

॥ सा विद्या या विमुक्तये ॥



# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

“ज्ञानतीर्थ” परिसर, विष्णुपुरी, नांदेड - ४३१६०६ (महाराष्ट्र)

**SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY NANDED**

“Dnyanteerth”, Vishnupuri, Nanded - 431606 Maharashtra State (INDIA)

Established on 17th September 1994 – Recognized by the UGC U/s 2(f) and 12(B), NAAC Re-accredited with 'A' Grade



## ACADEMIC (1-BOARD OF STUDIES) SECTION

Phone: (02462) 229542

Website: [www.srtmun.ac.in](http://www.srtmun.ac.in)

E-mail: [bos.srtmun@gmail.com](mailto:bos.srtmun@gmail.com)

Fax : (02462) 229574

आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील  
विविध पदवी व पदव्युत्तर विषयांचे  
सी.बी.सी.एस. पॅटर्नचे अभ्यासक्रम शैक्षणिक  
वर्ष २०१९-२० पासून लागू करण्याबाबत.

### परिपत्रक

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक ३० एप्रिल २०१९ रोजी संपन्न झालेल्या ४३व्या मा. विद्या परिषद बैठकीतील ऐनवेळचा विषय क्र.७/४३-२०१९ च्या ठरावानुसार प्रस्तुत विद्यापीठाच्या संलग्नित महाविद्यालयांतील आंतर-विद्याशाखीय अभ्यास विद्याशाखेतील पदवी व पदव्युत्तर स्तरावरील खालील विषयांचे C.B.C.S. (Choice Based Credit System) Pattern नुसारचे अभ्यासक्रम शैक्षणिक वर्ष २०१९-२० पासून लागू करण्यात येत आहेत.

- 1) B.A.-I Year Physical Education
- 2) M.P.Ed.-I Year
- 3) B.Ed.-I & II Year
- 4) M.Ed.- I Year
- 5) B.A.-I Year-Music)
- 6) B.A.-I Year-Journalism & Mass Communication) (Optional I, II, III)
- 7) M.A.-I Year-Journalism & Mass Communication) (MA MCJ, I & II)
- 8) M.A./M.Sc.-I Year-Electronic Media
- 9) B.A.- I Year-Computer Animation and Web Designing
- 10) Master in Computer Animation, Vfx & Web
- 11) B.A.-I Year-Library and Information Science
- 12) B.A.-I Year-Home Science
- 13) B.A.-I Year-Fashion Design
- 14) M.A.-I Year- Fashion Design
- 15) B.S.W.-III Year

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या [www.srtmun.ac.in](http://www.srtmun.ac.in) या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी.

‘ज्ञानतीर्थ’ परिसर,

विष्णुपुरी, नांदेड - ४३१ ६०६.

जा.क्र.: शैक्षणिक-०१/परिपत्रक/पदवी व पदव्युत्तर-सीबीसीएस  
अभ्यासक्रम/२०१८-१९/३८६१

दिनांक : २३.०५.२०१९.

प्रत माहिती व पुढील कार्यवाहीस्तव :

- १) मा. कुलसचिव यांचे कार्यालय, प्रस्तुत विद्यापीठ.
- २) मा. संचालक, परीक्षा व मूल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
- ३) प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
- ४) उपकुलसचिव, पदव्युत्तर विभाग, प्रस्तुत विद्यापीठ.
- ५) साहाय्यक कुलसचिव, पात्रता विभाग, प्रस्तुत विद्यापीठ.
- ६) सिस्टम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

स्वाक्षरित / -

**उपकुलसचिव**

शैक्षणिक (१-अभ्यासमंडळ विभाग)



## **School of Media Studies**

### **MA Mass Communication and Journalism**

### **SYLLABUS**

### **MA Mass Communication and Journalism**

(Choice Based Credit System syllabus to be implemented from Academic Year 2019-2020)

## **School of Media Studies**

Since from beginning of the school from 2008-2009 School of Media Studies strives for excellence in Media Education, Training and Research by upholding Media study, value based education and professional mobility along with the multidisciplinary approach towards society to enhance students in global competencies.

Media expert and thinker Marshal Mac Luhan rightly said “World became a global village”, with this approach we have planned courses in our school with the able guidance of Hon’ble Vice Chancellor Dr. Uddhav Bhosle.

The school is fully dedicated to generate Media experts, Professionals, Scholars, Researchers who are distinct to their vision and bringing new wave in Media or Mass Communications. The school is hub for activities focussing at academic, professional and researchers excellence with the practical skill development.

### **Salient features of the School**

- ✓ Regular and Strong academic-industry interface with full of exposure !
- ✓ Full Equipped Media lab and studio with latest Editing Suit for providing Professional exposure to Students.
- ✓ Face to face interaction with students!
- ✓ Placement support
- ✓ Project work and Practical based syllabus.
- ✓ Proficiency in language skills
- ✓ Practical Knowledge of handling Media equipments
- ✓ Professional and advanced Editing Suits
- ✓ High definition video cameras
- ✓ Decisive space for the professional practice of electronic media students.

## **Courses offered--**

- Masters Arts Mass Communication and Journalism (MA MC&J) - 2 years (4 Semesters)
- M.A./MSc Electronic Media (MA/MSC Electronic Media)- 2 years(4 Semesters)
- M.Phil. in Mass Communication and Journalism (18 Months)
- Ph.D. in Mass Communication and Journalism.

With the vibrant Media emphasis we have decided to launch syllabus of industry based with job oriented skills for the purpose we have called Industry Experts of various subjects, Academicians, Alumina of the School and Students. We have collected all of the suggestions and the course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach. We hope after completing these courses students will get job oriented skills, I appeal all the students, once visit in our school and enjoy the equipped laboratories for experience and give us chance to explore your abilities.

Prof. Dr. Deepak M. Shinde  
Director

## Syllabus—MA MC&J

The syllabus of this course is designed to equip the students with an intellectual and interdisciplinary approach that prepares them for the field. The learning process aims to strike a balance between the theoretical and practical approach to the field and enable the students to create, a foyer in the market of contention.

The programme aims to prepare students who will enter the world of media with a critical perspective and analytical mind and with an introduction to various media technologies and narratives. This course would enable student to pursue further studies or careers in media related domains and production of films, documentaries, radio and TV programmes. Depending on their individual interests, the students will find wide-ranging openings in the media industry and associated domains.

### **General Guidelines for the course:**

A list of Comprehensive core and elective courses are provided for each program offered in the school. A student will have choice to select the courses to complete the minimum number of credits. These regulations are quite comprehensive and include definitions of key terms, critical concepts, and teaching and evaluation methods. We are adopting the CBCS method.

Choice-Based Credit System (CBCS): CBCS is a flexible system of learning that permits:

- students to learn at their own pace,
- students to Choose electives from a wide range of elective courses offered by the University School.
- To Adopt an inter-disciplinary approach in learning,
- To Make best use of the expertise of available faculty
- The relative importance of subjects of study is quantified in terms of credits.
- The choice based courses may be offered within the faculty and/or across the faculty.
- The evaluation will be on Continuous internal Assessment End Semester Assessment. The final results shall be declared after integration of CIA and ESA
- The declaration of result is based on the grade point average (GPA) earned towards the end of each semester and the Cumulative Grade Point Average (CGPA) earned towards the end of the program.

## **General Rules**

1. Other rules such as admission, passing, duration of the course are same as earlier
2. One chance to be given to the students who are not appear or not succeed in the examination as per old syllabus.  
As soon as authorities gives sanction for this syllabus, from coming academic semester this syllabus will come in to Force for teaching for all semester.
3. It is responsibility of every Concern Teacher to change Continuous Internal Assessment (CIA), No Copy of last semester should be allowed, if such copy appear in  
Practical in such case the concern teacher should responsible for this. Internal or External Practical should not be exceed than the pattern of this syllabus.
4. For the Dissertation final viva should be conduct by the external examiner only.
5. The Medium on Instruction and Examination shall be English & Marathi, The Questions papers will be in English and Marathi. There will be no change in the Pattern And duration of the Examination and question paper.
6. The fees for the examination shall be prescribed by the University from time to time.
7. Minimum 75 % attendance for every semester is compulsory.

### ➤ **Learning Objectives of the course:**

- To understand the relationship between communication and society
- To study different modes, structure and forms of communication
- To acquaint the students with theoretical trends in mass communication

- To sensitize the students with the need and issues of development
- To situate communication within larger context of national-international issues
- To Develop both linguistics and communication abilities.
- To equip themselves with the nuances of writing
- To prepare them communication skills through Public Relations Tools.
- To develop a clear grasp of the key concepts of Journalism, Media and Communication studies.
- To help understand the media dynamics with the help of contemporary theory
  
- To develop critical and analytical abilities through case studies focused on contemporary journalistic practices.
  
- To offer students an overall view of media house and various parts of Media .
- To impart practical and theoretical knowledge about various areas of journalism
- To provide media industry professional journalists , reporters and Editorial Staff
- To develop multi-tasking skills
- To make students globally competent
  
- **Learning Outcomes** –After Completion of the course Students can work in the following fields
  - Reporter
  - Correspondent
  - Sub-Editor
  - Video-Editor
  - Social Media Writer
  - Cinematographer
  - Content Writer
  - Feature Writer
  - Photojournalist
  - Video journalist
  - One can Publish own News Papers
  - Public Relations Specialist
  - Create news suppliers agency

Public Relations Officer  
Professional training for All India Radio  
Work as Citizen Journalists  
T.V.Anchor  
And many more.....

**Pedagogy:** Participative learning, discussions, demonstrations, continuous assignments, PPT presentation, Class Test, Tutorials, Field Visits, Guest Lectures of Prominent Persons, Interaction with Media Houses, Teaching on ICT Boards, Practical exposure..



**School of Media Studies**  
**Program: MA Mass Communication & Journalism**  
**Course Structure Under Choice Based Credit System (CBCS)**  
(The student has to complete **minimum 100 credits** to complete program)

**1<sup>st</sup> Semester**

S.N	Course code	Title	Core (C)/ Elective (E)	Instructional hours /week	Teaching Methodology (credits)			ESA Exam duration (hr)	Max Marks		Total credits
					L	T	P		CIA	ESA	
1	MCJ-C 101	Principles of mass communication	C	4	4	0	0	2	50	50	4
2	MCJ-C 102	Reporting and feature writing	C	4	4	0	0	2	50	50	4
3	MCJ-C 103	Basics of Public Relations & Corporate Communications	C	4	4	0	0	2	50	50	4
4	MCJ-C 104	Basics of Advertising	C	4	4	0	0	2	50	50	4
5	MCJ-C105	INFORMATION TECHNOLOGY	C	12	4	0	4	2	50	50	4
6	MCJ-E106*	Basics of media writing	E	4	4	0	0	2	50	50	4
<b>7</b>	<b>MCJ-E 107*</b>	<b>International Communication</b>	<b>E</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>50</b>	<b>50</b>	<b>4</b>
8		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE	2					<b>50</b>		<b>2</b>
				34					<b>350</b>	<b>300</b>	<b>26</b>

## **MCJ-C 101 Principles of Mass Communication**

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

On completion of the course the student should be able to:

1. define and explain the meaning, importance, functions & scope of communication.
2. describe different forms of communication.
3. list and explain different types of communication.
4. explain important theories of communication
5. explain various models of communication

### **Course Outcomes** Student will be able to

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

### **Unit-I**

#### **Defining Communication**

Communication: Definition, meaning, concept, elements, process, functions and scope.

Types and forms of communication .Barriers to communication.7 C's of communication.

### **Unit-II**

#### **Introduction to Communication Theories.**

Communication theory: Need & importance. Two Step and Multi Step Theory. Bullet Theory Hypodermic needle theory.

### **Unit-III**

#### **Introduction to Communication Models**

Communication model: Need & importance. SMCR Model. Shannon and Weaver Model. Harold D. Lasswell Model.

### **Unit-IV**

#### **Normative Theory and Seibert Theory of Communication**

Authoritarian Theory. Libertarian Theory. Social Responsibility Theory. Developmental Theory. Democratic Participant Theory

**Suggested Readings:**

1. Dan Laughey Key Themes in Media Theories, Rawat Publication.
2. Taylor, Rosegrant, Meyrs Communicating, Prentice Hall
3. Allan and Barbara Pease The Definitive Book of Body Language, Munjal Publishing House
4. D.M. Silviera Personal Growth Companion, Classic Publishing
5. De Fleur, M Theories of Mass Communication, 2nd Edition, New York; David Mc Kay Kumar,
6. Kewal J Mass Communication in India, Jaico Books, New Delhi,
7. J.S. Yadava & Pradeep Mathur Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi, 2008
8. Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi, 2005

# **MCJ-C 102 Reporting and feature writing**

## **Aims**

Produce high quality news reports and equip them with a practical and theoretical understanding of online and print based news reporting. Produce high quality feature articles and equip them with a practical and theoretical

- Understanding of online and print based feature writing. Attain the skills required for successful journalistic interviewing
- Take advantage of theoretical grasp of how the internet has and is changing journalistic
- content, presentation, audience and revenue streams. Pursue a career as a staff or freelance journalist conscious of issues of personal conduct and Safety.

**Unit 1-** News Report Writing: The art of thinking and acting prior to writing draft one.

**Unit 2 -** Feature Article Writing: Difference between features and news reports.

**Unit 3-** Writing Well: The 5 W's & H; how to fine-tune one's writing from draft one; journalistic style; self editing.

**Unit 4-** Successful Interviewing: What to do before, during and after an interview so as to ensure its success. Health & Safety: Moral issues, self-protection; the limits of reporting.

**Unit 5-** Freelancing Creative Spaces: The impact of online technologies on staff and freelance news and feature writers.

**Unit6-** Citizen Journalism: Conglomeration and the public sphere; online news reporting in flux.

## MCJ-C103 Basics of Public Relations & Corporate Communications

Course Out come -The paper aims at the importance of interaction and communication skills

- Good communication and interpersonal skills.
- Excellent writing skills, as the line of work, requires them to deal with people and media.
- Polite, patient and friendly nature.
- Sharp mind to deal with all controversial problems cleverly.
- Patience and will to work for long hours.
- Ability to multi task and manage time effectively.

Objectives - At the end of this course, students should be able to

1. Have a basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication
2. Understand key theories of corporate communication and public relations
3. Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account of the corporate identity, vision and values

Unit I -- 1. Evolution & growth of PR

2. Defining Public Relations

3. Communication Effects and Public Opinion

4. Planning and Programming

Unit II --- 1. Overview of PR Techniques

2. Media Relations I: Press Release.

3. Media Relations II: Press Conference

4. Social Media and PR

UNIT -III 1. State Government Public Relations

2. Central Government Public Relations

UNIT –IV

3. Public Relations Officer and responsibilities
4. public relations consultancy
1. Introduction to corporate communications
2. Definitions
3. Different perspectives on Corporate Communication
4. Corporate identity

## **MCJ-C 104- Basics of Advertising**

### **Objectives:**

More specifically, upon successful completion of this course, you should be able to:

1. Define the basic concepts of advertising.
2. Critically analyze the role of advertising in our culture, society, and economy
3. Understand integrated brand promotion and integrated marketing communication and how advertising and public relations fit into those worlds.
4. Articulate strengths and weaknesses of various media vehicle choices for advertising content
5. Have a basic understanding of advertising message design and creative strategy.

### **Unit-1 Introduction to advertising:**

concepts, nature, meaning and definition of advertising, History of advertising, objectives and importance of advertising, functions of advertising, types and classification of advertising.

### **Unit -2 Creativity**

Defining creativity, theories of motivations, stages in creative process, process of motivation, language copy, advertising appeals. Presentation of media plan to a client and evaluation of media plan.

### **Unit-3 Brand management**

Definition , corporate brand, image and personality, brand equity, role of brands, concepts and evaluation of brand management, use of colour in design. Graphics role and scope in advertising, design principles.

### **Unit- 4 Media characteristics**

Defining media planning , media scene in India, sources of media information, media strategies, budget and presentation to client, media scheduling , reach and frequency, media buying and analyzing media information online.

### **Unit- 5 Media and Advertising**

Television: The Advertising Idea, Developing a Campaign , The Selling Line. Drama ,The Big Picture, Evaluating Storyboards , Commercial Production . Radio Advertising: Advantages and Disadvantages of Radio Ads , Evaluating Scripts , Sound Effects .Principles of Print Advertising

### **Suggested Readings**

1. David Ogilvy, Ogilvy on Advertising, Pan/ Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa& Co.
3. Chunawalla , Advertising Theory And Practice, Himalaya Publishing House
4. □Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. □Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd...
6. Heath Robert L, Handbook of Public Relations, Sage Publications,



## **MCJ-C105- INFORMATION TECHNOLOGY**

### **Prerequisite:**

- Any graduate student who wants to use computers and mobiles
- The student who wants to understand information technology for career advancement.
- Any person who wishes to learn Information Technology for his/her professional growth

### **Course Outcomes:**

- CO1 – Enlist the features of Information Technology and its importance
- CO2 – Develop Information Technology skills
- CO3 – Function effectively in a dynamic technological era;
- CO4 – Promote the development of computer-related skills for immediate application
- CO5 – Use IT Skills in curricular areas, industry applications, professional approach;

### **Unit – I FUNDAMENTALS OF COMPUTER, IT & SMART PHONE**

**On completion of Unit I, students should have an understanding of the hardware components and software of a computer system.**

**On completion of Unit I, students should:**

- 1. Become familiar with Computer, Information Technology and Smartphone**
- 2. Develop expertise in the operation and use of Computers, Smartphone systems**

#### **Contents:**

Introduction to Computers: Definition, Block diagram, Characteristics, Generations, Specifications  
Smart Phone: Basics, Applications, Security, Advantages  
Hardware components: Input Devices, Motherboard, CPU, Output Devices  
Memory: Primary and Secondary.  
Bit, Byte, Kilobyte, Megabyte, Gigabyte, Terra byte  
Number Systems: Binary, Octal, Decimal, Hexa-Decimal  
Computer Software:  
System software: Operating Systems, Translators, Utilities  
Application Software: Need Specific, General Purpose, Services

### **Unit- II OPERATING SYSTEMS**

**After the completion of Unit II Operating Systems, students should be able to describe Operating systems. Students should identify the specialties of the different OS.**

**Contents:**

Introduction to Operating Systems  
Operating Systems: Meaning, Types, commands and Working  
Introduction to DOS, Windows, UNIX, LINUX, Macintosh, Android, Symbian, iOS.

**Unit III INTERNET, EMAIL, Blogs**

**On completion of Unit III, students should be**

- 1. Aware of use of internet and its implications**
- 2. Able to define and describe trends of internet**
- 3. Willing to use the facility of emails**

**Contents:**

Concept and Meaning of Internet, Brief History of the Internet, Applications of the Internet  
Internet Requirement: Hardware and Software, Internet Security  
Internet Service Providers, Net Surfing, and Internet Services.  
Electronic Mail (e-mail): The Concept of e-mail, Mailing Basics, Internet Mail Protocols, Useful e-mail services, Newsgroups  
Introduction to blogs, types of blogs, blog writing

**Unit IV Multimedia**

**On completion of this Unit, students should develop an understanding of the Multimedia. Students should be able to identify the career opportunities related to multimedia.**

**Contents:**

The Concept of Multimedia, Components of Multimedia  
Use of Multimedia: Entertainment, Education and Training, in office work, Media Industry, Multimedia Servers and Database Multimedia Tools  
Multimedia Authoring Tools  
Security and Maintenance

**Unit V OFFICE Suites and General Applications**

**On completion of this Unit, students should have hands-on experience in the use of document formatting software, presentation software, and calculation software. Students should be able to create the documents on their own with formatting. On completion of this Unit V, students should appreciate the ICT. Students should inculcate habit of using ICT for their regular schedule.**

**Contents:**

Document Formatting, Presentation, Calculations, Drawings  
Text input, Selection, copy, move, deletion of text;  
Numbering, Breaks, Alignment, Margins, Fonts, Character formatting, Justification, Styles, Spacing, Page Layout,  
Background, Spelling and Grammar, Document views  
Analysis, Information Processing, Information Presentation, Campaign  
ICT initiatives  
Applications, ICT and security, Key terms  
Data Journalism

**Internal Practical (50 Marks)**

1. Describe the Computer and Smartphone.
2. Demonstration of Use of email and its features (attachments, filters, settings)
3. Design, develop and maintain a blog
4. Prepare industry standard resume
5. Create a portfolio of a media agency or company
6. Do the survey and create an analysis chart of viewership/ readership of any media
7. Presentation on the topic concerned with subject teacher
8. 2-3 written examination of total 30 marks on above syllabus.

**Suggested Reading:**

1. Fundamentals of Computers by Rajaraman V, Adabala N, PHI Publications
2. Computer Fundamentals by Pradeep K. Sinha, Priti Sinha, BPB Publications
3. Systems Programming and Operating Systems, D. M. Dhamdhare, Tata McGraw-Hill Education Publication
4. Multimedia: Computing, Communications and Applications, Ralf Steinmetz, KlaraNahrstedt, Pearson Education Publication
5. Multimedia Communication: Production, Programming and Presentation, Dr. Sachin M. Narangale, Dr. G. N. Shinde, IRPH (2016)

## MCJ-E106\*- Basics of Media writing

### Course objectives

1. To introduce students types of feature writing.
2. To familiarize students with blog writing and the concept of freelance writing.
3. To engage journalism students with the modern new writing styles and developing own style.
4. To accustom creating a journal and writing columns in national and international journals.

### Learning outcomes

Students will be able to

1. Write news features for newspapers and magazines.
2. Write and Design for journal.
3. Create her/his blog and write for it.

### Unit-1 Fundamentals of writing

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

### Unit-2 Specialized writing

Writing for specialized readers. Market and readership. City journalist.

### Unit-3 Writing styles

Various media's requirements and writing styles. Development and style.

### Unit-4 New Media writing

Niche journalism , Magazines, journals writing. Column writing. Freelance writing. Blogs writing. Web writing.

Reference books

1. MacGrew Hill, Fundamentals of Journalism
2. Johnson Harris , The complete reporter
3. गडकरी माधव, चौफेर , श्रीविद्या प्रकाशन, पुणे.
4. अकलूजकर प्रसन्नकुमार, फीचर रायटिंग , श्रीविद्या प्रकाशन, पुणे.
5. गव्हाणे सुधीर, पत्रकारिता विचार आणि व्यवहार

### 2<sup>nd</sup> Semester

S.N	Course code	Title	Core (C)/ Elective (E)	Instructional hours /week	Teaching Methodology (credits)			ESA Exam duration (hr)	Max Marks		Total Credits
					L	T	P		CIA	ESA	
1	MCJ-C 201	SOCIAL MEDIA TECHNOLOGY	C	8	4	0	2	2	50	50	4
2	MCJ-C202	Sustainable Development Communication	C	4	4	0	0	2	50	50	4
3	MCJ-C203	Design & Graphics in Print Media	C	4	4	0	0	2	50	50	4
4	MCJ-C204	Basics of Radio Journalism	C	4	4	0	0	2	50	50	4
5	MCJ-C205	Introduction to print journalism	C	4	4	0	0	2	50	50	4
6	MCJ-E206*	<b>Media Management</b>	E	4	4	0	0	2	50	50	4
7	MCJ-E207*	FOLK MEDIA and Communication	E	4	4	0	0	2	50	50	4
7		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE	2					50		2
				30					<b>350</b>	<b>300</b>	<b>26</b>

## MCJ-C201- SOCIAL MEDIA TECHNOLOGY

### Prerequisite:

- Any graduate who surf internet
- Any person willing to use Social Media for industry purpose
- Any student who wishes to understand social media perspective and identify the use cases of social media
- Any person who wants to do the analysis of audience

### Course Outcome:

- CO1 – Understand Social Media Technology and applications
- CO2 – Appreciate Social Media constituents
- CO3 – Do the online survey using Social Media constituents
- CO4 – Promote the tools of Social media for professional and personal works
- CO5 – Create awareness of features of Personal Learning Networks
- CO6 – Improve digital footprints, develop academically and professionally.

### Unit I            FaceBook

**On completion of Unit I, students should appreciate the use of FaceBook for mass communication. Students should create groups of likeminded people and start sharing news, information, facts, etc. Students should be able to use FaceBook for fast and effective communication for organizing events.**

#### Contents:

Introduction to FaceBook, History  
Profile, Friends, Groups, Events, Pages, Settings, Notifications, Timeline, Timeline settings  
Posts, Sharing, Tagging, Messaging, Advertising on FaceBook, Mobile App  
Ethics, Precautions, Analysis and trend setting, Privacy, Problem Reporting, Activity Logs, Case Studies

### Unit II            Twitter

**On completion of this Unit, students should appreciate online news and social networking service provided by Twitter.**

#### Contents:

Introduction to Twitter, History, Features of Twitter  
How to Use? Twitter accounts, Tweets, Re-Tweets, Impact of Re-Tweeting, Advertising  
Trouble shooting in using Twitter  
Ethics, Twitter Rules, Best Practices, Twitter Policy, Case Studies  
Twitter Analytics, Twitter trending

### Unit III           Instagram

**On completion of this Unit, students should be able to share pictures and videos either publicly or privately.**

**Contents:**

Introduction to Instagram, History, Features of Instagram  
How to Use? Managing Accounts, Instagram for Journalism, Advertising,  
Security, Messaging, Sharing, Profile

**Unit IV YouTube**

**On completion of this Unit IV, students should be able to upload, view, rate, share, add to favorites, report, and comment on videos.**

**Contents:**

Introduction to YouTube, History, Features of YouTube  
Video Technology Basics, Video Uploading, Video Formats, Quality, Settings  
Community, Social Impact, Advertising on YouTube, YouTube TV, YouTube Journalism, YouTube News Channels  
Censorship, Copyrights, Ethics, Filtering  
Content Management, Searching Optimization, Trend Setting, Analytics

**Unit V WhatsApp**

**On completion of Unit V, students should make voice calls, one to one video calls; send text messages, images, GIF, videos, documents, user location, audio files, phone contacts and voice notes using WhatsApp**

**Contents:**

Introduction to WhatsApp, History, Services  
System requirements, WhatsApp Web, Technology  
Business Model, Alternatives WhatsApp for Mass Communication, News Groups  
Privacy, Security, Ethics, Case Studies Effects: Positive and Negative

**Unit VI Advance Technologies to avoid miss use of social platform**

Miss use / Fraud  
Fake Accounts  
Fake News  
Inappropriate Content  
Introduction to Artificial Intelligence  
Introduction to Machine learning

**Internal Practical (50 Marks)**

9. Describe the Social Media.
10. Use of FaceBook for designing campaigns
11. Identify and describe a case study of Twitter
12. Start using Instagram for photographs
13. Upload a video on YouTube and promote it
14. Create WhatsApp groups and maintain

## MCJ-C202 Sustainable Development Communication

### Objectives:-

1. This paper provides students with an understanding sustainable education.
2. To Study the concept of growth and development
3. To give the basic knowledge of relationship between communication and development.
4. Learn rural journalism and rural communication tools and techniques.
5. To study the new trends in development with the help of communication system and define clearly the role of media in development communication strategies.

### Syllabus:

#### **Unit 1: Development Communication:**

Meaning, Process, Theories, origin approaches to development, Indicators of Development, Characteristics of developing & societies, Role of media in development communication, Socio-cultural and economic barriers, Concepts of sustainable development sustainability of natural resources and other issues

#### **Unit 2 Democratic decentralization**

Panchayat raj , planning at national , state , regional, district , block and village levels.

#### **Unit 3: Agricultural Communication & Rural Development:**

The genesis of agricultural, extension approach system, Approaches in agricultural communication models of agricultural Extension. Alternatives in communication, Issues: Water, Shelter Poverty/Hunger, Food-self-sufficiency & political sovereignty, Problems

faced in development support communication

#### **Unit 4: Development Support Communication:**

Population & family welfare, Health, Education

& society, Formal and non-formal education, Open education- National, state level, Right to education, old age gender, Human Resource Development. Development of weaker sections S.C., S.T., OBC, NT-DNT, women and rural communities.

#### **Unit 5: writing development message for rural audience:**

Specific requirements of media writing with special reference to radio and television, rural journalism and rural communication tools and techniques.

#### **Reference books**

1. Fernandes, Walter, Development with people, Indian social institute , new Delhi
2. Jayaweera N. & Amunugama S, Rethinking development communication, AMIC, Singapore
3. Kumar keval J., Communication and development, Communication Research Trends, Vol. 9, No.3,
4. Hoogvelt Ankie, The third world in global development , MacMillan, London



## MCJ-C 203 Design & Graphics in Print Media

### Objectives:-

1. To introduce Print Medium of Mass Communication to Students.
2. To develop designing Skills of Students.
3. To make student efficient in handling graphics applications.
4. To materialize the development of Print Medium by Students.

**Unit- I-** Introduction To Print Media Print Media Basics, Style, Content Newspaper, Magazine, Handout, Banner, and Books What is Design?. Introduction to design. Role of Design in Society a. Impact/function of Design. Indigenous Design Practices. Printing /publishing technology. Role of design in the changing social scenario. Role and responsibility of Designers.

**Unit-II-** Line, Shapes, Scale & Proportion, Space, Drawing Technique, Design Principles, Design Process, Fundamentals Of Design Methods, Tweening & Morphing, Graphics Standards. Graphics Systems: Display Processor

**Unit-III-** Document, Graphics Applications--Basics, Color Mode in Printing, Requirements, Color Format RGB, CMYK, Etc. Sensitivity towards the use of colors and color combination to enhance the communication and to perceive things and differentiate elements from the background.

**Unit-IV-** Principles of Design: Unity- Harmony, Balance, Rhythm, Perspective, Emphasis, Orientation, Repetition and Proportion.

**Unit- V-** Introduction of Adobe PageMaker, CorelDraw, Adobe Photoshop

### Internal Practical (50 Marks)

1. Write short notes- line, shapes, display processer, high resolution, frame, design, magazine, handout, banner,
2. Explain in detail – features of Coral Draw and Photoshop
3. Concern teacher 2 or 3 written test of total 30 marks on above syllabus.

External Practical - 1. Design and develop lay out of a News Paper and Magazine & produce the same

2. Create an Identity Card and produce it

3. Write how photo shop is useful for effectiveness of Media

### Suggested Reading

- Basics of Computer Graphics Design – NIIT(PHI)
- Fundamentals of Computer Graphics & Multimedia- D.P. Mukherjee (PHI)
- Principles of Interactive Computer Graphics (Second Edition)
- Introduction to Computer Graphics:- N. Krishnamurthy ( Tata Mc Grew Hill)
- Multimedia Graphics- John Villain- Casanova & Leonie Fernandez Elisa
- Garud of Graphic Design: Yashoda Bhagwat Mauj Publications
- Intro. To Comp. Graphics- Floey Van Dam, FEINER ( Addison Wexler)

## **MCJ-C 204 Basics of Radio Journalism**

### **Objectives**

1. To introduce students to voice training and voice culture for broadcasting on radio purpose.
2. To acquaint the students in writing skills for radio.
3. Media students understand radio production process and uses of micro phones.

### **Learning outcomes**

Student will be able to

1. To do survey and practice audience research.
2. Learn the role of audience in research for radio programs
3. Learn how to write bulletins and short radio programs.
4. Identify direct microphones and their uses in radio production.

**Unit -1 Radio journalism and production** - Radio as a medium of mass communication , History of radio in India As an instrument of government propaganda. Emergence of commercial broadcasting FM radio. Radio programmes , production process and techniques. Thinking audio, aspects of sound recording, types of micro phones . radio documentary production , feature production, studio chain , live studio broadcast with multiple sources . News production.

**Unit -2 Writing for radio-** Spoken language writing , writing for programmes, writing for radio commercials, news writing , editing copy, reporters copy , writing headlines, teasers and promos .

**Unit -3 Radio reporting** - Field reporting, reporting specialized areas, interview techniques , presentation, voice dispatches , investigative reporting, news capsules , structure radio report, radio commentary

**Unit -4 Voice training** - Effective use of voice communication , flow, pronunciations, modulation , online interview techniques , moderating skills for radio discussion program. Live transmission, digital technology for radio production, concept of web radio and its use.

### **Unit -5 Audience research and survey of audience**

The role of audience research wing in the process of improving quality of radio program.

### **Suggested Reading**

1. All India Radio Handbook, New Delhi, 2005, 2. Indian on television, Nalinmehta, 3. Awasthy G.C. Broadcasting in India, Allied Publishers, Mumbai, 1965, 4. Chatter, P.C. Broadcasting and People, National Book Trust, new Delhi, 1997
5. Masan, Mehra, Broadcasting and People, National sage, New Delhi, 1988, 6. Kumar Kewal, Mass Communication in India, Jaico Publication 2005, 7. Vinithakoil- Khandakekar, Indian Media Business, Response Books from Sage, 2008

## **MCJ-C 205- Introduction to Print Journalism**

### **Course objectives**

1. To Introduce students print media; Newspapers, magazines and periodicals.
2. To familiarize students with Press and society, democracy, government, pressure groups, development.
3. To acquaint the students with the modern new trends in news story writing and presentation.
4. To accustom media students with newspapers research and new computer applications in newspaper industry.

### **Learning outcomes**

Students will be able to

1. Learn in design and CorelDraw
2. Design on newspaper and magazine and submit the same.
3. Present news stories in the new trending styles.
4. Do a survey of readership of a magazine or newspaper in the campus and outside campus.

**Unit-1 Introduction-** Introduction to print journalism, importance , nature , scope, Extent, significance in contemporary world- India and developing countries.

**Unit-2 News paper-** News paper industry , Press and democracy, Press and society, Press and government, Preasure groups and press, press and development.

### **Unit-3 Periodicals journalism**

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

**Unit-4 Current trends -** Current trends in newspaper journalism, specialized newspaper-business & economics, education, design of newspapers, computer application in newspapers, Responsibilities of press . Event management and brand management.

### **Reference books**

1. Harris J. Leiter & Johnson, the complete Reporter, MacMillan Publication, New York, 1977
2. Mansfield F.J., Mansfield's complete journalist – A study of the principles and practice of newspaper making, third edition.
3. Rogers Jeoffery, Editing in the Electronic Era, Prentice Hall Newyork.

### **MCJ-E 206\* Media Management**

Objectives of the Course: On completion of the course students should be able to: 1. describe the principles, need and functions of management 2. describe the structure and functions of print media organization 3. explain the economics of media organization.

Unit-I Management – Definition & Nature 2. Principles and Need for Management 3. Management Functions

Unit-II Media Management: Definition & Concept 2. Principles & Significance of Media Management 3. Media as an industry & profession

Unit-III. Organizational Patterns of a Print Media 2. Types of newspaper ownership pattern in India 3. Functions of the Editorial, Advertising, Circulation & Printing departments of a newspaper. 4. Newspaper economics: Circulation & Advertising as source of revenue.

Unit-IV Brief Idea of Government Media Organization: Publication Division, Photo Division, PIB, Film Division & CBFC. 2. News agency: PTI & UNI 3. Doordarshan & All India Radio

Suggested Readings: 1. Hargie O, Dickson D, Tourish Communication Skills for Effective Denis Management, Palgrave Macmillan, India 2. Dr. Sakthivel Murughan M Management Principles & Practices, New Age International Publishers, New Delhi 3. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 4. Albarran, Alan B Media Economics, Surjeet Publication, New Delhi 5. Dr Sudhir Soni Media Prabandhan, University Publication, Jaipu

## MCJ-E207\* FOLK MEDIA and Communication

**Unit-I Introduction to Folk Media] :** Folk media: Meaning & definition , Nature and Scope of Folk media , Characteristics of folk media, Folk Arts as Mass Communication Media

**Unit III Types of Folk Media:** Types of folk media: Dance, theatre & music, Folk theatre: Bhavai, Tamasha, Nautanki, Ramlila, Raslila and Jatra , Folk music: Bengal, Gujarat & Maharashtra, Folk dance: Garba, Tamasha & Lavani

**Unit III: Fairs & Festivals:**Origin of Folk Media, Types of Festivals: Seasonal & Cultural , Importance of Fair & Festivals ,Features of Fairs, Characteristics of Traditional Media and Folk Media

**Unit-IV Many aspects of Folk Media:** Merits & demerits of folk media ,Influence of modern media (radio & TV) on folk media ,Folk media for promoting literacy, and social change. Cultural values

**UNIT-V** Role of various Folk forms like folk music, folk songs, folk dances, folk theatre in social and cultural development, Cultural and cultural heritage, Meaning and definition, Role of Folk Media in transmission of cultural values and social traditions

### BOOK'S

1. Theories of Mass Communication : De Fleur and B. Rokeach
2. Mass Communication Review Yearbook (Vol. 3) : Whitney, Wartella and Windohl
3. Reading in Mass Communication : Emery Smithe
4. Mass Media Today : Subir Ghosh
5. Communication and the Traditional Media : IIMC
6. Communication Between Cultures : Larry A
7. Media and Society : R.K. Ravindran
8. Text book of Mass Communication and Media: Uma Joshi

### 3<sup>rd</sup> Semester

S.N	Course code	Title	Core (C)/ Elective (E)	Instructional hours /week	Teaching Methodology (credits)			ESA Exam duration (hr)	Max Marks		Total Credits
					L	T	P		CIA	ESA	
1	MCJ-C301	News Editing	C	4	4	0	0	2	50	50	4
2	MCJ-C302	Media Research Methods	C	4	4	0	0	2	50	50	4
3	MCJ-C303	Basics of Television	C	4	4	0	0	2	50	50	4
4	MCJ-C304	Broadcast Journalism	C	4	4	0	0	2	50	50	4
5	MCJ-C305	Law for Media	C	4	4	0	0	2	50	50	4
6	MCJ-E306*	CYBER PSYCHOLOGY	E	4	4	0	0	2	50	50	4
7	MCJ-E307*	Credit transfer from other Institutes	E	4					100	00	4
8		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE	2					50		2
				26					<b>350/ 400</b>	<b>300/ 250</b>	<b>26</b>

- ❖ EM 307 E\*- Selection of Institute, Course per week, Assignments will be decide at the time of course by teacher . Certificate and report compulsory 40 hours of work is essential.

## MCJ-C 301 News Editing

### Objectives:-

1. This paper provides students with an understanding of News value.
2. .To allow improvement in language Skill
3. To impart skills required of a sub editor
4. Enable to edit copy.
5. Engage students to practical journalism.

**Unit 1- Newsroom:** Organization of a traditional newspaper, structure of an editorial department, hierarchy and division of work, edition planning, split editions, shifts and coordination, relation of editorial department with other departments; Editor as policy-maker and keeper of public conscience, freedom of the editor and his changing role; Study of newspapers, page structure and their readership profile .

**Unit 2- Sub-editor:** Need for editing and role of the news-desk, functions of a sub-editor, basic editing tools, editing and proof-reading symbols, spell-check, house style and use of style book; Sorting and selection of news, editing and translating agency copy, slug; Editing different types of copy correspondents, local and rural reporters, handouts and publicity materials, press releases, telephone message .

**Unit 3- Newspaper design:** Functions of design: Identity of a newspaper; broadsheet, tabloid and Berliner size, integration of content and presentation, principles of newspaper design, page organization;

**Unit 4- Photojournalism:** Concept of photojournalism, power of visuals, attributes of a good photograph (Aesthetic and technical), photo size, resolution and correction; Photo as a News: Text vs. photo; attributes of a news photo, events, action, mood, profile and other categories, use of photos in a newspaper;

**Unit 5- Convergent Newsroom:** Advent of new media and convergence, global and Indian scenario, impact on newsroom, need of multi-media journalists, changes in media management; new role of editor.

### Reference books

1. Chandra R.K. *Handbook of Modern Newspaper Editing & Production*. Mangalam Publication
2. □ Parthsarthy Rangaswami. *Basic Journalism*. McMillan India Ltd.
3. Saxena Sunil. *Headlines Writing*. Sage publication.
4. □ T.J.S. George: *Editing – A Handbook for Journalists*.
5. William Strunk & E. B. White – *Elements of Style*.

## MCJ-C 302 Media Research Methods

### Objectives:-

1. □ To introduce students to debates in Research approaches and equip them with tools to carry on research.

2. To familiarize students with scientific approach- communication theories, role function, scope and importance for communication
3. To acquaint the students research writing methods and ethical outlooks of mass media research.
4. To understand the scope and techniques of media research, their utility and limitations
5. Prepare the students for project/ dissertation writing.

**Unit 1- What is research-** Characteristics of scientific research, history, relevance and nature of media research. Research procedures: determining topic, stating hypothesis, elements of research, variables.

**Unit 2- Qualitative research methods:** nature, limitations, interpreting qualitative data. Various methods: I) field observations: participant, non-participant; techniques, ii) focus groups: procedure, advantages and disadvantages, iii) intensive interviews: procedure, advantages and disadvantages, IV) case studies: utility and process

**Unit 3- Quantitative research methods:** nature, uses, generalization etc. Various methods: I) Content Analysis: definition, uses and limitations; steps, unit and categories, ii) Survey Research: Descriptive and analytical surveys. Types of surveys, advantages and disadvantages, constructing questionnaire, pre-testing, data collection. Analysis; iii) Longitudinal research: types: trend analysis, cohort analysis, panel studies; IV) Experimental Research: Laboratory experiments, design; field experiments.

**Unit 4- Sampling:** population and sample, probability and non-probability samples, measuring sampling error. Introduction to Statistics: descriptive and interpretive statistics. Introduction to Statistical software.

**Unit 5- Allied issues:** Research ethics. Research report writing, bibliography, in-text citations etc.

### **Suggested Reading**

1. Berger, Arthur Asa. (2005). *Media Analysis Techniques*. (Third Edition). California: Sage.
2. Hansen, Anders et al. (2004). *Mass Communication Research Methods*. 1998: Macmillan.
3. Lindolf, Thomas R. (1995). *Qualitative Communication Research Methods*. California: Sage.
4. Murthy, DVR. (ED.) (2008). *Media Research: Themes and Applications*. New Delhi:
5. Kanishka.Rubin, Rebecca B. et al (Eds.) (2009). *Communication Research measures: A Sourcebook*. New York: Routledge.

### **MCJ-C 303 Basics of Television**

#### **Course objectives:**

1. To introduce students to Planning, production and compilation of news programmes.



2. To assist the students to understand piece-to – camera and other reporting techniques.
3. Assist students to learn visual communication concepts.
4. To familiarize students to editing for TV, moderating studio discussions.

**Unit 1. Introduction to Television--** Origin and development of TV in India, Organizational structure of Doordashan, Programme composition and Satellite Television, Cable Television.

**Unit-2 Visual communication** Communicating with still pictures and video, shooting with TV camera, camera mounting. Colour balance, basic shots and camera movement.

**Unit-3 Basic of TV production** TV lighting in field, using 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 efforts 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 programs, cue's and commands, formals of TV programmers, studio interview, studio discussion, studio chat shows with audience participation, studio quiz programs with audience participation, TV documentary production, corporate video production, digital editing skills.

**Unit-4 Writing of television** Writing to still, writing to video, reference visuals to words. TV news writing, making copy in production language. Writing for television programs. research, visualization and production script.

**Unit-5- Television news editing** Planning, production and compilation of news programs , 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 .

### **Suggested Reading**

1. Awasthy G.C. Broadcasting in India, Allied Publishers, Mumbai, 1965
2. Chatter, P.C. Broadcasting and People, National Book Trust, new Delhi, 1997
3. Masan, Mehra, Broadcasting and People, National sage, New Delhi, 1988
4. Kumar Kewal, Mass Communication in India, Jaico Publication 2005
5. Vinithakoil- Khandakekar, Indian Media Business, Response Books from Sage, 2008
6. A. Michel Noll, TV technology- Fundamentals and future prospects.
7. Tony Verla, Global television.

### **MCJ-C 304 Broadcast Journalism**

#### **Objectives:**

1. To understand the development of broadcast journalism in India
2. Learn skill and techniques required for broadcast journalism.

3. To learn how to handle equipment – camcorder and recorder- for a story
4. Regional language broadcast journalism to be examined as a Growing and flourishing field

### **Course Structure –**

**Unit 1- Overview of TV industry in India:** Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends.

**Unit 2- Media Literacy** -History of Broadcast Journalism, Media Habits, Elements of Broadcast News, Current Events of Broad Cast Journalism.

**Unit 3- Television News** – preparation of script for TV news, different types of TV news Bulletins, scripting news magazines and vox populi programmes, fundamentals of TV News production, news reading and comparing exercises.

**Unit 4- TV Interview:** Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format: indoor/outdoor; personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer

**Unit 5 - News Channels:** Major Indian and international news channels; regional language Indian channels: their role, importance and impact; local TV news operations; management of news channels, Organizational structure of the news room

### **Suggested Reading**

1. Robert, Kenny F. *Teaching TV Production in a Digital World*. Libraries unlimited.
2. Patti M.R. *Some Aspects of Broadcast Journalism in India*. Kalyani Publishers.3
3. □Frank, Lezzi. *Understanding Television Production*. Prentice-Hall.
4. Shrivastava H.O. *Broadcasting Technology: A Review*. Gyan Publication House.
5. Tyrrell, Robert. *The Work of a Television Journalist*. Focal Press.
6. □Boretsky, R. A. and Yorovsky A. *Television Journalism*. International Organization of Journalists.
7. Lewis, Bruce. *Technique of Television Announcing*. Focal Press.

## MCJ-C 305- Law for Media

Course objective: Knowledge of media law is essential for a successful career in mass communication, not only to recognize the many legal pitfalls that face professional communicators but also to understand the legal framework that is shaping the convergence of old media industries and the emergence of new ones.

Course Outcome-1. An understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communication,  
2. Critical, creative and individual thinking.

### UNIT –I

1. Historical background of Freedom of Speech and expression in India
2. Constitutional framework of freedom of Speech and expression in India
3. Constitution of India related with Media - Media and the Constitution – This part would look at A/19 (1) (a) of the Indian Constitution, which guarantees a free speech and expression, in the backdrop of A/19(2), which lays down the ‘Reasonable Restrictions’ to the exercise of such Rights. The different concomitant Rights associated with A/19(1)(a) like Right to Broadcast, Right to Criticize, Right to Advertise etc., will be looked at.

**UNIT –II** Right to Privacy, Defining Privacy, Privacy and the right to free speech, The law on privacy in India, Right to Information, Laws and the licence secrecy, Judicial recognition of the right to information, Salient features of The Right to Information Act, 2005

**UNIT –III** Contempt of Court Contempt of Courts Act 1971

Defamation civil and criminal law of defamation, provisions of Indian Penal Code with reference to sedition

Right to Information

Parliamentary Privileges,

**UNIT-IV** Official Secrets Act 1923, Press and registration of Books Act 1867 ,Working Journalists and other newspapers employees ,Cinematograph Act, 1953; Prasar Bharti Act

**UNIT –V** Media Ethics:

Media's ethical problems including privacy, right to reply, sting operations Guarding against communal writing and sensational and yellow journalism, Freebies, bias, coloured reports Ethical issues related with ownership of media and national, transnational monopoly, Private treaties between media and corporate houses Role of Press Council of India and its broad guidelines for the press, paid news Codes suggested for the media by Press council, Editors Guild of India, Advertising Council of India, PRSI, NBA Accountability and independence of Media.

## MCJ-E 306\*- CYBER PSYCHOLOGY

### Prerequisite:

- Student who wish to understand psychology of internet users
- Person who wants to analyze the user behavior for his profession
- Student who wants to engage public by reaching to intended audience

### Course Outcome:

CO1 – Develop and maintain online identity, online relationships and dating

CO2 – Create awareness of pornography, children’s use of the internet, cyber bullying, online games and gambling, and deception and online crime

CO3 – Understand the psychology of digital identity of a person

### Unit I Social Media

This Unit I should make students aware of the Social Media technology and current trends. Students should be able to describe the social media.

#### Contents:

Introduction to Social Media, Basics, History, Trends, Censorship, Ownership, Viral content, Market Research, Data Generation, Monitoring, Tracking, Analytics, Trending, Business. Requirements, Advantages, Limitations, Criticism, Trustworthiness, Audience Types, Effects: Positive and Negative  
Alternative Media  
Social Networking: Social Quotient, Social Networking Sites, Profiles, Misuse of Social Networking, Case Studies

### Unit II Cyber-Psychology

This Unit should help students in understanding the psychology of the Social Media. Students should avail the features of Social Media and at the same time they should become aware of the negative effects of Social Media

#### Contents:

Introduction to Cyber space, Psychology, Behavior of users  
Positive Impacts of Social Media, Society  
Negative relationship, Addiction, Depression, Self esteem, Social Quotient, Therapies, Treatments.

### Unit III Media Techniques

On completion of this Unit, students should be able to describe the various Media Techniques available for mass communication.

#### Contents:

Wallets, Online Docs, Forms, Cloud, Wikipedia, LinkedIn, Play Store, Translator, Speech to Text, Online maps

Unit IV Online Marketing

This Unit should enable understandings about online marketing perspectives. This Unit should also explore the news marketing areas.

Introduction to online stores, Amazon, Flipkart, Snapdeal, Zomato  
Introduction to Playstore, Applications : Verified & Non-Verified

Unit V Blog Writing and Virtual Interaction

On completion of this Unit, students should be able to develop and use the Blogs. Students should use Blogs and Virtual interaction tools for their professional growth.

Contents:

Blogs – Introduction, Types, Features, Steps of creation of Blogs, Use of Marathi over Blogs, Advertising on Blog.  
Virtual Classroom, Chat, Video Conference, Webcast, Live Channels, Video Journalism, A-VIEW, Skype, Team Viewer

Internal Practical (50 Marks)

15. Describe the Cyber Psychology.
16. Survey of positive impact of Social Media
17. Perform Video Conference
18. Comparison of Online Marketing products
19. 2 to 3 written examination of total 30 marks on above syllabus.

Reference Books

1. मराठी भाषिक कौशल्ये विकास, संपादक - डॉ. पृथ्वीराज तौर, अथर्व पब्लिकेशन्स (जळगाव)

**4<sup>th</sup> Semester**

S.N	Course code	Title	Core (C)/ Elective (E)	Instructional hours /week	Teaching Methodology (credits)			ESA Exam duration (hr)	Max Marks		Total Credits
					L	T	P		CIA	ESA	
1	MCJ-C401	Environmental Journalism	C	4	4	0	0	2	50	50	4
2	MCJ-C402	Agriculture Journalism	C	4	4	0	0	2	50	50	4
3	MCJ-C403	COMMERCIAL COMMUNICATION	C	4	4	0	0	2	50	50	4
4	MCJ-C404	Dissertation	C	4	0	0	4		00	100	4
5	MCJ-E405*	Film Studies	E	4	4	0	0	2	50	50	4
6	MCJ-E406*	ADVERTISING	E	4	4	0	0	2	50	50	4
7	MCJ-E407*	Credit transfer from other Institutes	E	4					100	00	4
8		OPEN ELECTIVE from other schools/ SWAYAM/ MOOCS/ NPTEL/ Skill oriented courses	OE	2					50		2
				22					<b>250/ 300</b>	<b>300/ 250</b>	<b>22</b>

**Note:**

1. MCJ - Mass Communication and Journalism
  2. CIA: Continuous Internal Assessment (CIA will be as per CBCS guidelines of the University)
  3. ESA: End Semester Assessment
  4. MOOCs - Massive Open Online Courses
  5. NPTEL - National Programme for Technology Enhanced Learning
- \* Elective papers may change based on the choice of the students and will be chosen from the list of electives

## MCJ-C 401- Environmental Journalism

**Unit 1- Environment and development:** What is environment? Basic concepts and perspectives, global local issues. Environment and society, relation with development, economy and health, sustainable development Need of environment journalism, future prospective, National Geographic to New media.

**Unit 2- National perspective:** India's national environment policy, background, principles, instruments institutions involved. Center versus states, national and local issues, conflict resolution and cooperation, situation in Maharashtra. Role of NGOs, advocacy for environment protection, people's rights and environment, traditional Practices and modern ways to protect environment, public awareness

**Unit 3- Climate change:** Why and how of global warming, basic terminology. Impact of climate change, Response of the communities and governments, need for international cooperation, the IPCC, Kyoto and protocols, politics of development, developed vs. developing nations. GHG emissions, Carbon credit and carbon trading, ecological footprint. Reporting climate change, developing sources and insight, assessing impact global warming on local level.

**Unit 4- Biodiversity:** What is biodiversity? Importance and impact. Wild life, endangered species, needs conservation, natural habitats and communities. Reporting nature and biodiversity, diversity of issues, style format, India specific issues.

**Unit 5- Water Pollution and Waste management:** Water as a vital resource, pollution of water bodies, Sanitation and sewage treatment plants, industrial waste. World water situation and conflict potentials, degradation and desertification. Waste management in cities and semi-urban setup, problems and solutions. Toxic and hazardous waste, scale and problem, basic convention.

**Unit 6- Environment and Energy:** Energy security, energy and development, hydro and coal power generation, its impact on environment patterns of energy consumption, transmission losses and efficient use. Renewable energy sources: solar, wind, sea tides, etc. Nuclear Energy: history hopes and dreams, health and safety issues, problem of radioactive waste, nuclear technology, industry and economy, world scenario and India.

### **Internal Practical: - (50 Marks)**

1. Global warming and responsibility of Media – write (minimum 800 words )  
( 10 Marks )
2. Write on India` Environmental Policy in details ( 10 Marks )
- 3 Concern Teacher should take 2 or 3 internal tests of total 30 Marks on the above syllabus

### **External Practical (25 Marks)**

- 1 Visit any sewage treatment plant & write essay (1000 words) OR Write on waterpollution and responsibility of media with suitable examples ( 10 Marks )

2 Write on Nuclear energy & safety ( 10 Marks)

3 Write in short about biodiversity. ( 5 Marks )

Suggestive Reading---

1. Corbett, Julia B. (2006) Communicating Nature: How We Create and Understand Environmental Messages. Washington: Island Press.

2. Cox, Robert. (2010) Environmental Communication and the Public Sphere (2nd Ed.). Thousand Oaks: Sage Publications

3. Hendry, Judith. (2010) Communication and the Natural World. State College, PA: Strata Publishing.

4. Cantrill, James G. and Oravec, Christine L. (eds.). (1996) the Symbolic Earth: Discourse and Our Creation of the Environment. Lexington: University Press of Kentucky

5. Moser, Susanne C. and Dilling, Lisa (Eds.). (2006) Creating a Climate for Change: Communicating Climate Change and Facilitating Social Change. New York: Cambridge University Press.

6. **Jurin**, Richard R., Danter, K. Jeffrey, Roush, Donny , Environmental Communication, published by Pearson Custom Publishing, 2000

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## **MCJ-C 402- Agriculture Journalism**

Unit 1- New trends in agriculture: emerging fields related to agriculture. Trends of 'Bio's in Agriculture tech, Bio-fertilizers, bio-control, bio-fuel, etc). Advents in genetic engineering in agriculture and its effects and media coverage thereof.

Unit 2- Agriculture as applied science: Introduction of Closely related sciences, various subjects compris agriculture in totality. Allied subjects including livestock, poultry, fishery, sericulture etc. Understanding crop trends and market trends. Introduction to Urban agriculture, agricultural legislation.

Unit 3- Importance of allied businesses in agriculture: Various agri-based industries and their coverage in livelihood of farmer. Horticulture, Forestry and other streams like Apiculture, Olericulture, Pomology etc...

Unit 4- What is Agro-journalism? Scope of Agro-journalism in various media. Understanding various sources of information in agriculture, use of research journals and original contribution for exclusiveness of information understanding agro-climatic regions and significance; problems of famers with respect to it.

**Internal Assessment: Study of media coverage of agriculture, visits to farms and agricultural research centres, interviews with farmers etc.**

## MCJ-C 403- COMMERCIAL COMMUNICATION

### **Prerequisite:**

- Any media student who has completed course on Information Technology
- Any student who understands and uses social media technology
- Any student who wish to understand ways to start earning from communication
- Any person working in any industry who wants to increase sale
- Any person who wants to build his image and get developed as a brand

### **Course Outcome:**

- CO1 – Understand commercial aspects of communication
- CO2 – Understand ways of starting earnings from communication
- CO3 – Prepare economic model of communication
- CO4 – Develop and image as a brand

### **Unit I – Introduction to Commercial Communication**

Communication in digital era, Business Communication Model, Economy of new media, Imparting Knowledge, Creating Awareness, Shaping Attitudes, Stimulating a want or desire, Frequently Used Terminology

### **Unit II – Audience Reception**

Advertisements- Need Analysis, Perceptions, AdSense  
Audience Research, Habits, Media Research, Specific/Intended Audience Measurement, Consumer Market

### **Unit III – Brand Creation and Management**

Introduction to Brand, History of Brands, Brand Creation

### **Unit IV – Entertainment, Promotion Campaigning**

Introduction to Entertainment, Audience Perception, States of mind  
Projecting an image, Planning, Execution, Reporting, Designing, Effecting a sale  
Selecting what to use when: Social Media

### **Unit V – Corporate Social Responsibility**

Introduction to CSR, Acts, Laws, Survey of CSR, Role of media in CSR

### **MCJ-C 404 Dissertation**

Each student will have to submit a report in any area of mass communication detailed in the curriculum under the guidance of a faculty member. The objective of the dissertation is to enable students to have an in-depth knowledge of a subject of their choice. It should be a research based effort and should Endeavour to create new knowledge in any area of mass communication. The dissertation will evaluate by external examiner and viva will taken by him/her the dissertation must be around 140 pages or more. The dissertation may be conducted in any one of the

following specializations:-

I) Print Media

ii) Electronic Media

iii) New Media

iv) Advertising

v) Public Relations

vi) Mass Communication

vii) Films

viii) Audio Visual Communication

XIV) Sports Journalism

X) T.V. Reporting

The marks distribution for the dissertation shall be as under:

**1. Report - 75 Marks**

**2. Viva Voce - 25 Marks**

## MCJ-E 405\*- Film Studies

### Objectives

1. This paper provides students with an understanding world and Indian cinema.
2. To familiarize students with different types of Film Style & Mode of Production.
3. To acquaint the students with the world , Indian and Marathi classical cinemas.
4. To accustom media students with film appreciation and film society movement.

### Unit 1- What is cinema:

Definition of cinema. The concept of persistence of vision. Films

Relationship to each of the arts: music, dance, literature, theatre, architecture, photography and Painting. The relationship between film and 20th- century art movements: impressionism, Cubism, surrealism.

### Unit 2- Visual literacy:

The vocabulary of film: shot, scene, sequence, frame, composition in Depth, point of view, transitions, Miser-en-scène etc. The tools of expression- frequency and

Number of shots, the size of the subject in the frame, the angle of view, composition and balance, The use of lighting and color, the movement of camera and lens.

### Unit 3- The beginning and the experiments:

Lumiere Brothers, Thomas Edison, Georges Méliès, Edwin S. Porter. Silent Film: D. W. Gruffith, Buster Keaton, Charlie Chaplin. The Rise of Hollywood Classics. European Avant Garde films: Sergei Eisenstein, Louis Bunuel. Italian Neorealism . The French New Wave. Latin American and Asian Films Suggested Reading: Film Genre: Theory & Criticism by Barry Keith Grant Selected essays from Movies & Methods by Bill Nichols A History of the Cinema: From its Origin to 1970 by Eric Rhode The Classical Hollywood Cinema: Film Style & Mode of Production to 1960 by David Bordwell, Kristin Thomson Janet Staiger

### Unit 4- Film history: Development of film in India. Important directors and

Their contribution to world cinema, film companies and films. Indian cinema: V. Santaram,

Satyajit Ray, Shyam Benegal, Ritwik Ghatak, Girish Karnad, Raj Kapoor, Guru Dutt, Adoor

Gopalkrishnan, Mrinal Sen., Bimal Roy, Basu Bhattacharya, Maniratnam, and contemporary. trend-setting directors.in Marathi cinema: V. Shantaram, Jabbar Patel, Dada Kondake , Sumitra Bhave, Mahesh Manjarekar and Nagraj Manjule.

**Unit 5- Film Studies:** Film appreciation, analysis, criticism etc. Reviewing films for various Media. Censorship: need, relevance, Censor Board. Influence of cinema on society, culture, arts., Film institutions: NFDC, NFAI, FTII, Film Festivals

Authority of India, Children Film Society. Film Society movement, International film festivals. Films as an industry. Interrelationship of Film industry with other media.

### **Suggested Readings**

1. Andre Bazin, "The Ontology of the Photographic Image" from his book *what is Cinema Vol. I*
2. □ Berkeley, Los Angeles and London: University of California Press: 1967, 9-16
3. Sergei Eisenstein, "A Dialectic Approach to Film Form" from his book *Film Form: Essays in Film Theory* (Edited and Translated by Jay Leyda) San Diego, New York, London: A Harvest/Harcourt Brace Jovanovich, Publishers: 1977, 45-634
4. Tom Gunning, "Non-continuity, Continuity, Discontinuity: A theory of Genres in Early Films," in Thomas Elsaesser, ed. *Early Cinema: Space, Frame, Narrative*. London: British Film Institute, 1990, 86-94.
5. Authorship and Genre," in *Film Theory: An Introduction*. Massachusetts & Oxford : Blackwell Publishers: 2000, 83-91 & 123-129
6. नांदगावकर सुधीर, सिनेमासंस्कृती, एशियन फिल्म फाउंडेशन, मुंबई.
7. गोनारकर राजेंद्र, गुरुदत्तचा प्यासा, शब्ददान प्रकाशन, नांदेड

## **MCJ-E406\* ADVERTISING**

**Unit I** --Evolution and growth of advertising Definitions of advertising Relevance of advertising in the marketing mix

**Unit II** --Classification of advertising Various media for advertising National and global advertising scene Socio-economic effects of advertising

**Unit III**-- Ad agency management (account planning, account management, servicing, creative, contents, advertising appeals, media planning, campaign planning, HRD,etc.) Defining consumer behaviour

**Unit IV** --Basic knowledge of apex bodies in advertising AAAI, ASCI etc., their code of conduct. Internet advertising Advertising as tool of Corporate Communication. Advertising Appeals

### **Books Recommended:**

1. Advertising, Dr. C.N. Santakki, 1994, Kalyani Publishers, New Delhi.
2. Advertising Principles & Practice, Chunawala, 1999, Himalaya Publishers, New Delhi.
3. Handbook of Public Relations in India, D.S.Mehta, 1998, Allied Publishers, New Delhi.
4. Advertising by Wright, Winter, Zeigler
5. Creative Advertising by Moriarty, Sandra E.
6. Advertising Principles & Practice by Chunawala and Sethia, K.C.
7. Advertising Writing by Kaith, Hafer W., White Fordo E.
8. Principles of Advertising by Monle Lee, Johnson, Viva Books Pvt. Ltd.
9. Advertising Management by David A. Parker, Rajiv Batra, Practice Hall M 97, Connaught Circus, New Delhi.
10. Reading in Advertising Management by Bellur V.V. Himalaya Publishing House, Bombay.