

Rajrshri Shahu Mahavidyalaya,Latur
(Autonomous College) Maharashtra

Syllabus for

M. A. M.C.J First Year
(Journalism & Mass Communication)
Semester Pattern

W.e.f. June 20017-18

Admission Rules

M. A. (JOURNALISM & MASS COMMUNICATION)

(TOTAL 04 SEMESTERS)

MAMCJ : R-1 : M. A. (M. C.J.) :Master of Arts (Mas Communication & Journalism) is a Two years & four semesters Post Graduation course.

The minimum qualification of the admission of this course is any Graduation (Art/Science/Commerce/others) streams with 50% marks.

MAMCJ : R-2 : The intake capacity of for this course shall be 40 and admission shall be made on the basis of the entrance examination of 70 marks, Group Discussion 10, Interview of 10 marks and 10 marks for Graduation examination merit. Thus, admission list shall be prepared on the basis of performance out of 100 marks. The reservation policy of the State Government / University shall be applicable in admission. 30% seats shall be reserved for female candidates, within the respective categories (Open, S.C., S. T., O. B. C., NTDNT etc.).

MAMCJ : R-3 : The candidate has to pay Rs. 500/- as a registration, test, syllabus , profile fee or the fee fixed by the College from time to time. (Rs. 400/- for reserve category students.)

MAMCJ : R-4 : The course shall be of Two academic years & Four semesters. The fee structure of the course shall be as per University / College Rules

MAMCJ : R-5 : The Media Production fee shall be Rs.1000/- For one time

MAMCJ : R-6 : The candidate, who complete the terms but fail in examination of first semester, shall be eligible to take admission to second semester. However, the candidate, who has clearly passed the first semester shall be eligible for taking admission to third semester. Likewise, to take admission for fourth semester,

MAMCJ : R-7 : As course is professional one, admitted candidate are required to attend Class regularly and minimum 75% attendance is essential. The candidate fail to attend the course, shall be liable for cancellation of admission to the concerned semester and he has to repeat that semester again.

MAMCJ : R-8 : One study tour is compulsory for every candidate in Second academic year (Fourth Semester) and student has to pay the contribution of Rs. 2000/- for the purpose. The study tour shall carry marks By the Department .

MAMCJ : R-9 : The College will have Two Year Master of Arts in Mass Communication & Journalism Course w.e.f. from Academic Year 2017-2018. It will run for 4 semesters & will have a total of 90 credits. Three credit course, whether for theory or practicals, will be for one hour per week running for 15 weeks which comprise one semester. A total no. of 15 :- **1** :- **2** :- clock hours work will thus the organise for

one credit course. Medium of instruction and answer can be Marathi / Hindi or English.

MAMCJ : R-10 : The system of evaluation will be as follows : Each assignment / Test will be evaluated in terms of marks. The marks for separate assignments and the final (semester end) examination will be added together and then converted into a grade and later grade point average, Results will be

declared for each semester and the final examination will give total marks, grades and grade point average.

Marks % Equivalent Grade Grade Points

100 to 75	O	Outstanding	06
74 to 65	A	Very good	05
64 to 55	B	Good	04
54 to 50	C	Average	03
49 to 45	D	Satisfactory	02
44 to 40	E	Pass	01
39 to 0	F	Fail	00

Grade Point = Total of (Grade Points Earned X Credit hrs for each course

Average Total Credit Points for Semester/s Where a student fails (Grade F) in a course he /she can repeat the course in the following semester/year and reappear for the end-of-term exams up to three times.

MAMCJ : R-11 : The following shall be considered as a separate head of passing

- A Theory Written Papers (Examinations)
- B Practical Examinations
- C Internship & Study Visits
- D Dissertation
- E Viva-voce

MAMCJ : R-12 : The medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in Two languages in single question paper.

MAMCJ : R-13 : The Internship only for new students. No need of Internship for those are Working Journalist who is/was working / worked in the State level news papers

Semester Core Subjects Elective Subjects Total credits

First Sem.	(4x5) =	20 + Practicals = 3
Second Sem.	(4x5) =	20 + Practicals = 3
Third Sem.	(4x5) =	20 + Practicals = 3
Fourth Sem.	(3x5) =	15
Dissertation	2x4	4
Internships & Study Visit		2

Total: 90 Credits

Code	Marks	Per Sem	
MC 101 : Introduction to Mass Communication	100	60	5
MC102 : News Reporting & Editing	100	60	5
MC103 : History Of Media	100	60	5
MC104 : Media Manegment	100	60	5
MC 105: Practical	100	60	3
SEMESTER II			
MC 201 : Media Law & Ethics	100	60	5
MC202 : Communication Research	100	60	5
MC203 : Development of Communication	100	60	5
MC204 : International Issues, Ideas and Challenges	100	60	5
MC205: Practical	100	60	3
SMEMSTER III			
MC301 : Radio Or T .V. & Film Journalism	100	60	5
MC302 : Agriculture or Sport Journalism	100	60	5
MC303 : Environment or Science Journalism	100	60	5
MC304 : Public Relations Or Advertising	100	60	5
MC 305: Practical	100	60	3
SEMESTER IV			
MC401 : New Media Technology	100	60	5
MC402 : Social Media	100	60	5
MC 403 :Current affairs	100	60	5
MC A Study Visit & Internships	100		2
MC B Dissertation (Text)	080		
Viva-Voce	020		04

M.A. (Journalism & Mass Communication)
\First Year 2017-18
(First Semester)

Total Mark – 500

Credits -23

Course code	Written Exam	Internal Marks	Total Marks
MC 101	60	40	100
MC 102	60	40	100
MC 103	60	40	100
MC 104	60	40	100
MC 105	100		100
Total	340	160	500

(Second Semester)

Total Mark – 500

Credits -23

Course code	Written Exam	Internal Marks	Total Marks
MC 201	60	40	100
MC 202	60	40	100
MC 203	60	40	100
MC 204	60	40	100
MC 205	100		100
Total	340	160	500

(Third Semester)

Total Mark – 500

Credits -23

Course code	Written Exam	Internal Marks	Total Marks
MC 301	60	40	100
MC 302	60	40	100
MC 303	60	40	100
MC 304	60	40	100
MC 305	100		100
Total	340	160	500

(Fourth Semester)

Total Mark – 500

Credits -21

Course code	Written Exam	Internal Marks	External Practical	Total Marks
MC 401	60	40		100
MC 402	60	40		100
MC 403	60	40		100
MC A	Study Visit & Internships			100
MC B	Dissertation (Text)		80	80
	Viva-Voce		20	20
Total	180	220	100	500

Note :

- 1. Internal Marks will be divided as follows**
 - A. One Activity Tests 15 marks**
 - B. One MCQ for 15 Marks 15 Marks**
 - C. Attendance 10 marks**

(First Semester)

Total Mark – 500

Credits -23

Course code	Written Exam	Internal Marks	Total Marks
MC 101	60	40	100
MC 102	60	40	100
MC 103	60	40	100
MC 104	60	40	100
MC 105	100		
Total	340	160	500

Rajarshi Shahu Mahavidyalaya ,Latur
(Autonomous College)
M.A. Mass Communication & Journalis
First Year Semester First

Total Credits : 23 Credits per paper 5 X 4 FOR Practical 3 Credits

Course Code M C 101

Course Title : Communication Theory

Max .Marks :100

Credits :05

Total Lactures :60

Internal: 40

(Theory Exam 60 Marks + Internal = 40 Marks =100)

(Internal Marks Assessment test 1 =15 mark,One Seminar =15 mark & Attendance 10 Mark = 40 Marks)

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**

Unit 1st Nature and process of Communication:

Human communication, functions of communication, verbal and non verbal communication, intra-personal, inter-personal, small group and mass communication.F

Unit 2nd Models:

SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization .Nature and process of mass communication, media of mass communication, characteristics of audiences.

Unit 3rd Communication Theorys :

Argumentation theory, Cognitive Dissonance theory, Model of Text Comprehension, Semiotics,Uncertainty Reduction Theory, Adaptive Structuration theory, Attraction-Selection-Attraction Framework, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Medium theory, Priming, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications, Theory of Rasa.

Unit4 th The Mass Media:

Macbride commission ,New ICO ,SITE & other commissions reports ,new trends in communication and Mass Communication.

Refernce Books

- 1 Keval J Kumar – Mass Communication in India.
- 2 Padhy Dr. Krushna Singh – The Indian Press : Role and Responsibility.
- 3 Mcquail 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. Berlo 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.

Course Code MC 102

Course Title : News Reporting & Editing

Max .Marks :100

Credits :05

Total Lectures :60

Internal: 40

(Theory Exam 60 Marks + Internal = 40 Marks =100)

(Internal Marks Assessment test 1 =15 mark,One Seminar =15 mark & Attendance 10 Mark = 40 Marks)

Objectives:-

The student should be acquainted with –

- Basic concept of journalism.
- Writing skills for newspapers and other periodicals
- Understanding & Evaluating news

Unit 1st : Understanding news:

Definitions, purpose and importance of news, Qualities of news accuracy, clarity, objectivity, balance, directness, etc: media-specific nature of news:

Unit 2nd : Evaluating news;

News sense and news values, 5 Ws and H, importance of “What next? Changing concepts: erasers, relationship, relevance and utility, News beats; introduction beat mapping.

Unit 3rd : News gathering and Sources;

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

Unit 4th : Reporting :

All Types of News writing ,Headline -tools & techniques & Interviewing

Unit 5th : Editing :

Nature and need for editing. Principles of editing, edition desk, functions of editorial desk copy editing preparation of copy for press style sheet-editing symbols, proof reading symbols and their significance.

Unit 6th : Editorial Unit :

Categories: staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent, sub-editor and chief-sub editor; their functions and responsibilities. copy selection and copy testing, basic principle of translation . Practical of editing.

Reference Books

- 1 Bruce Westly – 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, Feffer and Simons, Mumbai
8. Mayer, Philip- The Newspaper Survival Book- Indiana University Press, Bloomington.

- 9 $\frac{1}{2} \times 10^3 = 500$ - $10^3 = 1000$ $\frac{1}{2} \times 10^3 = 500$ $\frac{1}{2} \times 10^3 = 500$ $\frac{1}{2} \times 10^3 = 500$ $\frac{1}{2} \times 10^3 = 500$
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Course Code : M C 103
Course Title : History of Media

Max .Marks :100

Credits :05

Total Lectures :60

Internal: 40

(Theory Exam 60 Marks + Internal = 40 Marks =100)

(Internal Marks Assessment test 1 =15 mark,One Seminar =15 mark & Attendance 10 Mark = 40 Marks)

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.

Unit 1st History of Early Print:

Language and society - development of language as a vehicle of communication. Invention of printing press and paper – Early world Newspaper. Early communication systems in India

Unit 2nd Newspaper and magazines in the nineteenth century -

Indian independence movement and the press - Birth of the Indian press- language press. Contribution of Raja Ram Mohan Roy, Lokmanya Tilak and Dr. B.R. Ambedkar , Mahatma Gandhi and his Journalism; History of Marathi Press in 19th century with special reference to Darpan, Prabhakar, Dhyani Prakash, Kesari, Sakal etc.

Unit-3rd Development of regional press-

Press in Marathwada - a brief historical perspective of important newspapers in Marathwada

Unit-4 th Electronic Media -

Evolution and growth of electronic media: radio, television, and internet in India. Characteristics of radio, television and internet. Development and history of new media;

Unit-5th Folk media :

Folk Media in India & Maharashtra

Unit-6th Cinema :

The beginnings , Talkies, The studio System, Impact of Cinema on Society.

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

Course Code : M C 104
Course Title : Media Management

Max .Marks :100

Credits :05

Total Lectures :60

Internal: 40

(Theory Exam 60 Marks + Internal = 40 Marks =100)

(Internal Marks Assessment test 1 =15 mark,One Seminar =15 mark & Attendance 10 Mark = 40 Marks)

Objectives: -

- 1 To familiarize the students with the basics of management process
- 2 To relate the fundamental principles of management to every day 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.

Unit 1st : Ownership of media :

Types -merits and demerits; organisational structure of print, broadcast and social media. -functions of the staff; editorial, advertising, circulation departments;

Unit 2nd : patterns :

Newspaper ownership proprietary, family-owned, trust, cross-media ownership, media chains. in India -procedure to launch a publication.

Unit 3rd : Press Commissions:

Press Council; DAVP, INS, unions of media men and media women -professional organisations -PIB -other public information agencies -of both state and central governments, International media related and other agencies UNO, UNESCO, WHO etc.

Unit 4th : Economics of Print and electronic media:

Management, business, legal and financial aspects of media management. Revenue generation strategy. Budgeting and finance, capital costs, production costs, commercial policy, advertising and sales strategy, competition and survival.

Unit 5th : Planning and execution:

production terms, control practices and procedures. Administration and programmed management in media scheduling: transmitting, record keeping, Quality control and cost effective techniques Employee/employer and customer relations services, marketing strategies - brand promotion (space circulation) - reach - promotion, market surveys, and techniques-human research development for media.

Reference Books

1. WardQuall- 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 wihrich- " Eentials of Management"
6. Gomes Mijia " Managing Human Resource "(Prince Hall of India)
- 7.Satya Raju Parthasrathy Management Text & Cases, (Prince Hall of India)
8. Adms J.R. Media Planning Business Book
9. Dr. Pardeshi P.C. Principle and practice of Management MIS
10. Dr. R.S. Dawar Management Process
11. Prof. Sherlekar Principle of Management

Practical- (first semester)

1 External-	100
1 Principal of Mass Communication	25
i. Writing any one Models of Communication	
ii T Diagram	
2. News Writing & Editing	25
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)	
ii. Practical examination of News-gathering & writing for print media.	
3. Writing examination of History of Media	25
Report :Contribution of Raja Ram Mohan Roy, LokmanyaTilak Dr. B.R. Ambedkar , Mahatma Ghandhi	
his Journalism; social, political and economic issues before Independence in the Indian press(at list any one)	
4. Media Management	25
i Writing Examination of any types of Media Management system in India	

2. Internal Assessment	Internal	40
1. Principal of Mass Communication		10
i. Writing at list five Models of Communication		
ii T Diagram on Kinds of communication and submission of file		
2. News Reporting & Editing		10
i. News Writing different types of 10 News items		
ii Writing on any five news story & submission of file-		
3. History of Media		10
i . Writing on the Contribution of Raja Ram Mohan Roy, LokmanyaTilak Dr. B.R. Ambedkar , Mahatma Ghandhi		
his Journalism; social, political and economic issues before Independence in the Indian press & Submission of file		
4 . Media Management		10
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-		

SEMESTER II

MC 201: Media Law & Ethics	100	60	5
MC202 : Communication Research	100	60	5
MC203 :Development of Communication	100	60	5
MC204 :International Issues, Ideas and Challenges	100	60	5
mc 205 :Practical	100		3

Total Mark – 500

Credits -23

Course code	Written Exam	Internal Marks	Total Marks
MC 201	60	40	100
MC 202	60	40	100
MC 203	60	40	100
MC 204	60	40	100
MC 205	100		100
Total	340	160	500

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M.A. Mass Communication & Journalis
First Year Semester Second

Total Credits : 23 ,FIVE Credits per paper 4 X 5 & FOR Practical 3 Credits

Course Code M C 201

Course Title : Media Law & Ethics

Max .Marks :100

Credits :05

Total Lactures :60

Internal: 40

(Theory Exam 60 Marks + Internal = 40 Marks =100)

(Internal Marks Assessment test 1 =15 mark,One Seminar =15 mark & Attendance 10 Mark = 40 Marks)

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 and understanding of the legal rights of freedom of speech and Press,including the right to dissent,to monitor and criticize power,and to assemble and petition for radress of grievances .

Unit 1st : Indian Constitution:

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

Unit 2nd: The legislature :

The executive the cabinet -the judiciary -powers , and functions; the President, union list, concurrent list; emergency declaration; separation of powers.

Unit 3rd : Media freedom -media systems -media economics and freedom; advertisers and pressure groups; lobbying; trade unionism; political parties; internal freedom.

Unit 4th : Freedom of mass media:

Reasonable restrictions, privileges, fair comment; laws of defamation, contempt of. legislature and court, censorship; political philosophies of media freedom; Press and Registrntion of Books Act, 1867.

Unit 5th : Acts:

Official secrets 1923,vis-à-vis Right to Information Act. -sedition -Drugs and Magic Remedies

(Objectionable) Advertisements Act, 1954, obscenity, copyright, monopolies and restrictive trade practices, Press Council, ombudsman, right to information, right to reply, codes of ethics confidentiality of sources of information. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; The Press Council Act 1985. Prasar Bharati Act.

Unit 6th : Ethics:

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

Media Trial

Reference Books

1. Tom Crone- Law and the Media
2. Dr. Krishna Singh- The Indian Press: Role and Responsibility
3. Press Council of India Report
4. Rayudu .C.S- Massmedia Laws and Regulation: The Press and Law
5. Press Institute of India
6. Durgadas Basu - Media Law

Course Code M C 202

Course Title : Communication Research

Max .Marks :100

Credits :05

Total Lectures :60

Internal: 40

(Theory Exam 60 Marks + Internal = 40 Marks =100)

(Internal Marks Assessment test 1 =15 mark,One Seminar =15 mark & Attendance 10 Mark = 40 Marks)

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.

Unit 1 st

Research: Definition, elements Of research - scientific approach - research and Communication theories-role- function- scope and importance of communication research- basic and applied research

Unit 2 nd

Research design components – experimental, quasi – 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.

Unit 3 rd

Tools of data collection: sources media source books, questionnaire and schedules, peoplesmeter, method, field studies. Logistic groups, focus groups telephone, surveys, online polls. Random sampling methods and representativeness of the sample, sampling errors and distributions in the findings.

Unit 4 th

Media research - evaluation, feedback - feed forward - media habits - public opinion surveys - preelection studies and exit polls.

Reporting writing - data analysis techniques - coding and tabulation - non statistical methods -descriptive - historical - statistical analysis - parametric and non- parametric- uni-variety - bivariety- multi-variety - tests of significance - levels of measurement - central tendency - tests of reliability and validity - SPSS and other statistical packages.

Unit 5 th

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / projects / dissertations/ theses. Ethical perspectives of mass media research.

Reference Books

1. Sharma S.R.-Research in Mass Media
2. Mcquail Dennis- Theories of Mass Communication
3. Bergerv Arthur Asa-Media Analysis Techniques
4. Stempel 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 Behavioural Research, Wiley East-ern.
- 8 Bhattacharya D.K. (2003) Research Methodology, New Delhi. Excel Boks.

Course Code M C 203

Course Title : Development Communication

Max .Marks :100

Credits :05

Total Lectures :60

Internal: 40

(Theory Exam 60 Marks +Internal = 40 Marks =100)

(Internal Marks Assessment test 1 =15 mark,One Seminar =15 mark & Attendance 10 Mark = 40 Marks)

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

Unit – 1 st

Development support communication case studies, health, education, population. With special reference to problems of Khandesh.

Unit - 2 nd

Development communication: meaning - concept - definition - philosophy - process - theories - role of media in development communication - strategies in development communication - social cultural and economic barriers - case studies and experience development communication policy - strategies and action plans – democratic decentralization. Panchayat Raj - planning at national, state, regional, district, block and village levels.

Unit- 3 rd

Development support communication: population and family welfare – health-education and society - environment and development - problems faced 'in development support communication. Development of weaker sections S.C. S.T. O.B.C. NT-DNT, women and rural communication. Special study of various issues related to women's empowerment and media.

Unit-4 th

Development and rural extension agencies: governmental, semi-government, nongovernment organizations problems faced in effective communication, micro - macro - economic framework available for actual development activities - case studies on development communication programmes. Non-conventional energy sources its use & role of mass media.

Unit -5 th

Writing development messages for rural audience: specific requirement of media. Writing with special reference to radio and television. Rural journalism and rural communication tools and techniques.

Refernce Books

- 1.Joshi p.c –Communication and national development
- 2.Ahuja and Chabada-Development Communication
- 3.Carly M-Managing Sustainable Development
- 4.Rashid smetal- Environment,Resourses and Sustainable development
5. Ahuja B N Development Communication
6. O.P. Dahama and O.P.Bhatnagar, 'Educaional and communication for development'.
7. B. Srinivas R. Melkote and H.Leslie Steeves, 'Communication for Development in the Third world',

Course Code M C 204
Course Title : Issues,Ideas & Challenges
(India & International)

Max .Marks :100

Credits :05

Total Lactures :60

Internal: 40

(Theory Exam 60 Marks + Internal = 40 Marks =100)

(Internal Marks Assessment test 1 =15 mark,One Seminar =15 mark & Attendance 10 Mark = 40 Marks)

Objectives: -

- 1 To gain conceptual clarity of the theoretical aspects of international trade.
- 2 To study the important linkages between domestic economy and its external sector.
- 3 To examine the broad pattern of changes in the international policy.
- 4 To incorporate international issues in designing corporate strategies in a fast changing environment

Unit 1: Global Politics

Insight into the 20th Century: European Imperialism and World Wars, Cold War and Post Cold War, Ideological divides, Emergence of super powers, Third World and Non Aligned Movement Regional Cooperation Towards a new world order

Unit 2-

International Actors: UN, IMF, World Bank, WTO, GATT and World Trade Regional Organisations like SAARC, ASEAN, etc.

Unit 3-

Major Issues: Globalisation, Changing nature of Capitalism; International conflicts like War, Ethnicity or Fundamentalism, Terrorism, Human Rights and other contemporary issues

Unit 4 th -

Political Process: Constitution of India. Parties, leaders and groups. Ideologies and policies. Electoral politics. Communalism, casteism, class formations, regionalism, sub-nationalism, challenges and solutions.

Unit 5-

Politics of Maharashtra in above framework with added inputs on:

Geography of the state, natural resources, development issues, regional features. Agriculture, industrialisation, urbanisation, education and other issues relevant at present

Reference Books

1. Mithani, D. M., International Economics, Himalaya Publishing House
2. Sodersten, Bo., International Economics, Macmillan ,U.K.
3. Ellsworth, P. T., International Economy
4. Halm, G. N. International Monetary Cooperation
5. Gupta, K. R. International Economics

Practical- (second semester)

1 External-	100
1. Practical examination of current issue related to Ethical & Legal	25
2. Practical examination of development News- item one news one story	25
3. One content analysis either of print or electronic media (Content of the period of at least one month)	25
4. Practical Examination on any one topic related to International subject	25
2. Internal Assessment	40
1. Writing on current issue related to Legal & Ethical minimum 3	10
2. Writing development News (5), Article (3), News stories (3) and Publishing them and Submit File	10
3. PPT presentation on the Research Design, Hypothesis, Research Problem etc	10
4. A Writing Articles on Three topics of International Organization & submit file	05
B maintaining a clippings file any issue from India	05

SEMESTER III

MC301 : Radio & T.V. Journalism	60	40	56	05
MC302 : Agriculture Journalism	60	40	56	05
MC303 : Environment & Science Journalism	60	40	56	05
MC304 : Public Relations Advertising	60	40	56	05
MC 305 : Practical	100			3

Third Semester

Course code	Writ	Inter	Exte.Prac	Total M	Credits
MC 301	60	40	25	100	05
MC 302	60	40	25	100	05
MC 303	60	40	25	100	05
MC 304	60	40	25	100	05
Practicals				100	03
Total	240	160	100	500	23

SEMESTER IV

MC401 : New Media Technology	100	60	5
MC402 : Social Media	100	60	5
MC 403 :Current affairs	100	60	5
MC A Study Visit & Internships	100		2
MC B Dissertation (Text)	080		
Viva-Voce	020		04