

# **Syllabus**

**Department of**

**MA-MASS COMMUNICATION AND JOURNALISM**

**Degree: POST GRADUATION**

**Current year:2017-18**

**Applicable From year :2017-18**

## **Program Outcomes**

1. Student developed a practical understanding of the underlying Principals of Mass Communication and Journalism industry.
2. Students will learn to write edit and design newspaper ,shoot and anchor news bulletins and television programs ,make a radio ,print advertisement, produce documentaries create You tube videos etc.
3. Students will learn to work on the various software's used in the Journalism such as Page Maker, Photoshop etc.

## **Course structure**

**MA (MCJ) I& II Sem.**

**Sem. I**

**Course code : P-IMC-159**

**Title of course : Introduction to mass communication**

### **Objectives :**

- 1.To prepare students to be able to recognize and analyze the ass 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 and mass media
4. Understands the relationship between communication and mass communication.

### **Course Outcomes :**

1. Studentsare able to take effective oral presentation on various topics on public settings
2. Student can apply basic and advance Human Communication theories and models to academic and professional situations
3. Student can make effective presentation to internal and external audiences.

### **Unit 1 : Nature and process of Communication**

Human communication, functions of communication, verbal and nonverbal communication, intra-personal , inter personal, small group and mass communication

### **Unit 2: Models**

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

### **Unit 3: The Mass Media**

History, Practices, Values, Journalism, Tabloid and yellow journalism, news, public journalism, media laws, news agencies in India

### **Unit 4: Communication Theories**

Argumentation theory, Cognitive Dissonance theory, Model of Text Comprehension, Semiotics, Speech Act, Uncertainty Reduction theory, Adaptive Structuration theory, Attraction-selection – Attribution framework, Agenda setting theory, Cultivation theory, Reception theory, Hypodermic Needle theory, Medium theory, priming, framing , Spiral of Silence, Two step flow theory, Uses and gratifications, theory of Rasa. Four theories of the Press

### **Reference Books:**

1. Keval J Kumar-Mass communication in India
2. Padhy Dr. Krushna Singh-The Indian press:role and responsibility
3. Mcquail Dennis-Theories of Mass communication
4. Agree, Ault and Emery -Introduction to Mass communication
5. Agree ,Ault and Emery-Main current in Mass Communication

**Course code : P-NRE-160**

**Title of course : News reporting and editing**

**Objectives:**

**The student should be acquainted with**

- 1. Basic concept of journalism**
- 2. Writing skills for newspapers and other periodicals.**
- 3. Understanding and evaluating news**

**Course Outcomes:**

**Students are able to**

- 1. Write variety of Mass media productions including news stories, press release , associated press style.**
- 2. Create and design emerging media product.**
- 3. explain the importance of journalism in India**

**Unit 1 : Understanding news**

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

**Unit 2:Evaluating news**

News sense and news values, 5 Ws and H, importance of ‘What next?’, changing concepts:erasers, relationship, relevance and utility, news beats: introduction beat mapping

**Unit 3: News gathering and sources**

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

**Unit 4: Reporting**

All types of news writing, headlines-tools and techniques and interviewing

**Unit 5 : Editing :**

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

**Unit 6: Editorial unit**

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

**References books:**

- 1.Bruce Westly -News editing
- 2.Ken Metzler-News writing exercise
- 3.Rivers William-The mass media, reporting, writing
- 4.Warren C-Practical newspaper reporting

**Course code : P-HIM-161**

**Title of course : History of media**

**Objectives:**

1. Students will be able to trace the history and development of freedom of speech and press
2. Students will be able to identify key events in the history of press.

**Course Outcomes:**

1. Students can be oriented to the history of Indian and Language Press.
2. Students can find out key event in history of press .
3. Students can apply the neutral and bold journalism in present as it was in the past

**Unit 1: History of early print**

Language and society, development of language as a vehicle of communication, invention of printing press and paper, early world newspapers, early communication systems in India

**Unit 2: Newspapers and magazines in the nineteenth century**

Indian Independence movement and the press, birth of the Indian press, language press, contribution of Raja Ram Mohan Roy, Lokmanya Tilak and Dr. B.R. Ambedkar, Mahatma Gandhi and his journalism, history of Marathi press in 19th century with special references to Darpan, Prabhakar, Dhyani Prakash, Kesari, Sakal etc.

**Unit 3 : Development of regional press**

Press in Marathawada, a brief historical perspective of important newspapers in Marathawada

**Unit 4: Electronic media**

Evolution and growth of electronic media: radio, television and internet in India, characteristics of radio, television and internet, development and history of news media

**Unit 5: Folk media**

Folk media in India and Maharashtra

**Unit 6: Cinema**

The beginnings, talkies, the studio system, impact of cinema on society

**References books:**

1. Arvind Kumar-Trends in Modern journalism
2. Agree Warren K.(ed.)-The press and the public interest
3. M.V.Kamath-Handbook of the journalist
4. N.C.PANT-Modern journalism principles and practice
5. Keval J kumar- Mass communication in India
6. R.K;Lele-History of Marathi newspaper 9marathi edition)
7. Parvate-TV journalism, Marathi journalism

**Course code : P-MEM-162**

**Title of course : Media management**

**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, process and development process for an organization
4. To develop understanding and appreciation of modern methods of management.

**Course Outcomes:**

**Students can understand the**

1. various functions , managerial and developmental process for media organization
2. Fundamental Principles of Management.
3. appreciation of modern methods of management .

**Unit 1 : Ownership of media**

Types –merits and demerits, organizational structure of print, broadcast and social media, functions of the staff, editorial, advertising, circulation departments

**Unit 2: Patterns**

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

**Unit 3: Press commissions**

Press Council, DAVP, INS, unions of media men and media women, professional organizations, PIB, other information agencies of both state and central governments, international media related and other agencies UNO, UNESCO, WHO etc.

**Unit 4: Economics of print and electronic media**

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

**Unit 5: Planning and execution**

Production terms ,control practices and procedures, administration and programmed management in media scheduling;transmitting,record keeping,quality control and cost effective techniques employee/employer and customer relations services,marketing strategies,brand promotion(space circulation),reach,promotion,market surveys and techniques,human research development for media

**References books:**

1. Ward Quail-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. Knoona and Wierich - Essentials of management
6. Gomes Mijia- Managing human resources (prime hall of India)
7. Satya Raju Parthasthy Management text and cases (prince hall of India)

## **P-PRA-163 :Practical (First semester)**

### **External:**

#### **1 . Principles of Mass communication**

i. Writing any one models of communication

ii.T Diagram

2.News writing and editing

i. Production of laboratory journal (reporting, editing and page layout on computer.(every students has to produce at least three issues under the supervision of the teacher)

ii. Practical examination of news-gathering and writing for print media

3.Writing examination of history of media

Report : contribution of Raja Ram Mohan Roy, LokmanyaTilak, Dr.B.R.Ambedkar, Mahatma GandhiHis journalism; political and economic issues before independence in the Indian Press

4.Media management

i. Writing examinations of any types of media management system in India

### **Internal**

1. Principles of Mass communication

i. Writing at list five models of communication

ii. T diagram on kinds of communication and submission of file

2.News reporting and editing

i. News writing different types of 10 news items

ii. Writing on any five nres story and submission of file

3.history of media

i. Writing in the contribution of Raja Ram Mohan Roy, LokmanyaTilak , Dr. B.R .Ambedkar, Mahatma GandhiHis journalism; political and economic issues before independence in the Indian Press and submission of file

4. Media management

i. One comparative study report of the two management (small, medium newspapers)

ii. Clipping files on types and size of various printing papers and printing techniques

## **Sem. II**

**Course Code : P-MLE-259**

**Course Title : Media Law & Ethics**

### **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 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.

### **Course Outcomes:**

1. Student can able to converse about contemporary media issues.
2. Students can explain the role of Central and State government in legal actions related to journalism and ethical .
3. They can explain measure acts and government decisions and their impact on news media in last and current century.

### **Unit 1 : 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 2 : The legislature**

The executive the cabinet - the judiciary - powers, and function; the president, union list, concurrent it; emergency declaration; separation of powers.

### **Unit 3 : Media freedom**

Media systems \_ media economics and freedom; advertisers and pressure groups; lobbying; trade unionism; political parties; internal freedom.

### **Unit 4 : Freedom of mass media**

Reasonable restrictions, privileges fair comment; laws of defamation, contempt of. Legislature and court, censorship; political philosophies of media freedom; press and registration of books act, 1867.

### **Unit 5 : Acts**

Official secrets 1923, vis-a-vis Right to Information Act. - sedition - Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954, obscenity, monopolies and restrictive trade practices, press council ombudsman, right to information, right to reply, codes of ethics confidentiality of sources of information. Working journalists and other newspaper employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; The Press Council Act 1985. Prasar Bharati Act.

### **Unit 6 : Ethics**

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



**Reference books**

1. Tom Crone - Law and the Media
2. Dr. Krushna 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. Press institute of India
6. DurgadasBasu - Media Law

**Course Code : P-CR-260**

**Course Title : Communication Research**

**Objectives :**

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

**Course Outcomes:**

- 1. Students can adopt knowledge about Research.**
- 2. They can prepare for Media Research.**
- 3. Students can connect society with their research aria**
- 4. Students can study the life of media at international Dias.**

**Unit 1**

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

**Unit 2**

Research design components - experimental, quasi - experimental, longitudinal studiessimulation - panel studies- co relational design.

Methods of communication research : census method, survey method, observation method, Observation method-clinical studies-case studies-content analysis.

**Unit 3**

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

**Unit 4**

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

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

**Unit 5**

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

**Reference Books:**

1. Sharma S. R. Research in Mass Media
2. McQuail Dennis - Theories of Mass Communication
3. Bergerv Arthur Asa - Media Analysis Techniques
4. Stempel and Westly - Research Method in Mass Communication
5. Berger A.-Media and communication research method
6. Kothari .C.R. (2006) Research Methodology Methods and techniques 2<sup>nd</sup> ed. International Publishers ,News Delhi
7. Broota K.D. (1989) Experimental Design in Behavioral research, Wiley Eastern
8. Bhattacharya D.K. (2005) Research Methodology, New Delhi, Excel Books.

**Course Code :P-DC-261**

**Course Title:Development Communication**

**Objectives:**

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

**Course Outcomes:**

**Students can able to**

- 1. Acquire knowledge, experience and ideas of development communication.**
- 2. Gain the knowledge and information of academics and professionals**
- 3. Achieve the goals of higher learning and knowledge acquisition.**

**Unit 1**

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

**Unit 2**

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

**Unit 3**

Development support communication: population and family welfare-health-education and society-environment and development-problems faced in development support communication. Development of weaker sections SC,ST,OBC,NT-DNT,Women and rural communication. Special study of various issues related to women's empowerment and media

**Unit 4**

Development and rural extension agencies: Governmental, semi-government, Non-government organizations problems faced in effective communication, micro-macro-economic frame work available for actual development activities-case studied on development communication programs. Non-conventional energy sources its use and role of mass media

**Unit 5**

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

**Reference books:**

1. Joshi.P.C.-Communication and national development
2. Ahuja B N and Chabada-Development communication
3. Carly M.-Managing sustainable development
4. Rashid Smetal-Environment, resources and sustainable development
5. Ahuja B N-Development communication
6. O.P.Dahama and O.P.Bhatnagar-Educationaland communication for development
7. B.SrinivasR.Melkote and H.LesileSteeves, Communication for development in the third world

**Course Code : P-IIC-262**

**Course Title: Issues,Ideas and Challenges**

**Objectives:**

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

**Course Outcomes:**

1. Students can identify the issues of journalism
2. Students can prepare themselves to face the challenges behind Indian Journalism.
3. Student can survive in a fast changing environment of International Corporate media.

**Unit 1: Global Politics**

Insight into the 20 th century: European Imperialism and world wars, cold war and post-cold war, ideological divides, emergence of super powers, third world and non-aligned movement regional cooperation towards a new world order

**Unit 2 : International Actors**

UN,IMF.Worldbank,WTO,GATT and World trade regional organizations like SAARC,ASEAN etc.

**Unit 3 : Major issues**

Globalization, changing nature of capitalism: International conflicts like war;ethnicity or fundamentalism,terrorism,human rights and other contemporary issues

**Unit 4: Political process**

Constitution of India,Parties,leaders and groups, ideologies and policies, electoral politics,communism,casteism.class formations,regionalism,sub-nationalism,challenges and solutions

**Unit 5:Politics of Maharashtra in above framework with added inputs on**

Geography of the state, natural resources, development issues,regional features.  
Agricultural,industrialization ,urbanization,education and other issues relevant at present

**Reference books:**

1. Mithani D.M. International economics,Himalaya publishing house
2. Sodersten,Bo., International economics,Macmillan,UK
3. Ellsworth,P.T.,International economy
4. Halm,G.N.International Monetary Cooperation
5. Gupta,K.R.International economics

**P-PRA-263 :Practical's (Second semester)**

**External :**

1. Practical examination of current issues related to ethical and legal
2. Practical examination of development news-item
3. One content analysis either of print or electronic media
4. Practical examination on any one topic related to international subject

**Internal:**

1. Writing on current issue related to legal and ethical
2. Writing development news, article, news stories and publishing them and submit file
3. PPT presentation on the research design, hypothesis, research problems etc.
4. A. writing articles on three topics of international organization and submit file  
B. maintaining clippings file any issue from India



