



**Dr. Babasaheb Ambedkar
Marathwada University, Aurangabad
(Maharashtra) India**

Department of Mass Communication & Journalism

Syllabus for

M. A. (M.C.J)

(Master of Arts In Mass Communication & Journalism)

Two Years Four Semesters Course

w.e.f. Academic Year 2013-14

**SCHEME FOR CHOICE BASED CREDIT SYSTEM
(CBCS) AND AWARDED GRADES TO THE POST
GRADUATE STUDENTS
IN UNIVERSITY DEPARTMENTS
w.e.f. June, 2013 (Academic Year, 2013-2014)**

The CBCS System

University Departments have adopted a credit-based system under the Academic Flexibility Programme of the University from the academic year 2011-12. This provides the flexibility to make the system more responsive to the changing needs of our students, the professionals and society. It gives greater freedom to students to determine their own pace of study. The credit-based system also facilitates the transfer of credits.

I. Admission / Promotion

Admission to the course in the concern department will be done on the performance of CET score and / or on their performance in the qualifying graduate level examination.

The student will apply on the application form of the University provided with the prospectus. Once the student is admitted to the concern department/ course, he/she will be promoted to next semester with full carryon; subject to the registration of student in every consecutive semester. Dropout student will be allowed to register for respective semester as and when the concerned courses are offered by the department, subject to the condition that his/her tenure should not exceed more than twice the duration of course from the date of first registration at parent department. The admission of concern student will be automatically get cancelled if he/she fails to complete the course in maximum period (Four years/Eight semesters).

II. Credits and Degrees

- i) A candidate who has successfully completed all the core courses, Elective/ Specialized courses and, seminars and project prescribed and or optional service courses approved by the University for the

programme with prescribed CGPA shall be eligible to receive the degree.

- ii) One Credit shall mean one teaching period of one hour per week for one semester (of 15 weeks) for theory courses and two practical/ laboratory/field/demonstration hours/ week for one semester.
- iii) Every student will have to complete at least 100 credits to obtain the masters degree (Post graduate degree) in the subjects having practicals/laboratory work/field work /demonstration work, out of which 96 credits should be from their respective subject and four credits from service courses. However the autonomous departments can design the curriculum of more credits and it will be compulsory for the students from that department to complete the credits in their subject accordingly.
- iv) Every student will have to complete at least 68 credits to obtain the masters degree (Post graduate degree) in the subjects without practicals/laboratory work/field work /demonstration work, out of which 64 credits should be from their respective subject and four credits from service courses. However the autonomous departments can design the curriculum of more credits and it will be compulsory for the students from that department to complete the credits in their subject accordingly.

III. Courses

- (i) **Core Course :** A core course is a course that a student admitted to a particular P. G. programme must successfully complete to receive the degree. Normally no theory course shall have more than 4 credits.
- (ii) **Elective Course:** Means an optional course from the basic subject or specialization.
- (iii) **Service course (SC):** The service courses will be offered in third and fourth semesters in different departments of the University. Student should complete at least one service course in any semester.
- (iv) Each Course shall include lectures / tutorials / laboratory or field work / Seminar / Practical training / Assignments / mid term and term end examinations/ paper / Report writing or review of literature and any other innovative practice etc., to meet effective teaching and learning needs. .
- (v) **Attendance:** Students must have 75% of attendance in each Core

and Elective course for appearing the examination. However student having 65% attendance with medical certificate may apply to the H.O.D. for condonation of attendance.

IV. Registration for Service Course :-

- i) The student will register the service course of his interest after the start of semester in the concerned department on official registration form. The teacher incharge of the respective course will keep the record of the students registered. Maximum fifteen days period will be given from the date of admission for completion of registration procedure. The Departmental Committee shall follow a selection procedure after counseling to the students etc. to avoid overcrowding to particular course(s) at the expense of some other courses.
- ii) No student shall be permitted to register for more than one service course in a semester.
- iii) The University department shall decide the maximum number of students in each service course taking into account the teachers and Physical facilities available in the Department.
- iv) The University may make available to all students a listing of all the courses offered in every semester specifying the credits, the prerequisites, a brief description or list of topics the course intends to cover, the instructor who is giving the courses, the time and place of the classes for the course. This information shall be made available on the University website.
- v) Normally no service course shall be offered unless a minimum of 10 students are registered.
- vi) The student shall have to pay the prescribed fee per course per semester/year for the registration as decided by the University

V. Departmental Committee :-

Every P. G. programme of the University/College shall be monitored by a committee constituted for this purpose by the Department. The Committee shall consist of H. O. D. as a Chairman and some/all the teachers of the Department as its members.

VI. Results Grievances Redressal Committee:-

The University shall form a Grievance Redressal Committee for each course in each department with the Course Teacher and the HOD. This Committee shall solve all grievances relating to the

Assessment of the students.

VII. Grade Awards :-

- (i) A ten point rating scale shall be used for the evaluation of the performance of the student to provide letter grade for each course and overall grade for the Master’s Programme. Grade points are based on the total number of marks obtained by him/her in all the heads of examination of the course. These grade points and their equivalent range of marks are shown separately in Table-I.

Table I: Ten point grades and grade description

Sr. No.	Equivalent percentage	Grade points	Grade	Grade description
1.	90.00-100	9.00-10	0	Outstanding
2.	80.00-89.99	8.00-8.99	A++	Excellent
3.	70.00-79.99	7.00-7.99	A+	Exceptional
4.	60.00-69.99	6.00-6.99	A	Very good
5.	55.00-59.99	5.50-5.99	B+	Good
6.	50.00-54.99	5.00-5.49	B	Fair
7.	45.00-49.99	4.50-4.99	C+	Average
8.	40.01-44.99	4.01-4.49	C	Below average
9.	40	4.00	D	Pass
10.	< 40	0.00	F	Fail

- ii.) Non appearance in any examination/assessment shall be treated as the student have secured zero mark in that subject examination/assessment.
- iii.) Minimum D grade (4.00 grade points) shall be the limit to clear / pass the course/subject. A student with F grade will be considered as ‘failed’ in the concerned course and he/she has to clear the course by reappearing in the next successive semester examinations. There will be no revaluation or recounting under this system.
- iv.) Every student shall be awarded Grade points out of maximum 10 points in each subject (based on 10 Point Scale). Based on the Grade points obtained in each subject, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and cumulative Grade card with CGPA will be given on completion of the course.

VIII. Computation of SGPA (Semester grade point average) & CGPA (Cumulative grade point average)

The computation of SGPA & CGPA, will be as below:

- a. Semester Grade Point Average (SGPA) is the weighted average of points obtained by a student in a semester and will be computed as follows:

Sum (Course Credit * Number of Points in concern course gained by the students)

$$\text{SGPA} = \frac{\text{-----}}{\text{Sum(Course Credit)}}$$

The Semester Grade Point Average (SGPA) for all the four semesters will be mentioned at the end of every semester.

- b. The Cumulative Grade Point Average (CGPA) will be used to describe the overall performance of a student in all semesters of the course and will be computed as under -

$$\text{CGPA} = \frac{\text{Sum(All four semester SGPA)}}{\text{-----}} \\ \text{Total Number of Semesters}$$

The SGPA and CGPA shall be rounded off to the second place of decimal.

IX. Evaluation method :-

Each theory course will be of 100 Marks and be divided in to internal examination (Sessional) of 20 Marks and Semester end examination of 80 Marks. (20+80 = 100 Marks) Each Practical course will be of 50 marks. Research project if any, will be of 100 marks.

a. Internal Evaluation Method

There shall be two mid semester examinations, first based on 40 percent syllabus taught and second based on 60 percent syllabus taught. The setting of the question papers and the assessment will be done by the concerned teacher who has taught the syllabus.

Average score obtained out of two mid semester examinations will be considered for the preparation of final sessional marks/grade.

b. Term end examination and evaluation

- i. Semester end examination time table will be declared by the departmental committee and accordingly the concern course teacher will have to set question paper, conduct theory examination, conduct

- practical examination with external expert, evaluate, satisfy the objection / query of the student (if any) and submit the result to DC.
- ii. The semester end examination theory question paper will have two parts (20+60 = 80 Marks)
Part A will carry short question of 2-3 marks (fill in the blanks/ multiple choice questions/ match columns / state true or false / answer in one sentence) as **compulsory questions** and it should cover entire syllabus. (20 Marks)
Part B will carry 7 questions out of which there shall be atleast one question from each unit, student will have to answer any five questions out of 1 (60 marks)
- iii. Semester end practical examinations will be of 50 marks each and students will be examined by one external and one internal examiner. Project work and seminar if any, will be evaluated by the external examiners along with guide.
- iv. At the end of each semester the Committee of Department shall assign grades to the students.
- v. The Committee of Department shall prepare the copies of the result sheet in duplicate.
- vi. Every student shall have the right to scrutinize answer scripts of Mid semester / Term end semester examinations and seek clarifications from the teacher regarding evaluation of the scripts immediately thereafter or within 3 days of receiving the evaluated scripts.
- vii. The Head of the department shall display the grade points and grades for the notice of students.
- viii. The head of the department shall send all records of evaluation for safekeeping to the Controller of Examinations as soon as all the formalities are over.
- ### X. Grade Card
- The University shall issue at the beginning of each semester a grade card for the student, containing the grades obtained by the student in the previous semester and his Semester Grade Point Average (SGPA).
The grade card shall list:
(a) the title of the courses along with code taken by the student

- (b) the credits associated with the course,
- (c) the grade and grade points secured by the student,
- (d) the total credits earned by the student in that semester.
- (e) the SGPA of the student,
- (f) the total credits earned by the students till that semester and
- (g) the CGPA of the student (At the end of the IVth Semester) .

XI. Cumulative Grade Card

At the end of the IVth semester, the University shall issue Cumulative Grade Card to the Students showing details of Grades obtained by the student in each subject in all semesters along with CGPA and total credits earned.

Aurangabad
Date : 20/05/2011

(Prof. Vijay Pandharipande)
Vice-Chancellor

**DR. BABASAHEB AMBEDKAR MARA THWADA UNIVERSITY,
AURANGABAD (MAHARASHTRA) INDIA**

**Admission Rules & Fee Structure For
M. A. (Mass Communication & Journalism)**

- R.740 (a)** The duration of the course of M. A. (Mass Communication & Journalism) shall be of two academic years of four semesters.
- R.740 (b)** The total number of seats in the University Department of Journalism and Mass Communication shall be 70 and the Colleges where this Course is run, the total number of Seats shall be 30 in each college, and reservation for backward classes and women shall be applicable as per the University / State Government directives / policy from time to time.
- A candidate must pass the entrance test , followed by Group Discussion and Personal Interview (GDPI). Entrance Test will be of 70 Marks & GD&PI shall carry 20 marks. 10 marks will be for media experience of any branch Print, electronic, adverting, new media etc.**
- A candidate has to pay Rs. 500/- as a registration, test, syllabus, profile fee or the fee fixed by the university from time to time. Rs. 400/- for reserve category students.**
- R.740 (c)** As per UGC directive and the University's decision additional 15% seats shall be created for foreign/NRI candidates, if any.
- R.740 (d)** The over and above quota admission shall be given as per the provisions and rules of this University.
- R.741** Candidates admitted to this course are eligible to take up the semester examination prescribed by the University, provided he / she the completes 75% attendance in each semester for class room teaching & practical assignments.
- R.742** Medium of instructions & answers shall be Marathi / Hindi / English If there is sufficient response from the candidates, the University may decide to start a seperate batch of English and Hindi medium.
- R.743 (a)** A candidates obtain for passing degree of M. A. (Mass Communication & Journalism) minimum 50% marks in each theory paper prescribed for the examination and 50% marks in

practical examination of each paper. A candidate failing in Theory, examination but passing in practical examination conducted by the University, shall be exempted from appearing for practical examination as an ex-candidate. And a candidate failing in practical examination but passing in the theory examination shall be re examined in Practicals.

R.743 (b) A candidate failed in the first semester, is allowed to appear for second semester, but to get admission in the third semester he / she must pass the first semester. Likewise to get admission in the fourth semester he / she must pass the second semester.

R.744 Each candidate shall be assigned to a teaching faculty member for guidance and supervision of the dissertation, in the area of his / her interest in consultation with the guide, at the beginning of the 3rd semester of the M. A. (Mass Communication & Journalism) course, **Such dissertation shall be submitted by the candidate with signature of the approved guide before the date of commencement of the Theory examination of 4th semester.** Necessary certificate stating therein that the dissertation entitled is based on the research conducted by the candidate, within the stipulated period and found satisfactory, should be signed by the guide. The candidate should also sign an undertaking that the dissertation is the outcome of his own research work and is based on his / her studies / research of the candidate is found copies partially or completely, his / her whole performance of the 4th semester shall be treated as cancelled and he / she have to reappear for the whole examination of the 4th semester. **If it is found that the dissertation is partial or full copy of other's work or any evidence of plagiarism, the university may consider lodge a case against the candidate in police station.**

R.745 The dissertation submitted by the candidate shall be examined by a panel of examiners consisting one Internal guide and one External appointed by the University. The dissertation shall carry total marks 120 and shall be treated as a separate head of passing out of which 50% minimum marks are required for passing after having secured required number of marks in the dissertation, the candidate shall be eligible to appear for Viva-voce examination which will form

as a part of annual examination. Maximum marks of 80 are prescribed for viva-voce out of which a candidate is expected to secure atleast 50% marks for passing. Written part of dissertation and viva-voce are to be treated as two independent heads of passing. The viva-voce examination shall be conducted by a panel of examiners appointed by the Department / University for valuation of dissertation.

R 746 The course shall be of two academic years & Four semesters. The fee structure of the course shall be as follows :

R 746 (a) University Department / Aided Colleges

Admission Fee	: Rs. 1000/-
Tuition fee per semester	: Rs. 3000/-
Laboratory fee per year	: Rs. 500/-
Dept./College Library Fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement Fee final year	: Rs. 500/-
Examination Fess per Semester	: Rs. 500/-
Other fees as per university structure.	

R 746 (b) Unaided Colleges

Admission Fee	: Rs. 1000/-
Tuition fee per semester	: Rs. 6000/-
Laboratory fee per year	: Rs. 500/-
Dept./College Library Fee per year	: Rs. 200/-
Study tour contribution per year	: Rs. 2000/-
Placement Fee final year	: Rs. 500/-
Examination Fess per Semester	: Rs. 500/-
Other fees as per university structure.	

R.747 The following shall be considered as a separate head of passing.

1. Theory written examination (semester examination)
2. Practical examination
3. Dissertation
4. Viva-voce.

R 748 The contributory teachers / parttime teachers / clock hour basis 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 entitled for honourarium of Rs. 250/- per lecture of one hour. Invited special lectures of senior media professionals / editors / executive editors / newseditors / bureau chief/ media executives shall be entitled for honorarium of Rs. 500/- per visiting lecture of one hour.

R 749 The practical & oral examination shall be conducted by the team of internal & external examiners. (2 from colleges & 3 from university). The practical assessment honourarium shall be Rs. 50 per practical file / paper / unit; as the case may be. The practical shall be designed by the University Department of Mass Communication & Journalism.

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 atleast 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 atleast 10 computers, having LAN and broadband internet connection. It shall also consist of lazar 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 :

**M. A. (MCJ) Course Structure & Scheme of Examination
TWO YEARS COURSE OF 88 CREDITS**

	Credits	Theory	Internal MidTest-2	Practicals
FIRST SEMESTER				
Core Papers (C.P.) - 2	04	80	20	200
JOUR MA-I : Principles of Mass Communication (PMC)				
JOUR MA-II : Introduction to Print Media (IPM)	04	80	20	Marks (four practicals of 50 marks each)
Elective Papers (Elect -2 papers out of following)	04	80	20	
JOUR MA-III : Media History (MH)				
JOUR MA-IV : Basics In Electronic Media (BEM)	04	80	20	
JOUR MA-V : Basics in Advertising (BA)	04	80	20	
SECOND SEMESTER				
Core Papers (C.P.) - 2	04	80	20	200
JOUR MA-VI : Sustainable Development Communication (SDC)				
JOU-MA- VII : Public Relations / Corporate Communication (PR/CC)	04	80	20	Marks (four practicals of 50 marks each)
Elective Papers (Elect -2 papers out of following)	04	80	20	
JOU-MA- VIII : Media Management (MM)				
JOU-MA- VII : Media Law & Ethics (MLE)	04	80	20	
Service Paper				
JOU-MA- X : Communication & Soft Skills (CSS)	04	80	20	

SEMESTER -III Core Papers (C.P.) - 2 JOU-MA- XI : Television JOU-MA- XII : Radio Elective Papers (Elect -2 papers out of following) JOU-MA- XIII : Environmental Communication (EC) JOU-MA- XIV : International Communication (IC) JOU-MA- XV : New Media (NM)	04	80	20	200 Marks (four practicals of 50 marks each)
	04	80	20	
	04	80	20	
	04	80	20	
	04	80	20	
	04	80	20	
SEMESTER - IV Core Papers (C.P.) - 2 + Dissertation JOU-MA- XVI : Communication Research (CR) JOU-MA- XVII : Inter-Cultural Communication (ICC) JOU-MA- XVIII : Dissertation	04	80	20	(120 -Text 80-Viva- voce)
	04	80	20	
	08	200		

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Total Marks : Theory - 1400 + Practicals - 800 = 2200 * Total Credits : 88

M. A. (Mass Communiation & Journalism)

M. A. (MCJ) First Year Semester - I

PAPER JOU-MA- I : PRINCIPLES OF MASS COMMUNICATION

Unit -I Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Unit -II Models : SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbner, Newcomb, Convergent and gate-keeping communication and socialization. Media and social responsibility, media accountability, infotainment and ICE Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

Unit -III Media systems and theories : authoritarian, libertarian, socialistic, social responsibility, development, participatory. Brief History of Development of Media.

Unit -IV Mass Media : Public opinion and democracy. Media culture and its production. Media organizations, media contents, market - driven media content - effects, skyvision, cultural integration and cultural pollution.

Unit -V Issue of media monopoly - cross - media ownership; media monopoly in India, language press monopoly, media monopoly scene in the world. Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, in India & Maharashtra.

Reference Books

1. Mcquail Denis, Mass Communication, Theory, Sage Publication., London.,1995
2. Agee Emery & Ault, An introduction to Mass Communication, Harper Raw, New York, 1990.
3. Defleur M. L. Everette, Dannis, understanding, Mass-

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- Communication Goyal Sa , New Delhi - 1991.
4. Watson James and Annee Pill, A Dictionary of Communication and media studies Edward Arnold Publication, London, 1984.
 5. Bitter John R - Mass Communication, An Introduction Prentice Hall Engle wood Cliffs, New Jercey, 1986.
 6. Defleur M. L. & S. Ball - Rokech, Theories of Mass Communication, Longman, New York, 1987.
 7. Kumar Keval J. Mass Communication, In India Jayco, 2001.
 8. Malhan P. V. Communication Media Yesterday, Today & Tommorrow, Publication Div., New Delhi., 1985.
 9. McLuhan Marshall understanding Media Raitledge & Kegan Paul, , 1964.
 10. Schramm Wilbur, Mass Communication, University, J Illinois , 1960.
 11. Schramm Wilbur, The Process and effects of Mass Communication , Uty & Illinois, 1965.
 12. Dr. Pawar Sudhakar, Sanvad Shastra, Mansamman Prakashan, Pune
 १३. जोशी श्रीपाद भालचंद्र, जनसंवाद आणि जनमाध्यम, सैद्धांतिक संकल्पना, मंगेश प्रकाशन नागपूर,
 १४. दातार सुषमा, संवादविश्व, सदाशिवपेठ, पुणे.

PAPER JOU-MA- II : INTRODUCTION TO PRINT MEDIA

UNIT -I Introduction to print journalism, importance, nature, scope, Extent, significance in contemporary world-India & developing countries.

Unit -II Newspaper Industry, Press & democracy, Press & Society, Press & Government, Pressure groups & press, Press & development.

Unit -III Print reporting & feature writing, news definitions, sources, news writing for print, feature definition, types of features. Trends in news-stories.

Unit -IV Current trends in newspaper journalism, specialized newspaper-business & economics, education, design of newspapers, computer application in newspapers, Responsibilities of press. Event management & bran management.

Unit -V Magazine journalism, specialized journalism, Marathi-Hindi & English magazine journalism, story & feature writing for magazines, readership surveys, research in newspaper industry, ABC, ILNA, INS, WAN & other organizations national / international.

Reference Books

1. Harris J. Leiter & S. Johnson, The complete Reporter MacMillan Publication, New York, 1977.
2. Hodgson F. W. Modern Newspapers practice Heinemann London.
3. Johnson S & Harris J. The Complete Reporter MacMillan Publication, New York, 1961.
4. Mansfield F. J. Mansfield's complete Journalist - A study of the Principles and Practice of Newspaper Making, Third Edition.
5. Mollenhoff Clark R. Investigative Reporting Macmillan Publication, New York, 1981.
6. Pooter Bruce & Ferris Practice and Journalism Prentice Hall, New Jercey, 1988.
7. Berner Thomas, Editing, Hold Rinehart and Winston, Nework.
8. Butcher Judith Copy Editing Cambridge London, 1983
9. Evans H. News Headlines, N.C. for T. J. , New Delhi, 1974.
10. George T.J.S. Ed.mg, IIMC , New Delhi, 1989.
11. Gebson MartinL Editing in the Electronic Era, Prentice Hall Newyork,
12. Rogers Jeoffery, Editing for Print, Macdonald & Co., London.
13. Rystross Kenneth , The Why who and How of the Editorial Page Random House, New York, 1983.
१४. डॉ. गव्हाणे सुधीर, ग्रामीण पत्रकारिता, प्रचार प्रकाशन कोल्हापूर,
१५. ताम्हाणे चंद्रकांत, वार्ता संकलन, पॉप्युलर प्रकाशन पुणे, १९७९
१६. पवार सुधाकर, वृत्तपत्र व्यवसाय, काल-आज-उद्या
१७. कुलकर्णी एम. के., वार्ताविहार, टिळक महाराष्ट्र विद्यापीठ, पुणे
१८. धारूरकर वि. ल., वृत्तलेखन स्वरूप व सिद्धी, चैतन्य प्रकाशन, औरंगाबाद
१९. डॉ. पटेल जी. एच., मराठी वृत्तपत्रे आणि सामाजिक आंदोलन, स्वाभिमान प्रकाशन, औरंगाबाद. २००४
२०. धारूरकर वि. ल., संपादन कला व शास्त्र, चैतन्य प्रकाशन, औरंगाबाद.
२१. गोखले अरविंद, संपादन, टिळक महाराष्ट्र विद्यापीठ, पुणे
२२. पवार सुधार, उपसंपादकाचा मित्र, दास्ताने रामचंद्र, पुणे

PAPER JOU-MA- III :MEDIA HISTORY

- Unit -I** Pioneers in world and India. History of Marathi Press. Indian press and freedom movement. Historical contribution of Marathwada. Non Brahminical movement and press, major trends.
- Unit -II** Radio : Birth and growth of radio in India, Prasar Bharati, Privatisation..
- Unit -III** TV: Growth and penetration of TV in India and the world. Historical perspective.
- Unit -IV** Films : Early efforts. Cinema as mass medium. Types of cinema and audience. Changing scene of cinema in India.
- Unit -V** Cybernetics, computerisation, Internet, web journalism. epaper, online.

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.

PAPER JOU-MA- IV : BASICS IN ELECTRONIC MEDIA

- Unit-I** Evolution and growth of electronic media : radio, television and internet, Characteristics of radio, television and Internet as medium of communication-spoken, visual and multiple versions of information through links.
- Unit -II** Principles and techniques of audio-visual communication-

thinking audio and pictures, grammar of sound, visuals and web production.

- Unit -III** Technology and skills of linear and non-linear systems of audio-visual communication- sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, VCD, computer-graphics and studio equipment (exposure through field visits).
- Unit -IV** Transmission of sound, images and data through microwave, satellite, fiber optics, cable and television technologies.
- Unit- V** Infrastructure, content and flows on internet, with specific reference to India-reach and access to personal computers and internet connectivity. News paper, magazine, radio, television and on internet.

Reference Books

1. Awasthy G. C. Broadcasting in India, Allied Publication, New Delhi. 1965.
2. Chatterji P.C., Broadcasting in India, Sage Publication, New Delhi, 1987.
3. Horace Newcomb (ed) Television - the Critical view (fourth edition) Oxford University, Press, 1987.
4. Hunter J. K. & Gross L. S. BroadCast, News, The Inside Out, C. V. Mosby Co. St. Lous, 1980.Luthra H. R., Indian Broadcasting, Publication, Division Govt. of India, 1986.
5. Sondhi, Beyond Mass Communication, New Delhi., 1986.
6. Ahuja B. N. , Audio Vishal Journalism,
7. Bhatt S.C.Broad Cast Jour Basic Principles
८. आकाशानंद, चित्रवाणी माध्यम
9. बातमीदारी, माळी सुनील.
10. आजच्या ठळक बातम्या, वाळवेकर समीरण.
11. टेलीव्हिजन की कहानी, श्याम कश्यप, राजकमल प्रकाशन.
12. टेलीव्हिजन पत्रकारिता, कुमार राकेश, नटराज प्रकाशन
13. टेलीव्हिजन समाचार: लेखन और वाचन, एस. मुस्तफा जैदी, विश्वविद्यालय प्रकाशन, वाराणसी.
14. Broadcast Journalism : A Critical Introduction, edited by Jane Chapman, Marie Kinsey, Routledge Publication.
15. Television News, Teresa Keller, Stephen Hawkins, Holcomb

- Hathaways Publication, 2005.
16. Basic TV Reporting, Ivor Yorke.
 17. The Broadcast Journalism Handbook, Gary Hudson & Sarch Rowlands, 2007.
 18. Broadcast Journalism, Andrew Boyd, 5th edition, 2000.
 19. Routledge Companion to News & Journalism, edited by Stuart Allan.
 20. Digital Broadcasting Journalism by Jitendra Kumar Sharma.
 21. Broadcast News Writing & Reporting by Peter Mayeux, 2000.

PAPER JOU-MA- V : BASICS IN ADVERTISING

Unit -V Advertising tools and practices; Consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.).

Consumer in economic theories, models of consumer behaviour

Unit -II Brand management: Definition, concepts and evolution of brand management - component of a brand: strategy and structure - brand equity, image and personality - corporate brand.

Unit -III Creativity :Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy - debriefing of campaigns.

Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces.

Unit -IV Media characteristics: Defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

Unit -V Advertising research: Scope and objectives – research as a decision making tool. Market research and advertising research – types of research: target marketing research, positioning research – pre-test research, post test research, audience research,

methods of analyzing research (psychographic/life style research, psycho-physiological research

Reference Books

1. Burton PW, Advertising Copy writing Greiedin Ohio
2. Borden & Marhall, Advertising Management, Taraporewala,
3. Burke J. D., Advertising in the Market Place Megraw Hill
4. Wright Warner, Advertising, McGraw Hill
5. Gloag J.C. Advertising in Modern Life Heinaman
6. Rege G. M. Advertising Art and Ideas, Bombay, 1985
7. Chavahan J. S. and Mulhan P. N., Essentials of Advertising Oxford and IBH Publication Co.
८. रेगे ग. म., जाहिरात कला व कल्पना
९. क्षीरसागर रा. ना., जाहिरात विक्रय कला
१०. धारवाडकर उपेंद्र, जाहिरात ६५ वी कला

PRACTICALS - 4 of 2 credits each (50 marks each) 200 MARKS

Prac-1. Production of Laboratory Journal (Reporting, Editing & Page layout on computer.

Every student has to produce at least three issues under the supervision of the teacher)

Pagination : Designing Newspaper Pages **50**

Prac-2. Electronic News-gathering practical. Every student has to convey, plan & edit one Radio News Bulletin of 10 minutes duration & one Video news bulletin.

Buletin of 15 minutes duration & submit the C.Ds/Cassettes **50**

Prac-3. Practical examination of News-gathering & writing for print & electronic media.

Practical examination of advertisement. **50**

Prac-4. Practical examination of public relations. **15**

Media Publications **15**

PPT presentation on two topics **20**

Semester - II

PAPER JOU-MA- VI : SUSTAINABLE DEVELOPMENT COMMUNICATION

Unit-I Development : meaning, concept, process and models of development- theories- origin - approaches to development, problems and issues in development, characteristics of developing societies, gap between developed and developing societies, concept of sustainable development and its dimensions, sustainability of natural resources and other issues.

Unit-II Development communication & Sustainable Development Communication : meaning- concept-definition- philosophy - process- theories- role of media in development communication - strategies in development communication - social cultural and economic barriers- case studies and experience- development communication policy - strategies and action plans- democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels.

Unit-III Agricultural communication and rural development, sustainable Agriculture, The concept of agricultural extension, extension approach system - approach in agricultural communication - diffusion of innovation - green journalism, Development support communication : population and family welfare - health - education and society - environment and development - problems faced in development support communication, Development of weaker sections S.C., S.T. OBC, NT-DNT, women and rural communicaties.

Unit-IV Development and rural extension agencies : governmental, semi government, non- governmental organization, Problems faced in effective communication, micro-macro- economic framework available for actual developmental activities - case studies on development communication programmes, Renewable Non-conventional energy sources its use & role of mass media.

Unit-V Writing development messages for rural audience : specific requirements of media writing with special reference to radio

-:21:-

and television, rural journalism and rural communication tools and techniques.

Reference Books

1. Fernandes, Walter : Development with People, Indian Social Institute, New Delhi, 1988.
2. Jayaweera N. & Amunugama S. : Rethinking Development Communication, AMIC, Singapore, 1988.
3. Kumar, Keval J. : Communication and Development : Communication Research Trends, Vol. 9, No. 3, 1988.
4. Hoogvelt Ankie : The Third World in Global Development, Macmillan, London, 1982
5. Hornik, Robert C : Development Communication : Information Agriculture and Nutrition in Third World, Longman, London/ NY, 1988.
6. Melkote Srinivas : Communication for Development in the Third World - Theory and Practice, Prentice - Hall, New Delhi, 1991.
7. Sondhi, Krishan : Communication, Growth and Public Policy Breakthrough, New Delhi, 1983.
8. Schramm, Wilbur : Mass Media and National Development, Stanford UP, Stanford, 1964.
9. धारूरकर वि. ल., विकास संवादाची नवी क्षितीजे, चैतन्य प्रकाशन, औरंगाबाद.

PAPER JOU-MA- VII : PUBLIC RELATIONS / CORPORATE COMMUNICATION

Unit -I Strategic public relations/ CC and management: Defining strategy and its relevance in public relations and corporate communication; campaigns planning, management and execution - role of PR CC in crisis communication and disaster management.

Unit -II Defining stakeholders and media selection - study of symmetrical and asymmetrical models on handling crises. Building a distinct corporate identity : Concepts, variables and process- making of house styles (logo, lettering and process)

Unit -III Media Relations: Organization press conference, facility visits, press briefs- proactive and reactive media relations- ethical aspects in media relation - role of technology in PR/CC.

-:22:-

Unit -IV Media mix and use of Electronic media for Public for corporate communication.

Unit -V House journals and quarterly literature MNC's and corporate lopping corporate social responsibility in western and Asian countreis.

Reference Books

1. Wilcox, Auld and Agee Public Relations strategies and Tactics Horper and Raw 1986.
2. Arya Asoka, Dynamics and, PR Manus, 1993
3. Black Sam, Practical Public Relations Isac Pitam, 1970.
4. Burton Paul, Corporite Public Relations, Reinhold New York, 1966.
5. Lesly Philips, Lesley's Handbook of PR and Communication, American Management Association, New York.
6. PR in India Hydrabad, 1993
7. Jetwani, Varma, and Sarkar, PR concept and strategies tools, sterling, 1994
8. Kaul J. N. PR in India, New Delhi.
9. Moore Frazier and Carfield : Public Relations Principles, Cases and problem, Richard Irwin, 1977 (Seventh Edition)
10. Paul Burton :Corporate Public Relations, Reinhold, NY, 1966.
11. Reddi Narasimha C.V. Public Relations Soceity of India - An introduction, PRSI, Hyderabad.
12. Reddi Narasimha C.V. : How to be a good PRO - The Guide to Public Relations, Sharada Prakashan, Hyderabad.
13. Public Relations Case Studies - (Indian Scene Volume I-II, IFPR, New Delhi.
14. Sahai Baldeo : Public Relations : A scientific Approach, Scope, New Delhi 1980.
15. Sengupta Sailesh : Management of Public Relations and Communication, Vikas, New Delhi. 1997.
16. Bhal, Sushil: Making PR work, Wheeler, New Delhi.
17. Black Sam, Practical Public Relation, Pitman, 1976
18. Cutlip and Centre: Effective Public Relation, Prentice Hall, 1982
19. Ghosh Subir, Public Relations Today, Rupa, Calcutta.
20. Jethwani, Verma, Sarkar : Public Relations : Concept, Strategies,

Tools Sterling, New Delhi, 1994.

21. John Marston :The Nture of Public Relation, McGraw Hill, 1963.
22. Kaul J. M. Public Relation in India, Naya Prakash, Calcutta.
23. Lesly Philip : Leslyis Handbook of Public Relation and Communication American Management Association, New York , Forth edition.
24. Mehta D. S. Handbook of Public Relations in India, Allied Publishers, New Delhi.
२५. धारूरकर वि. ल. , जनसंपर्क मीमांसा, रामराज्य प्रकाशन, औरंगाबाद.
२६. पुरी सुरेश, जनसंपर्क संकल्पना आणि सिद्धांत, विमुक्तजन प्रकाशन, औरंगाबाद. १९८४
२७. पक्की वि. वा. जनसंपर्क, राजहंस प्रकाशन, पुणे.

PAPER JOU-MA- VIII : MEDIA MANAGEMENT

Unit -I Principles : Principles of media management and their significance – media as an industry and profession.

Unit -II Ownership patterns : Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies)and franchisees (chains).

Unit -III Media Functioning : Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization,motivation, control and co-ordination. Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect);advertising (marketing), personnel management, production and reference sections;

Unit -IV Media Economics : Apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system. Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control,

costing,tax, labour laws and PR for building and sustaining business and audience.

Unit - V Media Administration : Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation)– reach – promotion – market survey techniques - human research development for media.
Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Reference Books

1. Ruckerr L. W. and Williams Newspaper organisation and management, Iowa University Press, 1961-
2. Kothari Gulab Newspaper Management in India, New Delhi 1995.
3. Sindhvani Trilok, Newspaper Economics Management,
4. I. A. guide for Newspapers, R. N.I. New Delhi
5. Goulden John, Newspaper Management, London, 1967_
6. Mehra Newspaer management in the Multi Media age, 1988
7. Lingam TNM Circulation Problems in Indian Newspaper PII, New Delhi
८. भोवडे अनंत, समाचार पत्र व्यवस्थापन, म. प्र. हिंदी प्रचार सभा, भोपाल
९. जैन सुकुमार, समाचार पत्र संगठन और प्रबंधन.
१०. चतुर्वेद प्रेमानंद, समाचार पत्र प्रबंध

PAPER JOU-MA- VX : MEDIA LAW & ETHICS

Unit -I Constitution of India. Media & democracy. Elections, society and impact of media.

Unit -II History of laws in India. Contempt of court. Defamation, official secrets Act, Working journalists Act. Copy Right, Press and Registration Act.etc.

Unit -III Media person's code of conduct. Right to privacy-reply-inform. Press Council of India's ethics. Power politics between editorial, marketing depts.

Unit -IV World media and international biases.

Unit -V Professional Protection, care and privileges. Sting operation and new technologies.

Reference Books

1. Basu Durgadas Laws of Press in India, Prentice Hall New Delhi, 1986.
2. Mankekar D. R. Whose News Where Freedom (Karion), New Delhi, 1978
3. Sarkar P.C., Law Relating to Publishers and Printers.
४. जोशी वैजयंती, वृत्तपत्रे व कायदे, मेहता पब्लिकेशन, पुणे, १९९२
५. नटराज एम., लोकशाही आणि वृत्तपत्र व्यवसाय, समाज प्रबोधन संस्था, पुणे.

SERVICE PAPER :

PAPER JOU-MA- X : COMMUNICATION AND SOFT SKILLS

Unit -I : Concept of communication , different types of communication- interpersonal communication, intrapersonal communication , group communication , written communication , verbal communication , non-verbal communication , mass communication, persuasive communication , team communication, business communication , dialogue and making effective communication.

Unit -II: communication and behaviour , body language , gestures and postures , life skills, competencies of expression , power of language , language mastery , language of communication to evoke action , communication to involve and inspire , speech communication and media communication , message designing and interview skills.

Unit -III : Art of listening , listening for understanding , bridging barriers of perception and prejudgement , creating involvement to enhance understanding , communication process , effective feedback , listening to angry people , communication in crisis , web communication, mobile communication , interactive communication , blog and web groups creation , developing goodwill and relationship , importance of resourcefulness.

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

to introspect , strengthing qualities and overcoming weaknesses , self branding , goal setting , basic qualities of competent and influential person.

Unit -V : Presentational skills , preparing good CV / biodata , audio and video CV , creating blog , professional connectivity through web and social media , power point presentation , stage communication skills , conducting workshops and project reports , report writing skills and graphics.

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, Cengang Learning 2008
5. Written Communication, Jeff Butterfield, Cengang Learning 2009
६. संवादकौशल्य, श्रीपाद जोशी, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ नाशिक.
७. संवादशास्त्र सिद्धांत, सुधाकर पवार, मानसन्मान प्रकाशन, पुणे, २००१

PRACTICALS - 4 of 2 credits each (50 marks each) 200 MARKS

Prac-1. Writing development News items (5), Articles (3) News Stories (3) and Publishing them and Writing a sustainable development News-item (5), Articles (3) & News Stories (3). Practical examination of development News-Item	30 20
Prac-2. Writing a script & production of a programme for radio-documentary and video documentary of 15 minutes duration & submission of the documentary in CD/Cassette form.	50
Prac-3. One content analysis either of print or electronic media (content of the period of atleast one month) One comparative survey report of the management of small , medium News papers	25 25
Prac-4. 1. Two audience research surveys : one of Print Media and one of Radio or TV/Video Media. 2. Two PTTs on the beat of the syllabus.	30 20

**M. A. (MCJ) Second Year
Semester - III**

PAPER JOU-MA- XI : TELEVISION

Unit -I VISUAL COMMUNICATION : Communicationg with still pictures and video - shooting with TV camera - camera mounting. Colour balance, basic shots and camera movement.

UNIT -II: BASIC OF TV PRODUCTION : TV lighting in field, using reflectors. Lighting grid-luminaries. Studio lighting - three-point lighting- high key and low key lighting; properties, studio sets and make-up. Video editing techniques- cut, mix and dissolve use of cutaway-AB roll editing; digital effects and post production - planning location shoots- story board - single camera shooting- multi camera shooting - shooting and editing schedules - studio production - role of functionaries- planning studio programmes- cue's and commands - formats of TV programmes - studio interview- studio discussion, studio chat shows with audience participation- studio quiz programme with audience participation- TV documentary production - corporate video production, digital editing skills.

UNIT -III: WRITING FOR TELEVISION : writing to still, writing to video, reference visuals to words. TV news writing; marking copy in production language. Writing for television programmes - research, visualization and production script.

UNIT-IV: TELEVISION REPORTING : Visualizing news/ ENG- research, investigation- interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting- economic reporting- sports reporting- human interest stories.

UNIT-V: TELEVISION NEWS EDITING : Planning, production and compilation of news programmes - writing lead-in/intro to news packages, headlines writing, teasers and promos. Voice broadcast skills, enunciation, flow, modulation- facing a camera- eye contact- use of teleprompter, live studio and field interivews-

moderating TV studio discussions, anchoring chat shows and cross-fire.

Reference Books

1. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singpour, 1998.
2. A. Michel Noll., TV technology - Fundamentals and future prospects
3. Barrows Wood Gross, TV Production.
4. Tony Verla, Global, Television
5. Ovingel Robert Operation Handbook
6. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.
7. Hunter J. K. & Gross Braal Cart News, 1980
8. Ray Satajeet, Our films film once their Orient Longmen, 1976.
9. Walters RogersL Writing Random Huse, 1989.

PAPER JOU-MA- XII : RADIO

Unit- I RADIO JOURNALISM AND PRODUCTION : Radio programme, production process and techniques, thinking audio. Aspects of sound recording- types of microphones and their uses- field recording skills; radio feature production; radio documentary production; feature production, studio chain, live studio broadcast with multiple sources - news production.

UNIT -II: WRITING FOR RADIO : Spoken language writing - writing for programmes - writing for radio commercials- illustrating copy with sound effects; news writing - structuring radio-copy; editing agency copy, reporter's copy - compiling radio news programmes; writing intro to bytes- writing headlines, teasers and promos.

UNIT -III: RADIO REPORTING : Field reporting, reporting specialized areas; investigative reporting ; voice dispatches; interview techniques; presentation; structuring a radio report news capsuling and radio commenary.

UNIT -IV: VOICE TRAINING : Effective use of voice- enunciation, flow, pronunciation, modulation, on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission, digital technology for radio

production. Concept of WEB radio and its use.

Unit -V Audience research and survey of audience. The role of audience research wing in the process of improving quality of radio programmes.

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, Ahemadabad
4. Andrew Boyd Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheast Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Wlliams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting.

PAPER JOU-MA- XIII : ENVIRONMENTAL COMMUNICATION

Unit -I The environmental & ecology defination, physical environment its composition - geology, soil, topography, climate & weather, catastrophes, biotic environment, biotic and abiotic interactions, the complexity of environment. Human sociobiology concept.

Unit -II The pollution, types of pollutions, carbon cycle, greenhouse effect, nitrogen cycle, phosphorus cycle, Acid rains, pesticides, CFCs and ozone layer. Importance water, energy, polluted cities of the world. Ecosystems and its importance and types. Biodiversity and its importance, global diversity, maintaining biodiversity conservation principles, ethical argument, anthropocentatic arguments, role of ecology, conservation of spcies, conservation of ecosytems & biosphere recycling, biological controls.

Unit -III The environment education, need of awareness among people, environment education formal & informal, environment education through mass media. Role of mass media in developing water literacy, energy literacy, environment literacy, soil literacy & earth

literacy.

Unit -IV Green journalism in print, electronic media i.e. TV, Radio, new media, Need of environment feature & news services, awareness programmes such as exhibitions, lectures, educative folk art programmes, traditional media application in environment awareness. Special environment channels, programmes of TV & radio, international organisations, websites.

Unit -V Developing eco-friendly life styles & mass media. The issue of Global Warming and medias role in public education. Copanhegan Report.

Reference Books

1. Odum E. P. : Environmental studies : The Earth as a Living planet
2. Goudie Andrew : The Human Impact : Manis Role in Environmental Change, OXford : Basil Blackwell, 1981
3. Reddy Ratna V : Environmental Movements in India : Same Reflections, Vol. 10, No. 4, Pune.
4. Gadgil Madhav and Guha Ramchandra Ecological conflicts and Environmental Movements in India, India In Development and change, Vol. 25 No., 1994
5. Moore Ron and Jon Ryan : Sustainable Development : Policy and practice, New Delhi, New Age International- publishers.
6. Joshi Y. G. and Verma D. K. Social Environment for sustainable Development, Jaipur, Rawat Publications.
7. Gadgil Madhav Biodiversity Reckoming with life, Hindu, Survey of the Environment, 1994.

PAPER JOU-MA- XIV : INTERNATIONAL COMMUNICATION

Unit -I Political, economic, cltural dimensions of international communication. International news flow. Imbalance and disparties.

Unit -II Communication as human right. Universal Declaration of rights. News Agencies and biases. MacBride Commission.

Unit -III Technology and information super high way. Satellites and Communication.

Unit -IV Democratization of information flow and media systems. Western news values.

Unit -V Globalization, Imperialism and violence. Wars the media.

Reference Books

१. गर्गे स. मा. , भारतीय समाजविज्ञान कोश, १९८६.
२. वराडकर भारद, आंतरराष्ट्रीय संबंध आणि राजकारण, विद्या प्रकाशन, पुणे
3. International Flow of News An Annotated Bibliography Edited by Hamid Mowlana UNESCO Paris, 1985
4. Indias Information Revolution By Arvind Singhal and Everett Rogers, Bage Publications, New Delhi, 1989
5. International Encylopedia of Communication Vol 1/2, Oxford University Press, New York, 1989
6. Mass Media International Relations and Non-alignment By Regina Mulay, deep and Deep Publications, New Delhi, 1987.
7. The News papers and Internation History By Anthony Smith, Published by Thomes and Hudson, London, 1979
8. Introduction to Telecommunication, Anu Gokhale First Reprint 2001 By Thomson Asia, Ltd., Singapore
9. International Relations By Prakash Candev and Arora Published by Cosmas Boowve, New Delhi, 1990.
10. Research in Mass Media By S. R. Sharma, Radha Publications, First Published in 1996.
11. International Encyclopedia of the social science, Editor David Sills, Volume - 3, The Macmillan company and the Frees Press.

PAPER JOU-MA- XV :NEW MEDIA

UNIT- I Communication & Media: Structure, Concept, Value. Traditional-development Media & its effects. Mediums of Effective communication. Kinds of communications Importance & development New Media Editing Theory and Practice. Electronic Media.

UNIT- II Development of new media; convergence - internet - on line Journalism. New Media Industry present & future, e-newspaper, podcasting & vodcasting, convergence technologies and their impact on internet/online (New Media) Journalism, media websites, e-editions of newspapers, new media advertisements, content management, financial maneaement, Mobile journalism, e-learning & e-education management.

UNIT-III: NEW Trends in printing technology: A brief introduction to various Types of printing. Photo - Composing and Offset printing. Advance printing Technology- digital printing, integrated pre-printing process, computerized Printing. The Role of Computer in Design-Desk Top Publishing, Facsimile Printing - Word Processors - Color Printing Techniques, CTP Techniques

UNIT-IV: CYBER JOURNALISM: On-line editions of newspapers-management And economics; cyber newspapers-creation, feed, marketing, revenue and Expenditure, Online editing, e-publishing, security issues on internet; social, Political, legal and ethical issues related IT and CT. Blog writing & Social Networking.

UNIT- V: INTERNET: LAN, MAN, WAN, E-mail, web. Ownership and administration Of internet, ISPs, WAP, types of connections: Dial-up, ISDN, lease-line. Web Pages & Web Editions, Different forms of writing. Syndicates and Freelancing. Satellite, Cable television, Computers, Microchips.

Reference Books

1. Rogers and Singhal India Information Revolution Sage, London.
2. Bhatnagar subhas information and communication technology in Development., Sage New Delhi.
3. Melkote Srinivas Communication for Development in Third World Sage Publication, New Delhi. 2001.
4. Vilaniam J.V. Science Communicational Development , Sage Publication, New Delhi. 1993.
5. Kanungo Sivraj, Making Information technology Work Sage, Publication, New Delhi.
6. Peter Zorkoczy, Information Technology, An Intrdoction, East-West Press, New Delhi, 1989
7. Pande Sudhir Handbook of Satellite Communication, Authors Press, New Delhi 2000
8. Parekh Harsha, Internet, Knowledge work, Mumbai 1999.
9. आपटे मोहन, इंटरनेट माहितीचा कल्पवृक्ष, राजहंस प्रकाशन, पुणे

PRACTICALS - 4 of 2 credits each (50 marks each) 200 MARKS

Prac-1 Reporting assignments on investigative, sports, commerce, courts, marketing & reviewing of books, films. **15**

Lab Journal editing & Production at least 3 **15**
Page layout & design of magazine / Special issue **20**
practical examination.

Prac-2 Every student has to conceive, plan & edit one radio **50**
documentary, one feature, One news based discussion and
one interview based programme of 15 to 20 minutes duration
& submission of CD/ Cassettes.(4 in Number)

Prac-3 Every student has to conceive, plan & edit one video **50**
documentary, news based discussion or interview-based
programme of 15 to 20 minutes &
submission of CD / Cassettes (3 in Number)

Prac-4 Public Relations and or advertising research assignment **30**
and its report. (Survey, content analysis, study report or project)
Two PPTs based on the syllabus **20**

Semester - IV

PAPER JOU-MA- XVI :COMMUNICATION RESEARCH

Unit-I Definition - elements of research - scientific approach - communication theories - role - function - scope and importance of communication research - basic and applied research. Media-quality status research, feedback research and media effect research.

Unit-II Research designs - qualitative -quantitative and mixed, - experimental, quasi - experimental, descriptive, exploratory, bench mark, longitudinal studies - simulation - panel studies - co-relational designs.

Unit-III Methods of communication research - census method, survey method, observation method- clinical studies- case studies- content analysis. Tools of data collection : sources, media source book, questionnaire and schedules, observation techniques, participant and non participant, interview guide, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls, Random sampling methods and representativeness of the sample, sampling errors and distributions in the findings.

Unit-IV Media research - evaluation, feedback - feed forward- media habits- public opinion surveys- pre-election studies and exit polls, market research in media field . Report writing - data analysis techniques - coding and tabulation- non-statistical methods- descriptive historical - statistical analysis - parametric and non-parametric - uni- variate - bi- variate- multi- variate-tests of significance - level of measurement- central tendency- tests of reliability and validity - SPSS and other statistical packages.

Unit-V Media research as a tool of reporting. Readership and / audience surveys, market research, brand research, advertising research, meta analysis, global research, collaborative research, preparing research proposal, writing research paper for publication, research writing techniques, styles and tools, preparation of research reports / project reports/ dissertations / theses. Ethical perspectives of mass media research.

Reference Books

१. प्रा. बोधनकर सुधीर, अलोनी विवेक, सामाजिक संशोधन पद्धती, प्रकाशक ललिता पुराणीक ,श्री साईनाथ प्रकाशन नागपूर, द्वितीय आवृत्ती १९९९
२. कोठारी सी. आर. रिसर्च मेथड्स अँड टेक्निक्स, प्रकाशक - व्ही. एस. जोहारी, वाईली इस्टर्न लि., नवी दिल्ली. मे-१९९०
३. डॉ. भांडारकर पु. ल., सामाजिक संशोधन पद्धती, प्रकाशक महाराष्ट्र विद्यापीठ ग्रंथ निर्मिती मंडळ, नागपूर
४. डॉ. संत दु. का., शोध विज्ञानकोश-साधन संदर्भ ग्रंथ, प्रकाशक पुणे विद्यार्थी गृह प्रकाशन, सदाशिवपेठ पुणे, प्रथम आवृत्ती-१९८५
५. डॉ. काचोळे दा. धो. सामाजिक संशोधन पद्धती, कैलाश पब्लिकेशन औरंगाबाद, १९९३
६. भांडारकर आणि विल्कीनसन मेथडॉलॉजी अँड टेक्निक्स ऑफ सोशल सायंस रिसर्च, हिमालया नगापूर
७. बेर्जर ए. ए., मिडीया अनेलिसिस टेक्निक, सेज पब्लिकेशन, न्यूयॉर्क-१९८८

PAPER JOU-MA- XVII : INTER-CULTURAL COMMUNICATION

Unit -I Culture - definition - process- culture as a social institution - value systems- primary- secondary - eastern and western perspectives. Inter-cultural communication - definition - process- philosophical and functional dimensions- cultural symbols in verbal and non-verbal communication.

Unit -II Perception of the world - Western and Greek (Christian) varied

eastern concepts (Hindu, Islamic, Buddhist, Others) retention of information - comparison between eastern and western concepts. Communication as a concept in western and eastern culture (Dwaitha- Adwaitha- Vishishtadwaitha-chinese (Dao Tsu and Confucius- Shinto Buddhism) and also Sufism

Unit -III Language and grammar as a medium of cultural communication - Panini/Patanjali- Prabhakara- Mandanamisra- Chomsky- Thoreau and others- linguistic aspects of inter-cultural communication.

Unit -IV Modern mass media as vehicles of inter cultural communication- barriers in inter cultural communication- religious, political and economic pressures, inter-cultural conflicts and communication; impact of new technology on culture.

Unit -V Globalization effects on culture and communication; mass media as a culture manufacturing industry - mass media a cultural institution; mass culture typologies- criticism and justification. Culture, communication and folk media- character, content and functions - dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of inter-cultural communication - other organizations- code of ethics.

Reference Books

1. Communications and culture - M.R. Dua and T. Manonmani Galgotia publishing House, New Delhi, 1997
2. Mass Communication Theory By Denis Mcquail, Sage Publication, London, 1994.
3. Methods for intercultural Research Edited by William B. Gudykunst Yong Yun Kim, Sage Publication, New Delhi. 1994.
4. What is cultural studies and Edited by John Storey, Published by Arnold, London, 1997
5. Communication Yearbook 1/12, James Anderson Sage Publication, 1989.
6. International Encyclopedia of Comm. Vol. 2, Oxford University Press, New York, 1989.
7. Cross cultural Communication By N.L. Gupta, Concept publishing company, New Delhi, 1998.
8. Dr. Dharurkar, V. L. Mass Communication and Culture, Ramrjya

- Aurangabad, 1985.
9. SomorLed Leyed, Press in Developing Countries, Allied Publication, New Delhi.
 10. Paul Heas and pull B.R. & Dighe Anita Mass Media and Village life , Sage Publication, New Delhi.
 11. Desai A. R., Rural Sociology
 12. Agriculture Journalism
 13. Hiigvektm Anki The Third World in Global Development
MacMillan
London, 1982.

PAPER JOU-MA- XVIII : DISSERTAION