

RAJARSHI SHAHU MAHAVIDYALAYA, LATUR
(Autonomous)



Revised Syllabus for the
M.A. Mass Communication & Journalism
Programme: - M.A. Mass Communication 1st Year
(Semester – I& II)
(Syllabus with effect from June 2022-23)

SEMESTER I

Course Code	Course Title	Theory Marks	Lecturer	Credits per Semester	
P-IMC-159-	Introduction to Mass Communication	100	60	5	
P-NRE-160-	News Reporting & Editing	100	60	5	
P-INM-161-	Introduction to Media	100	60	5	
P-MEM-162-	Media Management	100	60	5	
P-PRA-163-	Practical	100	60	3	
	Internship in Print Media	050		2	
		Total Marks	550	Total Credits	25

SEMESTER II

Course Code	Course Title	Theory Marks	Lecturer	Credits per Semester
P-MLE-259-	Media Law& Ethics	100	60	5
P-COR-260-	Communication Research	100	60	5
P-DEC-261	-Development of Communication	100	60	5
P-CUA-262-	Advertising & Public Relation	100	60	5
P-PRA-263	-Practical	100	60	3
	Study Tour (for 2020-21)		50	2

Rajarshi Shahu Mahavidyalaya, Latur (Autonomous College)
COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

M.A. I Year SEMESTER I Course

Course Code P-IMC-159

Course Title: Introduction to Mass Communication

Credit: 5

Marks: 100

Lectures: 60

Objectives:

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

Course outcome:

1. To introduce students to various processes and theories of communication.
 2. 2.To Explain the principles and functions of Communication.
 3. To inculcate concepts of communication, its role and importance in society.
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Unit1st:

Lectures: 15

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

Unit 2nd:

Lectures: 13

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

Unit 3rd:

Lectures: 16

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

Unit 4th:

Lectures: 17

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

Reference Books

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

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

M.A. I Year SEMESTER I

Course Code P-NRE-160

Course Title: News Reporting & Editing

Credit: 5

Marks :100

Lectures :60

Objectives:-

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

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1. Concept of news and new process
 2. Understanding Newspaper consumption, readership and newspaper business and importance of editorial policies.
 3. Learning about the Specialised and exclusive areas of reporting.
 4. Practical training of designing newspaper pages
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Unit 1st:

Lectures: 15

News Writing & Understanding: Definitions of News ,purpose and importance of news, what makes news, News sense and news values, 5 W's and 1 H, importance of "What next? ,Types of News , News beats.

Unit 2nd:

Lectures: 18

News Editing: Nature and need for editing. Principles of editing, accuracy, clarity, objectivity, balance, directness, etc., copy editing , Headline ,Intro and News editing -tools & techniques ,preparation of copy for press style sheet, editing symbols, proof reading symbols, Photo Editing , page Layout

Unit 3rd:

Lectures: 12

Editorial Unit: Organizational Structure of Editorial Department, Categories of staff-reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent, sub-editor and chief-sub editor; their functions and responsibilities.

Unit 4th:

Lectures: 15

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

Reference Books

- 1 Bruce Westley – News Editing
- 2 Ken Metzler – News Writing Exercise
- 3 Rivers William – The Mass Media, Reporting, Writing
- 4 Warren C – Practical Newspaper Reporting
- 5 Campbell L.R. – How to Report and Write the News2. Kamath M.V. –The journalist's Handbook-
Vikas Publishing House, New Delhi.
6. Westley H. Bruce – News Editing- Oxford and IBH Publishing Co., Mumbai
7. Emery Edwin, Ault Phillip, Agee Warren – Introduction to Mass Communications-Vakils, Feiffer
and Simons, Mumbai
8. Mayer, Philip- The Newspaper Survival Book- Indiana University Press, Bloomington.
9. Patwari Shivshankar –Paytrakaritechi paywat, Latur
10. Vispute Dr Devendra – Vratt sankalan ani sampandan ,Dhule

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

M.A. I Year SEMESTER I

Course Code P-INM-161

Course Title: Introduction to Media

Credit :5

Marks :100

Lectures :60

Objectives:-

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

Course Outcome -

1. Compare and contrast various stages of progress from Print Media to Electronic media analyze the mass media.
 2. Increase the awareness and appreciation of Transition from Print Media to Electronic media.
 3. To understand the values that shaped and continues to influence Indian mass media
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Unit 1st

Lectures: 14

History of Print Media: Language and society - Invention of printing press and paper – Early communication systems in India. Indian independence movement and the press - Birth of the Indian press- language press & Marathawada region Marathawada newspaper, Godateer Samachar, Champavati Patra., Siddheshwar Samachar.

Unit 2nd

Lectures: 16

Contribution to Print Media: Raja Ram Mohan Roy, Lokmanya Tilak and Dr. B.R. Ambedkar , Mahatma Gandhi, Anant Bhalerao and his Journalism; History of Marathi Press in 19 th century with special reference to Darpan, Kesari, Sakal.

Unit-3 rd

Lectures: 16

Development of Radio & T.V: Development of Radio pre & Post Independence, Emergence of AIR, Commercial broadcasting, FM. Television: Development of Television, Historical Perspective of Television in India Satellite, Cable, DTH & IPTV in India

Unit-4th

Lectures: 14

History of Films & Digital Media: Early efforts Film, Historical Development of Indian Films: Silent era, Indian Cinema after independence Issues and Problems of Indian Cinema, New Media Development of New Media, Convergence in Internet.

Reference Books:

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

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COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)
M.A. I Year SEMESTER I
Course Code P-MEM-162
Course Title: Media Management

Credit :5

Marks :100

Lectures :60

Objectives: -

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

Course outcomes-

1. A deep and systematic understanding of media management
 2. The ability to work in media industries, characterised by high levels of uncertainty and ambiguity.
 3. Students will be able to analyze individual media businesses and understand the economic drivers of the media economy.
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Unit 1st:

Lectures: 13

Ownership patterns of media:

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

Unit 2nd :

Lectures: 16

Agency Management:

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

Unit 3rd:

Lectures: 16

Media Management:

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

Unit 4rd:**Lectures: 15****Press Commissions:**

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

Reference Books:

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

Rajarshi Shahu Mahavidyalaya, Latur (Autonomous College)
COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

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

Course Code P-PRA-163

Course Title: Practical

Credit :5

Marks :100

Lectures :60

Practical- (first semester)

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

Course Code	Course Title	Theory Marks	Lecturer	Credits per Semester
P-MLE-259-	Media Laws & Ethics	100	60	5
P-COR-260-	Communication Research	100	60	5
P-DEC-261	-Development of Communication	100	60	5
P-CUA-262-	Advertising & Public Relations	100	60	5
P-PRA-263	-Practical	100	60	3
	Study Tour (for 2020-21)		50	2

Total Marks 550

Total Credits 25

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

Course Code P-MLE-259

Course Title: Media Law & Ethics

Credit :5

Marks :100

Lectures :60

Objectives: -

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

Course Outcomes-

1. Discuss the Right of Freedom of Speech and reasonable restrictions applicable
 2. Explain ethical theory & practice used to reach ethically based decisions
 3. To know current legal issues impacting journalists.
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Unit 1st :

Lectures:15

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:

Lectures: 13

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

Unit 3rd :

Lectures:17

Media Law: Press and Book Registration Act, 1867, Official secrets 1923, vis-à-vis Right to Information Act., Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954, copyright, Press Council, ombudsman, right to reply, codes of ethics confidential of sources of intonation. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; The Press Council Act 1985. Prasar Bharati Act. cyber laws: New Regulation of Social Media and other web platforms, Regulatory authorities and framework, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. Elections & Media laws.

Unit 4th:

Lectures: 15

Ethics: Principles of Ethics: Role and Importance, Ethics of Journalism: Rationale and Evolution of Journalistic Ethics: Concept, Importance and Debates Journalists' Code of Conduct: Some Models of Code of Conduct (PCI, RTDNA, SPJ, NBA etc.) Resolving Ethical Dilemmas:

Different Methods and Steps, Dealing sensitively with women issues and other marginalized communities, Visual manipulation and ethics.

Reference Books

1. Tom Crone- Law and the Media
2. Dr. Krishna Singh-The Indian Press:-Role and Responsibility
3. Press Council of India Report
4. Rayudu .C.S-Mass media Laws and Regulation: The Press and Law
5. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications. % Kiran, R.N.(2000).
6. Philosophies of Communication and Media Ethics: Theory, Concepts and Empirical Issues, Lbr Publications.
7. Dua M.R. (2000). Press As Leader of Society, IIMC.
8. Srivastava, K.M. (2005). Media Ethics- Veda to Gandhi and Beyond, Ministry of Information and Broadcasting, Government of India.
9. Jeffrey, Robin (2000) India's Newspaper Revolution, Oxford University Press, New Delhi.
10. Menon, P. K. (2005). Headlines from the Heartland: Reinventing the Hindi Public Sphere, Sage Publication, New Delhi
11. Media Laws & Ethics, Vertika Nanda, Publisher: Kanishka, 2018%

Rajarshi Shahu Mahavidyalaya, Latur (Autonomous College)
COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

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

Course Code P-CRE -260

Course Title: Communication Research

Credit: 5

Marks: 100

Lectures: 60

Objectives: -

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

Course outcomes-

1. Exposure to communication research areas
 2. Designing research methodology and literature review
 3. Understanding theoretical, conceptual and operational media research.
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Unit 1st:

Lectures: 16

Introduction to Research-Research–meaning, definition and elements ,Types of research, research approaches, methods & methodology, research process , Defining research problem, review of literature, formulating hypothesis scientific approach - function- scope and importance of communication research. Methods of communication research: Census method, survey method, Observation method -clinical studies – case studies - content analysis, Hypothesis.

Unit 2nd:

Lectures: 17

Tools of data collection Data Collection: primary & secondary data, questionnaire & schedule, in-depth interview, observation, focus group discussion, case study, content analysis, experiment Data processing & analysis: editing, coding, classification & tabulation . Statistical techniques: measures; mean median, mode, standard deviation, coefficient correlation, chi square test, t-test, ANOVA, parametric and non-parametric testing, differential and non-differential techniques , Presentation and interpretation of data, use of SPSS.

Unit 3rd

Lectures: 12

Report writing: Referencing, Report writing process, format and planning for report writing footnote, bibliography and evaluation Citation and referencing use of APA style, Ethical considerations in communication research.

Unit 4th

Lectures: 15

Research applications: in print and electronic media; Types of print media research- Readership & Circulation Research. Research Applications in Electronic Media; Rating and non-Rating research, interpreting ratings. Advertising research: target marketing research, positioning research –pre-test research, post-test research, audience research, methods of analysing research, Campaign Assessment Research .PR Research .

Reference Books

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

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

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

Course Code P-DEC-261

Course Title: Development of Communication

Credit :5

Marks :100

Lectures :60

Objectives: -

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

Course outcomes-

- 1 Understanding the role of developmental in rural by government & other extension agencies.
 - 2 Understanding different types of approaches to development, its problems and issues
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Unit 1st:

Lectures: 14

Development:

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

Unit 2nd:

Lectures:13

Development communication:

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

Unit 3rd:

Lectures:17

Human Development

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

Unit 4th:

Lectures:16

Developmental and rural extension agencies :

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

Reference Books

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

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

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

Course Code P-CUA-262- Advertising & Public Relation

Course Title: Credit: 5

Marks: 100

Lectures: 60

• Objectives:

- Impart knowledge about the concepts and methods of Advertising & Public Relations.
- To equip them with transitional knowledge from traditional to contemporary Advertising & Public Relations structure & research.
- To develop creative thinking and ideation for Advertising as well as Public Relations.

Course Outcome

1. Conceptual clarity of Advertising and Public Relations.
 2. Understand and handle the key processes involved in Public Relations in different industries.
 3. Evaluate the tools of Public Relations depending upon different types of Media.
 4. Able to assess different Advertisements on the basis of the Appeals and their appropriateness as per the Ethics.
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Unit-1 Introduction to Public Relations

Public Relations: Concept, Meaning, Definitions, Nature, Function and Scope, Role of PR in Management, Understanding Public Relations, Advertising, Propaganda and Publicity, Ethics of PR & Tools of Public Relations.

Unit-2 Development in Public Relations

History and Growth of PR: Evolution of PR in Indian and Global Context, Edward Bernays, Ivy Lee's role in Establishing PR, Professionalism in PR: Government, Privet, Corporate & etc sector.

Unit 3 Introduction to Advertising

Advertising: Definition and Classification: On the basis of Media. Importance, Role and Function. Evolution of Advertising in India and the world: Growth and Development. Apex Bodies of Advertising: AAI, ASCI, TAM, NARB, NARC, BARC; Structure, Functions and Roles.

Unit 4 Advertising Media:

Print media, Electronic Media, Outdoor media, Digital Media, Characteristics of Different Media. Copywriting for Different Media, Advertising Agencies: Function, Advertising Appeals: Emotional and Rational, Utilization and Impact on Consumers: Impact of Ads on Children, Portrayal of Women in Ads, Ethical & Legal Aspects of Advertising;

Reference Books

Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage

- Bovee & Arens. Contemporary Advertising. USA: Irwin.
- Chunawala & Sethia. Foundations of Advertising, 8th edition . India: Himalaya Publishing house.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- Kaul, J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly, Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.

Chincholkar Dr Ravindra . Jansamprkache Antrang, Vidya Book Publishars , Aurangabad

Rajarshi Shahu Mahavidyalaya, Latur (Autonomous College)
COURSE STRUCTURE M. A. (MASS COMMUNICATION AND JOURNALISM)

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

Course Code P-CUA-263

Course Title: **Practical**

Credit: 5

Marks: 100

Lectures: 60

Practical- (second semester)

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