

Program: M. A. M.C.J. II (Semester-II) 20-6-22 to 2-11-22

Name of the Teacher- Patwari Shivshankar

Course Title: Public Relation & Digital P.R

Code: P-PRD 363

Unit	Chapters will be covered	Dates From ... TO	No of Lectures
Unit 1 st 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.	20-6-22 to 18-7-2022	18
Unit 2 nd 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	22-7-22 to 12-8-22	13
Unit 3 rd Digital P.R.:	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.	16-8-22 to 19-9-22	15
Unit 4 th 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.)	22-9-22 to 2-11-22	14


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Program: M. A. M.C.J. II (Semester-III) 20-6-22 to 2-11-22-

Name of the Teacher- Patwari Shivshankar

Course Title: Advertising & C C

Code: P-ACC 361

Unit	Chapters will be covered	Dates From ...TO	No of Lectures
Unit 1 st 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...	20-6-22 to 18-7-2022	16
Unit 2 nd 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	22-7-22 to 20-8-22	18
Unit 3 rd 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.	23-8-22 to 19-9-22	14
Unit 4 th 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.	22-9-22 to 2-11-22	13


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Program: M. A. M.C.J. II (Semester-III) 20-6-22 to 2-11-22-

Name of the Teacher- Patwari Shivshankar

Course Title: Agricultural & Rural Journalism

Code: P-SPJ 362

Unit	Chapters will be covered	Dates From ... TO	No of Lectures
Unit 1 st 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. Rural women and empowerment, rural economic growth and issues	20-6-22 to 18-7-2022	15
Unit 2 nd Rural Development :	Various rural development programmes launched by Government of India : Introduction, Objectives and salient features , Swarnajayanti Gram SwarajYojana (SGSY) ,Indira AwasYojana (IAY),Mahatma Gandhi National Rural Employment Guarantee Act ,Prime Ministers' RozgarYojana (PMRY), District Rural Development Agency (DRDA),Integrated Watershed Development Programme (IWDP), Providing Urban Amenities in Rural Area (PURA), RashtriyaMahilaKosh -(National Credit Fund for Women),MahilaArthikVikasMahamandal (MAVIM)Scheme, rural development and changes in rural. Problems of Rural Developmental, Drinking Water, Rural tourism, agricultural, Educational problems, etc.	22-7-22 to 20-8-22	18
Unit 3 rd 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;	23-8-22 to 19-9-22	14
Unit 4 th Agricultural Laws & New Trends :	APMS Act, The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020, NAM Emerging fields related to agriculture, trends of bios in agricultural bio fertilizers, advents in genetic engineering in agriculture	22-9-22 to 2-11-22	13


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Program: M. A. M.G.J. II (Semester-III) 20-6-22 to 2-11-22-

Name of the Teacher- Patwari Shivshankar

Course Title: Film Journalism

Code: P-FIJ 360

Unit	Chapters will be covered	Dates From ...TO	No of Lectures
Unit 1 st 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.	20-6-22 to 18-7-2022	14
Unit 2 nd The brief study and analysis of trend setter film directors:	Any Six : V. Santaram, Sohrab Modi, Mehboob Khan, Vijay Bhatt, Wadia brothers, Raj Kapoor, Gurudutt, Bimal Roy, Satyajit Ray, B. R. Chopra, Yash Chopra, Hrishikesh Mukherjee, ChetanAnand, BasuChaterjee, Sai Paranjape, Guljar, Basu Bhattacharya, Mahesh Bhatt, Ramesh Sippy, ShyamBenegal, Ketan Mehta, GovindNihlani, SurajBarjatya, Vidhu Vinod Chopra, J. P. Dutta, Sanjay LeelaBhansali, RamgopalVerma, Karan Jojar, Aditya Chopra, Rajkumar Santosh, Rakesh Mehra, RajkumarHirani, etc.	22-7-22 to 20-8-22	18
Unit 3 rd 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.)	23-8-22 to 19-9-22	14
Unit 4 th Laws related to the film:	The Indian cinematography act 1952, Central Board of Film Certification (CBFC), Film Society movement, Film Journalist association	22-9-22 to 2-11-22	15


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Program: M. A. M.C.J. II (Semester-IV) 8-12-2022 to 28-3-23

Name of the Teacher- Patwari Shivshankar

Course Title: New & Social Media Course

Code: P-NSM-456

Unit	Chapters will be covered	Dates From ...TO	No of Lectures
Unit 1 st 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.	8-12-2022 to 4-1-2023	17
Unit 2 nd 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	5-1-2023 to 30-1-2023	16
Unit 3 rd 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	1-2-2023 to 28-2-2023	14
Unit 4 th 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	1-3-2023 to 28-3-2023	14


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Program: M. A. M.C.J. II (Semester-IV) 8-12-2022 to 28-3-23

Name of the Teacher- Patwari Shivshankar

Course Title Radio Journalism

Code: P-RAJ- 457

Unit	Chapters will be covered	Dates From ...TO	No of Lectures
Unit 1 st 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.	8-12-2022 to 9-1-2023	18
Unit 2 nd Characteristics of communication on the	Radio studio: technical resources. Singularities of the radio and the importance of radio journalism. Radio genres.	10-1-2023 to 30-1-2023	15
Unit 3 rd 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.	1-2-2023 to 28-2-2023	14
Unit 4 th Radio journalism production:	Recording of a program in group activities. Assessing the programs. Contemporary radio F.M., Digital & web radio.	1-3-2023 to 28-3-2023	14


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Program: M. A. M.C.J. II (Semester-IV) 8-12-2022 to 28-3-23

Name of the Teacher- Patwari Shivshankar

Course Title T.V. Journalism

Code: P-TVJ 458

Unit	Chapters will be covered	Dates From ...TO	No of Lectures
Unit 1 st 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	8-12-2022 to 9-1-2023	17
Unit 2 nd 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	10-1-2023 to 3-2-2023	16
Unit 3 rd 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;	6-2-2023 to 28-2-2023	13
Unit 4 th 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;	1-3-2023 to 28-3-2023	13


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