABUS WITH EFFECT FROM JUNE 2020)**

### Semester III

Course Code	Course Title	Total Marks	Theory Lecturers	Credits
P-FIJ -359-	Film Journalism	100	60	5
P-ACC-360-	Advertising & Corporate Communication	100	60	5
P- PRA-363-	Practical	100	60	5
	<b>Elective any Two 361,362</b>	100	60	5
	Agriculture & Rural Journalism	100	60	3
	Sport Journalism	100	60	5
	Environment Journalism	100	60	5
	Public Relation & Digital P.R	100	60	5
P-INT-398	Internship in T.V./P.R. Department	50		3

### Semester IV

Course Code	Course Title	Total Marks	Theory Lecturers	Credits
P-NSM-456-	New & Social Media	100	60	5
P-DIS-459	P-DIS-459- Dissertation & Viva-Voce	100	60	5
P- PRA-460	Practical	100	60	5
	<b>Elective (Any Two) 457,458</b>	100	60	5
	Radio Journalism	100	60	3
	T.V. Journalism	100	60	5
	International Communication	100	60	5
	Magazine Journalism	100	60	5
P-INT-498	Internship in New Media	50		3

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

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

M.A. II Year SEMESTER III Course

Course Code P-FIJ-359

**Course Title : Film Journalism**

Credit: 5

Marks: 100

Lectures: 60

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## **Objectives:**

1. To provide understanding of the concept, role and significance of film Communication.
2. To acquaint the students with the practices of Film Journalism.
3. To develop journalistic skills towards film.
4. Visit to the film studio.

## **Course outcomes:**

1. Students identify the basic elements of Film Journalism.
  2. Students will be able to apply effective and collaborative team communication.
  3. Student will be the part of film society movement.
  4. Student will be the part of film Journalist association.
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## **Unit -I: Understanding the Cinema :**

**Lectures: 18**

The origin-growth & development of the cinema, Overview on Hollywood, Overview on Bollywood, Film Communication, Marathi film Industry, Overview of Film Production.

## **UNIT-II : The brief study and analysis of trend setter film directors**

**Lectures:20**

**Any Six :** 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 Jojar, Aditya Chopra, Rajkumar Santosh, Rakesh Mehra, Rajkumar Hirani, etc.

## **Unit -II: Writing for films :**

**Lectures :13**

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.** )

## **Unit – IV: Laws related to the film**

**Lectures:13**

The Indian cinematography act 1952, Central Board of Film Certification (CBFC), Film Society movement, Film Journalist association.

### **Reference Books:**

1. Zankar Anil; Cinemachi Gost , Rajhans Prakashan, Pune
2. Cinemasnkurti - Sudhir Nandgaonkar, Asian film foundation, Mumbai.
3. Dodds, J. C., & Holbrook, M. B.(1988). What's An Oscar Worth? An Empirical Estimation of the Effects of Nominations and Awards on Movie Distribution and Revenues. B. A. Austin (Editor), Current Research in Film: Audiences, Economics, and Law (Volume 4) (pp. 72-88). Norwood, NJ: Ablex.
4. R. Dwyer and C. Pinney (Ed), Pleasure and the Nation: History, Politics and Consumption of Public Culture in India.
5. R. Vasudevan, Making Meaning in Indian Cinema.
6. C. Dasgupta, the Painted Face.
7. Satyajit Ray, Our Films Their Films.
8. P. Brookes, the Melodramatic Imagination: Balzac, Henry James, Melodrama and the Mode of Excess.
9. Vinay Lal and Ashis Nandy (Ed), Fingerprinting Popular Culture: The Mythic and the Iconic In Indian Cinema.
10. Sergei Eisenstein, Film Sense.
11. T. Elsaesser and A Barker (Ed), Early Cinema, Space, Frame, Narrative
12. N. Burch, Live to Those Shadows.
13. D. Birdwell, J Staiger, K Thompson, Classical Hollywood Cinema, Film Style and Mode of Production to 1960.
14. R. Maltby and I Craven, Hollywood Cinema: An Introduction.
15. D. Gornery, the Hollywood Studio System.
16. D. Bordwell, Narration in Fiction Film.
17. E. Brannigan, Narrative Comprehension in Film.10) HINTON SAM & HJORTH LARISSA: Understanding Social Media (Sage Publications India, 2013

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

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

M.A. II Year SEMESTER III Course

Course Code P-ACC-360

## Course Title : Advertising & Corporate Communication

Credit: 5

Marks: 100

Lectures: 60

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### 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.

### 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 –

**Lectures:18**

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 –

**Lectures:20**

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 : Lectures:13**

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 : Lectures:13**

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.
- 10Parvati, 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
- 12Naval 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

19 Berton Roger, Handbook of Advertising management, McGraw Hill

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

M.A. II Year SEMESTER III Course

Course Code P-PRA-363

**Course Title : Practical**

Credit: 5

Marks: 100

Lectures: 60

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### **Practical- (Third semester)**

**100**

#### **1 External**

1. External

**60**

1. Practical examination of writing on Film

15

2. Practical examination of Advertising & Corporate Communication

15

3. Practical examination

**MC 14**

15

**MC 15**

15

#### **Internal**

40

1 A . Writing a Short Film or Critics minimum 3 Films ;

10.

1. 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**

**Agriculture & Rural Journalism:** Rural Study of media coverage of agriculture, visits to farms and agricultural research centers, interviews with farmers etc.

**Environment or Science Journalism** Visits to science and technology institutes. Attending science conferences and seminars Presentations, quizzes on latest developments in various fields, visits to scientific research institutes, debates on ethical issues in scientific advancements.

**Sport Journalism:** Covering live sports events in the city. Match reports of local sports tournaments, writing sports features, interview of sports persons and sports officials, Analysis of sports sections/pages of newspapers,

**Public Relation & Digital PR :** Preparing a PR plan for an organization, evaluating media publicity given to various organizations, writing Press Releases etc.



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

M.A. II Year SEMESTER III Course

Course Code P-AGJ-361

### Course Title : Agricultural & Journalism

Credit: 5

Marks: 100

Lectures: 60

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#### 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.
6. Understanding of rural journalism concepts and theory in the use and presentation of images and information.

#### Course Outcomes

1. Students able to appreciate the role of innovations in catalyzing 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-

**Lectures:18**

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. Rural women and empowerment, rural economic growth and issues

#### Unit II: Rural Developmental:

**Lectures:20**

Various rural development programmes launched by Government of India : Introduction, Objectives and salient features , Swarnajayanti Gram SwarajYojana (SGSY) ,Indira AwasYojana (IAY),Mahatma Gandhi National Rural Employment Guarantee Act ,Prime Ministers' RozgarYojana (PMRY), District Rural Development Agency (DRDA),Integrated Watershed Development Programme (IWDP),Providing Urban Amenities

in Rural Area (PURA), Rashtriya Mahila Kosh –(National Credit Fund for Women),Mahila Arthik Vikas Mahamandal (MAVIM)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:**

**Lectures:13**

Nature, 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: Agricultural Laws & New Trends :**

**Lectures:13**

APMS Act, The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020, NAM Emerging fields related to agriculture, trends of bios in agricultural bio fertilizers, advents in genetic engineering in agriculture

**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. Ramachandran Murthy - Rural reporting in India, Prajasakti Book House, 2003

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

M.A. II Year SEMESTER III Course

Course Code -

## 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**

Students should be able to understand

1. 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:**

**Lectures: 15**

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:**

**Lectures: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: Lectures:16**

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:**

**Lectures:14**

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. Lievrouw- 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. II Year SEMESTER III Course

Course Code P-SOJ-361

### 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.

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#### **Unit I: History and Traditions:**

**Lectures:15**

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:**

**Lectures:15**

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:**

**Lectures:14**

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 Editing:**

**Lectures:16**

Covering late night events. advances, match reports, reviews and follow up; Sports features; Post-match interviews, Sports writing for print, radio, TV, online and multi-media. Importance of knowing and understanding a game; Working on a sports desk; Editing sports stories; Translation of sports stories; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. 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 Killington, 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. II Year SEMESTER III Course

Course Code P-PRD-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:**

**Lectures:18**

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 :**

**Lectures:18**

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 :**

**Lectures:15**

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.

### **Unit IV: Media & Employee Relation in Digital age :**

**Lectures:13**

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 Relations A Managerial Perspective (Sage Publications, London, 2011)
11. MALLA PRAVEEN B: Corporate Governance (New Delhi: Rutledge, 2010)
12. PARSONS, PATRICIA J: Ethics in Public Relations: A Guide to Best Practice (London: Kogan Page, 2005)
13. SMITH D. RONALD: Becoming A Public Relations Writer (4 edition) (Rutledge New York,2012)
14. THEAKER ALISON: The Public Relations Handbook (4 Edition) (Rutledge, UK,
15. THEAKER ALISON, YAXLEY HEATHER: The Public Relations Strategic Toolkit (New York: Rutledge, 2013)
16. ULMER ROBERT R: Effective Crisis Communication, (Sage Publication, India,)
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 )
20. SRIVASTAVA KM: Public Relations in the Digital Era (Pilgrims Publishing)



## Semester IV

Course Code	Course Title	Total Marks	Theory Lecturers	Credits
P-NSM-456-	New & Social Media	100	60	5
P-DIS-459	P-DIS-459- Dissertation & Viva-Voce	100	60	5
P- PRA-460	Practical	100	60	5
	<b>Elective (Any Two) 457,458</b>	100	60	5
	Radio Journalism	100	60	3
	T.V. Journalism	100	60	5
	International Communication	100	60	5
	Magazine Journalism	100	60	5
P-INT-498	Internship in New Media	50		3

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

M.A. II Year SEMESTER IV Course

Course Code P-NSM-456

**Course Title: New & Social Media**

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:**

**Lectures:18**

What is internet?, Salient features and advantage over traditional media; reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: .Internet network : LAN, MAN, WAN, E-mail, types of connection: dial-up, ISDN, lease- line.

## **Unit :II: What is online journalism :**

**Lectures:15**

Earlier websites of newspapers, E-books and E-publishing, content management system; Hyper-text, Multi-modality and interactivity Use of various online tools of multimedia journalists; Feature writing for online media: Story idea, development and news updates Podcast and Webcast .Status of online journalism today

## **Unit III: Open source journalism:**

**Lectures:13**

Introduction to Facebook, Twitter, blogs, Instagram, YouTube. Content 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.

## **Unit IV: Using Social Media :**

**Lectures:15**

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 YouTube  
channel and uploading the information News on the web: newspapers, magazines, radio and  
TV newscasts

### **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

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

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

M.A. II Year SEMESTER IV Course

Course Code P-DIS-459

**Course Title: Dissertation**

Credit: 5

Marks: 100

Lectures: 60

**Dissertation**

**100 Marks**

Each student will have to submit a dissertation of approx. 10,000 words by the last week of February. The research topic must be finalized in the third Semester. Students will conduct research under guidance of internal/external faculty member. Students are encouraged to participate in seminars and conferences related to the development domain. The 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.

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

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

M.A. II Year SEMESTER IV Course

Course Code P-PRA-460

**Course Title: Practical**

Credit: 5

Marks: 100

Lectures: 60

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## **Practicals**

1. Creating and designing content for online platforms, Blogs, developing web designs including web version of lab journals, Blogging
2. TV news- Writing, presenting and recording of PTCs- Copy editing and video editing of news reports- Writing and recording of voiceovers- Packaging, production of bulletins in groups
3. TV and Radio Exercises • Radio news- Reporting of events and recording of sound bites- Writing and editing of news reports- Recording of voice casts- Production of bulletins in groups

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

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

M.A. II Year SEMESTER IV Course

Course Code P-RAJ-457

### Course Title: Radio Journalism

Credit: 5

Marks: 100

Lectures: 60

#### Objectives

1. To provide in-depth understanding of the concept, role and significance of communication in social development
2. To acquaint the students with the best traditions and practices of Radio Journalism
3. Provide understanding of Radio journalism, program generation, station management of FM stations
4. To provide extensive hands on training in the latest digital audio technologies and new media tools
5. Demonstrate ability to properly use and operate the studio and field recording

#### 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 Audio process from pre-production script development through the production capture of quality audio.

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#### Unit-I: Introduction to Radio:

**Lectures:15**

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

#### Unit II: Characteristics of communication on the radio:

**Lectures:17**

The radio studio: technical resources. Singularities of the radio and the importance of radio journalism. Radio genres.

#### Unit III: The radio language :

**Lectures:14**

Language and general rules to writing for radio. The radio scripts. Genres and format of radio journalism News: production and editing. Interview: production and editing. News story: production and editing. RJ's: Personality and Role

#### **Unit IV: Radio journalism production:**

**Lectures:16**

Recording of a program in group activities. Assessing the programs. Contemporary radio F.M., Digital & web radio.

#### **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. Patti M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers
4. Gandhi, Ved Prakash. *Broadcasting and Development Communication*. Kanishka
5. Thorat Gunwant, Aakashwani
6. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
7. Radio Programme Production: A Manual for Training, Richard Aspinall, UNESCO, Paris,
8. Modern Radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnell, Wadsworth, Boston, 2010
9. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford,
10. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003 Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997
11. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2
12. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik, Sage, New Delhi, 2007
13. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
14. Natural Bent – Lionel Fielde

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

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

M.A. II Year SEMESTER IV Course

Course Code P-TVJ-458

### Course Title: T.V. Journalism

Credit: 5

Marks: 100

Lectures: 60

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#### Objectives:

1. To provide the concept, role and significance of T.V .Journalism
2. To acquaint the students with the practices of T .V. Journalism.
3. To develop journalistic skills towards T.V.
4. To understand the strength & weakness of television.
5. To teach writing for TV and News programs

#### Course outcomes:

1. Students identify the basic elements of T V Journalism.
  2. Students will be able to apply effective communication.
  3. Demonstrate ability to properly use and operate the studio and field [cameras](#).
  4. Students will get training for speaking and grooming.
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#### Unit I: Understanding the medium:

**Lectures:18**

Introduction to camera, Parts of video camera and their functions, Types of Cameras, other equipment's, depth of field and aperture control, Lenses–functions and its types. Subject – camera relationship. Various types of camera shots and angles for news coverage, types of ENG cameras, understanding sound, light and colour TV editing software: uses and limitations

#### Unit II: Understanding TV News:

**Lectures:15**

News values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media breaking news: definition and practice .Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists

#### Unit III : TV reporting:

**Lectures:15**

Reporting skills: understanding deadline, gathering information, cultivating sources, planning and designing a story, being fit and alert, presentation skills: voice modulation, diction, screen presence, body language; Piece-to-camera, phones, interview skills, instructing cameraman, significance of sound-bytes, getting good soundbytes;

#### Unit IV: Writing and editing TV news:

**Lectures:13**



TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information News presentation: structure of a news bulletin: headlines, individual stories: telling a story through visuals, use of graphics, file shots, photos etc., compilation of a bulletin, live feed, anchor's responsibilities;

**Suggested reading:**

1. Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
2. Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
3. Frank, Lezzi. Understanding Television Production. Prentice-Hall.
4. Srivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
5. Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
6. Boretzky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.
7. Lewis, Bruce. Technique of Television Announcing. Focal Press.
8. Watching TV news channels (regional, national and international)
9. Reading newspaper and magazine articles on current trends in TV.

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

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

M.A. II Year SEMESTER IV Course

Course Code P-INC\_457

### 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 organizational 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. Analyses 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: Lectures:14**

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: Lectures:15**

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 :**

**Lectures: 14**

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 :**

**Lectures: 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. Thaper, 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.

# Rajarshi Shahu Mahavidyalaya Autonomous, Latur

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

M.A. II Year SEMESTER IV Course

Course Code P-MAJ-458

### 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. Create 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:

**Lectures: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:

**Lectures: 13**

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**

**Lectures: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:**

**Lectures:15**

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 Wilber's- 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. Angulate, N, and Olive, A,- Magazines That Make History: Their Origins, Development, and Influence , University Press of Florida, 2004.  
International Communication