



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) Jan to Mar 21**  
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. Development of Communication & Mass Communication Media, Nature and process of mass communication	11-1-21 To 31-1-21	15
02. Communication Models:	SMR, SMCR, Shannon and Weaver, Laswell, Osgood, Schramm, Gerbner, Newcomb, convergent and gate-keeping, communication and socialization.	2-2-21 To 21-2-21	13
03. 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.	22-2-21 To 18-3-21	15
04. 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.	19-3-21 To 31-3-21	12

  
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**Program: M. A. M.C.J. I (Semester-I)**  
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
<b>Unit 1st: News Writing &amp;Understanding:</b>	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.	11-1-21 To 31-1-21	16
<b>Unit 2nd: News gathering Sources;</b>	Basic tools for information (News) gathering: maintaining a diary, taking notes, use of computer, internet, mobile Phone and other gadgets, using maps, history and archives: checking information from various sources, pressures and pulls.	2-2-21 To 21-2-21	14
<b>Unit 3<sup>rd</sup>: News Editing:</b>	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	22-2-21 To 18-3-21	13
<b>Unit 4<sup>th</sup>: Editorial Department</b>	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.	19-3-21 To 31-3-21	12

  
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**Program: M. A. M.C.J. I (Semester-II) 22 -4-21 to 12-06-21**  
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
<b>01.Indian Constitution:</b>	Introduction of Indian Constitution, characteristics, preamble directives of state policy, Fundamental rights, fundamental duties, freedom of speech and expression; and their limits.	22-04-2021 To 6-05-2021\	12
<b>02The legislature:</b>	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.	07-05-2021 To 24-05-2021	13
<b>03.Media Law:</b>	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.	25-05-2021 To 05-06-2021	12
<b>04. Ethics:</b>	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	07-06-2021 To 12-06-2021	12

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**Program: M. A. M.C.J. I (Semester-II) 22 April to 12 June 2021**  
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
<b>01.Development meaning:</b>	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 anddeveloping societies.	06--05-2021 To 11--05-2021	11
<b>02Development communication:</b>	Development communication: – philosophy – Theories: Modernization, Diffusion ofInnovation and other western theories of Development. Latin American Theories ofdevelopment, Indian Theories of development- Gandhian Theory etc. – role of media inDevelopment communication - strategies in development communication - social cultural and Economic barriers - case studies and experience –development communication policy.	12-05-2021 To 19-05-2021	12
<b>03.Human Development,</b>	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 igration. Urban and rural development, water and waste management, health, education, Transport etc. Panchayat Raj - planning at national, state, regional, district, block and villagelevels. Agricultural communication and rural development.	20-05-2021 To 29-05-2021	14
<b>04.Extension agencies :</b>	Developmental and rural extension agencies : governmental, semi-government, nongovernmental organizations, problems faced in effective communication, case studies onuse of media for development communication- newspapers, radio, television, films anddocumentaries, internet etc. Special development projects. SITE, Zabua, Kheda Projects.	30-05-2021 To 12-06-2021	11

  
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**Program: M. A. M.C.J. I (Semester-II) 22 April to 12 June 2021**

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
<b>01. Definition,</b>	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.	06--05-2021 To 20--05-2021	13
<b>02. Tools of data collection :</b>	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.	21-05-2021 To 1-05-2021	12
<b>03. Report writing</b>	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.	20-05-2021 To 29-05-2021	10
<b>04. applications in print and electronic media;</b>	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.	30-05-2021 To 12-06-2021	11

  
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**Program: M. A. M.C.J. I (Semester-II) 22 April to 12 June 2021**  
Course Title: Current Affairs

Name of the Teacher- Patwari Shivshankar  
Course code:P-COR-262

Unit	Chapters will be covered	Dates from to	No.of Lectures
01.		06--05-2021 To 11--05-2021	11
02.		12-05-2021 To 19-05-2021	13
03.		20-05-2021 To 29-05-2021	12
04.		30-05-2021 To 12-06-2021	11

  
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**Program: M. A. M.C.J. II (Semester-IV) Feb to May 2021**  
**Course Title: New & Social Media**

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

<b>Unit</b>	<b>Chapters will be covered</b>	<b>Dates from to</b>	<b>No.of Lectures</b>
<b>Unit 1st: Spread of Internet:</b>	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	18
<b>Unit 2nd: What is online journalism :</b>	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
<b>Unit 3<sup>rd</sup>: Open source journalism:</b>	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
<b>Unit 4<sup>th</sup>: Using Social Media :</b>	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

  
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**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**

<b>Unit</b>	<b>Chapters will be covered</b>	<b>Dates from to</b>	<b>No.of Lectures</b>
<b>Unit 1st: Introduction to Radio</b>	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	18
<b>Unit 2nd: Characteristics of communication on the radio:</b>	Radio studio: technical resources. Singularities of the radio and the importance of radio journalism. Radio genres.	25-3-2021 To 18-4-2021	17
<b>Unit 3<sup>rd</sup>: The radio language :</b>	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	19-4-2021 To 7-5-2021	14
<b>Unit 4<sup>th</sup>: Radio journalism production:</b>	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

  
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**Program: M. A. M.C.J. II (Semester-IV)**  
**Course Title: T.V. Journalism**

**Feb to May 2021**

**Name of the Teacher- Patwari Shivshankar**  
**Course code:P-TVJ-458**

Unit	Chapters will be covered	Dates from to	No.of Lectures
<b>Unit 1st: Understanding the medium:</b>	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	18
<b>Unit 2nd: Understanding TV News:</b>	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
<b>Unit 3<sup>rd</sup>: TV reporting:</b>	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
<b>Unit 4<sup>th</sup>: Writing and editing TV news:</b>	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

  
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