

Program: M. A. M.C.J. I (Semester-I) Jun to Oct 2018

Name of the Teacher- Patwari Shivshankar

Course Title: Introduction to Mass Communication

Course code:P-JMC-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	16-7-2018 To 1-8-2018	12
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.	2-8-2018 To 28-8-2018	18
03. Mass Media	The Mass Media: MacBride commission, New ICO, SITE & other commissions reports, new trends in communication and Mass Communication.	1-9-2018 To 14-9-2018	12
04. 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, Theory of Rasa.	15-9-2018 To 3-10-2018	18



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Program: M. A. M.C.J. I (Semester-I) Jun to Oct 2018

Course Title News Reporting & Editing

Course code:P-NRE-160

Name of the Teacher- Patwari Shivshankar

Unit	Chapters will be covered	Dates from to	No. of Lectures
Unit 1st: Understanding: News	Definitions, purpose and importance of news, Qualities of news accuracy, clarity, objectivity, balance, directness, etc: media-specific nature of news.	16-7-2018 To 25-7-2018	7
Unit 2nd: News gathering Sources:	Evaluating news :News sense and news values, 5 W's and H, importance of "What next Changing concepts: erasers, relationship, relevance and utility, News beats; introduction beat mapping.	26-7-2018 To 9-8-2018	10
Unit 3rd: News Gathering sources:	Basic tools for information gathering: maintaining a diary, taking notes, use of computer, internet, mobile and other gadgets, using maps, history and archives: checking information from various sources, pressures and pulls	10-8-2018 To 22-8-2018	08
Unit 4th: Reporting:	All Types of News writing, Headline -tools & techniques & Interviewing.	23-8-2018 To 4-9-2018	09
Unit 5th: 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.	5-9-2018 To 19-9-2018	11
Unit 6th: 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.	20-9-2018 To 3-10-2018	13



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Program: M. A. M.C.J. II (Semester-III) Jun to Oct 2018

Name of the Teacher- Patwari Shivshankar

Course Title: Public Relation & Digital P.R.

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.	16-7-2018 To 8-8-2018	15
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	9-8-2018 To 23-8-2018	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.	24-8-2018 To 15-9-2018	16
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.)	15-9-2018 To 3-10-2018	14



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Program: M. A. M.C.J. II (Semester-III) Jun to Oct 2018

Course Title: Agricultural & Rural Journalism

Name of the Teacher- Patwari Shivshankar

Course code: P-ARJ-361

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.	16-7-2018 To 10-8-2018	16
Unit 2 nd : 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.	11-8-2018 To 1-9-2018	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;	2-9-2018 To 20-9-2018	13
Unit 4 th : 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.	21-9-2018 To 3-10-2018	13



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Program: M. A. M.C.J. I (Semester-II) Dec 2018 to Mar 2019

Name of the Teacher- Patwari Shivshankar

Course Title: Media Law & Ethic

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.	3-12-2018 To 14-12-2018	10
02 The legislature:	The executive the cabinet -the judiciary -powers, and functions; the President, union list, concurrent list; emergency declaration; separation of powers.	17-12-2018 To 3-1-2019	08
03. Media freedom	Media systems -media economics and freedom; advertisers and pressure groups; lobbying; trade unionism; political parties; internal freedom.	6-1-2020 To 20-1-2020	09
04. 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.	21-1-2020 To 12-2-2020	10
05. Acts:	Official secrets 1923, vis-à-vis Right to Information Act. -sedition -Drugs and Magic Remedies (Objectionable) Advertisements Act, 1954, obscenity, copyright, 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.	13-2-2019 To 6-3-2019	12
06. Ethics:	Media ethical problems including, privacy, right to reply, communal writing and sensational reporting and yellow journalism, bias, etc. code of conduct; valuntary statutory.	7-3-2019 To 20-3-2019	11


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Program: M. A. M.C.J. I (Semester-II) Dec 2018 to Mar 2019

Name of the Teacher- Patwari Shivshankar

Course Title: Development Communication

Course code: P-DEC-260

Unit	Chapters will be covered	Dates from to	No. of Lectures
01. Development meaning:	Development support communication case studies, health, education, population. With special reference to problems of Marathwada.	3-12-2018 To 18-12-2018	10
02 Development communication:	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.	19-12-2018 To 10-1-2019	15
03. Human Development,	Development support communication: population and family welfare - health- education and society - environment and development - problems faced 'in development support communication. Development of weaker sections S.C. S.T. O.B.C. NT-DNT, women and rural communication. Special study of various issues related to women's empowerment and media.	11-1-2019 To 5-2-2019	14
04. Extension agencies	Development and rural extension agencies: governmental, semi-government, nongovernment organizations problems faced in effective communication, micro - macro - economic frame work available for actual development activities - case studies on development communication programmes. Non-conventional energy sources its use & role of mass media.	6-2-2019 To 28-2-2019	13
05. Writing Message	Writing development messages for rural audience: specific requirement of media. Writing with special reference to radio and television. Rural journalism and rural communication tools and techniques.	2-3-2019 To 19-3-2019	09


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Program: M. A. M.C.J. II (Semester-IV) Dec 2018 to Mar 2019

Name of the Teacher- Patwari Shivshankar

Course Title: New Media Technology

Course code: P-NMT-456

Unit	Chapters will be covered	Dates from to	No.of Lectures
01. What is internet	Spread of Internet: What is internet?, Salient features and advantage over traditional media; History and spread of internet in India, reach and problem of access; Internet and Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and mobile, Internet: LAN, MAN, WAN, E-mail, web ownership and administration of internet, ISPs, WAP, types of connection: dial-up, ISDN, lease-line.	3-12-2018 To 5-1-2019	18
02 - What is online journalism? :	What is online journalism? : Earlier websites of newspapers, E-books and E-publishing Basic knowledge of HTML and use of a content management system; Hyper-textuality, Multi-mediality and interactivity Use of various online tools to manage text, links, photos, maps, audio, video, etc. Status of online journalism today	7-1-2019 To 5-2-2019	14
03. Digital storytelling:	Digital storytelling: Tools of multimedia journalists ;Learn to report, write and produce in a manner that is appropriate for online media Feature writing for online media: Story idea, development and news updates Podcast and Webcast	6-2-2019 To 25-2-2019	13
04. Open source journalism:	Open source journalism: Responding to the audience, Annotative reporting Citizen Journalists Problem of verification, accuracy and fairness Use of blogs, tweets, etc. for story generation and development Protecting copyright Cyber Journalism: On - line. Editions of newspapers - management, Online editing e-publishing: security issue on internet and Dynamics of social media	26-2-2019 To 20-3-2019	15


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