



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

Program: M. A. M.C.J. I (Semester-I) Nov to Feb 2021-22
Course Title: Introduction to Mass Communication

Name of the Teacher- Patwari Shivshankar
Course code:P-IMC-159

Unit	Chapters will be covered	Dates from to	No.of Lectures
01. Nature and process of Communication:	Human communication, functions of communication, verbal and nonverbal communication, intra-personal, inter-personal, group and mass communication. Mass Communication Media, Nature and process of mass communication	8/11/2021 To 30-11-21	15
02. Communication Models:	SMR, SMCR, Shannon and Weaver, Laswell, Osgood, Schramm, Gerbner, Newcomb, convergent and gate-keeping, communication and socialization. Nature and process of mass communication, media of mass communication, characteristics of audiences.	16-12-2021 To 7-01-2022	15
03. Communication Theory	Argumentation theory, Cognitive Dissonance theory, Model of Text Comprehension, Semiotics, Uncertainty Reduction Theory, Adaptive Structuration theory, Attraction-Selection-Attraction Framework, Agenda Setting theory, Cultivation theory, Reception theories, Hypodermic Needle theory, Medium theory, Priming, Framing, Spiral of Silence, Two Step Flow theory, Uses and Gratifications.	10-01-2022 To 31-01-2022	18
04. Mass Media	The Mass Media: MacBride commission, New ICO , SITE & other commissions reports ,new trends in communication and Mass Communication.	1-02-2022 To 15-2-2022	12


Signature HoD
HOD

Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL
Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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

Program: M. A. M.C.J. I (Semester-I) Nov to Feb 2021 - 22
Course Title: News Reporting & Editing

Name of the Teacher- Patwari Shivshankar
Course code:P-NRE-160

Unit	Chapters will be covered	Dates from to	No.of Lectures
01. 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.	8/11/2021 To 30-11-2021	16
02.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	16-12-2021 To 7-01-2022	15
03.Editorial Department	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.	9-01-2022 To 25 -01-2022	14
04. 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.	26-1-2022 To 15-2-2022	15

Signature HoD
HOD

Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512



Signature Principal
PRINCIPAL

Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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

Program: M. A. M.C.J. I (Semester-I) Nov to Feb 2021-22
Course Title: Introduction to Media

Name of the Teacher- Patwari Shivshankar
Course code:P-INM-161

Unit	Chapters will be covered	Dates from to	No.of Lectures
01. 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, GodateerSamachar, Champavati, SiddheshwarSamschar.	8/11/2021 To 30-11-2021	16
02. Contribution to Print Media:	Raja Ram Mohan Roy, LokmanyaTilak and Dr. B.R. Ambedkar , Mahatma Gandhi, AnantBhalerao and his Journalism; History of Marathi Press in 19 th century with special reference to Darpan, Kesari, Sakal	16-12-2021 To 7-01-2022	15
03. 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	8-01-2022 To 25 -01-2022	14
04. 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, Convergence in Internet.	27-2-2022 To 15-2-2022	16


Signature HoD
HOD
Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL
Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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

Program: M. A. M.C.J. I (Semester-II) Feb to April 22

Course Title: Media Law & Ethic

Name of the Teacher- Patwari Shivshankar

Course code:P-MLE-259

Unit	Chapters will be covered	Dates from to	No.of Lectures
01.Indian Constitution:	Introduction of Indian Constitution, characteristics, preamble directives of state policy, Fundamental rights, fundamental duties, freedom of speech and expression; and their limits.	17-2-22 To 3-3-22	12
02The 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.	4-3-22 To 21-3-22	14
03.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. PrasarBharati Act.	22-3-22 To 15-4-22	14
04. Ethics:	Media ethical problems including, privacy, right to reply, communal writing and sensational Reporting and yellow journalism, bias, etc. code of conduct; valuntary statutory. Media Trial	16-4-22 To 30-4-22	11


Signature HoD
HOD

Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL

Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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

Program: M. A. M.C.J. I (Semester-II) Feb to April 22
Course Title: Development Communication

Name of the Teacher- Patwari Shivshankar
Course code:P-DEC-261

Unit	Chapters will be covered	Dates from to	No.of Lectures
01. Development meaning:	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.	17-2-22 To 3-3-22	11
02 Development communication:	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.	4-3-22 To 21-3-22	12
03. Human Development,	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. Panchayat Raj - planning at national, state, regional, district, block and village levels. Agricultural communication and rural development.	22-3-22 To 15-4-22	14
04. Extension agencies :	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.	16-4-22 To 30-4-22	11


Signature HoD
HOD

Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL

Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



Shiv Chhatrapati Shikshan Sanstha's

Rajarshi Shahu Mahavidyalaya, Latur

(Autonomous)

Department Of M.A.M.C.J.

Program: M. A. M.C.J. I (Semester-II) Feb to April 22

Name of the Teacher- Patwari Shivshankar

Course Title: Communication Research

Course code: P-COR-260

Unit	Chapters will be covered	Dates from to	No.of Lectures
01. Definition,	elements of research – approach function – scope and importance of Communication research. Research design components – experimental, longitudinal stadiessimulation , Panel studies – co relational design. Methods of Communication research: Census method, survey method, Observation method , Clinical studies – case studies – content analysis, Hypothesis.	17-2-22 To 3-3-22	13
02. Tools of data collection :	sources, media source books, questionnaire and schedules, people s meter, diary method, field studies, logistic groups, focus groups, telephone, Online polls, Random sampling methods. Representativeness of the samples, sampling errors and distributions in the findings	4-3-22 To 21-3-22	12
03. Report writing	Data analysis techniques – coding and tabulation – non – statistical methods – descriptive – historical – statistical analysis , Parametric and nonparametric uni-variety-bivariate – multi-variety – tests of significance Chapter 3 : levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.	22-3-22 To 15-4-22	13
04. 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.	16-4-22 To 30-4-22	11


Signature HoD
HOD

Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL

Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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

Jul to Nov 2021-22

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.	12-7-2021 To 9-8-2021	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	10-8-2021 To 3-9-2021	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.	7-9-2021 To 5-10-2021	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.)	13-10- 2021 To 2-11-2021	14


Signature HoD
HOD
Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL
Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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)
Course Title: Film Journalism

Jul to Nov 2021-22

Name of the Teacher- Patwari Shivshankar
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.	12-7-2021 To 6-8-2021	16
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.	9-8-2021 To 3-9-2021	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.)	7-9-2021 To 5-10-2021	15
Unit 4th: Laws related to the film :	The Indian cinematography act 1952, Central Board of Film Certification (CBFC), Film Society movement, Film Journalist association.	13-10-2021 To 2-11-2021	13


Signature HoD
HOD

Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL
Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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) Jul to Nov 2021-22
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.	12-7-2021 To 6-8-2021	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	9-8-2021 To 3-9-2021	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.	7-9-2021 To 5-10-2021	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	13-10-2021 To 2-11-2021	15


Signature HoD
HOD

Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL

Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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-IV)
Course Title: New & Social Media

Feb to May 2021

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.	23-2-2021 To 27-3-2021	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	29-3-2021 To 21-4-2021	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.	22-4-2021 To 7-5-2021	13
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	8-5-2021 To 30-5-2021	15


Signature HoD
HOD
Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL
Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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-IV)
Course Title: **Radio Journalism**

Feb to May 2021

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.	23-2-2021 To 24-3-2021	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.	25-3-2021 To 15-4-2021	12
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	16-4-2021 To 7-5-2021	16
Unit 4th: Radio journalism production:	Recording of a program in group activities. Assessing the programs. Contemporary radio F.M., Digital & web radio	8-5-2021 To 30-5-2021	16


Signature HoD
HOD
Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL
Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur



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-IV)

Feb to May 2021

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	23-2-2021 To 27-3-2021	17
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	27-3-2021 To 16-4-2021	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;	17-4-2021 To 10-5-2021	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;	10-5-2021 To 30-5-2021	13


Signature HoD
HOD

Mass Communication and Journalism
Rajarshi Shahu Mahavidyalaya,
LATUR-413512




Signature Principal
PRINCIPAL

Rajarshi Shahu Mahavidyalaya
(Autonomous), Latur