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

**Master of Arts  
(Journalism & Mass Communication)  
M. 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

3

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.

5

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

144

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.

6

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

- R.740 (a) The duration of the course of M. A. (Journalism & Mass Communiation) shall be of two academic years of four semesters.  
A candidate shall be admitted to pre qualification entrance examination of M. A. (Journalism & Mass Communiation) on the basis of his/e having passed the any baisc bachelor degree of any faculty with atleast 45% marks.
- R.740 (b) The total number of seats in the University Department of Mass Communication & Journalism shall be 40 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 separate batch of English and Hindi medium.
- R.743 (a) A candidates obtain for passing degree of M. A. (Journalism & Mass Communiation) 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. (Journalism & Mass Communiation) course, **Such dissertation shall be submitted in three copies and one CD by the candidate with signature of the approved guide before the date of commencement of the Theory examination of 4th**

**semester. Unless the hall-ticket will not be generated.**

Necessary certificate stating there-in 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 candidated 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. 5000/-
Laboratory fee per year	: Rs. 1000/-
Dept./College Library Fee per year	: Rs. 1000/-
Study tour contribution per year	: Rs. 3000/-
Placement Fee final year	: Rs. 1000/-
Examination Fee per Semester	: Rs. 800/-
Dissertation Fee for IVth sem.	: Rs. 1000/-
Other fees as per university structure.	

**R 746 (b) Unaided Colleges**

Admission Fee	: Rs. 1000/-
Tuition fee per semester	: Rs. 8000/-
Laboratory fee per year	: Rs. 1000/-
Dept./College Library Fee per year	: Rs. 1000/-
Study tour contribution per year	: Rs. 3000/-
Placement Fee final year	: Rs. 1000/-
Examination Fee per Semester	: Rs. 800/-
Dissertation Fee for IVth sem.	: Rs. 1000/-
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 / part-time teachers / clock hour basis teachers shall be either from approved teaching faculty of other colleges / institutions / NET/SET/Ph. D. (Mass Communication & Journalism), holding candidates or from

media profession with minimum 10 years experience. The contributory teachers shall be entitled for honorarium of Rs. 500/- per lecture of one hour. Invited special lectures of senior media professionals / editors / executive editors / news editors / bureau chief/ media executives shall be entitled for honorarium of Rs. 1000/- 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 honorarium shall be Rs. 75/- 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 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 at least 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. 50,000/-
- (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. (Journalism & Mass Communication)

Professional Post-Graduate Degree Course

## Structure & Scheme of Examination

FOUR SEMESTER TWO YEARS PROFESSIONAL COURSE OF 98 CREDITS

	Credits	Theory	(CIS) Continuous Internal Assess- ments
<b>First Semester</b>			
<b>Core Courses (C.C.) - 2</b>			
JMA-I-1: Principles & Theories of Mass Communication (PTMC)	04	80	20
JMA-I-2 : Introduction to Print Journalism (IPJ)	04	80	20
<b>Elective Courses (Elect -2 papers out of following)</b>			
JMA-I-3 : Basics of Radio (BR)	04	80	20
JMA-I-4 : Basics of Television (BT)	04	80	20
JMA-I-5 : Basics of Advertising (BA)	04	80	20
JMA-I-6 : Basics of Media Writing (BMW)	04	80	20
<b>Foundation Course (F.C.)</b>			
JMA-I-7 : Indian Constitution, Media & Democracy (ICMD)	02	30	20
<b>Practical</b>			
JMA-I-8 Practicals -1	04	--	100
JMA-I-9 Practicals -2	04	--	100
<b>TOTAL CREDITS of THE SEMESTER</b>	<b>26</b>	<b>350</b>	<b>300</b>

10

## Second Semester

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

JMA-II-10 : Basics of Reporting & Feature Writing (BRFW)

JMA-II-11 : Basics of New Media (BNM)

### Elective Courses (Elect -2 papers out of following)

JMA-II-12 : Media Laws & Ethics (MLE)

JMA-II-13 : Basics of Media Management (BMM)

### JMA-II-14 : Communication & Soft Skills (CSS)

JMA-II-15 : Basics of Public Relations

& Corporate Communication (BPRCC)

### Foundation Course (F.C.)

JMA-II-16 : Basics of Communication Research (BCR)

### Practical

JMA-I-17 Practicals -1

04 -- 100

JMA-I-18 Practicals -2	04	--	100
<b>TOTAL CREDITS of THE SEMESTER</b>	<b>28</b>	<b>400</b>	<b>300</b>

### Third Semester

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

JMA-III-19 : Social Media (SM)	04	80	20
JMA-III-20: Sustainable Development Communication(SDC)	04	80	20
<b>Elective Courses (Elect -2 papers out of following)</b>			
JMA-III-21 : Governance, Politics and Media (GPM)	04	80	20
<b>JMA-III-22: Environmental Communication (EC)</b>	<b>04</b>	<b>80</b>	<b>20</b>
<b>JMA-III-23: Gender &amp; Journalism (G&amp;J)</b>	04	80	20
JMA-III-24 : Inter Cultural Communication (ICC)	04	80	20
<b>Foundation Course (F.C.) - 2</b>			
JMA-III-25: Rural Journalism (RJ)	04	80	20

#### Practical

JMA-III-26 Practical - 1	04	--	100
JMA-III-27 : Practical – 2	04	--	100
<b>TOTAL CREDITS of THE SEMESTER</b>	<b>28</b>	<b>400</b>	<b>300</b>

## II

### Fourth Semester

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

JMA-IV-28 : Advanced Research Methods (ARM)	02	50	--
JMA-IV-29 : Review of Literature (RL)	02	50	--
<b>Elective Courses (Elect -2 papers out of following)</b>			
JMA-IV-30 : Statistical Tools For Research (STR)	02	--	50
JMA-IV-31: Research Paper (Two)	02	--	50
(In collaboration with Research Guide)			
JMA-IV-32 : Dissertation & Viva-Voce	08		
Text			120
Viva-Voce of Dissertation			80
<b>TOTAL CREDITS of THE SEMESTER</b>	<b>16</b>	<b>100</b>	<b>300</b>

**Total Marks: Theory - 1250 + Practical's - 1200 = 2450 \* Total Credits: 98**

## M. A. ( Journalism & Mass Communiation)

### M. A. (JMC) First Year Semester - I

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

#### JMA-I-1:Principles & Theories of Mass Communication (PTMC)

##### Course Objectives:

- \* To introduce students the role and functions of communication.
- \* To assist the students to Understand Public and Mass communication processes.
- \* Engage students in different models of communication and its relevance in the process of communication.
- \* To familiarize students to the concept of public opinion and democracy through media products, content and organizations
- \* To analyze issue of media monopoly, ownership patterns and how affects the freedom speech and expression

**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.

##### Students Learning Outcomes.

Students will be able to:

- Draw a block diagram of models of communication and do a presentation
- Students will identify media channels and list its ownership pattern
- Learn the relevance of models of communication and identify which one fits the developing and underdevelopment nations.

##### Reference Books

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१३. जोशी श्रीपाद भालचंद्र, जनसंवाद आणि जनमाध्यम, सैद्धांतिक संकल्पना, मंगेश प्रकाशन नागपूर,
१४. दातार सुषमा, संवादविश्व, सदाशिवपेठ, पुणे.

## **JMA-I-2 : Introduction to Print Journalism (IPJ)**

### **Course Objectives:**

- \* To introduce students print media; newspapers, magazines and Periodicals.
- \* To familiarize students with Press and; society, democracy, government, pressure groups, development.
- \* To acquaint the students with the modern new trends in news story writing and presentation.
- \* To accustom media students with newspapers research and new computer applications in newspaper industry.

**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 & brand 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.

### **Students Learning Outcomes.**

Students will be able to:

- Learn In-design, and Corel-draw
- Design one newspaper and magazine and submit the same.
- Present news stories in the new trending styles.
- Do a survey of readership of a magazine or newspaper in the campus and outside campus.

### **Reference Books**

1. Harris J. Leiter & S. Johnson, The complete Reporter MacMillan Publication, New York, 1977.
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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 New York,
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

## Elective Courses (Elect -2 papers out of following)

### JMA-I-3 : Basics of Radio (BR)

#### Course Objectives:

- \* To introduce students to voice training and voice culture for broadcasting on radio purpose.
- \* To familiarize students with interview techniques in field reporting.
- \* To acquaint the students in writing skills for radio, for ear.
- \* To accustom media students with radio production processes, the types and uses of microphones.

**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.

#### Students Learning Outcomes.

Students will be able to:

- To do survey and practice audience research
- Learn the role of audience in research for radio programmes.
- Learn how to write bulletins and short radio programmes
- Identify direct microphones and their uses in radio production.

#### 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.

### JMA-I-4 : Basics of Television (BT)

#### Course Objectives:

- \* To introduce students to Planning, production and compilation of news programmes
- \* To assist the students to Understand Piece-to-camera and other reporting techniques
- \* Engage students in camera shooting and studio lighting techniques.
- \* To familiarize students to editing for TV, moderating studio discussions.

\* Assist students to learn visual communication concepts

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

### Students Learning Outcomes

Students will be able to:

- To do a practice of live interview, debate programmes and an-

chor in programmes.

- Write a promo, lead and headlines of stories.
- Learn the camera basics and shoot programme and editing the visuals for submission
- Shoot and present different camera shots and movements.

### 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.

### JMA-I-5 : Basics of Advertising (BA)

#### Course Objectives:

- \* To give the knowledge & importance of advertising without which no media can survive.
- \* Introduction of advertising, creativity, brand management, media planning & advertising planning.

**Unit -I Introduction to Advertising :** concept, nature, meaning & defination of advertising, history of advertising, objective & importance of advertising, functions of advertising. Types & classification of advertising.

**Unit -II Creativity :**Defining creativity, stages in creative process, advertising appeals, language copy. Theories of motivation, process of motivation.

**Unit -III Advertising planning:** Consumer behaviour, deifnations, functions, impact of media on consumer, personal, social &

cultural influences on the customer stages in buying decision process. Models of consumer behaviour, segmentation marketing, positioning and value.

**Unit -IV Brand management:** Definition, concepts and evolution of brand management, types, role of brands, importance of brands, brand image, brand identity, brand equity, brand endorsement, brand extension.

**Unit -V Media Planning :** Defining media planning. Sources of media information - population, census, annual economic survey, India year book, audit bureau & circulation, INFA year book, Indian newspaper society (INS), Indian readership survey (IRS). Media scheduling, reach and frequency. Presentation of media plan to a client & evaluation of media plan.

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

Students will be able to:

- Design an advert and present it. Rebrand a product and create new advertisement.
- Do readership survey and thus plan for advertisement.
- Create own brand and market it, create a media adv.

#### **Reference Books**

1. Burton PW, Advertising Copy writing Greidind Ohio
2. Borden & Marshall, Advertising Management, Taraporewala,
3. Burke J. D., Advertising in the Market Place McGraw 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

#### **JMA-I-6 : Basics of Media Writing (BMW)**

##### **Course Objectives:**

- \* To introduce students types of features and feature writing.
- \* To familiarize students with blogging, writing for websites and

the concept of freelance writing.

- \* To engage journalism students with the modern new writing styles and developing own style.
- \* To accustom creating a journal and writing columns in national and international journals.

**Unit -I** Writing as craft, art and skill. Fundamentals of writing for media. Target audience. Feature writing.

**Unit -II** Writing for specialised readers. Market and readership.

**Unit -III** Various media's requirements and writing styles. Development of style.

**Unit -IV** Niche journalism. Magazines, journals writing. Column writing.

**Unit -V** Freelance writing. Blogs. Websites.

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

Students will be able to:

- Write news features for newspapers and magazines.
- Design one journal and write quarterly journal for university department/organization.
- Update and write for university department website.

#### **Reference Books**

१. चौफेर, माधव गडकरी, श्रीविद्या प्रकाशन, पुणे
२. फीचर रायटींग, प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे
३. पत्रकारिता: विचार व व्यवहार, डॉ. सुधीर गव्हाणे
4. Fundamentals of Journalism, Spencer, McGraw Hill.
5. The Complete Reporter, Johnson, Harris, McMillan.

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

##### **JMA-I-7 : Indian Constitution, Media & Democracy (ICMD)**

##### **Course Objectives:**

- \* To introduce journalism students to the constitutions and origin of the concept of 'We the People'
- \* To familiarize the importance of the democratic principles and other ideologies.
- \* To acquaint the students with media laws and the copyright Acts of Media.
- \* To accustom media students with the three arms of government



and the Press as the forth Estate.

**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:

- Learn the fundamental principles of constitutions
- Develop ideas and write them thus have exclusive right to intellectual property right thus learning its implication in various fields.
- Play part in formulating the freedom of speech messages.
- Engage the masses in democratic participation through media messages.

#### **Reference Books**

1. भारतीय राजकीय व्यवस्था, घांगरेकर, कवठाळकर, डाटसन्स.
2. भारतीय राज्यघटना, वि. मा. बाचल, के सागर पब्लिकेशन, पुणे
3. राज्यघटनेचे अर्धशतक, न्या. नरेंद्र चपळगावकर, मौज प्रकाशन, मुंबई २००२
4. 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**

**Practicals - 4 of 2 credits each :**

**200 Marks**

**Prac-1. Production of Laboratory Journal 20**

Reporting, Editing & Page layout on computer. Every student has to produce at least three issues under the supervision of the teacher.

\* Pegination : Designing Newspaper Pages 30

**Prac-2. Electronic News-gathering practical. 40**

Every student has to convey, plan & edit one Radio News & one Video news bulletin. Bulletin of 10 minutes duration & submit the C.Ds

**Prac-3. Practical examination of News-gathering & writing for print & electronic media. 20**

\* Practical examination of advertisement. 20

\* Practical examination of public relations. 15

\* Media Publications 15

**Prac-4. Class Test 30**

\* PPT presentation on two topics 20

## M. A. ( Journalism & Mass Communiation)

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

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

#### JMA-II-8 : Basics of Reporting& Feature Writing (BRFW)

##### Course Objectives:

- \* To introduce students reporting as an art, skill and profession.
- \* To familiarize students with newsroom structures and its functions.
- \* To acquaint the students with building sources and crating knowl- edge though writing for media.
- \* To accustom media students with human interest stories and data developing through reporting beyond the conventional 5Ws and 1H.

**Unit -I** Reporting as an art, skill, profession - Informing the public and the Govt. Understanding the working of democratic systems. Information as participation in democracy - Information and objectivity, bias, colour, taking sides.

**Unit-II** Qualities of reporter - nose for news - Beats - reporting on assignments - reporting everyday happenings - building sources - meeting experts - creating a knowledge data - Specialisations or likings- Terrorism & Catastrophe, war, conflicts etc.

**Unit-III** Use and knowledge of technology - Newsroom hierarchy - Desks in newsroom - policy matters of the media house and reporting issues - media activities and place of reporters - reporter as business representative - ethical bindings on reporter.

**Unit-IV** Features : Beyond conventional news elements : Five Ws- style, focus, impact - human interests stories - structure and organization of facts, inputs, data -developing skill as a reporter and feature writer - abilities to recognize feature angles.

**Unit-V** Keeping it simple - playing with words - involving the readers - allusions - interesting as well as entertaining writing.

##### Students Learning Outcomes.

Students will be able to:

- Participate in media activities and engage the public in the process.
- Fuse knowledge and technology in new trend reporting.
- Present news stories in the new trending styles.
- Create a knowledge bank, using information available to public and generating own content.

##### Reference Books

१. फिचर रायटिंग, प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे.
२. मीडिया लेखन, रमेशचंद्र त्रिपाठी, विश्वविद्यालय प्रकाशन, वाराणसी.
३. मीडिया लेखन कला, सूर्यप्रसाद दीक्षित, विश्वविद्यालय प्रकाशन, वाराणशी.
4. Magazine Journalism, T. Antony Davis, Oxford University Pres..
5. Creative News Editing, C. Alfred, WMC Brown.

#### JMA-II-9 : Basics of New Media (BNM)

##### Course Objectives:

- \* To introduce media students to new media and the concept of 4<sup>th</sup> verses 5<sup>th</sup> Estate.
- \* To familiarize students with the dangers/implications/usefulness of new media and developing counter messages to save the integrity of journalism and the path of truth.
- \* To engage students with the modern new diamond news structure and its characteristic of speed and depth thus applying it to writing.
- \* To accustom media students with the internet , satellite and cable televisoin in journalism

**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 management, 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 per-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: Interner:** 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.

**Students Learning Outcomes.**

Students will be able to:

- Learn satellite communication ;cable and internet revolution
- Create and facebook page and group, and a twitter handle for media.
- Create pages of newspaper and magazines, and upload content on news websites, engage in wikis forums and online comment of news and submitting the link to published comments.
- Create content and record for podcasting through You Tube and podcasting through related platforms.

**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. Dr. D. M. Bhosle, Web Journalism : Challenges & Opportunities, Vishwakranti Prakashan, Aurangabad
१०. आपटे मोहन, इंटरनेट माहितीचा कल्पवृक्ष, राजहंस प्रकाशन, पुणे
११. डॉ. डी. एम. भोसले, वेब पत्रकारिता, स्वाभिमान प्रकाशन, औरंगाबाद

**Elective Papers (Elect -2 papers out of following)**

**JMA-II-10 : Media Laws & Ethics (MLE)**

**Course Objectives:**

- \* To introduce students media persons code of conduct.
- \* To familiarize students with sources and history of media laws in India and beyond.
- \* To acquaint the students with Ethics, media ethics in India and beyond and ethical reasoning.
- \* To accustom media students impact of elections reporting on society and government.

**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.

**Students Learning Outcomes.**

Students will be able to:

- Differentiate different media ethics of news organizations and create universal media ethics.
- Learn ethical reasoning as a concept of a good journalist to make desired judgment in codes of conduct.
- Create media messages that will impact society positively.

**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.

**JMA-II-11 : Basics of Media Management (BMM)**

**Course Objectives:**

- \* To introduce students to principles of media management.
- \* To familiarize students with Press ownership patterns, foreign equity in Indian media and how it affects the regulations and broadcasting.
- \* To acquaint the students with the modern media administration, production terms and programme management.
- \* To accustom media students with press commissions, media economics and its implications
- \* Learn problems, process and prospects of launching media ventures

**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.

## Students Learning Outcomes.

Students will be able to:

- Learn media economics and media administration.
- Do human research development for media outlet.
- Design a practical newspaper and do a mock, price and promo within department and present on the same

## 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 Newspaerpr 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

## JMA-II-12 : Communication & Soft Skills (CSS)

### Course Objectives:

- \* To introduce students communication soft skills for self-branding and career path.
- \* To familiarize students with preparing a printed, audio and video, bio-data /CV.
- \* To acquaint the students with the modern new trends in news story writing and presentation.
- \* To accustom media students with newspapers research and new computer applications in newspaper industry.

**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 , strengthening 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.

### Students Learning Outcomes.

Students will be able to:

- Learn how to conduct workshop and participate in workshops
- Create a video, audio and printed CV/Resume.
- Create a blog.
- Do a stage presentation skill with the help of a projector and notes and without.
- Do a mock verbal, non-verbal, intra-personal, interpersonal, group and mass communication communication , using/applying all ac-

quired skills

### **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

### **PAPER-JMA-II-15 : Basics of Public Relations & Corporate Communication(BPRCC)**

#### **Course Objectives:**

- \* To introduce students to corporate communications and its application in media field.
- \* To familiarize students with media mix and messages
- \* To acquaint the students with electronic use of media for public corporate communication
- \* To accustom media students with CSR, house journals and the role of technology in PR & CC.

**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.

**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 lobbying corporate social responsibility in western and Asian countries.

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

Students will be able to:

- f) Create media mix messages for multimedia.
- g) Participate in one month internship in CSR or PR office.
- h) Write articles for house journals.
- i) Build a corporate identity for a selected media company and do a poster presentation

#### **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 Isaac Pitam, 1970.
4. Burton Paul, Corporate 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 Hyderabad, 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 Society 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.
  २०. धारूरकर वि. ल., जनसंपर्क मीमांसा, रामराज्य प्रकाशन, औरंगाबाद.
  २१. पुरी सुरेश, जनसंपर्क संकल्पना आणि सिद्धांत, विमुक्तजन प्रकाशन, औरंगाबाद. १९८४
  २२. पत्की वि. वा. जनसंपर्क, राजहंस प्रकाशन, पुणे.
  २३. डॉ. डी. एम. भोसले, शैक्षणिक जनसंपर्क, स्वाभिमान प्रकाशन, औरंगाबाद, २०११

### Foundation Course (F.C.)

#### JMA-II-14 : Basics of Communication Research (BCR)

##### Course Objectives:

- \* To introduce students' to research
- \* To familiarize students with scientific approach - communication theories - role - function - scope and importance of communication
- \* To acquaint the students research writing methods and Ethical outlooks of mass media research.
- \* Prepare and engage students for dissertations and theses writing

**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 - nui- 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, reserach writing techniques, styles and tools, preparation of research reports / project reports/ dissertations / theses. Ethical prespectives of mass media research.

##### Students Learning Outcomes.

Students will be able to:

- Learn media research as a tool of reporting and writing.
- Do an audience survey and advertising research.
- Write a report based on provided work, and do a content analysis of a report or data.
- Know how to write a dissertation and theses.

##### 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 अॅण्ड 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

५. प्रकाशन, सदाशिवपेठ पुणे, प्रथम आवृत्ती-१९८५  
डॉ. काचोळे दा. धो. सामाजिक संशोधन पद्धती, कैलाश पब्लिकेशन औरंगाबाद,  
१९९३
६. भांडारकर आणि विल्कीनसन मेथडॉलॉजी अॅण्ड टेक्निक्स ऑफ सोशल सायंस रिसर्च,  
हिमालया नगापूर
७. बेर्जर ए. ए., मिडीया अर्नॅलिसिस टेकनिक, सेज पब्लिकेशन, न्यूयॉर्क -१९८८

**Practicals - 4 of 2 credits each : 200 Marks**

- Prac-1.** Writing development News items (5), Articles (3) **30**  
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 **20**
- Prac-2.** Writing a script & production of a programme **30**  
for radio-documentary and video documentary of  
15 minutes duration & submission of the documentary  
in CD/Cassette form.  
\* One comparative survey report of the management **20**  
of small , medium News papers
- Prac-3.** 1. Two audience research surveys : one of Print Media **30**  
and one of Radio or TV Media.  
2. One content analysis either of print or electronic **20**  
media (content of the period of atleast one month)
- Prac-4.** Class Test **30**  
\* PPT presentation on two topics **20**



## Second Year Third Semester

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

#### JMA-III-19 : Social Media (SM)

##### Course Objectives:

- \* Understand the new media platforms
- \* Enable to post and publish articles online
- \* Engage students in participatory journalism
- \* Engage Guest speakers to teach journalism students.
- \* To introduces students to the 'Fifth Estate', and learning more on social media with the aim of sensitizing communities after graduation.

**Unit 1** Social Media: Meaning, Marketing. Introduction to Social Media, History of Social Media Social Media Applications (Apps). Social Media theory. Basic Elements of apps. Types of apps. UGC- User Generated Content.

**Unit 2** News apps. BBC App, App design, uses of apps. Wikis, Forums Digital media platforms, News Aggregation, Social media tools. Legal and Ethical problems of online Journalism. Participatory Journalism, Backpack journalism.

**Unit 3** Social Media Marketing, Types of online advertising , Social Curation Sites, Impact of social media on mainstream media.Cyber world: Cyber crime, E-Paper, online newspapers

**Unit 4** Social Media Photography, Images sizes. Photo and Video sharing sites: Mobile video hosting Email Services: Outlook, Yahoo Mail, Gmail. Streaming Media: Online Streaming,

**Unit 5** Using blogs, audio, video, photos, animations, and digital maps . Use of Facebook, LinkedIn, Google+, Video sharing, Vimeo, Live-streaming, Periscope, Blab, Twitter, Tumbler, Blogging, Wordpress, Whats Aap, Live Journal, Social News, Digg, Reddit, Phogosharing, instagram, Flicker, Pinterest.

##### Students Learning Outcomes.

Students will be able to:

- Cover alive event on Facebook, Instagram and Twitter. Skype.
- Create Facebook, account, page and group. Twitter & Instagram accounts, Instagram for business accounts.
- Create a YouTube accounts, broadcast documentaries, short films and create tutorials for online publishing.
- Utilize facebook for communication and community social responsibility building.

##### Reference Books

1. Stovall, James Glen, Web Journalism- Practice and Promise of a new Medium, (2004), Pearson Education, Boston MA.
2. Quinn Stephen, Lambe Stephen, Online Newsgathering: Research and Reporting for Journalism.
3. www.socialmediatoday.com
4. Guy Kawasaki- The Power of Social Media: Power Tips for Power Users.
5. Peter K. Ryan, -Social Networking:Digital and Information Literacy. (2011), The Rosen Publishing Group, Inc. New York.
6. Quinn Stephen : Convergent Journalism: The Fundamentals of MultiMedia Reporting, 2005, Peter Lang Publishing, New York, NY.
7. Raj Anand, Recruitment With Social Media (2010): Social Media's Impact on Recruitment and HR. Boston MA, USA.
8. Elizabeth Woyke, The Smartphone: Anatomy of an Industry, The New Press,New York (2014)

#### JMA-III-20 : Sustainable Development Communication(SDC)

##### Objectives of the subject

- \* This subject provides students with an understanding sustainable education
- \* Learn the characteristics of developed societies in reference to developing societies around the world.
- \* Assess the impact of sustainable agriculture on rural communities.
- \* Learn rural journalism and rural communication tools and techniques
- \* Assessagricultural extension approach system

- \* Analyse and define clearly the role of media in development communication strategies.

**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 communities.

**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 and television, rural journalism and rural communication tools

and techniques.

### Students learning Outcomes

- \* Students will be able to:
- \* Participate in developmental activities in rural areas.
- \* Do a case study on communication programmes on non-renewable energy source
- \* Write development messages for rural audiences.

### 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.
९. धारूरकर वि. ल., विकास संवादाची नवी क्षितीजे, चैतन्य प्रकाशन, औरंगाबाद.
१०. गर्गे रंजन, शाश्वत विकास, पंकज आणि पंकजा प्रकाशन, औरंगाबाद

### Elective Courses (Elect -2 papers out of following)

#### JMA-III-21 : Governance, Politics and Media

#### Course Objectives:

- \* To introduce journalism students to governance and politics.
- \* To further introduce media students to ideologies and its role in shaping countries governance.

\* To acquaint the students with political science and public administration in relations to journalism.

**Unit-I** Origin of the word, Types, Public governance, Private governance, Global governance, Governance Analytical Framework, Nonprofit governance, Corporate governance, Project governance, Environmental governance, Land governance, Internet governance, Information technology governance, Regulatory governance, Participatory governance, Contract governance, Multilevel governance, Governance as process, As a normative concept, Fair governance, Good governance.

**Unit-II** Public administration, Definitions, History, Organizational theory, Ethics in public administration, Policy analysis, Public budgeting, Human resource management, Political science, Overview, Modern political science, Recent developments, Outline of political science, Public administration theory, Classical, New Public Management, Postmodern, Public Administration Theory Development, Development Administration, Indian Institute of Public Administration,

**Unit-III** Bureaucracy, Etymology and usage, History, Ancient, Modern, Theories, Management, Definitions, History, Theoretical scope, Nature of work, Etymology, Topics, forecasting, planning, organizing, commanding, coordinating, controlling, Social innovation.

**Unit-IV** Forms of government, Definitions and etymology, Classifying government, Social-political ambiguity, power distribution, Republican attributes, Constitutional Republic, Democratic republic, Parliamentary republic, Federal republic, Islamic Republic, Socialist republic, Federalism attributes, Federalism, Federal monarchy, Federal republic, socio-economic system attributes, Capitalism, Communism, Distributism, Feudalism, Socialism, Statism, Welfare state, Government of India,

**Unit-V** Media, Communications, Advertising media, Broadcast media, Digital media, Electronic media, Hypermedia, Interactive media, Mass media, Multimedia, New media, News media, Print media, Published media, Recording medium, Social

media, MEDIA Programme.

### **Students Learning Outcomes.**

Students will be able to:

- Learn political science subject and relations it with media.
- Present an ideology of their choice, its advantage and disadvantage in relations to democracy.
- Know different forms of governments and governance structures thus inform the public through media messages.

### **Reference Books**

1. Laxmikanth, Governance In India, Tata McGraw-Hill Education, Mumbai.
2. Harpreet Kaur, Governance and Democracy in India, Kitab Mahal, New Delhi
3. M. Laxmikanth, Indian Polity, Tata McGraw-Hill Education, Mumbai.
4. Successful Governance Initiatives and Best Practices: Experiences from Indian States, Planning Commission & Undp, New Delhi
5. Lokendra Malik & Anjum Hassan, Selected Reflections on Indian Constitutional Law and Governance, Satyam Books Pvt. Ltd., New Delhi
6. Rajni Kothari, Politics in India, Orient Blackswan, New Delhi
7. Dr. Narendra Singh, Indian Government & Politics, Ancinet Publishing House, New Delhi
8. Subrata Mukherjee and Sushila Ramaswamy, A History of Political Thought : Plato to Marx, Classic Publishers, New Dehli,
9. Ernest Barker, Political Thought of Plato and Aristotle, Pustak Mahal, New Delhi.
10. Andrew Heywood, Political theory : An Introduction, Sage, London
11. Jennings Bryant, Media Effects, Sage London
12. Graeme Burton, Media and Society: Critical Perspectives, Sage, London

13. Prakash Kulkarni, Madhyam Shrividya Prakashan, Pune, 2017

### **JMA-III-22 : Environmental Communication (EC)**

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

- \* This subject provides students with an understanding of the ecology and environment.
- \* Learn human socio-biology concept.
- \* Assess the impact of Biodiversity and ecosystem.
- \* Learning global warming and Media's role in public education.
- \* Understanding the concept of green journalism and its application in environmental awareness.

**Unit -I** The environmental & ecology definition, 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, anthropocentric arguments, role of ecology, conservation of species, conservation of ecosystems & 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 media's role in public education. Copenhagen Report.

#### **Students learning Outcomes**

Students will be able to:

- \* Formulate mass media messages on eco-friendly lifestyles.
- \* Develop water, energy, environmental soil and earth literacy.
- \* Analyse Copenhagen report and develop messages on mass media.
- \* Create awareness and write mediaenvironmental programmes for channels

#### **Reference Books**

1. Odum E. P. : Environmental studies : The Earth as a Living planet
2. Goudie Andrew : The Human Impact : Man's Role in Environmental Change, Oxford : Basil Blackwell, 1981
3. Reddy Ratna V : Environmental Movements in India : Some 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 Reckoning with life, Hindu, Survey of the Environment, 1994.

### **JMA-III-23 : Gender & Journalism (G&J)**

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

- \* This subject provides students with an understanding Religion and science
- \* Learn about Origin of human beings scientifically and according to religions
- \* Assess the womanhood in traditions and its challenges.
- \* Understand Feminism and globalization
- \* Assess gender imbalance and varying tilted-views by male journalists.

**Unit-I History of human evolution :** Religion and science on the birth of humans - Role given to Male and Female by religion, society - Patriarchy, Matriarchy evolved - Fatherhood and Motherhood concepts.

**Unit -II Traditions and Challenges to womanhood in India:** Manusmrti, Gargi, Maitreyi, Saraswati, Tarabai etc.- The British education - Social reformers on women's education, emancipation- Savitribai Phule and her contribution- Maharshi D. K. Karve- Maharshi V. P. Shine.

**Unit -III Journalism and Male domination :** Subordination of women's issues- Media education's role in Journalism - Urban - rural divide in Journalism- Role of big cities in accomodating women as journalists. Mdia as industry after independence.

**Unit-IV Modernity and Industrialism :** Need of female labour- Reservation for women, laws in Indian politics - constitutional provisions - Globalisation and changing scenario of women in economic sphere- Technology and demand for female labour -Feminism

**Unit-V** News, views defined by male journalists - the angle of gender in each story - how to tilt towards gender issues- developing a world view according to women-applying journalistic techniques for projecting problems faced by women- Guide for avoiding gender based usage of words, sentences, adjectives, verbs.

#### **Students learning Outcomes**

Students will be able to:

- \* Differentiate between scientific and religious origin of man.
- \* Identify social reformers and emancipators and their contributions in society.
- \* Ascertain constitutional provisions for women in solving the challenges they face.
- \* Nurture gender balance in reportage in news media

#### **Reference Books**

1. Kulkarni S. K., Women in Hindu Society, Indus Source Books, Mumbai.
2. Gender Technology and Development, Asian Institute of Technology, Thailand

3. Indian Journal of Gender Studies, Center for Women's Development Studies.
४. डॉ. कमला रतू, मिडीयाक्रांती और महिलाएँ, एनबीटी, एई दिल्ली.

#### **JMA-III-24 : Inter Cultural Communication (ICC)**

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

- \* This subject provides students with an understanding of culture and traditions
- \* Learn about Western and Oriental concepts of life and religion and have the clear perception of the world.
- \* Assess the impact of globalization on communication and culture.
- \* Understand UNESCO's role in promoting 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.

**Students learning Outcomes**

- \* Students will be able to:
- \* Differentiate philosophical and functional dimension of culture.
- \* Identify language as a medium of cultural communication.
- \* Understand mass media as a cultural institution.
- \* Foster UNESCO's effort of promoting intercultural communication through their media messages.

**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 Andersan 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.

**Foundation Course (F.C.)**

**JMA-III-25 : Rural Journalism (RJ)**

**Objectives of the subject**

- \* This subject provides students with an understanding the structure of villages
- \* Learn the problems and prospects of development communication
- \* Assess developmental challenges through rural journalism.
- \* Learn the issues of grassroots democracy in India

**Unit -I** Nature, scope, importance, characteristics, structure of villages, various problems or rural development-challenges of rural journalism.

**Unit-II** Panchayati Raj system and the Issues of Grassroots Democracy in India. The philosophy behind the PRIs, Historical Journey in Post Independent India, Problems and Prospects. Critical appraisal of development communication programmes in India such as SITE, Kheda, Jhabua projects.

**Unit-III** Major development Issues in India-agriculture, health & family welfare, population, women empowerment, poverty, unemployment, energy and environment, literacy, slum development, water harvesting & management, safe drinking water, community development, urban sanitation, consumer awareness, Right to Information (RTI).

**Unit-IV** Information needs in a rural setting, Rural newspapers, Use of traditional media for development in rural areas, Problems faced in communication in rural areas.

**Unit-V** Success stories of various rural & agro based industries, general farmers, vegetable farmers, fruit farmers. Government & NGOs role in rural development.

**Students learning Outcomes**

- Students will be able to:
- \* Participate in grassroots democracy.

- \* Assess success stories about farmers
- \* Understanding the problems faced in communicating to rural audiences.

### Reference Books

1. Baric B. C., Rural Development in India,
२. डॉ. सुधीर गव्हाणे, ग्रामीण पत्रकारिता
३. द्वा. भ. कर्णिक, वृत्तसाधना
४. सुनील माळी, बातमीदारी
५. ज. पा. देशमुख, पत्रकार
६. डॉ. सुधीर इंगळे, कृषी पत्रकारितेची संकल्पना आणि प्रयोजन
७. डॉ. दिपक शिंदे, बातमी संपादन कला व कौशल्ये
८. जयदेव डोळे, ग्रामीण पत्रकारिता, य. च. म. मु. विद्यापीठ, नाशिक

### Practical

#### JMA-III-26 : Practical - 1 100

- 1 Reporting assignments on Sustainable Development News/ feature/success story on SDGs 20
2. Page layout & design of magazine / Special issue practical examination. 20
3. Public Relations and advertising research assignment and its report. 30  
(Survey, content analysis, study report or project)
4. Practical Examination of : Facebook, LinkedIn, Google+, instagram, Twitter 30

#### JMA-III-27 : Practical – 2 100

- 1 Every student has to conceive, plan & edit one radio documentary and one interview based programme of 15 to 20 minutes duration & submission of CD/ Cassettes. ( 2 in Number) 20
- 2 Every student has to conceive, plan & edit one video documentary, news based discussion programme of 15 to 20 minutes & submission of CD / Cassettes ( 2 in Number) 20
3. Create your own Blog and post an article on that 30
3. Class Test 30

31

## Fourth Semester

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

#### JMA-IV-28 : Advanced Research Methods (ARM)

##### Objectives of the subject

- \* To foster advance research methods among students.
- \* To develop new tools and techniques for conducting research
- \* To make aware about current trends in media research on international and national level.

**Unit-I** Social research and Communication research in 21st century, current trends, important research journals like Journalism Quarterly, Colombia Review etc. Introduction of some Indian Research Journals like Communicator, Vidura, Media Critic etc.

**Unit-II** Survey of Literature, Important books classification of literature, strong points and limitations of earlier scholars, knowledge gaps and future challenges.

**Unit-III** Use of internet and websites, Reach Survey Sites, use of spss, statistical tools and techniques in data collection and Report writing.

##### Students learning Outcomes

Students will be able to:

- \* The student learner will become alert about current scenario
- \* The student will be exposed to use of internet and web resources
- \* The student learner will be introduced to research journals and research reports.

#### JMA-IV-29 : Review of Literature (RL)

##### Course Objectives:

- \* To introduce students classification of literature.
- \* To train students Bibliography, webliography and referencing
- \* To acquaint the students with review of literature
- \* To familiarize media students with Review of bulletins, other re-

ports published by United Nations agencies.

**Unit -I** Concept , Significance of review of literature in media research and its relevance to the present conditions.

**Unit-II** Creating working bibliography, classification of literature on the basis of place, time, subject and any new type of presentation.

**Unit-III** Writing report on review of literature, presentation of useful quotations and extracts from books and journals. brief Introduction to websites and use of content reflected in websites. Review of bulletins, encyclopedia and other reports published by global agencies like UNO, UNESCO, UNDP and World Bank.

**Students Learning Outcomes.**

Students will be able to:

- Write a book review, importance news websites reviews.
- Do a literature review.
- Identify important authentic websites, agencies and govern reports for research.

**Practical :**

1. Make a brief review of 30 important books by making classification of literature.
2. Explain strong points and limitations of earlier scholars.
3. How to write review of important websites or important research journals which are made available to you.

**Elective Courses (Elect -2 papers out of following)**

**JMA-IV-30 : Statistical Tools For Research (STR)**

**Course Objectives:**

- \* To introduce students statistical tools.
- \* To acquaint the students with the modern research and survey tools
- \* To accustom media students with developing suggestions and remedies based on open ended survey questions.

**Unit -I** Introduction to statistical tools, conversion of survey data in tables and graphs.

**Unit-II** Writing comments on tables & graphs. Drawing inferences on findings based on logical analysis.

**Unit-III** Correlations between various tables and developing suggestions and remedies based on open ended survey questions.

**Students Learning Outcomes.**

Students will be able to:

- Learn how to write a research paper
- Design a survey and analyse the outcome.
- Create tables based on survey.

**Practical :**

1. Write a report on 100 respondents survey, comment on atleast 10 tables and graphs.
2. How you will prepare questionnaire for SPSS Package and how you can develop report on it.
3. How you will analyse feedback based on the respondent survey. How you can co-relate data between various tables to support your arguments.

**JMA-IV-31 : Research Paper (Two) (In collaboration with Research Guide)**

**JMA-IV-32 Dissertation**