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**University Department of  
Mass Communication & Journalism  
(UDMCJ)**

**Bachelor of Arts  
(Journalism & Mass Communication)  
B. A. (JMC)**

(Designed as per the UGC's Choice Based Credit System)  
CBCS

Nomenclature of the course as per the specification  
degrees by UGC As per the Gazette of India, No. 27,  
July 5,2014

**Curriculum**

**With Effective From Academic Year 2017-18**

## UGC Guidelines on Adoption of Choice Based Credit System (April,2015)

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### 1. Preamble

The University Grants Commission (UGC) has initiated several measures to bring equity, efficiency and excellence in the Higher Education System of country. The important measures taken to enhance academic standards and quality in higher education include innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters.

The UGC has formulated various regulations and guidelines from time to time to improve the higher education system and maintain minimum standards and quality across the Higher Educational Institutions (HEIs) in India. The academic reforms recommended by the UGC in the recent past have led to overall improvement in the higher education system. However, due to lot of diversity in the system of higher education, there are multiple approaches followed by universities towards examination, evaluation and grading system. While the HEIs must have the flexibility and freedom in designing the examination and evaluation methods that best fits the the curriculum, syllabi and teaching-learning methods, there is a need to devise a sensible system for awarding the grades based on the performance of students. Presently the performance of the students is reported using the conventional system of marks secured in the examinations or grades or both. The conversion from marks to letter grades and the letter grades used vary widely across the HEIs in the country. This creates difficulty for the academia and the employers to understand and infer the performance of the students graduating from different universities and colleges based on grades.

The grading system is considered to be better than the conventional

marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students. To bring in the desired uniformity, in grading system and method for computing the cumulative grade point average (CGPA) based on the performance of students in the examinations, the UGC has formulated these guidelines.

### 2. Applicability of the Grading System

These guidelines shall apply to all undergraduate and postgraduate level degree, diploma and certificate programmes under the credit system awarded by the Central, State and Deemed to be universities in India.

### 3. Definitions of Key Words:

1. **Academic Year:** Two consecutive (one odd + one even) semesters constitute one academic year.
2. **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select from the prescribed courses (core, elective or minor or soft skill courses).
3. **Course:** Usually referred to, as 'papers' is a component of a programme. All courses need not carry the same weight. The courses should define learning objectives and learning outcomes. A course may be designed to comprise lectures/ tutorials/ laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study etc. or a combination of some of these.
4. **Credit Based Semester System (CBSS):** Under the CBSS, the requirement for awarding a degree or diploma or certificate is prescribed in terms of number of credits to be completed by the students.

5. **Credit Point:** It is the product of grade point and number of credits for a course.
6. **Credit:** A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.
7. **Cumulative Grade Point Average (CGPA):** It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.
8. **Grade Point:** It is a numerical weight allotted to each letter grade on a 10-point scale.
9. **Letter Grade:** It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F.
10. **Programme:** An educational programme leading to award of a Degree, diploma or certificate.
11. **Semester Grade Point Average (SGPA):** It is a measure of performance of work done in a semester. It is ratio of total credit points secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.
12. **Semester:** Each semester will consist of 15-18 weeks of academic work equivalent to 90 actual teaching days. The odd semester may be scheduled from July to December and even semester from January to June.
13. **Transcript or Grade Card or Certificate:** Based on the grades earned, a grade certificate shall be issued to all the registered

students after every semester. The grade certificate will display the course details (code, title, number of credits, grade secured) along with SGPA of that semester and CGPA earned till that semester.

#### 4. Semester System and Choice Based Credit System

The Indian Higher Education Institutions have been moving from the conventional annual system to semester system. Currently many of the institutions have already introduced the choice based credit system. The semester system accelerates the teaching-learning process and enables vertical and horizontal mobility in learning. The credit based semester system provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. The choice based credit system provides a 'cafeteria' type approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses and acquire more than the required credits, and adopt an interdisciplinary approach to learning. It is desirable that the HEIs move to CBCS and implement the grading system.

#### 5. Types of Courses:

Courses in a programme may be of three kinds: Core, Elective and Foundation.

##### 1. Core Course:-

There may be a Core Course in every semester. This is the course which is to be compulsorily studied by a student as a core requirement to complete the requirement of a programme in a said discipline of study.

##### 2. Elective Course:-

Elective course is a course which can be chosen from a pool of papers. It may be:

- Supportive to the discipline of study
- Providing an expanded scope

- Enabling an exposure to some other discipline/domain
- Nurturing student’s proficiency/skill.

An elective may be “Generic Elective” focusing on those courses which add generic proficiency to the students. An elective may be “Discipline centric” or may be chosen from an unrelated discipline. It may be called an “Open Elective.”

### 3. Foundation Course:-

The Foundation Courses may be of two kinds: Compulsory Foundation and Elective foundation. “Compulsory Foundation” courses are the courses based upon the content that leads to Knowledge enhancement. They are mandatory for all disciplines. Elective Foundation courses are value-based and are aimed at man-making education.

### 6. Examination and Assessment

The HEIs are currently following various methods for examination and assessment suitable for the courses and programmes as approved by their respective statutory bodies. In assessing the performance of the students in examinations, the usual approach is to award marks based on the examinations conducted at various stages (sessional, mid-term, end-semester etc.,) in a semester. Some of the HEIs convert these marks to letter grades based on absolute or relative grading system and award the grades. There is a marked variation across the colleges and universities in the number of grades, grade points, letter grades used, which creates difficulties in comparing students across the institutions. The UGC recommends the following system to be implemented in awarding the grades and CGPA under the credit based semester system.

#### 6.1. Letter Grades and Grade Points:

- Two methods -relative grading or absolute grading– have been in vogue for awarding grades in a course. The relative grading is

based on the distribution (usually normal distribution) of marks obtained by all the students of the course and the grades are awarded based on a cut-off marks or percentile. Under the absolute grading, the marks are converted to grades based on pre-determined class intervals. To implement the following grading system, the colleges and universities can use any one of the above methods.

- The UGC recommends a 10-point grading system with the following letter grades as given below:

**Table 1: Grades and Grade Points**

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

- A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- For non credit courses ‘Satisfactory’ or ‘Unsatisfactory’ shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.
- The Universities can decide on the grade or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.,

- vi. The statutory requirement for eligibility to enter as assistant professor in colleges and universities in the disciplines of arts, science, commerce etc., is a minimum average mark of 50% and 55% in relevant postgraduate degree respectively for reserved and general category. Hence, it is recommended that the cut-off marks for grade B shall not be less than 50% and for grade B+, it should not be less than 55% under the absolute grading system. Similarly cut-off marks shall be fixed for grade B and B+ based on the recommendation of the statutory bodies (AICTE, NCTE etc.,) of the relevant disciplines.

**6.2. Fairness in Assessment:**

Assessment is an integral part of system of education as it is instrumental in identifying and certifying the academic standards accomplished by a student and projecting them far and wide as an objective and impartial indicator of a student’s performance. Thus, it becomes bounden duty of a University to ensure that it is carried out in fair manner. In this regard, UGC recommends the following system of checks and balances which would enable Universities effectively and fairly carry out the process of assessment and examination.

- i. In case of at least 50% of core courses offered in different programmes across the disciplines, the assessment of the theoretical component towards the end of the semester should be undertaken by external examiners from outside the university conducting examination, who may be appointed by the competent authority. In such courses, the question papers will be set as well as assessed by external examiners.
- ii. In case of the assessment of practical component of such core courses, the team of examiners should be constituted on 50 – 50 % basis. i.e. half of the examiners in the team should be invited from outside the university conducting examination.

- iii. In case of the assessment of project reports / thesis / dissertation etc. the work should be undertaken by internal as well as external examiners.

**7. Computation of SGPA and CGPA**

The UGC recommends the following procedure to compute the Semester Grade Point

Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

$$SGPA (S_i) = S(C_i \times G_i) / S C_i$$

where  $C_i$  is the number of credits of the  $i$ th course and  $G_i$  is the grade point scored by the student in the  $i$ th course.

- ii. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$CGPA = S(C_i \times S_i) / S C_i$$

where  $S_i$  is the SGPA of the  $i$ th semester and  $C_i$  is the total number of credits in that semester.

- iii. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

**8. Illustration of Computation of SGPA and CGPA and Format for Transcripts**

**i. Computation of SGPA and CGPA**

**Illustration for SGPA**

Course	Credit	Grade Letter	Grade Point	Credit Point
Course 1	3	A	8	3x8 = 24
Course 2	4	B+	7	4x7 = 28

Course 3	3	B	6	3x6 = 18
Course 4	3	O	10	3x10 = 30
Course 5	3	C	5	3x5 = 15
Course 6	4	B	6	4x6 = 24
	<b>20</b>			<b>139</b>

Thus, SGPA =  $139/20 = 6.95$

#### Illustration for CGPA

Semester1	Semester2	Semester 3	Semester4
Credit : 20	Credit : 22	Credit : 25	Credit : 26
SGPA : 6.9	SGPA : 7.8	SGPA : 5.6	SGPA : 6.0
Semester 5	Semester 6		
Credit : 26	Credit : 25		
SGPA : 6.3	SGPA : 8.0		

Thus, CGPA =  $20 \times 6.9 + 22 \times 7.8 + 25 \times 5.6 + 26 \times 6.0 + 26 \times 6.3 + 25 \times 8.0$   
 $\underline{\hspace{10em}} = 6.73$

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ii. Transcript (Format): Based on the above recommendations on Letter grades, grad points and SGPA and CCPA, the HEIs may issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.

## Bachelor of Arts in Journalism & Mass Communication B. A. (JMC)

CBCS (Designed as per the UGC's Choice Based Credit System)

### LEARNING OBJECTIVES OF PROFESSIONAL DEGREE COURSE

- 1] To imbibe and inculcate journalistic values, perspectives and approaches among students
- 2] To develop professional human capital for ever -changing Entertainment and Media Industry [ E & M Industry ]
- 3] To equip students with ICT-based professional skills as per the requirement of the profession.
- 4] To encourage entrepreneurship in media industry for innovative business incubation by way of startup units.
- 5] To impart newer knowledge and research skills for active and creative participation in knowledge-based digital society.

### LEARNING OUTCOME

- 1] Students after completing the course shall equip themselves with journalistic professional skills.
- 2] Students will enhance their perspectives and theoretical approaches & knowledge about journalism & mass communication field.
- 3] The students will acquire journalistic values, ICT-based skills & new areas & trends in the profession.
- 4] Students will learn to undertake innovative & creative media incubation & acquire entrepreneurship skills required for that.
- 5] After completing this degree course Students will be employable in the Entertainment & Media industry.

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NOTE : There shall be Core courses, Foundation courses and Elective courses inclusive of Open Elective Courses. (Open for students of different disciplines form Faculty for Arts, Science, Commerce, Law, Management and Education).

**Dr. Babasaheb Ambedkar Marathwada University,  
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**Admission Rules & Fee Structure For  
B. A. (Journalism & Mass Communication )**

Professional New Degree Course designed as per the  
UGC Guidelines (2015) for Choice Based Credit System (CBCS)

BAJMC : R-1 : B. A. (J.M.C.) : Bachelor of Arts (Journalism & Mass Communication) is a three years professional degree course. The minimum qualification of the admission of this course is 12th (Art/Science/Commerce) streams with 40% marks.

BAJMC : R-2 : The intake capacity of for this course shall be 40 and admission shall be made on the basis of the Common Journalism Entrance Test (JET) of 70 marks, Group Discussion (GD) 10 marks, Personal Interview (PI) of 10 marks and 10 marks for 12th examination/higher secondary examination merit. Thus, admission list shall be prepared on the basis of performance out of 50 marks. The reservation policy of the State Government / University shall be applicable in admission. 30% seats shall be reserved for female candidates, within the respective categories (Open, S.C., S. T., O. B. C., NTDNT etc.).

BAJMC : R-3 : The candidate has to pay Rs. 500/- as a registration, test, syllabus, profile fee or the fee fixed by the university from time to time. this fee will be Rs. 400/- for reserve category students.

BAJMC : R-4 : The course shall be of three academic years & six semesters based on choice based credit system. The fee structure of the course shall be as follows for University Department & All Colleges

Admission Fee	: Rs. 500/-
Tuition fee per semester	: Rs. 6000/-
Laboratory fee per year	: Rs. 500/-
Dept. Library fee per year	: Rs. 500/-
Study tour contribution per year	: Rs. 3000/-
Placement fee final year	: Rs. 500/-
Examination fee per semester	: Rs. 600/-
Other fees as per university structure.	

BAJMC: R-5 : The candidate, who completes the terms but fails in examination of first semester, shall be eligible to take admission to second semester. However, the candidate, who has clearly passed the first semester shall be eligible for taking admission to third semester. Likewise, to take admission for fourth semester, he /she must pass the second semester examination & for admission to the fifth semester. The candidate has to clear third semester and to take admission to sixth semester, the candidate must clear his fourth semester.

BAJMC: R-6 : As course is professional one, admitted candidates are required to attend Department regularly and minimum 75% attendance is essential. The candidate fails to attend the course, shall be liable for cancellation of admission to the concerned semester and he has to repeat that semester again.

BAJMC: R-7 : One study tour is compulsory for every candidate per academic year and student has to pay the contribution of Rs. 3000/- per year for the purpose. The study tour shall carry marks as fixed by the Department / University.

BAJMC: R-8 The Department / colleges will have Three Years integrated Bachelor of Arts in Journalism & Mass Communication Course. It will run for 6 semesters & will have a total of 96 credits, divided into 16 credits per semester. One credit course, whether for theory or practical's, will be

for one clock hour per week running for 15 weeks which comprise one semester. A total no. of 15 clock hours work will thus be required to be organized for one credit course.

Medium of instruction and answer can be Marathi/ Hindi or English.

BAJMC: R-9 :The system of evaluation will be as follows : Each assignment / Test will be evaluated in terms of marks. The marks for separate assignments and the final (semester end) examination will be added together and then converted into a grade and later grade point average, Results will be declared for each semester and the final examination will give total marks, grades and grade point average.

BAJMC: R-10 :The contributory teachers shall be either from approved teaching faculty of other colleges / institutions / NET/ SET/Ph. D. (Journalism), holding candidates or from media profession with minimum 10 years experience. The contributory teachers shall be entitled for honorarium of Rs. 350/- per lecture.

BAJMC: R-11 :The practical & oral examination shall be conducted by the team of internal & external examiners. (2 from colleges & 2 from university). The practical assessment honorarium shall be Rs. 50 per practical file / paper / unit; as the case may be.

The fee for Dissertation / Research Project assessment shall be 200/- per candidate

#### R.750 Minimum Standard of Instructions

There shall be minimum standard of instructions, as per U.G.C. guide lines and requirement of professional course of Journalism. The colleges / institutions not fulfilling the requirement shall not be allowed to conduct this course. The

medium of instruction can be English, Marathi, Hindi and the examination paper shall be set in all three languages in single question paper.

- (a) In the Department / Institution / College, where Bachelor of Arts Journalism course is being conducted, there shall be at least 3 full time teachers appointed as per existing qualifications and recruitment conditions, laid down by the university / U. G. C.
- (b) There shall be a separate computer lab with at least 10 computers, having LAN and broadband internet connection. It shall also consist of laser printer, scanner and photocopier .
- (c) Every department/college/institution shall purchase atleast four digital video cameras, one still digital camera, large screen TV, DVD Player, LCD/digital projector. Audio/video recording & editing studio
- (d) There shall be a library of media books, journals, magazines, newspapers, DVD & CDs. There will be initial investment in the tune of minimum Rs. 50,000/-for library. Every year college / department shall add books of Rs. 40,000.
- (e) There shall be one librarian ( part time / full time) 2 non-teaching staff, out of which one shall be a DTP operator .

R.751 The examination shall consist of four semester as detailed below :



## **B. A. (Journalism & Mass Communication)**

Professional Degree Course

### **Structure & Scheme of Examination**

SIX SEMESTER THREE YEARS PROFESSIONAL COURSE OF  
160 CREDITS

	<b>Credits</b>	<b>Marks</b>
<b>SEMESTER -I</b>		
<b>Core Courses (C.C.) - 2</b>		
JBA-I - 01 : Introduction to Mass Communication & Journalism	04	100
JBA-I - 02 : Reporting	04	100
<b>Elective Courses (E. C.) Select any two papers</b>		
JBA-I - 03 : Media Language - English	04	100
JBA-I - 04 : Media Language - Marathi	04	100
JBA-I - 05 : Media Language - Hindi	04	100
<b>Foundation Course (F. C.) - 1</b>		
JBA-I - 06 : Indian Constitution & Democracy	04	100
<b>Practical</b>		
JBA-I-07 : Journalism Practical	04	100
JBA-I-08 : Mass Communication Practical	04	100
<b>TOTAL CREDITS of THE SEMESTER</b>	<b>28</b>	<b>700</b>
<b>SEMESTER -II</b>		
<b>Core Courses (C.C.) - 2</b>		
JBA-II - 09 : Introduction to Print Media	04	100
JBA-II - 10 : Introduction to Electronic Media	04	100
<b>Elective Courses (E. C.) Select any two papers</b>		
JBA-II - 11 : Introduction to Political Science & Governance	04	100
JBA-II - 12 : Media History	04	100
JBA-II - 13 : Communication & Soft Skills (Open Elective)	04	100
<b>Foundation Course (F. C.) - 1</b>		
JBA-II - 14 : Introduction to Media Research	04	100
<b>Practical</b>		
JBA-II-15 : Print Media Practical / Field Survey	04	100
JBA-II-16 : Electronic Media Practical / Content Analysis	04	100
<b>TOTAL CREDITS of THE SEMESTER</b>	<b>28</b>	<b>700</b>

### SEMESTER -III

#### Core Courses (C.C.) - 2

JBA-III - 17 : Editing	04	100
JBA-III - 18: Introduction to Advertising	04	100

#### Elective Courses (E. C.) Select any two papers

JBA-III - 19 : Introduction to Sociology & Social work	04	100
JBA-III -20 : Civic & Rural Reporting	04	100
JBA-III - 21 : Sports & Cultural Reporting	04	100
JBA-VI - 22 : Business Journalism	04	100

#### Foundation Courses (F. C.) -1

JBA-III - 23 : Introduction to Public Relations	04	100
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#### Practical

JBA-III -24 : Research Project	04	100
JBA-III -25 : Public Relations & Rural Reporting Practical	04	100

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**TOTAL CREDITS of THE SEMESTER**

**28**

**700**

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### SEMESTER -IV

#### Core Courses (C.C.) - 2

JBA-IV - 26: Film & Entertainment Journalism	04	100
JBA-IV - 27: Advanced Editing and Special Reports	04	100

#### Elective Courses (E. C.) Select any two papers

JBA-IV -28 : Introduction to Event Management	04	100
JBA-IV -29 : Radio Journalism	04	100
JBA-IV -30 : Television Journalism	04	100
JBA-IV - 31 : Advertising & Audience Research	04	100

#### Foundation Courses(F. C.) -1

JBA-IV - 32 : Introduction to Economics	04	100
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#### Practical

JBA-IV -33 : Film/Advertising/Event Practical	04	100
JBA-IV -34 : Radio & Television Practical	04	100

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**TOTAL CREDITS of THE SEMESTER**

**28**

**700**

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## SEMESTER - V

### Core Courses (C.C.) - 2

JBA-V - 35 : Gender, Community & Social Justice Reporting	04	100
JBA-V - 36: Media Ethics and Law	04	100

### Elective Courses (E. C.) Select any two papers

JBA-V -37 : Social Media & Blog Writing	04	100
JBA-V -38 : Documentary Production Techniques	04	100
JBA-V - 39 : Design & Graphics	04	100
JBA-V -40 : Printing Technology	04	100

### Foundation Courses (F. C.) -2

JBA-V - 41 : Development Communication	04	100
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### Practical

JBA-V -42 : Development /Documentary Practical	04	100
JBA-V -43 : Design & Graphics/Blog Practical	04	100

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### TOTAL CREDITS of THE SEMESTER

**28**

**700**

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## SEMESTER -VI

### Core Courses (C.C.) - 2

JBA-VI - 44 : Photo Journalism	04	100
JBA-VI - 45 : Environmental Journalism	04	100

### Foundation Courses (F. C.) -2

JBA-VI - 46 : Web Journalism	04	100
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### Research Dissertation

JBA-VI -47 : Dissertation	04	100
JBA-VI-48 : Internship in the media industry	04	100

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### TOTAL CREDITS of THE SEMESTER

**20**

**550**

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### Total Research Credits

**Total Marks : Theory - 2800 + Practicals - 1200 = 4000 \* Total Credits : 160**

## **B. A. (Journalism & Mass Communication)**

### **B. A. (JMC) First Year Semester -I**

#### **Core Courses (C.C.) - 2**

#### **JBA-I-01 : INTRODUCTION TO MASS COMMUNICATION & JOURNALISM**

##### **Objectives of the Course**

- To introduce students the foundations and origin of journalism.
- To assist the students to Understand Mass communication processes.
- Engage students in early efforts in printing press and modern technology.
- To familiarize students to the concept of Press and freedom movement and its importance in the current scenario.

**Unit -I** Journalism and Mass Communication - Nature - Scope - Mass Communication - Definition - Process; mass media and modern society - Functions - Mass Media and democracy. Mass media and national development - Media and Govt. The role of media in public education.

**Unit -II** Early efforts in printing - newspapers - types of newspapers - contents - characteristics; magazines - characteristics and types; print media in India: an overview; books as a medium of communication - types of books - book publishing in India. Early communication systems in India - first Indian newspaper; print media in nineteenth century; Indian press and Indian freedom movement - brief history of major English and Indian language newspapers and magazines. Brief history of Marathi Press (1832-2010)

**Unit-III** Journalism: Concept & Structure, Values & Importance. Concept of Media & communication, Types of Media. History

of Indian Journalism. Early communication systems in India - development of printing - early efforts to publish newspapers in different parts of India, efforts of publications in Maharashtra and Marathwada.

**Unit-IV** Newspapers and magazines in the nineteenth century - first war of Indian Independence and the press - issues of freedom, both political freedom and press freedom. Birth of the Indian language press - contribution of Raja Ram Mohan Roy, birth of the Indian news agencies, History of Marathi Press, Major trends.

**Unit-V** The Indian Press and freedom movement. Independence and the Indian press; history of the language journalism of the region. Social reform movement & Newspapers - Satya Shodhak Press, Dalit Press, its Social importance. The press in India after independence; social political and economic issues and the role of the Indian press problems and prospects. Introduction to Radio & TV Journalism. Cyber Journalism

##### **Students Learning Outcomes.**

Students will be able to:

- Cover events and write a lab journal in the medium of language (Marathi, Hindi or English)
- Students will write articles and comments in local newspapers, with their own byline and submit cuttings of the articles.

##### **Reference Books**

१. संवादविश्व, सुषमा दातार
२. संवादशास्त्र, सुधाकर पवार, मानसन्मान प्रकाशन, पुणे
३. जनसंवाद सिद्धांत, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद
4. Mass Communication in India, Keval Kumar, Jaico Publication, Pune
5. Growth and Development of Mass Communication in India, J. V. Vilanilam, National Book Trust, New Delhi.
6. Introduction to Mass Communication, Emery E. Ault, P. H. Agee.
7. Process and Effect of Mass Communication, Shram.

## **JBA-I - 02 : REPORTING**

### **Objectives of the Course**

- To introduce students to news as a basic necessity, its elements structure and sources of news.
- To introduce students to reporting techniques in print TV, Radio and Internet.
- To equip students with the knowledge of computers and English in reporting.

**Unit -I** Curiosity as a human nature. Definition of news. Information as a basic necessity.

**Unit -II** Elements and values of news. How to get and know news. Sources of news.

**Unit -III** Structure of news writing. Kinds of leads, headings, styles, stylebook.

**Unit- IV** News reporting for print, TV, Radio, Internet. Knowledge of English, Computers etc.

**Unit - V** Reporting politics, society, crime, weather, speeches, accidents, disasters, courts, riots, wars, science and realigion. Physical fitness, punctuality, ethics must for reporting.

### **Students Learning Outcomes.**

Students will be able to:

- Report different beats of journalisme.g. politics,society,crime,speeches religion,courts,disasters etc.
- Students will write news stories for local newspapers, and national newspapers.
- To know the different ethics in reporting and apply in their professional career.

### **Reference Books**

१. बातमीदारी, सुनील माळी, राजहंस प्रकाशन, पुणे.
२. वार्तासंकलन, चंद्रकांत ताम्हणे, पॉप्युलर प्रकाशन
३. वृत्तलेखन, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद
4. The Mass Media Reporting, Writing, Editing, Rivers-Haroor and Row.
5. Interpretative Reporting, MacDougall, MacMillan

## **Elective Courses (E. C.) Select any two papers**

### **JBA-I-03 :MEDIA LANGUAGE - ENGLISH**

#### **Objectives of the Course**

- To introduce students English as a global language
- To familiarize students with grammar and parts of speech used in journalism
- To acquaint the students in English writing skills for news, essay, slogans writing.
- To accustom media students with media writing skills for radiobulletin and research writing.

**Unit -I** Importance of English as a global language, English and World communication, Changing scenario of English in Modernization, Importance of English in Science & Technology.

**Unit -II** Parts of speech, Tense, Voice, Direct and Indirect speech, Degrees, Auxiliary or helping verbs, Question tag, Kinds of sentences, Transformation, Use of if/unless, Synthesis complex, compounded and simple, Use of as soon as, no sooner---than, hardly ---when etc., Use of not only---but also, as well as, Articles, Clauses, Infinitive, Gerund, Word formation, Punctuation, Articles, Use of Too,

**Unit -III** ENGLISH WRITING SKILLS : News writing, Slogans / preparation poster, Essay writing, Report writing, Letter writing, Translation, Standard business letters, Handling letters of complaint, Writing short Reports. MEDIA WRITING : Drafting e-mails for business correspondence, Radio bulletin writing, News story, Field report writing, Research writing, Editorial writing, Editorial note writing, Middle writing.

**Unit -IV** Discussions/ Meetings / Team skills : Preparing agenda for meetings, Writing minutes of meetings, Making notes of business conversations, Business promotions and language for advertising.

**Unit -V** Job and careers : Applying for jobs, preparing resumes, Writing cover letters for resumes, Preparing for interviews, Taking interviews. Spoken English : Vowels and diphthongs, Sounds of English, Phonetic Transcription, Dialogue and conversation.

### **Students Learning Outcomes.**

Students will be able to:

- To take, give interviews and write minutes of meetings
- write resumes, CVs and cover letters for jobs
- Learn how to write bulletins and business writing's
- Speak and dialogues in conversation, while doing debates and group discussions as a practical of media language.

#### **JBA-I-04 :MEDIA LANGUAGE - MARATHI**

**Unit -I** मराठी भाषेची उत्पत्ती, राजवटीचा भाषेवर परिणाम, लोकवसाहती, मराठीचे विशेषण, मराठीच्या पोटभाषा, यादवकालीन मराठी ते राजभाषा (इ.स.१९६०), मराठीचे भाषाविज्ञान, प्रमाणभाषा, बोलीभाषा.

**Unit -II** देवनागरी लिपी. देवनागरी लिपी व मराठीचा संबंध, देवनागरी ते लोकनागरी लिपी.

**Unit -III** मराठी भाषेतील व्याकरण, वर्णमाला, अनुनासिके, जोडाक्षरे, दंततालव्य, शुद्धलेखन, मराठीतील कवी, साहित्यिक व संताचा परिचय, मराठीतील योगदान.

**Unit -IV** माध्यमांसाठी मराठी लेखन, मुद्रित श्राव्य, दृकश्राव्य सार्वजनिक माहितीसाठी लेखन कौशल्य (पी-आर पत्रके).

**Unit -V** बातमी लेखनासाठीचे कौशल्य, लेख, पत्र, वार्तापत्र, श्राव्यमाध्यमासाठी लेखन, जाहिरात, बातम्या, माहितीपट, श्रुतिका, दृकश्राव्य माध्यमांसाठी लेखन.

#### **Reference Books**

१. नासिराबादकर ल. रा., व्यावहारिक मराठी, फडके प्रकाशन, कोल्हापूर.
२. मेदकर प्रकाश, उपयोजित मराठी, विद्या बुक्स, औरंगाबाद.
३. सत्वशीला सामंत, मराठी भाषा आणि शुद्धलेखन, डायमंड पब्लिकेशन्स, पुणे
४. जोशी सु. ह., मराठी पत्रकारितेची पावले, डायमंड पब्लिकेशन्स, पुणे.
५. मराठी अचूक लेखन साधना, अनुबंध प्रकाशन.
६. मोहनी दिवाकर, माय मराठी कशी लिहावी, साहित्य प्रकाशक केंद्र
७. जोशी चंद्रहास, मराठी भाषा उच्चारण आणि लेखन, गोकुळ मासिक प्रकाशन.
८. तुपे केशव, माध्यमांची भाषा आणि लेखन कौशल्य.
९. फडके पुष्पा, मराठीसाठी लोकनागरी, पद्मगंधा प्रकाशन
१०. भुजाडे शशिकांत, म मराठीचा, साहित्य प्रसार केंद्र.
११. मराठी भाषेची श्रेष्ठता, विद्याभारती प्रकाशन.

१२. जोगळेकर ग. ना., उपयोजित मराठी, कृतज्ञता ग्रंथ.

#### **JBA-I-05 :MEDIA LANGUAGE - HINDI**

**उद्देश :** इलेक्ट्रॉनिक मीडिया में करियर हेतु, विभिन्न कार्यालयों में राजभाषा अधिकारी, सोशल और वेब मीडिया में बाज़र, वाणिज्य हेतु. मुद्रित माध्यमों में द्विभाषी तथा अनुवादक रूप में।

**Unit -I** हिंदी भाषा - उद्गम, विकास एवं महत्त्व । हिंदी की बोलियाँ, लीपी । हिंदी वर्तनी, उच्चारण पद्धति । हिंदी भाषा की व्यापकता और वैश्विक स्तर ।

**Unit -II** हिंदी भाषा - संपर्क एवं संवाद की भाषा । हिंदी भाषा का स्थान एवं मूल्य । अखिल भारतीय रूप-स्वरूप, राजभाषा हिंदी, प्रयोजनमूलक हिंदी-रेडिओ एवं टी. वी. लेखन, फीचर, वार्ता, समाचार, मनोरंजन, समाचार पत्र लेखन, समाचार, अग्रलेख लेखन, विज्ञापन लेखन, माध्यम के अनुसार भाषा परिवर्तन, भाषा की विधागत विशेषताएँ।

**Unit -III** जनसंपर्क और हिंदी भाषा, हिंदी भाषा और समाज, भारतीय स्वतंत्रता आंदोलन और हिंदी भाषा, हिंदी भाषा और राष्ट्रीयता, हिंदी भाषा और हिंदी सिनेमा, हिंदी सिनेमा और समाज परिवर्तन ।

**Unit -IV** हिंदी भाषा और वेब मीडिया, सोशल मीडिया की हिंदी, कम्प्यूटर की भाषा और हिंदी, हिंदी भाषा और बाजारवाद, पत्रकारिता में हिंदी ।

**Unit -V** भाषा की विभिन्न शैलियाँ, भाषा लेखन कौशल्य और प्रभाव, हिंदी भाषा का मराठी से अंतःसंबंध, भाषा की विशेषताएँ - मराठी, हिंदी और अंग्रेजी । राष्ट्रभाषा के रूप में हिंदी।

#### **Reference Books**

१. नवभारत भाषा विशेषांक
२. जनसंचार माध्यम और भाषा, डॉ. संध्या मोहीते
३. मीडिया लेखन, रमेशचंद्र त्रिपाठी, विश्वविद्यालय प्रकाशन, वाराणसी

#### **Foundation Course (F. C.) -1**

#### **JBA-I-06 :INDIAN CONSTITUTION & DEMOCRACY Objectives of the Course**

- To introduce students to the Indian constitution.

- To engage students to learn the role of media and democracy
- Making them acquainted with laws regarding media
- To familiarize students with the fundamental rights and duties.

**Unit -I** Introduction to constitution, salient features of Indian Constitution, preamble, fundamental rights and duties etc,

**Unit -II** The legislature, the executive, the cabinet, judiciary, powers and functions . The President, concurrent list and state list , emergency powers.

**Unit -III** Media freedom & Democracy, Role of media in democracy, Elections & media, Public opinion & media, People's participation and media, democratic values and media, democracy and press freedom interdependency, advertising and pressure groups, lobbying, trade unionism, political parties

**Unit -IV** Laws regarding media. such as registration of Newspapers and books, law of defamation, contempt of court, freedom of expression in Indian constitution.

**Unit -V** Freedom of Press in Indian Constitution. The copyright act in India, Right to Information act and its applications in various field including media, intellectual property right and its implication in various field.

#### **Students Learning Outcomes.**

Students will be able to:

- They will be able to play part in democratic processes by educating masses about democratic ideas in the writings.
- To differentiate between different laws regarding media e.g. law of torts; libel and slander.
- Will use the knowledge of right to information while writing and searching for news
- Learn about the concept of 4<sup>th</sup> Estate.

#### **Reference Books**

१. भारतीय राजकीय व्यवस्था, घांगरेकर, कवठाळकर, डाटसन्स.
२. भारतीय राज्यघटना, वि. मा. बाचल, के सागर पब्लिकेशन, पुणे
३. राज्यघटनेचे अर्धशतक, न्या. नरेंद्र चपळगावकर, मौज प्रकाशन, मुंबई २००२
४. भारतीय राज्यघटना व राजकीय व्यवहार, डॉ. वि. मा. बामल, के. सागर पब्लिकेशन, पुणे २००२
5. Indian Constitution, Durga Dass Basu, Wadhva Publication,

Nagpur, 2001

#### **Practicals**

##### **JBA-I-07 : JOURNALISM PRACTICAL**

1. Writing of Different 10 News Items on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Science & Technology, Crime & submission of file. **50**
2. Writing of Three articles one on current socio-economic problems & one on education, and one on politics. **50**

##### **JBA-I-08 : MASS COMMUNICATION PRACTICAL**

1. Practical exam. of composing of four news items on computer (Marathi & English Two each) **20**
2. Publication of three lab journal by a group of 5 students. **30**  
\* Two PPT Presentations by each student on the topics related to syllabus **20**
- 3.. Class Tests **30**

## B. A. (JMC) First Year Semester -II

### Core Courses (C.C.) - 2

#### JBA-II - 09 : INTRODUCTION TO PRINT MEDIA

##### Objectives of the Course

- To introduce students to the development of print media in Maharashtra and India.
- To assist the students to comprehend the role of media as the 4<sup>th</sup> estate in Indian democracy.
- Engage students in political communication.
- To familiarize students to the concept of public service journalism and neo-journalism.

**Unit -I** Brief history of the development of print media in India and Maharashtra, salient features of print media.

**Unit -II** Press as a fourth estate in democracy, the role of print media in moulding public opinion.

**Unit -III** Political communication in print media. Elections and the press, current trends regarding paid news and its critical analysis.

**Unit -IV** Public service journalism in new world, social and economic reporting after globalization.

**Unit -V** Press in 21st century and neo journalism. Elite press and rural press. Bridging urban -rural gap.

##### Students Learning Outcomes.

Students will be able to:

- Learn Students learn the salient features of print media
- To do rural reporting so as to bridge the gap between urban and rural areas of reportage.
- Practice reporting and cover different beats assigned to them.

##### Reference Books

१. संपादकाचे जीवनविश्व, द्वा. भ कर्णिक, किलोस्कर
२. पत्रकारितेची मूलतत्त्वे, प्रभाकर पाध्ये
3. News Editing, Wesley Bruce, Houghton Mifflin
4. Modern Newspaper Editing & Production, F. W. Hodgon

Oxford.

5. Editing in Electronic Era, Gibson, Prentice Hall.

#### JBA-II - 10: INTRODUCTION TO ELECTRONIC MEDIA

##### Objectives of the Course

- To introduce students the development of radio Tv and Internet.
- To assist the students to comprehend the formats of writing and methods of production.
- Engage students in language grasping skills in Marathi, English and Hindi for electronic reportage. (TV & Radio)
- To familiarize students web journalism e.g. blog writing, MMS and E-mail writing

**Unit -I** Brief history & development of radio, television and internet, Working patterns and methods of productions, formats of writing,

**Unit -II** Developing language skills for electronic media. Marathi, Hindi, English Grammar and basics of Marathi language, exercise of Marathi writing, Marathi newsman's language.

**Unit-III** Marathi, Hindi, English writing for radio, radio play writing, radio feature writing, radio news writing, radio talk writing.

**Unit-IV** Marathi writing for television, television news writing, comparing television story , screen play of television serial, script writing techniques for television.

**Unit-V** Marathi, Hindi, English writing text of news articles, comments on blogs, websites, creating own blog. Developing feedback techniques through sms, mms and e-mail

##### Students Learning Outcomes.

Students will be able to:

- Write articles, news and features for radio, TV and websites.
- Write in different formats of print, web and electronic mediums.

##### Reference Books

१. रेडीओ और दूरदर्शन पत्रकारिता, हरिमोहन, विश्वविद्यालय प्रकाशन, वाराणसी.
२. नई पत्रकारिता और समाचार लेखन, सविता चड्ढा, विश्वविद्यालय प्रकाशन, वाराणसी.
3. Growth and Development of Mass Communication in India, J. V. Vilanilam, National Book Trust, New Delhi.



4. Editing in Electronic Era, Gibson, Prntice Hall.
5. Broadcasting in India, P. C. Chatterji, Sage Publication, London.

### **Elective Courses (E. C.) Select any two papers**

#### **JBA-II -11 : INTRODUCTION TO POLITICAL SCIENCE & GOVERNANCE**

##### **Objectives of the Course**

- To introduce students to the origin of the concept of Government.
- To assist the students to understand the development of International relations and its contemporary role in international peace.
- Engage students in the study of governance and its applications since independence.
- To familiarize students to compare and contrast concept of E-governance and E-government.

**Unit -I** The concept of Governance, its origin and development.

**Unit -II** The development of International relations during two world wars and in new millennium

**Unit -III** General study of governance in states and their performance since independence, performance of Panchayat Raj system in India & Maharashtra, E-governance, Right to Information.

**Unit -IV** Brief study of international relations -foreign policies of India, UK, USA, Russia; UN and its agencies and their functions; regional organisations such as ASEAN, SAARC, OIC, OAC.

**Unit -V** Panchsheel and non -alignment - India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America. Indian foreign policy in new millennium.

##### **Students Learning Outcomes.**

Students will be able to:

- Learn foreign policies of developed and developing countries with reference to underdeveloped nations.
- Learn India's foreign policy and its relation to neighbouring states and other countries in relation to development and international

issues on rules.

##### **Reference Books**

१. भारतीय शासन व राजकारण, डॉ. सुधाकर जोशी, विद्या बुक्स, औरंगाबाद.
२. भारतीय प्रशासनाची रूपरेषा, के. आर. बंग, विद्या बुक्त, नागपूर
३. भारताचे परराष्ट्र धोरण, डॉ. पद्माकर दुभाषी, श्रीविद्या प्रकाशन पुणे, २००६
४. आंतरराष्ट्रीय संबंध सिद्धांत व व्यवहार, बी. वाय. कुलकर्णी, अशोक नाईकवाडे, श्रीविद्या प्रकाशन, पुणे, २००४
5. Indian Govt. & Politics, S. N. Dube, Laxminarayan Agency Arga.

#### **JBA-II - 12 : MEDIA HISTORY**

##### **Objectives of the Course**

- To introduce students the early efforts of printing.
- To assist to understand social movements.
- Engage students to learn the relationship the press and society, Press and government.
- To familiarize students to the news agencies and newspaper organizing.

**Unit -I** Early efforts of Print Media in India, Nature, scope and significance of journalism, History of Indian Language Journalism, Early Marathi Newspapers and social change movement, Nature of periodicals, Introduction to the Development Journalism, Agricultural Journalism, Media Responsibility.

**Unit -II** Freedom of Press, Relations between press and society- press and government, Moral code of ethics of press, Readers and their interests, Press as a tool of social service, Press Commissions

**Unit -III** Eminent journalists- Rajaram Mohan Roy, Balshashtri Jambhekar, Bahu Mahajan, Lokhitwadi Gopal Hari Deshmukh, Mahatma Phule, Vishnushashtri Chiplunkar, Krushnarao Bhalekar, Lokmanya Tilak, Gopal Ganesh Agarkar, Mahatma Gandhi, Dr. Babasaheb Ambedkar, Maulana Abul Kalam Azad, Mukundrao Patil, Khanderao Bagal, Shripatrao Shinde, Tanubai Birje, A. K. Waghmare etc.

**Unit -IV** Broadcasting Journalism - Radio, Television, Nature, scope and significance of broadcasting journalism.

**Unit -V** Newspapers organisations - Press Council of India, PIB, Rauter, ABC, PTI, UNI, BBC, AFB etc.

### **Students Learning Outcomes.**

Students will be able to:

- To the prominent journalists who reformed the press and its relations to society and emulate them.
- Students will learn the significance of broadcast journalism in the contemporary world.

### **Reference Books**

1. Natrajan J. History of Indian Journalism Part-II Report I press commission publication Division, 1955.
2. Partha Sarathy Ranga Swamy, Journalism in India sterling, New Delhi, 1989.
3. Rau Chalapati, The Press, NBT N, Delhi, 1971.
4. Bhargava Motilal, The Role of Press in Freedom Movement Reliance, Publication, New Delhi, 1987.
५. कानडे रा. गो., मराठी नियतकालिकांचा इतिहास, कर्नाटक, मुंबई, १९३८
६. लेले रा. के., मराठी नियतकालिकांचा इतिहास, कॉन्टिनेंटल प्रकाशन, पुणे १९८४
७. जोशी वि. का. व लेले रा. के. वृत्तपत्रांचा इतिहास, युगवाणी वाई, १९५१.
८. धारूरकर वि., शोध माध्यमांचा, शुभदा प्रकाशन, औरंगाबाद.
९. पानतावणे गंगाधर, पत्रकार डॉ. बाबासाहेब आंबेडकर, अभिजित प्रकाशन पुणे.
१०. धारूरकर वि. ल., माध्यम दृष्टीक्षेप, चैतन्य प्रकाशन, औरंगाबाद २००१.
११. पवार सुधाकर, ओळख भारतीय पत्रसृष्टी, पुणे.
१२. पटेल जी. एच., प्रारंभिक मराठी वृत्तपत्रे आणि सामाजिक आंदोलन, स्वाभिमान प्रकाशन, औरंगाबाद, २००५.

## **JBA-II - 13 : COMMUNICATION & SOFT SKILLS (OPEN ELECTIVE)**

### **Objectives of the Course**

- To introduce concept of communication in Mass Communication.
- To assist to understand behavioral communication and life skills.
- Engage students to learn web and mobile communication

- To familiarize students to personality and personality development.

**Unit -I :** Concept of communication , Group communication , written communication , verbal communication , non-verbal communication , team communication, business communication

**Unit -II:** communication and behaviour , body language , gestures and postures , life skills, competencies of expression , power of language , language mastery, speech communication and media communication.

**Unit -III :** Listening for understanding , bridging barriers of perception and prejudgement , creating involvement to enhance understanding , communication process , web communication, mobile communication , interactive communication.

**Unit -IV:** Personality and personality development , Id ,ego and superego , emotional intelligence knowing self , self management.

**Unit -V :** Presentational skills , preparing good CV / biodata , audio and video CV , creating blog , power point presentation , stage communication skills.

### **Students Learning Outcomes.**

Students will be able to:

- Develop their personality in the field of journalism.
- Prepare own CV and resume, create power point presentation.
- Present on different topics assigned to them and do stage extempore and stage communication skills with the help of projectors and without.

### **Reference Books**

1. The Age of Soft Skills, Gopalswami, Pearson Education India.
2. Written Communication & Verbal, Jeff Butterfield, S. Cengage
3. Communication Skill & Soft Skills, Kumar E Surch, Pearson Education Education 2010
4. Soft Skills at Work, Beverly Amber, Cengage Learning 2008
5. Written Communication, Jeff Butterfield, Cengage Learning 2009
६. संवादकौशल्य, श्रीपाद जोशी, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ नाशिक.
७. संवादशास्त्र सिद्धांत, सुधाकर पवार, मानसन्मान प्रकाशन, पुणे, २००१

## Foundation Course (F. C.) -1

### JBA-II - 14 : INTRODUCTION TO MEDIA RESEARCH

#### Objectives of the Course

- Introduce media students to research.
- Involve students in new trends in social research.
- To enable students to do research at earlier stage and learn about different national and international journals with impact factor.
- Equip and engage students in the aims and importance of research skills.

**Unit I** Introduction research. What is social research, aims and purpose of research? Origins of research. Research styles ; APA, Chicago Manual, MLA, Harvard.

**Unit 2** Objectives design and formulation. Citing Sources: Citation styles. Introduction to research paper writing. Sample research

**Unit 3** Research Design Types of Research Design. Basic Characteristics of research styles. Research Data; primary and secondary sources. Observation, Interview, Questionnaire formulation and methods

**Unit 4** Research Conferences, seminars, Impact factor; Thomson Reuters Impact Factor. Research Journals; open access journals, Citation Impact. Publications and journals; Springer, Researchgate.net, ieee.org, academia, sage, Elsevier. Etc.

**Unit 5** New Trends in Research writing, publications, citations.

#### Students Learning Outcomes.

Students will be able to:

- Have the ability to write research papers for journals.
- Students will have the ability to write dissertation and theses in later stages in education.

#### Reference Books:

1. Research Methodology, Theory and Techniques, Jagdish R. Riyani (2012).
2. Mass Media Research : An Introduction, Roger D Wimmer, Joseph R Dominick, 9th Edition (2010)
3. Qualitative Research Methods for Media Studies, Bonnie S. Brennen.

4. Communication Research: Strategies and Sources, Rebecca B Rubin.

#### Practical

##### JBA-II-15 : Print Media Practical / Field Survey

1. Clipping of current topic & submission of file. **30**
2. Downloading of information of current event & writing 2 news feature on the topic based on that. **20**
3. Readers / Audience Research Survey Print/TV/Radio **50**

##### JBA-II-16 : Electronic Media Practical / Content Analysis

1. Writing a Radio talk and radio news bulletin & submission CD (Audio). **20**
2. Practical of creating e-newspaper (4 pages) and creating own blog on media topic. **20**
3. One Content Analysis of print or electronic media (content of the at least 15 days) **30**
4. Class Tests **30**

## SECOND YEAR SEMESTER -III

### JBA-III - 17 : EDITING

#### Objectives of the subject

- This subject provides students with an overview to editing; Online editing and offline editing.
- It facilitates them to learn how to summarise news stories and avoid the repetition of words. It further assists the student to get an in-view of editing in the real newsroom.
- Students get to learn about newsroom Structures; which has some addition of variance of the different media and they are introduced to multimedia newsroom. They will also learn more of the modern integrated newsroom where they learn about all news media newsrooms and how to multitask in various roles.

**Unit -I** Time and space in journalism linked to editing. Telling the information in short, simple and effective way. Presentation neat, tidy and crisp.

**Unit -II** Editing in the newsrooms of print, TV, Radio, internet. Structure of a newsroom and hierarchy in editing process. Sub-editor, Chief sub, news editor etc.

**Unit -III** Elements, values and needs of editing.

**Unit -IV** Role of the editor, guidelines and motive. Editing of provincial, State, National paper. News sources like Agencies, correspondents, press releases etc.

**Unit -V** Translation, G. K. and Fitness.

#### Students learning Outcomes

Students will be able to:

- Form group and take up roles of different roles in a newsroom; Chief Editor, Editor, Sub Editor, reporters, Stringers, Proof-readers, anchors and practice the session in covering different departments in the university.
- Further the students will take up roles as per newspaper newsroom structure and effectively write for the student lab journal and edit various articles and come up with a weekly student's newspaper.

- Journalism students will shift roles every month and take a different role so as to learn the dynamics and insights of editing.

#### Reference Books

१. संपादन कला व शास्त्र, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद.
२. संपादकाचे जीवनस्वप्न, द्वा. भ. कर्णिक
3. The Art of Editing, Baskett & Brooks, Macmillan, New York.
4. Editing in Electronic Era, Gibson, Prentice Hall.
5. Modern Newspaper Editing, Genegilmore, Iowa University Press. 1990
6. Politics of News, J. S. Yadav, Concept, New Delhi, 1984.

### JBA-III - 18: INTRODUCTION TO ADVERTISING

#### Objectives of the Course

- To introduce to social benefits of advertising.
- To assist to understand advertising structures and advertising agency.
- Engage students to learn about types of advertising.
- To familiarize students with advertising agencies, standards and councils.

**Unit -I** Advertising -Definition, historical development; social and economic benefits of advertising; Mass media and advertising; criticisms.

**Unit-II:** Advertising agency -structure and functions, creativity -media selection -newspapers magazines, radio, television, outdoor, strategy, planning, media budget; campaign planning.

**Unit-III:** Types of advertising; consumer advertising corporate -industrial -retails -national -trade -professional, social.

**Unit-IV** Product advertising -target audience -brand image -positioning; advertising strategies; appeals, advertising spiral, market segmentation, sales promotion.

**Unit-V:** Advertising standards council of India. DAVP.

#### Students Learning Outcomes.

Students will be able to:

- Create advertisement for different media.
- Craft a brand image for a company.

- Do campaign planning, road show and execution for a media outlet or brand.

### **Reference Books**

१. जाहिरात पासष्टावी कला, उपेंद्र धारवाडकर
2. Chunawalla S. A., Foundations of Advertising Theory & Practice, Himalaya Publication, Bombay, 1985.
3. Frank Jefkings, Advertising, Rupa & Co. Heinemann London.
4. Russell J. Thomas, Kleppners Advertising Procedure, Printice Hall, New Jersey, 1989.
5. Stanfield R. H., Advertising Managers Handbook, 1982.
6. Rathor B. S., Advertising Management, Sterling Publication, Delhi.
7. Mathur Navin, Press Advertising, Himalaya Publication, New Delhi, 1987.
8. Malviya Subhash, Advertising Management, Adyan Publication, New Delhi, 2007.
9. Banerjee Subrata, Advertising as a Career, National Book Trust, New Delhi.

## **JBA-III - 19 : INTRODUCTION TO SOCIOLOGY & SOCIAL WORK**

### **Objectives of the Course**

- To introduce students to development of sociology in India and the world.
- To assist to understand the perception and basic concept of society, community.
- Engage students to learn about social problems, issues and gender concerns, social classes and racial discrimination.
- To familiarize students to social transformation and changes.

**Unit –I** Introduction to sociology: Definition, Nature, scope and significance, Development of sociology (world and India), Perspective in sociology

**Unit II** Basic concept : Society, socialism, Community, Social structure, Culture, Social groups Definition, characteristics and types . Social institutions. Agencies of socialization

**Unit-III** Social problems: Meaning and definition, Sociological perspective on social problems, Problems and issues- Gender issue, Racial discrimination, ethnicity, religion, social class, conflict, poverty, public health, developmental issues,

**Unit-IV** Social Transformation: Social change, forms and factors, Rural and Urban sociology, concept and features of development, Society and technology-changes and effects.

**Unit-V** Media and society: Power of mass media on individual, society, Role of press in a social issues in India.

### **Students Learning Outcomes.**

Students will be able to:

- Participate in social reformation through writings and reporting.
- Prepare news, features articles on roles of media in social issues.
- Comprehend different rural and urban sociology through participation in social programmes.

### **Reference Books**

१.

## **JBA-III -20 : CIVIC & RURAL REPORTING**

### **Objectives of the subject**

- This subject provides students with an introduction to the structures of society and the interconnections between governance, society and citizenry.
- Civil journalism roles and the social responsibility of journalism students in working in this areas and the adoption of new civic journalism. It further introduces students to public service.

**Unit -I** Society, Governance and citizenry, the role of new civic journalism as a form of public service journalism.

**Unit -II** Civic Sector in reporting : Social, cultural, political, sanitation, law and order, environmental issues. The reporting of MSW and its coverage in news papers.

**Unit -III** Development reporting in urban and rural area, Agriculture reporting practices in Indian language newspapers.

**Unit -IV** Rural sector and new subjects of reporting, such as water, energy and communication Societal problems and issues of crime and violence. Reporting women's problems and weaker

sections.

**Unit -V** NGOs and other non-profit organizations. Reporting success stories of NGO's , NGO's and foreign fundings, a case study of ideal village such as Ralegansiddhi and Hiware Bazar.

### **Students learning Outcomes**

Students will be able to:

- Report in the areas of concern focusing much on the underreported rural areas, they be able to highlight issues of the common men and women of the marginalised communities and thus assist in government role in governance and focusing on rural community development.
- Journalism students will be able to learn of different problems affecting different sections of society in different background, terrains and different tribal areas which will impart the idea of localising reporting in a mass media.
- Students will take up roles and do a case study of a village which will be a model for their practicals.

### **Reference Books**

१. ग्रामीण पत्रकारिता, डॉ. सुधीर गव्हाणे, प्रचार प्रकाशन, कोल्हापूर, १९९०
२. ग्रामीण क्षेत्र की पत्रकारिता, डॉ. रेणुका नायर, विश्वविद्यालय प्रकाशन, बनारस.
3. Press in Developing Countries, Loyed Ssimrland Amiun & Sons, New Delhi, 1985
4. Rural Reporting in Indian, Ramchandra Murty.
5. Vidura Special Number on Rural Newspaper 1985

## **JBA-III - 21 : SPORTS & CULTURAL REPORTING**

### **Objectives of the subject**

- This subject provides students with an introduction to the sports reporting, the nature and different types of sports. It further introduces students to the rules of sports and how to report, the terminologies used in sports and different cameras used in various sports.
- The scandals in sports has affected sports and students will learn investigative sports reporting.
- Students will learn about the new look for cultural broadcasting and performing arts

**Unit -I** Sports Journalism- The concept, definition, nature and scope - types of sports reporting - significance in the new age.

**Unit -II** Tools and techniques of sports reporting - features and stories , sports coverage - investigative and interpretative sports writing.

**Unit -III** Special articles and columns on sports - sports culture and media, New commercial approach in sports journalism in globalization.

**Unit -IV** Electronic media and sports. Commentary and review, qualities of sports reporter, benefits of sport journalism. Comparative study of cricket and hockey news, Indian games. Sport on internet.

**Unit -V** Sports and cultural reporting, folk dance, performing arts and cultural festivals coverage in India. New look for cultural broadcasting.

### **Students learning Outcomes**

Students will be able to:

- Learn how to interpret and analyse different sports while writing in the sports beat.
- Write special columns and focus on editing and writing about sports personalities, commentaries and review of sports pages and articles.
- Students will engage in cultural reporting and folk dance coverage.

### **Reference Books**

१. आल्म्पिक खेल, अमरिश कुमार, खेल साहित्य केंद्र, नई दिल्ली.
२. क्रीडा पत्रकारिता, हेमंत जोगदेव, श्रीविद्या प्रकाशन, पुणे २००२
3. Sports & Recreation , Frank W. Hoffmann, William Bailey, Harrington Park Press, Newyork.
4. Media & Sports Journalism, T. Rajshekhar
5. Sports Laws, Adan Epsten, Delmar Learning, Canada 2003
6. Sports Journalism, Srinivas Rao, KSK New Delhi, 2009.

## **JBA-VI - 22 : BUSINESS JOURNALISM**

### **Objectives of the subject**

- This subject provides students with an introduction to the changing nature of business in print and electronic media.

- Furthermore the students will get an overview of the history of Indian business journalism, market survey and corporate business reporting.

**Unit -I** Definition, nature, scope, business news, features and articles. The changing nature of business journalism in print & electronic media.

**Unit -II** History and evolution of Indian business journalism, Market survey and corporate business reporting.

**Unit -III** Research skills in business writing, data processing, Information technology and business coverage based on interviews.

**Unit -IV** Business features and field work, success stories, covering small, medium and big business problems. Writing special articles and critical review of achievements.

**Unit -V** Multinational companies and their role, the problem of competition and connectivity, Private and public business coverage, new modes and models of business writing - ethical issues, SEZ and Agro industrial change, PPP & covering new issues.

### Students learning Outcomes

Students will be able to:

- Learn how to do research in business journalism, how the market works
- They will also learn about business newspapers and television channels dedicated only for business.
- Write special articles and critical review of achievements of small businesses.

### Reference Books

१. उद्योजकीय पत्रकारिता, निवडक अंक, उद्योजक मासिक
2. Business Journalism, Peter Kjaer Tore Slaatic (ed.), Kopenhagen Business
3. How to Exercise in Business Journalism, R. J. Vanketeshvaran.
4. Business Journalism, Mausuri
5. Business Journalism, Julien Elferibein, Horper Raw, 1960
6. Business Communication, Urmila Roy & S. M. Roy, Himalaya Publication, 2008

## JBA-III - 23 : INTRODUCTION TO PUBLIC RELATIONS

### Objectives of the subject

- This subject provides students with an introduction to the history of Public relations and growth of PR in India.
- Stages of PR, PR practitioners and its relations to advertising.
- Students will also learn about PR Communications with the public, and media for media institutions and the ethics in PR.

**Unit-I** Public Relations -definition -PR as a communication function- history of PR -growth of PR in India, PR, publicity, propaganda and public opinion -PR as a management function.

**Unit-II** Stages of PR -planning -implementation -research -evaluation- PR practitioners and media relations -press conference -press releases -other PR tools.

**Unit-III** Communication with publics -internal and external -community relations -employee relations; PR in India. Public and private sectors; PR counselling; PR and advertising -PR for media institutions. Ethics in PR.

**Unit -IV** The rise of MNC's and corporate public relations in the 21st century, Corporate communication & public relations in India. The problems and efforts, current trends.

**Unit-V** The role of PR in corporate communication. House journal and use of new media in corporate communication. Important MNC's PR. Media relations, code of ethics and use of CIT's in Corporate Communication. CCPR in 21st century.

### Students learning Outcomes

Students will be able to:

- Learn how to communicate with the publics.
- They will also be able to write House Journal and learn its uses in corporate communication

### Reference Books

10. Mahalanobis P., Publication Relation & Corporate Communication, Dominant Publication, New Delhi, 2005.
११. पुरी सुरेश, जनसंपर्क : संकल्पना आणि सिद्धांत, विमुक्तजन प्रकाशन, औरंगाबाद, १९८४.
१२. डॉ. पाटील प्रताप, जनसंपर्क साधने, जयदत्त प्रकाशन, कोल्हापूर
१३. डॉ. डी. एम. भोसले, शैक्षणिक जनसंपर्क, स्वाभिमान प्रकाशन, औरंगाबाद.

1. Corporate Communication, Joseph Fernandez, Sage Publication, New Delhi, 2004
2. Corporate Communication, Paul Argenti, McGraw Hill, Newyork, 2008
3. Corporate Communication, Joep Cornelissen, Sage Publication, London, 2004
4. Coporate PR., K. R. Balan

### **Practical**

#### **JBA-III -24 : RESEARCH PROJECT**

#### **JBA-III -25 : PUBLIC RELATIONS & RURAL REPORTING**

### **SEMESTER -IV**

#### **JBA-IV - 26: FILM & ENTERTAINMENT JOURNALISM**

##### **Objectives of the subject**

- This subject provides students with an introduction to short history of films in the world and India.
- The understanding of cinema in its relations with other media.
- The students will cover events and manage events in and around the city and do practical work in the subject.

**Unit -I** Short history of films in India and the world. World Cinema, Regional Cinema. Impact of Film on Society, Making of Short Film.

**Unit -II** Leisure, entertainment and human beings. Making of Film, Script Writing, Screen Play, Casting, Location, Shoot, Editing, Dubbing, Music, Distribution, Carrier Opportunities in film Industries.

**Unit -III** Understanding cinema, the technology, the industry, the people in films business, its relations with other media.

**Unit-IV** Covering shooting, recording, dubbing and publicity of films. Gosspis, Starsystem and Reviews of films in India and the world.

**Unit-V** Event management and other forms of entertainment as a profession, Reporting entertainment. Editing entertainment section for newspaper. Arranging entertainment for readers and their families.

##### **Students learning Outcomes**

Students will be able to:

- Cover shooting and recording of the films for public viewing through their You Tube channels
- They are able to write the reviews of films.
- They will be able to do event management
- Every has to create You Tube Channels and be able to broadcast to audiences

##### **Reference Books**

1. Indian Film , Brnoun e Krishnmurty,OVP, New Delhi, 1980
2. Garm J & Linton J., Movies as Mass Communication, Sage



- Publication, London, 1989
3. How Films are made, K. A. Abbas, National Book Turst, New Delhi, 1977.
  4. Inida Cinema Today, Sarkar Kabita, Steerling Publication, New Delhi, 1975
  5. Enc. of Indian Cinema, Asis Rgadhaykrla Paul, Willemen British Film Institute, London, 1999.
  ६. लोकराज्य, मराठी चित्रपट विशेषांक
  ७. तुम्हे याद होगा, हिंदी चित्रपटाचा इतिहास १९३१-२००८, अशोक उजळंबकर, अजिंक्य प्रकाशन, औरंगाबाद
  ८. रसिक बलमा, अशोक उजळंबकर, अजिंक्य प्रकाशन, औरंगाबाद
  ९. सत्यजित रॉय विषम चलचित्र, साकेत प्रकाशन, औरंगाबाद. १९९०
  १०. सिनेमासंस्कृती, सुधीर नांदगावकर, एशियन फिल्म फाऊंडेशन, मुंबई

## **JBA-IV - 27: ADVANCED EDITING AND SPECIAL REPORTS**

### **Objectives of the subject**

- This subject provides students with a detailed structure and functions of newsroom. Different sections and their functions.
- Learn symbols, tools and purpose of proof-reading
- They will learn the work flow in newspaper offices and different functions of various departments

**Unit -I** Structure & functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions. Pprinciples, types and techniques. Newsroom and specialised reporting, editing team. Special audience, target group and catering to the needs of special interest groups in the globalised world.

**Unit -II** Field reporting : Assignments to be given by the concerned faculty, visit to newspaper office, beats.Preparations for the journalist as specialist as well as a generalist reporter and editor. Reading, observing, travelling, listening, keeping oneself update, open and eveready, skill development. Free lancing

**Unit -III** Meaning, purpose, symbols, tools, lead, body, pragraphing, proof reading. News desk, editorial department set-up, news flow, copy managemet and organization.Niche periodicals and their

readership. Writing for various media as a specialist

**Unit -IV** Headlines - techniques, styles, purposes, kinds of headlines. Dummy page-makeup on computers, layout, principles of photo editing. Magazine editing, layout, graphics. Field assignments and going to the audience of special needs, understanding them.

**Unit -V** Similarly, not less than give assignments in each of editing will have to be completed by the students and assessed internal / external faculry. They will also have to bring out experimental journals, mini/lab newspapers and magazines and do page make-up and layout exercise. Assignments will also be given and assessed in news selection, subbing, editorial and article writing. Introduction to specialist writers, researchers and knowing their skills. Using I. T.

### **Students learning Outcomes**

Students will be able to:

- To do field Reporting
- A visit to newspapers offices and learn from first hand experienced journalists
- Do dummy page-makeup on computers, layout and principles of photo editing.

### **Reference Books**

१. पत्रकारिता मार्गदर्शक, पुणे विद्यार्थीगृह, २००९
२. पत्रकारिता नया दौर एवं प्रतिमान, संतोष भारतीय, नई दिल्ली, २००५
3. Advanced Editing & Field Reporting.
4. Enco. of Advanced Journalism, Y. K. Dsouza, Anmol Publication , New Delhi 2000
5. Advanced Journalism, A. K. Varma
6. Journalism Today, Concept : A. S. Sukla, Rajat Publication, 2010
7. Journalism Today, David, Shaw, Harper College, New York, 1977
१. पावले पत्रकारितेची, एस. के. कुलकर्णी, सकाळ प्रकाशन, पुणे, १९९०
२. आजकालची पत्रकारिता, डॉ. वि. ल. धारूरकर, रामराज्य प्रकाशन, औरंगाबाद, १९८०
3. The Professional Journalism, John Hohenberg,
4. Essentials of Printed Journalism, Dr. V. B; Agrawal, Concept

- Publication, New Delhi, 2006
5. A Textbook of Reporting, Annirudha, Wisdom Press, New Delhi, 2011
  6. Reporting & Production for Digital Media, Vivek Sahagal, Cyber Tech Publication, New Delhi, 2009
  7. Singh P. P., News Reporting & Editing, Anmol Publication, New Delhi, 2002

#### **JBA-IV -28 : INTRODUCTION TO EVENT MANAGEMENT**

**Unit- I** PRINCIPLES OF EVENT MANAGEMENT : Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics concept & designing. Analysis of concept, Logistics of concept

**Unit- II** EVENT PLANNING & TEAM MANAGEMENT : Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools Protocols, Dress codes, staging, staffing Leadership, Traits and characteristics

**Unit- III** EVENT MARKETING AND ADVERTISING EM: Nature of Marketing, Process of marketing Marketing mix, Sponsorship Image, Branding, Advertising Publicity and Public relations

**Unit- IV** EVENT LEADERSHIP & COMMUNICATION : Leadership skills , Managing team , Group development, Managing meetings Written communications, (Official, demi-official, Invoice). Verbal communications

**Unit- V** EVENT SAFETY AND SECURITY : Security, Occupational safety, Crowded management Unit II Major risks and emergency planning, Incident reporting, emergency procedures. BASIC EVENT ACCOUNTING : Budget, break even point, cash flow.

#### **Reference Books**

1.

#### **JBA-IV -29 : RADIO JOURNALISM**

#### **Objectives of the Course**

- Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers.
- Engage students in new trends in radio journalism
- To introduce students to the presentation, interviewing skills for new online radio.
- Visit radio commercial radio studios and acquaint themselves with the real world of radio production and transmission.

**Unit I:** Introduction Radio journalism. History of Radio Journalism. Writing for the ear, sound and sound bites. Sound for audio editing.

**Unit 2:** Radio features, advertisements, broadcasting, types of radio broadcasting. Radio terms; On Air, FM, AM, MW, modulation, mobile station, decibel, hertz, duplex, control operator, sound proof, UHF, UHF-T. Ad-libbing, Airwaves, Announcer, phone interface, pitch, potentiometer, podcast, promo, program director, band. Radio: Types of microphones; Mixers, speakers.

**Unit 3:** Radio Stations based on their transmission and purpose; community radio, military radio, spiritual/religious radio, Commercial radio, private radio, pirate radio, amateur radio stations, satellite radio.

**Unit 4:** How does a radio station work, radio system works, Radio Studio. Radio signal Types, Phone-in interview. Script writing for radio, elements of radio production, Digital Radio, Online radio stations. How online radio stations work

**Unit 5:** New Trends in Radio Broadcasting. Radio broadcasting equipment. Radio broadcast technology. Types of news bulletin, Talk shows, features for radio. Radio as a tool for culture preservation, social development and development communication.

#### **Students Learning Outcomes.**

Students will be able to:

- Cover events using mobile phones, and perform phone interviews.
- Students will interview, make radio promos and do actual reporting in university events and learn first-hand about radio production techniques.

### **Reference Books**

1. Musani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmedabad
4. Andrew Boyd Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rinehart Winston NY 1980
6. While T. Broadcast, News writing MacMillan NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Williams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting.

## **JBA-IV -30 : TELEVISION JOURNALISM**

### **Objectives of the Course**

- Understand Television journalism while practicing in the studios how to handle and use various television gadgets.
- Engage students in new trends in television journalism
- To introduce students to the presentation, anchoring skills for new online television.

**Unit I:** Introduction to Television Journalism. Pre-production, Production, Post Production. Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera. Video Formats. Camera Shots, Camera Movements, Camera Angles.

**Unit 2:** Television newsroom, Newsroom structure, News. Types of

television studios. Television Debates, Interviews; Types of interviews. Story structures; inverted pyramid, diamond, hourglass, narrative.

**Unit 3:** Online television, TV Online and Online Demand. Tv shows convergence. New trends in television journalism, Tv channels on mobile phones, line Models of news, news worthiness, values and elements. News criteria. Types of sources. Broadcasting Terms; Cue, Basic Shots, Outtakes, Segue, Fade in, fade out, Editing; offline, online editing, linear editing, non-linear editing. SFX

**Unit 4:** News Agencies, Press Agency Wire Agencies, Role of News Agencies in Journalism, Hoaxes, Alternative news media, Netflix, Apple Tv etc. News Bureau. Types of Television Programs. Television Formats. Satellite Communication.

**Unit 5:** Broadcast Story forms; tell, reader, v/o, package, V/O-SOT, SOT, NATSOT, Wrap, Track, lead-in. Television news script, news anchor, presenters, reporter's roles, and responsibilities. Green screen, Tele-prompter, multi-prompter Television production and shooting program crew. Television Lighting techniques, Fill, Main, and back lights

### **Students Learning Outcomes.**

Students will be able to:

- Cover events using mobile phones, video cameras.
- Students will anchor, present and do actual reporting in university workshops and seminars to learn first-hand about television media production techniques.

### **Books for Reference:**

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing, William L. Rivers.
3. Television Production 16th Edition. Jim Owens, 2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal

- Press, MA, 2003.
5. Broadcasting in India, P.C Chatterji, Sage Publication, London.
  6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
  7. A. Michel Noll., TV technology - Fundamentals and future prospects
  8. Barrows Wood Gross, TV Production.
  9. Tony Verla, Global, Television
  10. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.

#### **JBA-IV - 31 : ADVERTISING & AUDIENCE RESEARCH**

##### **Objectives of the subject**

- This subject provides students with an introduction to advertising and audience research
- To cover outline of advertising production techniques.
- The ABC in copy writing for radio, television, film and outdoor.
- The students will learn visualization ideas and use of computer in advertising production

**Unit -I** The basics in copy writing and advertising production techniques; copy platform and ABC in copy writing.

**Unit -II** Copy writing for Print; radio; television, films, outdoor, ideation, visualisation of ideas and development of symbols and graphics as per need of the media.

**Unit -III** Use of computers in advt production; practical assignments in advertising; copy-preparation. Different modes in print and electronic media, linear and nonlinear editing, online editing, editing softwares. Creation of artpull.

**Unit -IV** Research in advertising, planning, execution, copy research, market research, ethical aspects of advertising; evaluation based on research and improvement techniques.

**Unit -V** Law and advertising; advertising and pressure groups; emerging trends in print and electronic media, advertising standards council of India, advertising code of ethics in print

and electronic media.

##### **Students learning Outcomes**

Students will be able to:

- To do linear and non-linear editing
- Evaluation based research and copy research.
- Be able to use the editing software's in media industry.

##### **Reference Books**

१. जोशी श्रीपाद, जाहिरातीचे शैली शास्त्र, मंगेश प्रकाशन, अहमदाबाद, २००७
2. Ad week Copy Writing Handbook, Sugenan Joseph, Amzon Publication, 2010
3. Ad. Copy Writing, Philip Waird Burton, NTC Busuns Book, Newyork.
4. Advertising Research Handbook, Charles Yong LLC, 2008
5. Advertising Research : Theory & Practical, Geol Davis, Amazon 2010

#### **JBA-IV - 32 : INTRODUCTION TO ECONOMICS**

##### **Objectives of the subject**

- This subject provides students with an overview to the concept and general perspective of economics.
- Developing countries strategies and their problems
- Learning about the backward regions of Maharashtra/India and world.
- Sectoral distribution of national income

**Unit-I** Economic development: concept and general perspective, common characteristics of underdevelopment: India as a developing economy. and its international standing, Developing countries & their problems.

**Unit-II** Strategies of development; balanced vs unbalanced growth strategy; wage goods strategy; basic-needs strategy; heavy import substitution strategy; export led growth strategy. Developmental issues of backward regions of Maharashtra/world /India, Issue of Economic Recession & globalization

**Unit-III** Capital accumulation as a factor in economic growth; role of education in economic development population and economic development (the two-way relationship).

**Unit-IV** Aspects of human development, education, poverty and inequality of income distribution (with special reference to India) ; problems associated with these and approaches towards their solution.

**Unit-V** Changes in the sectoral distribution of national income, per capita income and labour force since independence. Assessment of the Indian developing countries growth experience with respect to these.

#### **Students learning Outcomes**

Students will be able to:

- Identify the back regions problems and write articles concerning the problems.
- Ascertain characteristics of underdevelopment.

#### **Reference Books**

१. समाजाचे अर्थशास्त्र, संतोष दास्ताने, ब्लॅक अँड सन्स, मुंबई, १९८१
२. सामाजिक विकासाचे प्रश्न व धोरण, डॉ. शरदचंद्र गोखले, व्हिनस प्रकाशन, पुणे, १९८९.
३. गाडगीळ लेखसंग्रह, खाड-१, २, सुलभा ब्रह्मे, गोखले अर्थशास्त्र संस्था, पुणे १९७३
४. Development Economics , Water Elkan] Pengin Books Londa, 1973
5. Globalization and Indian Economy (Ed.), D. G. Girdhari, Aprati Media, 2002
6. India's Second Revolution, The Dimension of Development, Lawrence A, McGraw Hill, Newyrok

#### **Practical**

**JBA-IV -33 : FILM/ADVERTISING/EVENT PRACTICAL**

**JBA-IV -34 : RADIO & TELEVISION PRACTICAL**

## **THIRD YEAR**

### **SEMESTER -V**

#### **JBA-V - 35 : GENDER, COMMUNITY & SOCIAL JUSTICE REPORTING**

##### **Objectives of the subject**

- This subject provides students with an understanding of structures of patriarchy
- Understanding women Empowerment
- Understanding Social Equality, social justice reporting in Indian democracy.

**Unit -I Gender:** Understanding the structures of Patriarchy. Economic and Political empowerment of Women in India. Laws and Institutions related to Women rights.

**Unit -II Understanding Social Equality:** caste, gender, ethnicity and class as distinct categories and their relations. Importance of human rights and social justice reporting. The present status of community and social news in India.

**Unit -III** Social justice reporting and strengthening of Indian democracy, Historical perspective and feature challenges. Philosophy of social justice, its origin and development, from Raja Rammohan Roy, Mahatma Phule to Dr. B. R. Ambedkar. The role of social reformation press in India.

**Unit -IV** Reporting problems of women and weaker section and down trodden in Indian Press. Research and social reporting.

**Unit -V** Critical study of news, features and editorials, media and social justice coverage, the role of radio & Television in social justice reporting.

##### **Students learning Outcomes**

Students will be able to:

- Identify the laws relating to women rights
- Ascertain the role of social reformation and identify social reformers.
- Do actual reporting of women, weaker section and down trodden

in society

### Reference Books

१. मरठी पत्रकारिता, ए. बी. देशपांडे, सुखदा सौरभ प्रकाशन, सातारा, २००४
२. पत्रकारितेची मुलतत्त्वे, सुधाकर पवार, कॉन्टिनेंटल प्रकाशन, पुणे २००६
3. Social Justice & Politics of Community, Chritane Evringhan, Ashgate Publication, London, 2003
4. Conversation on Community Theory, Gorge S. Wood, John C. Judik is Purdu University Press 2002
5. Community Development : Theory & Practices, Graycring Kith Popple & Maeshow Spokesman Russel House, Notingham UK, 2008
6. Making Spaces For Community Development, Mychael Pitchford & Paul Hendarson, Poly Press, 2006

### JBA-V - 36: MEDIA ETHICS AND LAW

#### Objectives of the subject

- This subject provides students with an understanding of media laws
- Understanding freedom of the press
- Understanding freedom of expression in Indian constitution.
- Codes of ethics and copyright Acts.

**Unit -I** Significance of media laws, difference between law and ethics, evolution of press laws in British period. Stuggle of independence and evolution of freedom of press

**Unit -II** Press in India, provision of freedom of expression in Indian constitution.

**Unit -III** Registration of newspapers and books act, its provisions and process of the registration of newspapers

**Unit -IV** The law of Defamation, its provisions and exceptions. Code of conduct for journalists.

**Unit -V** The copyright act, right to information and intellectual property right.

#### Students learning Outcomes

Students will be able to:

- Categorise the law defamation; contempt of court and identify libellous and slanderous statement in various media.

- Ascertain the role of registration of newspapers and books Act.

### Reference Books

१. वृत्तपत्रे व कायदा, वैजयंती जोशी
२. प्रेस विधी, डॉ. नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी.
३. प्रेस कानून और पत्रकारिता, संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी.
४. भारत में प्रेस कानून और पत्रकारिता, गंगाप्रसाद ठाकूर, विश्वविद्यालय प्रकाशन, वाराणसी.
5. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980
6. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004

### JBA-V -37 : SOCIAL MEDIA & BLOG WRITING

#### Objectives of the subject

- This subject provides students with an introduction to the history, theory, technology, and uses of social media. Social media are technologies that enable individuals to create, collaborate, and share messages with audiences of all sizes.
- Students will explore the possibilities and limitations of social media and will have hands-on experience with several forms of social media technology.
- Those who complete this course will know how to use social media productively, and have a framework for understanding and evaluating new tools and platforms.
- Required to participate in social networks, forums, blogs, wikis, microblogs, and more.
- Class discussions, presentations by students, readings, case studies, and invited speakers, will highlight new effective strategies and applications of these platforms.

**Unit-I** Introduction : Indtorudction of social media, defination,s types of social media platforms. Basic forms of social media.

**II. Blog-** Definition, history, origin, types of blogs, Blog post.

Microblogging, Blogger, wikis, wikipedia

**Unit-III** Social Networking, Social collaboration, Social Publishing, Impact of Social Media, User generated media.

**Unit-IV** Facebook, LinkedIn, Google+, Video sharing, Vimeo, Live-streaming, Periscope, Blab, Twitter, Tumblr, Blogging, Wordpress, Live Journal, Social News, Digg, Reddit, Phogosharing, instagram, Flickr, Content Curation, Paper3li, Pinterest.

**Unit-V** Ownership of social media content, effects on interpersonal relationship, positive and negative effects, censorship incidents, mobile use.

### **Student Learning Outcomes**

Students will be able to:

- Create and maintain a blog using a common blogging platform.
- Compare and contrast the purpose and features of different types of social media, including: blogs, social networks, wikis, and photo and video sharing sites.
- Effectively utilize multiple forms of social media.

### **Reference Books**

1. Martin Paul and Thomas Erickson, Social Media Usage and Impact, Global Vision Publishing House, New Delhi.

## **JBA-V-38 : DOCUMENTARY PRODUCTION TECHNIQUES**

### **Objectives of the Course**

- Engage students in new trends in documentary film making and techniques.
- To introduce students to professional documentaries.
- To familiarize journalism students to importance of documentary as story making tool.

**Unit I** History of documentary films, Introduction documentary, Criticism. Travelogue Films. Types of documentaries; Expository, Performative, Realist, Educational, Propa-

gandist, Participatory, Minimalist, formalist, poetic, reflexive, Religion, Adventure etc. Documentary techniques; pre-production, production, post production. Script writing; techniques. Documentary Film sizes. Video and Digital Productions. Interviews.

**Unit 2** Importance of documentary films making. Ethics of documentary. Process of TV documentary production, Episodes. TV Documentary series; Extreme Engineering, Megastructures, Urban Legendary. Visual Graphics. Cinematography; Introduction, origin, Video Editing; online, Offline. Story Writing/story boarding. Dialogue Writing. Location Hunting. Documentary Research. Lighting

**Unit 3** Documentary film critique. Documentary Essay. Forms of Documentary; Profile or Biopic, Animated, Observational Piece, Nature. Modern Documentaries. Box Office. Censorship of documentaries. Documentary Film Awards; Academy, Emmy, News & Documentary, Peabody, Grierson, Golden Dove, IDFA. Non-fiction Film, Fiction Film. Documentary Terms; A-Roll, B-roll, Sound Effects.

**Unit 5** New Trends in documentary film production. The voice over, voices in documentary. Documentary channels; Discovery, National Geographic. Documentary Cinematographer. Narration Styles; Hosted, Silent, Voice-Over. Translation of Documentaries. Documentary Cameras; Steadicam, Sony FS5, Canon C300, Panasonic DVX 200, and Microphones; Lavalier, Shotgun etc.

### **Students Learning Outcomes.**

Students will be able to:

- Make short films
- Get first-hand information of documentaries

### **Reference Books:**

1. Introduction to Documentary, Bill Nichols (2001).
2. Writing, Directing and Producing Documentary Films and Videos, Alan Rosenthal, (1990).
3. Saunders, Dave Documentary: The Routledge Film Guidebook. London. Routledge, 2010.

## **JBA-V - 39 : DESIGN & GRAPHICS**

### **Objectives of the subject**

- The subject introduces students to computers, elements of design and graphics.

- Understanding women Empowerment

Understanding of different software, layout production and DTP

**Unit -I** Introduction to computers, types of computers & introduction to hardware and software for media.

**Unit -II** Elements of design and graphics, visualization, convergence and divergence conceptualization, functions and significance, fundamentals of creativity in art-logic-style-value-tools of art-illustrations-graphs.

**Unit-III** Basic elements and principles of graphics, design lay-out and production, typeface families -kinds-principles of good typography, spacing, measurements, point system.

**Unit -IV** Type composition-manual -mechanical -lino-mono-photo, DTP, use of computer software, character generation, use of multimedia.

**Unit-V** Page make-up, Lay-out & design.

### **Students learning Outcomes**

Students will be able to:

- Start a lab journal, design and do the layout
- Prepare DTP work on the own after the practical
- Be able to use different software in media industry.

### **Reference Books**

१. वृत्तपत्रविद्या, प्रसन्नकुमार अकलूजकर, श्रीविद्या प्रकाशन, पुणे, २०००
2. Design and Graphics, Peter Koenig, Prentice Hall, 2011
3. Modern Newspaper Design, Edmand Arnold, Harper & Raw, 1969
4. Desining the Toral Newspaper, Edmand Arnold, Harper & Raw, USA, Newyork 1981.

## **JBA-V -40 : PRINTING TECHNOLOGY**

### **Objectives of the subject**

- This subject provides students with an understanding of pagination and page making.
- Understanding various printing technology processes.
- Understanding printing methods and new digital printing.
- Understand the current trends in colour printing.

**Unit -I** History of Press, Use & its role in print media,

**Unit -II** Colour scanning, colour separation. colour correction, Colour positive, colour negative, preparation of bromides, artpuls.

**Unit-III** Pre-press, concept, pagemaking, magazine, lay-out, pagination, pasting, proof, platemaking.

**Unit-IV** Printing methods, letterpress, cylinder, rotary, gravure, screen, offset. Types of papers, magazines lay-out, pagination, designing and printing of cover pages, saftey measures in printing press.

**Unit -V** Digital printing, colour printing, colour combinations, colour seperation, colour correction, colour positive, negative, preparation of bromides, art pulls current trends in colour printing.

### **Students learning Outcomes**

Students will be able to:

- Prepare the actual colour preparations and separation.
- Design andprint cover pages of magazines, front pages of newspapers.

### **Reference Books**

१. मुद्रणतंत्रज्ञान, महाराष्ट्र मुद्रण परिषद
2. The Complete Book on Printing Technology, Edited by A. K. Gupta, Asia Pasific Business Press,New Delhi.
3. Printing Technology, J. Michael Adems & Penny Anndolm, Delmark 2001
4. Handbook of Offset Printing Technology, Eirei Publication.
5. Screen Printing Technology Handbook, A. K. Gupta, Asian Pasific Business Press, New Delhi.
6. Colour Desk Top Printer Technology, Noboni Ohta, Mitchell Rosen, CRC Publication, 2006

## **JBA-V - 41 : DEVELOPMENT COMMUNICATION**



### Objectives of the subject

- This subject provides students with an understanding of the concept development communication.
- Understanding different paradigms of development communication
- Understanding Sustainable development communication.
- Learning the models of rural development

**Unit -I** The concept of development communication, its origin and evolution. Two different approaches of west and east. The rise of sustainable development communication.

**Unit -II** Development communication and its relevance to developing countries. Different paradigms of development communication.

**Unit -III** The western model and Indian model based on Gandhi's vision - the alternative model of rural development and its relevance to Indian conditions.

**Unit -IV** Participatory model, mechanistic and organic models of development for communication; diffusion of innovation, extension, dependency, Guardian model.

**Unit -V** Creation of development messages -language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj; campaigns and their evaluation - case studies in Indian context. Anna Hazare's concept of ideal village success story of Ralegaon Siddhi and Hiware Bazar.

### Students learning Outcomes

Students will be able to:

- Identify the difference between the western model and Indian model of rural development
- Ascertain the concept of an ideal village.
- Visit an ideal village model e.g. Ralegaon Siddhi.
- Create development messages.

### Reference Books

1. विकास संबंधी नवी क्षितीजे, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद. २०१०
2. Communication for the Development in the Third World, Srinivas Melkote & Leslie Steevs, Sage Publication, 2001.
3. Development Communication, Thomas Mcphail, Wiley Blackwell, London, 2009

4. International & Development Communication, Bellamody, Sage Publication, 2003
5. Development Communication, N. K. Jayswal.
6. Development Communication, Paolo Meflopuos, World Bank Washington, 2008

### PRACTICAL

#### JBA-V -42 : DEVELOPMENT /DOCUMENTARY

#### JBA-V -43 : DESIGN & GRAPHICS/BLOG

### SEMESTER -VI

#### JBA-VI - 44 : PHOTO JOURNALISM

### Objectives of the subject

- This subject provides students with significance and essentials for photojournalism.
- Understanding photographic equipment.
- Understanding Types of photographs

**Unit-I** What is photo journalism? Beginnings; necessity and significance. Photography -elements and principles -visual language -meaning of photographer's jargon; composition of photography -subject and light.

**Unit-II** Photographic equipment -cameras -types -formats -lens -their types and functions -film -types and function -accessories.

**Unit-III** Shot - focus - shutter speed -selection of subject -different types of photographs -action -photo editing -procedure pictures for newspapers and magazines -developing photographer's manual and computerised photography.

**Unit-IV** News values for pictures -photo-essays -photo features; qualities essential for photo journalism; picture magazines - colour photography; impact of technology. Practical, field assignments and their evaluation.

**Unit-V** Photo editing, cropping, composition, colours, caption placement of photographs, photo features.

**Students learning Outcomes**

Students will be able to:

- Capture and display different photographs with shots types and angles
- Write photo essays in student's newspaper lab journal
- Do actual field capturing of images, editing images and caption placement of photographs.

**Reference Books**

१. पत्रकारिता वृत्तकोश, रमेश जैन, मॅशन पिब्लिशिंग हाऊस, नवी दिल्ली, २०००.
2. Photo Journalism-An Introduction, Freds Parrish, Wordsworth, 2002
3. Photo Journalism, Kenvets Kobre & Bestybrill, Guf Professional Publisher, 2004.
4. Guide to Photo Journalism, Brian Horton, McGrow Hill, 2001
5. Photo Journalism, Franke P. Hoy, Prentice Hall, 1980.
6. Photo Journalism : Basics & History, Harris G. Smith & John Robaton, Upper Rver Publication, 1994.

**JBA-VI - 45 : ENVIRONMENTAL JOURNALISM**

**Objectives of the subject**

- This subject provides students with an understanding of environmental conferences in, Copenhagen and Rio Janeiro.
- Understanding the concept of environmental Communication
- Assessing how the greenhouse effect green revolution works.

**Unit-I** The concept of environmental communication, brief introduction of various environmental conferences, such as Stock home, Reo Dejanero and Copenhegan.

**Unit-II** The issue of biodiversity and Indian plan for the protection of biodiversity.

**Unit-III** The types of pollution, The green house effect, need of environmental education

**Unit-IV** The role of media in environment education, basic role of print, electronic and folk media in ecological protection.

**Unit-V** The concept of green revolution and role of media, India's

five point programm, social forestry scheme and protection of wild life.

**Students learning Outcomes**

Students will be able to:

- Plan out biodiversity programs
- Write environmental pollution messagesto stop pollution
- Design a plan to protect wild life.

**Reference Books**

१. पर्यावरण संवाद, तुकाराम दौड, वावर प्रकाशन, लातूर २००८
2. Environmental Communication, Richard R. Jurin, Donny Roush, Jeffdantier, Springlur 2010
3. Environmental Communication & Public Share, Robert Cose, Sage, 2010
4. The Environmental Communication year Book, Stephen P. Depoe, L. E. Association , New Jercy 2006
5. Environmental Communication, Lea J. Parker, Kendellhunt Publication, 2005
6. Environmental online commucation, Arno Scharl, Springer 2004.

**JBA-VI - 46 : WEB JOURNALISM**

**Objectives of the subject**

- This subject provides students with an understanding of the development of web journalism.
- Introduction Web designingsoftware's and techniques
- Understanding the current trends in web journalism.
- Developing news articles, news stories for web newspaper.

**Unit -I** The origin and development of web journalism in 21st century, age of cyber journalism, penless and paperless journalism.

**Unit -II** Characters of web newspapers, preparation for web editions, designing web newspapers, additions and updates

**Unit-III** The role of editor, webpage design, webmaster and webdesigner, advertising on webpage, headlines and photography techniques.

**Unit-IV** Development of newsfeatures, articles and stories in webnewspaper. Feedback and reader's participation on web page.

**Univt-V** The current trends in web journalism, web journalism on international, national and regional level, problems of editing of web newspapers on local level with special reference to web newspapers in Maharashtra and Marathwada region.

**Students learning Outcomes**

Students will be able to:

- Prepare web editions of newspapers
- Identify the problems of edition the web. Write articles and stories for publication in the web.
- Write headlines and caption for web images.

**Reference Books**

१. ई-जर्नालिझम, अर्जुन तिवारी, विश्वविद्यालय प्रकाशन, वाराणशी
२. इंटरनेट पत्रकारिता, सुरेश कुमार, विश्वविद्यालय प्रकाशन, वाराणशी
३. वेबजर्नालिझम, डॉ. डी. एम. भोसले, स्वाभिमान प्रकाशन, औरंगाबाद.
3. Internet Journalism In India, Om Gupta, Vishvidyalaya Prakashan, Varanasi.
4. Information Technology in Journalism, Om Gupta
5. Encyclopedia of Communication.

**RESEARCH PRACTICAL**

**JBA-VI-47 : DISSERTATION**

**JBA-VI-48 : INTERNSHIP IN THE MEDIA INDUSTRY**