Rajrshri Shahu Mahavidyalaya, Latur (Autonomous College) Maharashtra

Syllabus for

M. A. M.C.J First Year

(Mass Communication & Journalism) Semester Pattern

W. e. f. June 2019-20

Admission Rules &Structure For

M. A. (MASS COMMUNICATION & JOURNALISM)

(TOTAL 04 SEMESTERS)

Rules

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 Stage 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., NT DNT 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. 300/- 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 fial 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 2019-2020. 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 organize 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 in 10 Grade Points

Grade Scale Grade Description US Grade

O	10.00	Outstanding	A
A+	9.00	Excellent	A
A	8.00	Very Good	B+
$\mathbf{B}+$	7.00	Good	В
В	6.00	Above Average	B-
C	5.00	Average	C
P	4.00	Pass	C
F	0.00	Fail	F
Ab	0.00	Absent	

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

Average Total Credit Points for Semester/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 student's .No need of Internship for those are Working Journalist who is/was working / worked in the State level newspapers.

Theory Paper = 100 Marks Practical = 100 Marks

Medium of examination: English or Marathi

Medium of Instruction: Marathi

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

M.A. I & II Year

SEMESTER I

Course Code	Course Title	Theory Marks	Lecturer
MC 101: Introduction to Mass Communication		100	60
MC102: News	s Reporting & Editing	100	60
MC103: Intro	duction to Media	100	60
MC104: Medi	a Management	100	60
MC 105: Prac	etical	100	60
SEME	STER II		
MC 201: Med	lia Law& Ethics	100	60
MC202: Com	munication Research	100	60
MC203: Deve	lopment of Communication	100	60
MC204: Curr	ent Affairs	100	60
MC205: Pract	tical	100	60
SMEMSTER I	II		
Core Subject	s:		
MC301: Radio	o Journalism	100	60
MC302: Publ	ic Relations&Advertising	100	60
MC 303: Practical		100	60
Elective Subj	ect		
MC304: Agric	culture or Sport Journalism	100	60
MC305: Environment or Science Journalism		100	60
MC306: Inter Cultural Communication or		100	60
Inter	rnational Communication		

SEMESTER IV

MC401: New& Social Media Technology	100	60
MC402:T .V. & Film Journalism	100	60
MC 403: Dissertation (Text)	160	Learning Hour 120
Viva-Voce	040	
MC A Study Visit &Internships	100	

M.A. Mass Communication & Journalism

First Year Semester First

Course Code M C 101

Course Title: Introduction to Mass Communication

Max .Marks:100 Credits: 05
Total Lectures: 60 Internal: 40

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

(Internal Marks Assessment test 1 =60 mark & Attendance +etc.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

Unit1st ;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 Communication Models:

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

Unit 3rd 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.

Unit4 th 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.

- 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.

Course Code M C 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 = 60 mark & Attendance + etc. 10 Mark = 40 Marks)

Objectives:-

1. The student should be acquainted with – Basic concept of journalism.

- 2. Writing skills for newspapers and other periodicals
- 3. Understanding & Evaluating news

Unit 1st: 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: News gathering Sources;

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

Unit 3 Th: 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 4 Th: Editorial Unit:

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

- 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.

९ प्रविशा दिक्षीत - जनमाध्यम और पत्रकारिता १० शिवशंकर पटवारी - पत्रकारितेची पायवाट ११ लेले राके मराठी वत्तपत्रांचा इतिहास १२ गोखले ल ना पत्रकांरासाठी मराठी १३ कुलकर्णी एस के पावले पत्राकारितेची ,सकाळ पेपर ट्रस्ट

१३ कुलकणा एस क पावल पत्राकारितचा ,सकाळ पपर ट्रस्ट १४ केळकर न चि वत्तपत्रा मिमांसा निळकंठ प्रकाशन ,पुणे

Course Code: M C 103

Course Title: Introduction to Media

Max .Marks: 100 Credits: 05
Total Lectures: 60 Internal: 40

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

(Internal Marks Assessment test 1 =60 mark & Attendance +etc. 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 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 presslanguage press & Marathawada region Marathawada newspaper, Godateer Samachar, Champavati, Siddheshwar Samschar.

Unit 2nd 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. Development of Radio & T.V.:

Development of Radio as a medium of Mass Communication, Emergence of AIR, Commercial broadcasting, FM, Television: Development of Television, Historical Perspective of Television in India Satellite and Cable television in India

Unit-4th History of Films & New Media:

Early efforts Film, Historical Development of Indian Films: Silent era, Indian Cinema after independence, Parallel Cinema/Commercial cinema, Issues and Problems of Indian Cinema New Media Development of New Media, Convergencein Internet

- 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.

Course Code: M C 104

Course Title: Media Management

Max .Marks: 100 Credits: 05

Total Lectures: 60 Internal: 40 Objectives:

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

(Internal Marks Assessment test 1 =60 mark & Attendance +etc. 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 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.

Unit 1st: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 : 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.

Unit 3rd: Media Management:

Management for Social Media, Branding & Event Management, Foreign Direct Investment, Commercialization of Media

Unit 4rd: Agency Management

Agency Management: Newspaper, Advertising ,Public Relation, Social Media, Radio & T.V. ,Merits and demerits of all Managements.

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

Practical-	(first	semester)

1	Exte	rnal-	100
1	Princ	cipal of Mass Communication	15
	i.	PPT Presentation on any one Models of Communication	
	ii	PPT presentation Communication media Diagram	
2.	News	s Writing & Editing	15
	i.	Production of Laboratory Journal (Reporting, Editing & Page layer	out on
com	puter. (Every student has to produce at least three issues under the supervis	sion of
the t	eacher)		
	ii.	Practical examination of News-gathering & writing for print media	a.
3.	Writ	ting examination of History of Media	15
т 1	1	Report writing on : Contribution of Raja Ram Mohan Roy, LokmanyaTilak Dr. B.R. Ambedkar, Mahatma Gandhi, his Journalism; social, political and economic issues	before
Inde 4.	•	e in the Indian press (at list any one) ia Management	15
		present on any types of Media Managementsystem in India 2. Inter	
Asse	essment		
1.		sipal of Mass Communication	05
	i.	Writing at list five Models of Communication	
	ii	Tree Diagram on Kinds of communication and submission of file	
	2. i.	News Reporting & Editing News writing different types of 10 News items	05
	ii	Writing on any five news story & submission of file-	
3.	Histo	ory of Media	05
	i.	Writing on the Contribution of Raja Ram Mohan Roy, LokmanyaTilak, Dr. B.R. Ambedkar, Mahatma Gandhi his Journalism; s	social,
polit	ical and	economic issues before Independence in the Indian press & Submission of	file
4. M	edia Ma	anagement	05
	i	One comparative study report of the two management (Small, med	lium
New	spapers		
	ii	clipping files on types & size of various printing papers and printing	ıg
tech	niques-		

EMESTER II

MC 201: Media Law& Ethics	100	60	5
MC202: Communication Research	100	60	5
MC203: Development of Communication	100	60	5
MC204: Current Affairs	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
Total	240	160	500

Course Code M C 201

Course Title: Media Law & Ethics

Max .Marks:100 Credits: 05
Total Lectures 60 Internal: 40

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

(Internal Marks Assessment test 1 =60 mark & Attendance +etc. 10 Mark = 40 Marks)

Objectives: -

- 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 redress 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 - -powers, and functions; the President, union list, concurrent list; emergency declaration; separation of powers. Contempt of. Legislature and court, censorship; political philosophies of media freedom; laws of defamation,

Unit 3rd: 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.

Unit 4th: Ethics:

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

- 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

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 =60 mark & Attendance +etc.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 - function- scope and importance of communication research.. Research design components – experimental, longitudinal studies simulation - panel studies- co relational design. Methods of communication research: Census method, survey method, Observation method -clinical studies - case studies - content analysis, Hypothesis.

Unit 2 ND

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings

Unit 3rd

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

Unit 4th

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

- 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.

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 =60 mark & Attendance +etc. 10 Mark = 40 Marks)

Objectives: -

1 To promote the exchange of knowledge, experience and ideas of development communication.

2To develop a mutual flow of information and knowledge between academics and professionals.

3To encourage and motivate the student fraternity to achieve the goals of higher learning and Knowledge acquisition

Unit I:

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

Unit II:

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

Unit III:

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

Unit IV:

Developmental and rural extension agencies: governmental, semi-government, nongovernmental organizations, problems faced in effective communication, case studies on use of media for development communication- newspapers, radio, television, films and documentaries, internet etc. Special development projects. SITE, Zabua, Kheda Projects.

- 1. Joshi P.C. –Communication and National development
- 2. Ahuja and Chabada-Development Communication
- 3. Carly M-Managing Sustainable Development
- 4. Rashid metal- Environment, Resourses 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',

Course Code M C 204 Course Title: Current Affairs

Max .Marks:100 Credits: 05
Total Lectures: 60 Internal: 40

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

(Internal Marks Assessment test 1 =60 mark & Attendance +etc. 10 Mark = 40 Marks)

Objectives: -

1 To promote interest in current affairs

2To promote the grow in desirable skills.

3 To help relating Media Learning to life outside the college.

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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	15
(Content of the period of at least one month)	
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	n Problem etc.
	05
4. A Writing Articles on Three topics of International Organizati	on & submit file
05	
B maintaining a clippings file any issue from India	
For Attendance	20