



Shiv Chhatrapati Shikshan Sanstha's
Rajarshi Shahu Mahavidyalaya, Latur
(Autonomous)
Department Of M.A.M.C.J.

Program: M. A. M.C.J. II (Semester-III) July to Nov 2022

Course Title: **Public Relation & Digital P.R.**

Name of the Teacher- **Patwari Shivshankar**

Course code:P-PRD-362

Unit	Chapters will be covered	Dates from to	No.of Lectures
Unit 1st: 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 18-7-22	16
Unit 2nd: 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 18-8-22	13
Unit 3rd: 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	17
Unit 4th: 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 2-11-2022	14


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Program: M. A. M.C.J. II (Semester-III) July to Nov 2022

Name of the Teacher- Patwari Shivshankar

Course Title: Film Journalism

Course code:P-FIJ-359

Unit	Chapters will be covered	Dates from to	No.of Lectures
Unit 1st: 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 16-7-22	14
Unit 2nd: 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, ChetanAnand, Basu Chatterjee, Sai Paranjape, Guljar, Basu Bhattacharya, Mahesh Bhatt, Ramesh Sippy, ShyamBenegal, Ketan Mehta, GovindNihlani, SurajBarjatya, Vidhu Vinod Chopra, J. P. Dutta, Sanjay LeelaBhansali, RamgopalVerma, Karan Johor, Aditya Chopra, Rajkumar Santosh, Rakesh Mehra, RajkumarHirani, etc.	18-7-22 To 20-8-22	18
Unit 3rd: 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.)	21-8-22 To 16-9-22	13
Unit 4th: Laws related to the film :	The Indian cinematography act 1952, Central Board of Film Certification (CBFC), Film Society movement, Film Journalist association.	27-9-22 To 2-11-2022	14


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Program: M. A. M.C.J. II (Semester-III) July to Nov 2022
Course Title: **Advertising & Corporate Communication**

Name of the Teacher- Patwari Shivshankar
Course code:P-ACC-360

Unit	Chapters will be covered	Dates from to	No.of Lectures
Unit 1st: 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 18-7-22	16
Unit 2nd: 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 18-8-22	15
Unit 3rd: 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.	16-8-22 To 19-9-22	15
Unit 4th: 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 2-11-2022	15


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Program: M. A. M.C.J. II (Semester-III) July to Nov 2022

Course Title: **Agricultural & Rural Journalism**

Course code: P-ARJ-361

Name of the Teacher- Patwari Shivshankar

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.	20-6-22 To 18-7-22	16
Unit 2nd: 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.	22-7-22 To 18-8-22	15
Unit 3rd: 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;	16-8-22 To 19-9-22	15
Unit 4th: 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.	22-9-22 To 2-11-2022	13


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Program: M. A. M.C.J. II (Semester-IV) Dec 22 to Mar 23
Course Title: **New & Social Media**

Name of the Teacher- Patwari Shivshankar
Course code:P-NSM-456

Unit	Chapters will be covered	Dates from to	No. of Lectures
Unit 1st: 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.	8-12-22 To 4-1-23	16
Unit 2nd: 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	5-1-23 To 30-1-23	15
Unit 3rd: 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.	2-2-23 To 28-2-23	14
Unit 4th: 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	1-3-23 To 28-3-23	15


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Program: M. A. M.C.J. II (Semester-IV)) Dec 22 to Mar 23

Course Title: **Radio Journalism**

Name of the Teacher- Patwari Shivshankar

Course code:P-RAJ-457

Unit	Chapters will be covered	Dates from to	No. of Lectures
Unit 1st: 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.	8-12-22 To 2-1-23	15
Unit 2nd: Characteristics of communication on the radio:	Radio studio: technical resources. Singularities of the radio and the importance of radio journalism. Radio genres.	4-1-23 To 30-1-23	13
Unit 3rd: 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	2-2-23 To 2-3-23	16
Unit 4th: Radio journalism production:	Recording of a program in group activities. Assessing the programs. Contemporary radio F.M., Digital & web radio	5-3-23 To 28-3-23	15


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Program: M. A. M.C.J. II (Semester-IV)) Dec 22 to Mar 23

Name of the Teacher- Patwari Shivshankar

Course Title: T.V. Journalism

Course code:P-TVJ-458

Unit	Chapters will be covered	Dates from to	No.of Lectures
Unit 1st: 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	8-12-22 To 4-1-23	16
Unit 2nd: 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	5-1-23 To 30-1-23	15
Unit 3rd: 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;	2-2-23 To 28-2-23	15
Unit 4th: 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;	1-3-23 To 30-3-23	14


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