



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) Jun to Oct 2019

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	08/07/19 To 26-7-2019	14
02. Communication Models:	SMR, SMCR, Shannon and Weaver, Laswell, Osgood, Schramm, Gerbner, Newcomb, convergent and gate-keeping, communication and socialization.	28-7-2019 To 19-8-2019	15
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.	21-8-2019 To 29-9-2019	16
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.	1-10-2019 To 22-10-2019	13

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Mass Communication and Journalism
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Department Of M.A.M.C.J.

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
Unit 1st: 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.	8-7-2019 To 29-7-2019	15
Unit 2nd: News gathering Sources;	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.	1-8-2019 To 25-8-2019	16
Unit 3rd: News 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	27-8-2019 To 20-9-2019	16
Unit 4th: 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.	22-9-2019 To 22-10-2019	13


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Program: M. A. M.C.J. II (Semester-III)
Course Title :Radio ,T.V.& Film Journalism

Name of the Teacher- Patwari Shivshankar
Course code:P-RTJ-359

Unit	Chapters will be covered	Dates from to	No.of Lectures
Unit 1st: Introduction to Radio:	Development of Broadcasting in India, Per-independence period, Post-independence period, Commissions and committees on broadcasting.	8-7-2019 To 27-7-2019	14
Unit 2nd: Radio programme formats:	Overview of an introduction to all programme formats in fiction, non-fiction/ news-based/entertainment RJ, talks, talk shows, phone-in programmes	28 -7-2019 To 9-8-2019	8
Unit 3rd: Overview of TV industry in India:	Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, Major Indian news channels; Marathi language channels: their role, importance and impact future trends.	10-8-2019 To 10-9-2019	16
Unit 4th: Television programme formats:	Preparation of script for TV news, different types of TV news Bulletins, , fundamentals of TV,News production, news reading and comparing exercises, Types of interviews, Talk shows, discussions, debates etc.	11-9-2019 To 30-9-2019	09
Unit 5th: What is cinema:	Definition of cinema. Cinema culture, The concept of persistence of vision. Silence and sound era, brief introduction of world cinema, Development of film in India. Cinema and society, parallel cinema, popular cinema and multiplex cinema, Film society movement, Special focus on Marathi cinema: classics and contemporary.	1-10-2019 To 22-10-2019	13


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Program: M. A. M.C.J. II (Semester-III)
Course Title: Sport Journalism

Name of the Teacher- Patwari Shivshankar
Course code: P-SPJ-361

Unit	Chapters will be covered	Dates from to	No.of Lectures
Unit 1st: History and Traditions:	Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. Sports and Society: Importance and place of sports in a civilization Growing importance of sport, its impact as a global business, the staging of events; Sports and public opinion, National sports policy.	8-7-2019 To 6 -8-2019	14
Unit 2nd: Rural Developmental Issues	Traditional Indian sports , Modern sports- Outdoor and indoor games. Basic rules of some major sports, need of and scope for specialization; Sports at local and regional level. Government ministries and bodies, Amateur organizations and apex sports organizations, Building sports venues and infrastructure, training facilities	8 -8-2019 To 22-8-2019	11
Unit 3rd: What is Agro-journalism?	Tradition of sports reporting- . Legacy of sports writers and commentators- English, Hindi, Marathi. Sports magazines in India & Maharashtra. Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities.	23-8-2019 To 10-9-2019	10
Unit 4th: New Trends :	Differences and similarities with other reporting; Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Sports writing for print, radio, TV, online and multi-media; Live telecast, Sports cast, Web commentaries, News alerts for mobiles; Fanzines, Sports blogs. Writing from press releases. Importance of knowing and understanding a game; Importance of statistics, official record and history.	10-9-2019 To 29-10-2019	14
Unit 5th: Sport news Editing	Working on a sports desk; Editing sports stories; Translation of sport stories; Objective, but passionate language, more style; Use of photos : action photos, cutouts, profile photos; photo-editing and writing captions. Use of archives and reference section. Sports columns by experts, players, syndicated columns; ghost writing for sports columns. sports pages; Designing sports pages.	1-10-2019- To 22-10-2019	11


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Program: M. A. M.C.J. I (Semester-II) Dec 2019 to Mar 2020

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.	11-12-2019 To 31-12-2019	13
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.	1-1-2020 To 21-1-2020	17
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.	27-1-2020 To 25-2-2020	18
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	26-2-2020 To 26-3-2020	12


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Program: M. A. M.C.J. I (Semester-II) Dec 2019 to Mar 2020

Course Title: Development Communication

Name of the Teacher- Patwari Shivshankar

Course code:P-DEC-260

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 anddeveloping societies.	11-12-2019 To 26-12-2019	11
02 Development communication:	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.	30-12-2019 To 24-1-2020	18
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 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.	28-1-2020 To 26-2-2020	19
04. Extension agencies:	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.	6-3-2020 To 26-3-2020	12

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Program: M. A. M.C.J. I (Semester-II) Dec 2019 to Mar 2020

Course Title: New Media Technology

Name of the Teacher- Patwari Shivshankar

Course code: P-NMT-456

Unit	Chapters will be covered	Dates from to	No.of Lectures
01.What is 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 Network LAN, MAN, WAN, E-mail, web ownership and administration of internet, ISPs, WAP,types of connection: dial-up, ISDN, lease- line.	11-12-2019 To 8-1-2020	16
02- 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-text utility, Multi-modality and interactivityUse of various online tools to manage text, links, photos, maps, audio, video, etc.Status of online journalism today	9-1-2020 To 30-1-2020	14
03.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 updatesPodcast and Webcast	1-2-2020-2020 To 18--2-2020	13
04.Open source journalism:	Responding to the audience, Annotative reporting.Citizen JournalistsProblem of verification, accuracy and fairness. Use of blogs, tweets, etc. for story generation and developmentProtecting copyright. Cyber Journalism: On - line. Editions of newspapers - management, Online editing e-publishing: security issue on internet and Dynamics of social media.	20-2-2020 To 24-3-2020	15


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