

**Rajrshri Shahu Mahavidyalaya, Latur  
(Autonomous College) Maharashtra**

**Syllabus for**

**M. A. M.C.J I & II Year  
(Mass Communication & Journalism)  
Semester Pattern**

**W. e. f. June 2020-21**

**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+

B+	7.00	Good	B
B	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.

**MAMCJ: R-14: Student** shall apply for NPTL Courses in Third Semester for extra credits or as an Optional Paper

**MAMCJ: R-15** In Covide-19 or other Crises situation Practical, Study Tour & Other some activity r complete only online submissions.

**Theory Paper = 100 Marks Practical = 100 Marks**

**Each I.II & III Semester 25 Credits & IV Semester 23 Credits = Total 98 credits.**

Medium of examination: English or Marathi

Medium of Instruction: Marathi

## About Department

Department of Journalism & Mass Communication strives for excellence in media education, training & research by upholding media work/study, values and the nobility of the profession along with the multidisciplinary approach. Department envisages itself to be a leader in media education producing media scholars, researchers and professionals with dynamism and value-laden personalities. Its vibrating culture and creative ambience provides unique blend of contemporary media knowledge, skills, innovativeness and sensitivity to social issues. The department is fully dedicated to create a generation of media experts, professionals and scholars who are distinct in their vision and bringing a new wave in media. It is about blossoming the talent, nurturing the wisdom, sharpening the skills and developing a passion for effectiveness.

### Salient features of the Programme

- Strong academic-industry interface
- Media lab and studio for providing to apply knowledge
- Internships in industry
- Placement support
- Research work

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

**M.A. I & II Year**

**SEMESTER I**

<b>Course Code</b>	<b>Course Title</b>	<b>Theory Marks</b>	<b>Lecturer</b>	<b>Credits per Semester</b>
MC 101:	Introduction to Mass Communication	100	60	5
MC102:	News Reporting & Editing	100	60	5
MC103:	Introduction to Media	100	60	5
MC104:	Media Management	100	60	5
MC 105:	Practical	100	60	3
	Internship in Print Media	050		2

**SEMESTER 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
MC205:	Practical	100	60	3
	Study Tour (for 2020-21)		50	2

**SEMESTER III**

**Core Subjects:**

MC301:	Film Journalism	100	60	5
MC302:	Advertising & Corporate Communication	100	60	5
MC 303:	Practical	100	60	3
	Internship in T.V./P.R. Department	050		2

**Elective Subject any Two**

MC304:	Agriculture & Rural Journalism	100	60	5
MC 305:	Sport Journalism	100	60	5
MC305:	Environment & Science Journalism	100	60	5
MC306:	Public Relations & Digital P.R.	100	60	5

**SEMESTER IV**

**Core Subject (Two) + Practical**

MC16:	New & Social Media	100	60	5
MC 17:	Dissertation & Viva-Voce	<b>100</b>	<b>60</b>	<b>5</b>
MC -18:	Practical	100		
	Internship in New Media	050		2

**Elective (Any Two MC-19, MC-20)**

MC: Radio Journalism	100	60	5
MC: T.V. Journalism	100	60	5
MC: International Communication	100	60	5
MC: Magazine Journalism	100	60	5

Semester Core Subjects, Elective Subjects Total credits

**First Sem.** (4x5) = 20 + practical's = 5

**Second Sem.** (4x5) = 20 + practical's = 5

**Third Sem.** (4x5) = 20 + practical's = 5

**Fourth Sem.** (3x5) = 15

Dissertation 1x05 05

Internships & Study Visit 3

**Total: 98 Credits**

MC 101: Introduction to Mass Communication	100	60	5
MC102: News Reporting & Editing	100	60	5
MC103: Introduction to Media	100	60	5
MC104: Media Management	100	60	5
MC 105: Practical	100	60	3
Internship in Print Media	050		2

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)

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**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**
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**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.



## 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.

**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)

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**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
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**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 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 3<sup>rd</sup>: 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.

**Unit 4<sup>th</sup>: Writing for Digital Media:**

Digital journalism: headlines, copy writing, copy editing, linking for Blogging, social media, multimedia storytelling, Facebook, Twitter, YouTube, Craigslist, 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 News  
2. 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.

**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)

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**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.
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**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 press- language press & Marathawada region Marathawada newspaper, Godateer Samachar, Champavati, Siddheshwar Samschar.

**Unit 2nd Contribution to Print Media**

Raja Ram Mohan Roy, LokmanyaTilak 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 & 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, Convergencein 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.

**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)

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**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.
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**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 , Economics of news channels Business model of a media company

**Unit 4rd: Agency Management**

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

### 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

## **Practical- (first semester)**

<b>1 External-</b>	<b>100</b>
1 Principal of Mass Communication	<b>15</b>
i. PPT Presentation on any one Models of Communication	
ii PPT presentation Communication media Diagram	
2. News Writing & Editing	<b>15</b>
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, Whatsapp message etc.	
ii. Practical examination of News writing for Social Media	
3. Writing examination of History of Media	<b>15</b>
Report writing on : Contribution of Raja Ram Mohan Roy, LokmanyaTilak 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	<b>15</b>
PPT present on any types of Media Management system in India	

## **2. Internal Assessment**

### **Internal 40**

1. Principal of Mass Communication	<b>05</b>
i. Writing at list five Models of Communication	
ii Tree Diagram on Kinds of communication and submission of file	
2. News Reporting & Editing	<b>05</b>
i. News writing different types of 10 News items	
ii Writing on any five news story & submission of file-	
3. <b>History of Media</b>	<b>05</b>
i. Writing on the Contribution of Raja Ram Mohan Roy, LokmanyaTilak, 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	<b>05</b>
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-	

### **For Attendance**

**20**



## **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
Study Tour	50		2

**Total Mark – 550**

**Credits -25**

**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)

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**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 redress of grievances.
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**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. cyber laws: Regulation of Social Media and other web platforms , Regulatory authorities and framework , Information Technology Act

**Unit 4th: Ethics:**

Principles of Ethics: Role and Importance , Ethics of Journalism : Rationale and Evolution of Journalistic Ethics 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%

**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)

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**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.
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**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, and online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings

**Unit 3<sup>rd</sup>**

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

**Unit 4<sup>th</sup>**

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.

## **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.

**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)

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**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
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**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.

### **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’,

**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)

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**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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**Practical- (second semester)**

<b>1 External-</b>	<b>100</b>
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
<b>2. Internal Assessment</b>	<b>40</b>
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	05
B maintaining a clippings file any issue from India	
For Attendance	20

### **SEMESTER III**

#### **Core Subjects:**

MC301: Film Journalism	100	60	5
MC302: Advertising & Corporate Communication	100	60	5
MC 303: Practical	100	60	3
Internship in T.V./P.R. Department	050		2

#### **Elective Subject any Two**

MC304: Agriculture & Rural Journalism	100	60	5
MC 305: Sport Journalism	100	60	5
MC305: Environment & Science Journalism	100	60	5
MC306: Public Relation & Digital PR	100	60	5

**Course Code M C 301**  
**Course Title: Film Journalism**

Max .Marks:100

Credits: 05

Total Lectures: 60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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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 -1 : Understanding the Cinema :**

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

**UNIT- 2 : The brief study and analysis of trend setter film directors like : 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 -3 : Writing for films :**

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 – 4 : Laws related to the film :**

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. Cinemasnskurti - 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)

**Course Code M C 302 (MC -12)**

**Course Title: Advertising & Corporate Communication**

Max .Marks:100

Credits: 05

Total Lecture's:60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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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-1 Understanding Advertising –**

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 -2 Digital Advertising –**

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 -3 Introduction to Corporate Communication**

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 -4 Corporate Communication Strategies and Tools**

Corporate Governance , Crises Communication, Corporate Reputation management ,Corporate Identity, Events Sponsorships, Corporate Advertising, PR in Brand Building, Corporate Social Responsibility & Sustainable Development, Financial Markets and Communication, Investor Relations.

## **Reference Books**

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

**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.

3. 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.



**Course Code M C 303 (MC -13)**

**Course Title: Agriculture & Rural Journalism**

Max .Marks:100

Credits: 05

Total Lectures: 60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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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.
- 

**Unit 1- Rural Journalism-**

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

**Unit II - Rural Developmental Issues**

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

**Unit III - What is Agro-journalism?**

Nature, scope, characteristic of agricultural journalism, challenges of agricultural journalism. What is agro problem of farmers with respect to it use of research journals. Scope

of Agro-journalism in various media. Understanding various source of information in agriculture, information understanding agro-climatic regions and significance;

#### **Unit - IV- New Trends**

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

#### **Reference Books**

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

**Course Code M C 304**  
**Course Title: Environment & Science Journalism**

Max .Marks:100  
Total Lectures: 60

Credits: 05  
Internal: 40

(Theory Exam 60 Marks +Internal = 40 Marks =100)  
(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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**-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 1- Role of Science communication & Journalism:**

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 2- Practices Communication & Journalism:**

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 3- Domain of Science Communication & Journalism:**

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 4- New research and technology:**

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

### **Reference Books**

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

**Course Code M C 305**  
**Course Title: Sport Journalism**

Max .Marks:100

Credits: 05

Total Lectures: 60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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**Objectives**

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

**Course outcomes**

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

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 2- Sports Associations:**

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 3- Sports Journalism:**

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 4- Sports Reporting and Editing**

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

**Course Code M C 306**  
**Course Title: Public Relation & Digital PR**

Max .Marks:100

Credits: 05

Total Lectures: 60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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**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- 1- Public Relation Definition**

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**

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**

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**

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 Publications India, 2013)
20. SRIVASTAVA KM: Public Relations in the Digital Era (Pilgrims Publishing, Varanasi, 2007)



## **Semester IV**

### **Core Subject (Two) + Practical**

MC16: New & Social Media	100
MC 17: Dissertation & Viva-Voce	100
MC -18: Practical	100
Internship in New Media	050

### **Elective (Any Two MC-19, MC-20)**

MC: Radio Journalism	100
MC: T.V. Journalism	100
MC: International Communication	100
MC: Magazine Journalism	100

**Course Code M C 401 (mc-16)**  
**Course Title: New & Social Media**

Max .Marks:100

Credits: 05

Total Lectures: 60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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**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 -1- Spread of Internet:**

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 -2- What is online journalism? :**

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 3 : Open source journalism:**

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 4 : Using Social Media**

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

**Course Code M C 402**  
**Course Title: Dissertation (Text)**

Max .Marks:100

Credits: 05

Total Study Hour: 60

Internal:

(Dissertation 80 Marks +Viva Voce = 20 Marks =100)

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**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.

**Internship and Visit to Media Centre**

**100 Marks**

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

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

- 1. Internship Diary
- 2. Viva Voce

20 Marks

10 Marks

**Study Tour/ Visit to Media Centre  
(Only For 2020-21 Only)**

**Study Tour**

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

- |                  |          |
|------------------|----------|
| 1. For Report    | 20 Marks |
| 2. For Viva Voce | 10 Marks |

**Course Code M C 403 (MC-11)**

**Course Title: Radio Journalism**

Max .Marks:100

Credits: 05

Total Lecture's:60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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**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-1 Introduction to Radio:**

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 2 Characteristics of communication on the radio:**

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

**Unit 3 The radio language**

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 4 Radio journalism production**

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

**Course Code M C 404**  
**Course Title: T.V.Journalism**

Max .Marks:100

Credits: 05

Total Lectures: 60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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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 1-Understanding the medium:**

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 2- Understanding TV News:**

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 3- TV reporting:**

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 4- Writing and editing TV news:**

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. Boretsky, 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.

Course Code M C 405

Course Title: International Communication

Max .Marks:100

Credits: 05

Total Lectures: 60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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### **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.**

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**

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**

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**

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

#### **Reference Books**

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

**Course Code M C 406**  
**Course Title: Magazine Journalism**

Max .Marks:100

Credits: 05

Total Lectures: 60

Internal: 40

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

(Internal Marks Assessment test 2= 30 & Attendance 10 Mark = 40 Marks)

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• **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 1- Understanding Magazine:**

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) literar Magazines. New trends like glossy magazines. Online and Web magazines. Tradition of Diwali Numbers in Maharashtra.

**Unit 2- Content Management:**

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.

**Unit3- Writing for Magazines:**

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 4- Editing a Magazine:**

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.

## **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