

॥ 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.

### प रि प त्र क

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)



**B.A. Journalism and Mass Communication (Optional Subject)  
First, Second, Third Year –I,II,III, IV, V, VI Semester**

**SYLLABUS STRUCTURE**

**Effective from June 2019**

Year	Semester	Paper No.	Paper Name	Lectures week	Total No. of lecturer	C.A.	E.SE	Total Marks	Credits
B.A. First Year	I	I	Techniques & Skill of Journalism and Mass communication	04	55	35	40	75	03
		II	Practical	04	55	35	40	75	03
	II	III	History of Journalism & Mass Communication	04	55	35	40	75	03
		IV	Practical	04	55	35	40	75	03
B.A. Second Year	III	V	Reporting & Editing	04	55	35	40	75	03
		VI	Practical	04	55	35	40	75	03
		Sec-I	Techniques & skills of Interview	03	45	25	25	50	02
	IV	VII	Media language & writing skills	04	55	35	40	75	03
		VIII	Practical	04	55	35	40	75	03
		Sec-II	Techniques & skills of photo Journalism	03	45	25	25	50	02
B.A. Third Year	V	IX	News paper Management & Press law OR Broadcast Journalism	04	55	35	40	75	03
		X	Practical	04	55	35	40	75	03
		Sec-III	Rural & Agriculture Reporting	03	45	25	25	50	02
	VI	XI	I.T. in Print Media OR Public Relations	04	55	35	40	75	03
		XII	Practical	04	55	35	40	75	03
		Sec-IV	Citizen Journalism	03	45	25	25	50	02

\*Practical Batch should not consist of more than ten (10) students. (B.A. I, II & III Year)

\*SEC = Skill Enhancement Course

\*CA = Continues assessment (internal)

\*ESE =End of Semester Examination

**B.A. Journalism and Mass Communication (Optional Subject)**  
B. A. Journalism and Mass Communication First Year- I –Semester

**SYLLABUS**

**Paper –I- Theory - Techniques and Skills of Journalism**

---

**Course objective –**

1. Written, oral, and visual communication skills
2. An understanding of social science research methods
3. An understanding of journalistic investigation methods
4. The ability to critically evaluate images and ideas presented through media
5. An understanding of professional conduct

**Course outcome –**

1. Report on stories in an accurate, detailed, balanced, professional and timely manner.
2. Analyze knowledge from communities, current events and public affairs, and history to interpret and express the context for designated journalism publications and/or productions.

**Unit - I**

News Definition, Structure, Heading, Subheading, Intro, Types of Intro.  
Difference between news and Rumour types of news, news analysis, New values.

**Unit –II**

News Feature : Definition, structure, scope, importance, types, features of features, difference between news and features.

**Unit- III**

Editorial : Definition, structure, scope, importance, types, priority selection of the events, For editorial, references for editorial, spillover, readers colour.

**Unit –IV**

Articles : Definition, structure, scope, importance, types, subjects for articles writing, References of articles writing. Information and analysis.

---

**Paper –II- Practical – Practical in Techniques and skills of Journalism**

---

- |  |    |
|--|----|
| 1. Write any Ten news : (Difference subject)                               | 20 |
| 2. Write any Ten news features : (Difference subject)                      | 20 |
| 3. Make a clipping file / Collection of editorials. (Minimum 20 clippings) | 20 |
| 4. Write any five articles on importance event/ subject.                   | 15 |

**Reference Book**

1. *Journalism and Mass Communication*, by *John P. White*, *McGraw-Hill*, *1998*, *10th Edition*, *1000 pages*, *ISBN-0-07-030713-3*
2. *Journalism and Mass Communication*, by *John P. White*, *McGraw-Hill*, *1998*, *10th Edition*, *1000 pages*, *ISBN-0-07-030713-3*

3. 2ÖÖYÖ'Öß »Öê Ö-Ö ¾Ö úÖî¿Ö»μÖê, »üÖð. xü-Ö ú Ø¿Öæü, x-ÖÏYÖ'Ö -ÖÏ úÖ¿Ö-Ö, •Öδü ÖÖÓ¾Ö
4. ¾ÖÖYÖÖÖÔ ÃÖÖ ú»Ö-Ö, “ÖÓ!ü úÖÓYÖ YÖÖ'Æü Öê, -ÖÖð-μÖã»Ö,ü -ÖÏ úÖ¿Ö-Ö, 'ÖãÖ²Ö±Ö
5. -Ö¿Ö úÖ,ü, •Ö-ÖÖ. æü¿Ö'Öã Ö, x¾ÖªÖ£Öá ÖéÆü -ÖÏ úÖ¿Ö-Ö, -Öã Öê
6. ¾ÖéçÖ-Ö¿Öx¾ÖªÖ“Öê †ÖYÖ,Óü Ö, ¿ÖÖ.Æü. æü¿Ö-ÖÖÖ»êü, †Ö•Ö»Öß -ÖÏ úÖ¿Ö-Ö, 'ÖãÖ²Ö±Ö
7. ÃÖÓ-ÖÖxü-Ö ú»ÖÖ †Öx Ö ¿ÖÖÃ¿Ö, »üÖð. x¾Ö.»Ö. -ÖÖ'ý,ü ú,ü, “ÖÏYÖ-μÖ -ÖÏ úÖ¿Ö-Ö, †Öî,Óü ÖÖ²ÖÖxü
8. 2ÖÖYÖ'ÖßxüÖ,ü, ÁÖß. ,üÖ. ™üß êú ú,ü, ÃÖÖê»ÖÖ-Öæ,ü
9. ¾ÖéçÖ»Öê Ö-Ö Ã¾ÖªÖ±Ö †Öx Ö xÃÖ-æüß, »üÖð. x¾Ö.»Ö. -ÖÖ'ý,ü ú,ü, †Öî,Óü ÖÖ²ÖÖxü
10. ^ÖÃÖÓ-ÖÖxü úÖ“ÖÖ x'Ö¿Ö, »üÖð. ÃÖã-ÖÖ ú,ü -Ö¾ÖÖ,ü, xüÖ'Ö»Öê †Öx Ö Óú-Ö-Öß, -Öæ Öê
11. ÃÖÖ-ÖÖxü úÖ“Öê •Öß¾Ö-ÖÃ¾Ö-Ö, ¾ÖxüÖ.³Ö. úÛ Ö ú, x ú»ÖÖ!ÃÖ ú,ü -ÖÏêÃÖ, -Öã Öê
- 12.ÃÖ'ÖÖ“ÖÖ,ü †Öî,ü ÃÖÖ¾ÖÖxüxüÖYÖÖ, úÖx¿Ö-ÖÖ£Ö •ÖÖê Öðêú ú,ü, x¾ÖÀ¾Öx¾ÖªÖ»ÖμÖ -ÖÏ úÖ¿Ö-Ö, ¾ÖÖ,üÖ ÖÃÖß.
13. ÃÖ'ÖÖ“ÖÖ,ü »ÖêÖ-Ö <¾ÖÖ'Ö ÃÖÖ-ÖÖxü-Ö, -Ö¾Öß-Ö“ÖÓ!ü -ÖÓYÖ , x¾ÖÀ¾Öx¾ÖªÖ»ÖμÖ -ÖÏ úÖ¿Ö-Ö, ¾ÖÖ,üÖ ÖÃÖß.
14. ÃÖÖ-ÖÖxü-Ö êú xÃÖ-æüÖÓYÖ, »üÖð. ,üÖ'Ö“ÖÓ!ü xYÖ¾ÖÖ,üß, x¾ÖÀ¾Öx¾ÖªÖ»ÖμÖ -ÖÏ úÖ¿Ö-Ö, ¾ÖÖ,üÖ ÖÃÖß.

15.  $\tilde{A}\tilde{O}\tilde{O}^{-}\tilde{O}\tilde{\alpha}\tilde{u}\tilde{-}\tilde{O}$   $\acute{u}\rangle\tilde{O}\tilde{O}$ ,  $\acute{e}\acute{e}..$   $^{-}\tilde{O}\tilde{\beta}$ .  $^{-}\tilde{O}\tilde{O},\tilde{u}\tilde{O}\tilde{\mu}\tilde{O}$   $\tilde{O}-\tilde{O}$ ,  $\times\frac{3}{4}\tilde{O}\tilde{A}\frac{3}{4}\tilde{O}\times\frac{3}{4}\tilde{O}\tilde{a}\tilde{O}\rangle\tilde{O}\tilde{\mu}\tilde{O}$   
 $^{-}\tilde{O}\tilde{I}$   $\acute{u}\tilde{O};\tilde{O}-\tilde{O}$ ,  $\frac{3}{4}\tilde{O}\tilde{O},\tilde{u}\tilde{O}$   $\tilde{O}\tilde{A}\tilde{O}\tilde{\beta}$ .
  16.  $\tilde{A}\tilde{O}'\tilde{O}\tilde{O}^{-}\tilde{O}\tilde{O},\tilde{u}$   $\tilde{A}\tilde{O}\tilde{O}$   $\acute{u}\rangle\tilde{O}-\tilde{O}$   $\dagger\tilde{O}\tilde{t},\tilde{u}$   $\rangle\tilde{O}\acute{e}$   $\tilde{O}-\tilde{O}$ ,  $^{-}\tilde{O}\tilde{O}\tilde{\alpha}\tilde{u}\times$   $\acute{u};\tilde{O}\tilde{O}\acute{e},\tilde{u}$   $\times\tilde{j}\tilde{O}$   $\tilde{O}\tilde{O}$  ,  
 $\times\frac{3}{4}\tilde{O}\tilde{A}\frac{3}{4}\tilde{O}\times\frac{3}{4}\tilde{O}\tilde{a}\tilde{O}\rangle\tilde{O}\tilde{\mu}\tilde{O}$   $^{-}\tilde{O}\tilde{I}$   $\acute{u}\tilde{O};\tilde{O}-\tilde{O}$ ,  $\frac{3}{4}\tilde{O}\tilde{O},\tilde{u}\tilde{O}$   $\tilde{O}\tilde{A}\tilde{O}\tilde{\beta}$ .
  17.  $\tilde{A}\tilde{O}\tilde{O}^{-}\tilde{O}\tilde{O}\tilde{\alpha}\tilde{u}$   $\acute{u}\dagger\tilde{O}\times$   $\tilde{O}$   $\tilde{A}\tilde{O}\tilde{O}^{-}\tilde{O}\tilde{O}\tilde{\alpha}\tilde{u}\times$   $\acute{u}\tilde{\mu}\tilde{O}$ ,  $\acute{e}\acute{u}\times.$   $^{-}\tilde{O}\tilde{O}\acute{e}\tilde{Y}\tilde{O}\tilde{\alpha}\tilde{O},\tilde{u}$ .
  18. The complete Reporter, Johnsen S. Harish H. The Macmillan Co. New York.
  19. Modern News Reporting , Warren C. Harper & Raw, New York.
  20. How to Report and Write the News, Compbell L.R. & Wolseley R.E., Prentice  
Hall U.S.A.
  21. Editing, Westly Bruee, Houghteon Miltin Co. U.S.A.
  22.  $\times\pm\acute{u}\tilde{O},\tilde{u}$   $,\tilde{u}\tilde{O}\tilde{\mu}\tilde{O}\times^{\text{TM}}\tilde{O}\tilde{u}$   $\tilde{O}$ ,  $^{-}\tilde{O}\tilde{I}\tilde{A}\tilde{O}^{\text{®}}\tilde{O}$   $\tilde{a}\acute{u}'\tilde{O}\tilde{O},\tilde{u}$   $\dagger$   $\acute{u}\rangle\tilde{O}\tilde{a}\cdot\tilde{O}$   $\acute{u},\tilde{u}$ ,  $\tilde{A}\tilde{O}\tilde{\beta}$   $\times\frac{3}{4}\tilde{O}\tilde{a}\tilde{O}$   
 $^{-}\tilde{O}\tilde{I}$   $\acute{u}\tilde{O};\tilde{O}-\tilde{O}$ ,  $^{-}\tilde{O}\tilde{a}$   $\tilde{O}\acute{e}$ ,
  23.  $^{-}\tilde{O};\tilde{O}$   $\acute{u}\tilde{O},\tilde{u}\tilde{j}\tilde{\beta}\tilde{Y}\tilde{O}\tilde{O}$   $'\tilde{O}\tilde{O}$   $\tilde{O}\tilde{O}\tilde{\alpha}\tilde{u};\tilde{O}\tilde{O}$   $\acute{u}$ ,  $\langle\tilde{A}\tilde{O}$ .  $\acute{e}\acute{u}$ .  $\tilde{a}\acute{u}\rangle\tilde{O}$   $\acute{u}$   $\tilde{O}\acute{a}$ ,  $^{-}\tilde{O}\tilde{a}$   $\tilde{O}\acute{e}$   $\times\frac{3}{4}\tilde{O}\tilde{a}\tilde{O}\tilde{E}\tilde{O}\acute{a}$   
 $\tilde{O}\acute{e}\tilde{E}\tilde{u}$   $^{-}\tilde{O}\tilde{I}$   $\acute{u}\tilde{O};\tilde{O}-\tilde{O}$ ,  $^{-}\tilde{O}\tilde{a}$   $\tilde{O}\acute{e}$
-

# B.A. Journalism and Mass Communication (Optional Subject)

## B.A. First Year- II –Semester

### SYLLABUS

#### Paper –III- Theory- History of Journalism and Mass Communication

---

##### Course objective –

1. To understand the history of Journalism
2. To, know the richness of Indian Journalism History
3. Understand the History of Press Media in India

##### Unit - I

An overview of the history of press in India A brief History of various ears Hicky's Bengal Gazette Rajaram Mohan Roy and other social reformers (1818 to 1880 AR.)

##### Unit –II

Lokmanya Tilak Era (1881 to 1920) Mahamta Gandhi Eras Dt. B.R. Ambedkar Era. Darpan Dyan Prakash, Probhothan, G.G. Agarkar Eras Mahatma Phulhy'es Ere. Shripetraro Shinde and Mukuntre Patil era.

##### Unit- III

History of Periodicals

History of news agencies in India. PTI, UNI, Press Council of India. Its functions and working press commissioner First and second.

##### Unit –IV

Brief History of Television in India

Brief History of Radio in India

Prasarbharati, Right of information Act.

---

#### Paper –IV- Practical – Practical in History of Journalism and Mass Communication.

---

- |  |    |
|--|----|
| 1. Write seminar paper on history of Newspapers (Minimum 10 pages)             | 20 |
| 2. Write details report on history of periodicals in India. (Minimum 10 pages) | 20 |
| 3. Write one article on news Agencies (any one) (Minimum 5 pages)              | 20 |
| 4. Write seminar paper on press Council of India (Minimum 5 pages)             | 15 |

##### Reference Books

1. 'Ö,üÖsüß ¾ÖécÖ-Ö;ÖÖÓ"ÖÖ ‡xYÖÆüÖÃÖ - ,üÖ. Îú. »Öê»Öê, úÖðÛ-™ü-Öê™ü»Ö-ÖÏ úÖ;Ö-Ö, Öã Öê
2. 'Ö,üÖsüß ¾ÖécÖ-Ö;ÖÃÖêÛÂ™ü"Öê †ÖYÖ,Öü Ö - ÖÏÖ. ÖÏÃÖ®Ö áú'ÖÖ,ü † ú»Öã•Ö ú,ü, ÁÖßx¾ÖªÖ-ÖÏ úÖ;Ö-Ö, Öã Öê

3. 'Ö,üÖšüß x-ÖμÖŸÖ úÖx»Ö úÖÓ“ÖÖ ‡xŸÖÆüÖÄÖ, ,üÖ-Öêü ,üÖ'Ö“ÖÓ!ü  
ÖÖêÖ¼Öœü, ú-ÖÖÖ™ü ú-ÖÛ²»Ö êü;Ö-Ö ÆüÖ%ouÁÖ, 'ÖãÓ²Ö‡Ö
4. 'Ö,üÖšß ¾ÖéÖ-Ö;Ö †Öx Ö ÄÖÖ'ÖÖx•Ö ú †ÖÓœüÖê»Ö-Öê, »üÖð. Ö Öß  
-Ö™êü»Ö, Ä¾ÖÖx³Ö'ÖÖ-Ö-ÖÏ úÖ;Ö-Ö, †Ö†,Óü ÖÖ²ÖÖœü
5. 'ÖÆüÖŸ'ÖÖ ±ãü»μÖÖÖ“Öß -Ö;Ö úÖx,üŸÖÖ, »üÖð x-Öδü Óúšü ²ÖÖê,üÖêü,  
²Öã»ÖœüÖ ÖÖ
6. xœü-Öx'Ö;Ö úÖ,ü 'ÖãÖ ãÓúœü,üÖ¼Ö -ÖÖ™üß»Ö, x;Ö;Öê -ÖÖ.-ÖÖê.  
†Æü'Öœü-Ö Ö,ü
7. x¾Ö•ÖμÖß 'Ö,üÖšüÖ úÖ,ü ÁÖß-ÖŸÖß,üÖ¼Ö Ø;Öœü, Ø;Öœü  
'ÖÖ-Ö¾Ö,üÖ¾Ö, úÖê»ÆüÖ-Öæ,ü
8. ÄÖÖ¾ÖÖœüx¾ÖÀ¾Ö, ÄÖãÄÖ'ÖÖ œüÖŸÖéÖ,ü, ÄÖÖ¾ÖÖœüx¾ÖÀ¾Ö  
-ÖÏ úÖ;Ö-Ö, -Öã Öê
9. •Ö-ÖÄÖÖ¾ÖÖœü, xÄÖ-œüÖÓŸÖ †Öx Ö ¾μÖ¾ÖÆüÖ,ü, ,ü'ÖÖ  
ÖÖêδü¾Ö»Ö ú,ü- -ÖÖê™üœüü Öê, ÁÖß 'ÖÖ Öê;Ö -ÖÏ úÖ;Ö-Ö, -ÖÖ Ö-Öã,ü
10. -Ö;Ö úÖx,üŸÖê“ÖÖ xœü-ÖÄŸÖÖ³Ö: †Ö.²ÖÖδü;ÖÖÄ;Öß •ÖÖ³Öê ú,ü, »üÖð.  
x¾Ö.»Ö. -ÖÖ¹,ü ú,ü, ³ÖÖ,üŸÖßμÖ ÄÖ'ÖÖ•Ö x¾Ö úÖÄÖ †ð ðúü'Öß,  
'ÖãÓ²Ö‡Ö.
11. 'ÖÆüÖ,üÖÄ™ÖüÖŸÖß»Ö -Ö;Ö'ÖÆüÄÖá, -ÖÏÖ. œü¾ÖœüÖ ŸÖãÖ ÖÖ,ü,  
x¾ÖÀ¾Ö úÖÖŸÖß-ÖÏ úÖ;Ö-Ö, †Ö†,Óü ÖÖ²ÖÖœü
12. 'Ö,üÖšüß ¾ÖéÖ-Ö;ÖÖÄéÄ™üß“ÖÖ ‡xŸÖÆüÖÄÖ, »üÖð. ÄÖãx-Ö,ü ‡Ö Öêêü,  
ÄÖã'Öê-Ö -ÖÏ úÖ;Ö-Ö, -Öæ Öê

13.  $\frac{1}{2} \frac{d}{dt} (u^2 + v^2) = \mathbf{u} \cdot \frac{d\mathbf{u}}{dt} + \mathbf{v} \cdot \frac{d\mathbf{v}}{dt}$ .  $\frac{d}{dt} (u^2 + v^2) = 2\mathbf{u} \cdot \frac{d\mathbf{u}}{dt} + 2\mathbf{v} \cdot \frac{d\mathbf{v}}{dt}$

$\frac{d}{dt} (u^2 + v^2) = 2\mathbf{u} \cdot \frac{d\mathbf{u}}{dt} + 2\mathbf{v} \cdot \frac{d\mathbf{v}}{dt}$

- 14. History of press in India Natrojam S. Asia Publicithy House Landon.
- 15. History of Indian Journalism, Natrajan J. Part-II, Report of the press commission (publication division, Govt. of India.)
- 16. Report of the press commission, part I,II, Govt. of India, New Delhi.
- 17. Broadcasting in India R.C. Chattergi soqe Publication Landon.



# **B.A. Journalism and Mass Communication (Optional Subject)**

B.A. Second Year- III –Semester

## **SYLLABUS Paper -V -Theory –**

### **Reporting and Editing**

---

#### **Course objective –**

1. To know the reporting tools
2. To understand importance of reporting
3. To know the press working system

#### **Unit - I**

Reporting news & feature reporting, sources of News & features principal of reporting functions and responsibilities of reporters qualification of reporter, techniques of news and features.

#### **Unit –II**

News & features writing lead structure of news & features, photo in news and features, Techniques and skills of rewriting news and features.

#### **Unit- III**

Editing : Nature and scopes of editing need for editing, concept of editing, principles of editing, process of editing.

#### **Unit –IV**

Editing desk: structure, functions, copy editing functions of editor and subeditors, qualities of editor and subeditor copy selection, photo editing.

---

#### **Paper –VI- Practical – Practical in Reporting and Editing**

---

- |   |    |
|---|----|
| 1. Reporting any ten events and write news          | 20 |
| 2. Reporting and ten events and write news features | 20 |
| 3. Editing any ten news                             | 20 |
| 4. Editing any ten news features.                   | 15 |
- 

Sec.- Paper-I – Techniques and skills of interview.

Objectives:

1. To understand the techniques of Interview
2. To learn interview importance
3. To know the system of competitive examinations system

**Unit : I Interview :**

Definition, meaning, concept, nature and scope, importance, types of interview,

**Unit : II Interview Techniques :**

Preparation for interview, interview as a art and skill, reporters interview, special interview. Farmers interview, politicians Interview, economist interview, students Interview,

**Unit III Interview Skills:**

Interview for service, interview for UPSC , Interview of MPSC, Interview for IPS, Interview for print media, Interview for radio, Interview for television, Interview for new media.

Reference Books

1.  $\frac{3}{4}$ ÖÖYÖÖÖ ÂÖÓ ú»Ö-Ö, “ÖÓ!ü úÖÖYÖ YÖÖ’Æü Öê, -ÖÖð-μÖã»Ö,ü -ÖÏ úÖ;Ö-Ö, ’ÖãÖ²Ö±Ö
2. ²ÖÖYÖ’Öß ²üÖ,ü, ÁÖß ,üÖ.x<sup>TM</sup>ü êú ú,ü, úÖê»ÆüÖ-Öæ,ü
3.  $\frac{3}{4}$ ÖÖYÖÖÖx $\frac{3}{4}$ ÖÆüÖ,ü, †-ÖÖYÖ,üÖ $\frac{3}{4}$ Ö -ÖÖ<sup>TM</sup>ÿß»Ö, -Öã Öê
4.  $\frac{3}{4}$ ÖéçÖ»Öê Ö-Ö, ã $\frac{3}{4}$ Ö<sup>ß</sup>-Ö †Öx Ö xÃÖ-²üß, »üÖð. x $\frac{3}{4}$ Ö.»Ö. -ÖÖ¹ý,ü ú,ü, †Ö†,Öü ÖÖ²ÖÖ²ü
5. ²ÖÖYÖ’Öß²üÖ,ÿß, ãÖã-Öß»Ö ’ÖÖðüß, ,üÖ·ÖÆÖüÃÖ -ÖÏ úÖ;Ö-Ö, -Öã Öê
6.  $\frac{3}{4}$ ÖéçÖ»Öê Ö-Ö, »üÖð. x $\frac{3}{4}$ Ö.»Ö. -ÖÖ¹ý,ü ú,ü, “ÖÏYÖ-μÖ -ÖÏ úÖ;Ö-Ö, †Ö†,Öü ÖÖ²ÖÖ²ü
7. x±ú“Ö,ü ,üÖμÖØ<sup>TM</sup>ü Ö, -ÖÏÃÖ®Ö ãú’ÖÖ,ü † ú»Öã·Ö ú,ü, ÁÖßx $\frac{3}{4}$ Ö²Ö -ÖÏ úÖ;Ö-Ö, -Öã Öê
8. ãÖÓ-ÖÖ²ü-Ö ú»ÖÖ  $\frac{3}{4}$ Ö ;ÖÖÃ;Ö, »üÖð. x $\frac{3}{4}$ Ö. »Ö. -ÖÖ¹ý,ü ú,ü, “ÖÏYÖ-μÖ -ÖÏ úÖ;Ö-Ö, †Ö†,Öü ÖÖ²ÖÖ²ü

9.  $\bar{O}O^{3/4}O \gg \bar{O}e \bar{O}_j \bar{O} \acute{u}O_{\times}, \ddot{u}\ddot{Y}\bar{O}e^{\prime\prime}\bar{O}\beta, \langle \bar{A}\bar{O}. \acute{e}u. \tilde{a}\acute{u} \gg \bar{O} \acute{u} \bar{O}a, \bar{A}\bar{O} \acute{u}\bar{O}\hat{u} \bar{O}\bar{I} \acute{u}\bar{O}_{\zeta}\bar{O}-\bar{O},$   
 $\bar{O}\tilde{a} \bar{O}\hat{e}$
10.  $\bar{A}\bar{O}^{\prime}\bar{O}\bar{O}\pi\bar{u}-\bar{O} \acute{u} \gg \bar{O}\bar{O}, \bar{A}\bar{O}\bar{O} \cdot \bar{O}\beta^{3/4}\bar{O} \ ^3\bar{O}\bar{O}-\bar{O}\bar{O}^{3/4}\bar{O}\ddot{Y}\bar{O}, \mu\bar{O}\tilde{a}\times-\bar{O}\ddagger\hat{O}\times\bar{A}\bar{O}^{\text{TM}}\ddot{u}\beta,$   
 $\bar{O}\hat{U}^2 \gg \bar{O} \acute{e}\acute{u}_{\zeta}\bar{O}-\bar{O}, \cdot\bar{O}\mu\bar{O}-\bar{O}\tilde{a}, \ddot{u}, \ddot{u}\bar{O} \cdot \bar{O}\bar{A}\bar{L}\bar{O}\bar{O}-\bar{O},$
11.  $\bar{O}_j \bar{O} \acute{u}\bar{O}_{\times}, \ddot{u}\ddot{Y}\bar{O}\bar{O} \ \gamma^{-}\bar{O} \ \dagger\bar{O}_{\times} \bar{O} \ \bar{A}^{3/4}\bar{O}\gamma^{-}\bar{O}, \ \gg \bar{u}\bar{O}\delta. \ \times-\bar{O}_{\zeta}\bar{O}\beta \ \bar{O}\bar{O}-\bar{O}\bar{O}$   
 $^{3/4}\mu\bar{O}^{3/4}\bar{O}\bar{A}\bar{e}\bar{u}\bar{O}, \acute{e}\bar{u}, \times^{\prime}\bar{O}-\bar{O}\mu\bar{O} \bar{O}\bar{I} \acute{u}\bar{O}_{\zeta}\bar{O}-\bar{O}, \dagger\bar{O}\hat{t}, \bar{O}\bar{u} \ \bar{O}\bar{O}^2\bar{O}\bar{O}\pi\bar{u}$

# **B.A. Journalism and Mass Communication (Optional Subject)**

## **B.A. Second Year- IV –Semester**

### SYLLABUS

#### Paper- VII- Theory –Media Language and Writing skills

---

##### **Course objective –**

1. To understand language skills
2. To, know the importance of language in media
3. Understand the skills of writing

##### **Unit - I**

Study of Marathi Language structure, Grammar, Importance of Media Language, News Language, Techniques and style of writing

##### **Unit –II**

News language features language, articles language spoothlekh languages, Readers letters language.

##### **Unit- III**

Media style book, writing skills of new & features writing skill of articles, writing skill of spooth lekh, readers letter .

##### **Unit –IV**

Reference for writing, news reference features reference, lekh, spoothlekh and readers letter reference proof correction.

---

#### Paper –VIII- Practical – Practical in media language and writing skills

---

- |   |    |
|---|----|
| 1. Make a clipping file of excellence News with opinion and remarks<br>(Minimum 50 clippings)           | 20 |
| 2. Make a clipping file of excellence features with opinion and remarks<br>(Minimum 50 clippings)       | 20 |
| 3. Make a clipping file of excellence spoothlekh with opinion and remarks<br>(Minimum 50 clippings)     | 20 |
| 4. Make a clipping file of excellence Readers letter with opinion and remarks<br>(Minimum 50 clippings) | 15 |
- 

Sec. Paper –II Techniques and skills of Photo Journalism

## Course objective –

1. To understand importance of Photo in Media
2. To, know the new techniques used by Media
3. Understand the new equipments used by media.

## Unit : I

Photo Journalism : Concept, scope, nature, Importance, types, elements of photo Journalism. Role of Photo Journalism in Print Media, Brief History of Photography. Photo news and feature. Photo copies.

## Unit : II

Photo Journalism Qualities of photo journalist photo journalist and news values. Functions of photo Journalist and news values journalist Journalist subeditor and photo journalist photo editing on computer.

## Unit III

Photographical Equipments: Camera, Types, elements lenser, lighter digital caera, short, focus, shutter speed, digital camera and computer. Photo printing internet photo services

## Reference Book

1. 'Ö,üÖšÿß ³ÖÖ×ÄÖ ú úÖî¿Ö»μÖê ×¾Ö úÖÃÖ - ÃÖÓ-ÖÖπü-Ö- >üÖð.  
-Öé£¾Öß,üÖ-Ö YÖÖî,ü, †£Ö¾ÖÖ -ÖÛ²»Ö êú¿Ö-Ö, -Öãêêü
2. -Ö¿Ö úÖ,üÖÖÃÖÖšÿß 'Ö,üÖšÿß »Öê Ö-Ö- >üÖð. -ÖÖ Öê¿Ö †Ö ãú¿Ö
3. ¾μÖ¾ÖÆüÖ×,ü ú 'Ö,üÖšÿß, ³ÖÖ Ö-2, ÃÖÓ-ÖÖπü ú >üÖð ÃÖÖÆêü²Ö  
ÖÖπüÖ,êü, ×-Ö'ÖÖ»Ö -Öî úÖ¿Ö-Ö, -ÖÖÖπêüü
4. ³ÖÖÃÖÖ ×¾Ö-ÖÖ-Ö ¾Ö ¾μÖÖ ú,ü Ö- -ÖîÖ. -Öî»ÆüÖπü ³ÖÖê-Öê, -ÖîÖ.  
-ÖÖ Öê¿Ö †Ö ãú¿Ö, ×"Ö-ÖμÖ -Öî úÖ¿Ö-Ö, †Öî,Öü ÖÖ²ÖÖπü
5. †Ö-Ö"μÖÖ šüôü ú ²ÖÖYÖ'μÖÖ, >üÖð. ÃÖ'Öß,ü Ö ¾ÖÖôü¾Öê ú,ü,  
,üÖ-ÖÆÖüÃÖ -Öî úÖ¿Ö-Ö, -Öã Öê.

6.  $\neg \text{Ö} \text{I} \text{; } \text{Ö} \text{ } \acute{\text{u}} \text{Ö} \text{, } \ddot{\text{u}} \text{ß} \text{Y} \text{Ö} \text{Ö} \times \frac{3}{4} \text{Ö} \text{a} \text{Ö} \text{, } \tilde{\text{A}} \text{Ö} \text{Ö} \text{-} \text{Ö} \text{Ö} \text{œ} \text{ü} \text{-} \text{Ö} \text{-} \times \acute{\text{u}} \text{, } \ddot{\text{u}} \text{ } \text{Ö} \text{ } \text{Ö} \text{Ö} \hat{\text{e}} \text{ } \text{Ö} \text{»} \text{Ö} \hat{\text{e}} \text{, } \text{'} \text{Ö} \text{d} \text{·} \text{Ö} \hat{\text{e}} \text{Ü} \tilde{\text{A}} \text{™} \text{ü} \acute{\text{u}} \text{ } \neg \text{Ö} \text{I} \acute{\text{u}} \text{Ö} \text{; } \text{Ö} \text{-} \text{Ö} \text{, } \text{'} \text{Ö} \text{Ö} \text{²} \text{Ö} \text{±} \hat{\text{O}}$
7.  $\tilde{\text{A}} \text{Ö} \tilde{\text{a}} \text{»} \text{Ö} \text{³} \text{Ö} \text{ } \text{³} \text{Ö} \text{Ö} \hat{\text{A}} \text{Ö} \text{Ö} \times \frac{3}{4} \text{Ö} \text{-} \text{Ö} \text{Ö} \text{-} \text{Ö} \text{ } \frac{3}{4} \text{Ö} \text{ } \text{'Ö} \text{, } \ddot{\text{u}} \text{Ö} \text{ß} \text{ } \frac{3}{4} \mu \text{Ö} \text{Ö} \acute{\text{u}} \text{, } \ddot{\text{u}} \text{ } \text{Ö} \text{, } \text{»} \text{ü} \text{Ö} \text{d} \text{. } \frac{3}{4} \text{Æ} \text{ü} \text{ß} \text{. } \text{<} \text{-} \text{Ö} \text{. } \neg \text{Ö} \text{Ö} \text{™} \text{ü} \text{ß} \text{»} \text{Ö} \text{, } \neg \text{Ö} \text{I} \text{; } \text{Ö} \text{Ö} \text{Ö} \text{Y} \text{Ö} \text{-} \text{Ö} \text{Ü} \text{²} \text{»} \text{Ö} \acute{\text{e}} \acute{\text{u}} \text{; } \text{Ö} \text{-} \tilde{\text{A}} \text{Ö} \text{, } \text{·} \text{Ö} \hat{\text{d}} \hat{\text{u}} \text{ } \text{Ö} \text{Ö} \text{Ö} \frac{3}{4} \text{Ö}$
8.  $\hat{\text{Ö}} \mu \text{Ö} \text{Ö} \hat{\text{e}} \text{·} \text{Ö} \text{ß} \text{Y} \text{Ö} \text{'Ö} \text{, } \ddot{\text{u}} \text{Ö} \text{s} \text{ü} \text{ß} \text{, } \text{³} \text{Ö} \text{Ö} \text{ } \text{Ö} \text{-} \text{1} \text{, } \neg \text{Ö} \text{I} \text{Ö} \text{. } \acute{\text{u}} \text{»} \text{-} \text{Ö} \text{-} \text{Ö} \text{Ö} \text{·} \text{Ö} \text{Ö} \text{-} \text{Ö} \frac{3}{4} \text{Ö} \text{, } \text{†} \text{1} \text{y} \text{ } \text{Ö} \text{Ö} \neg \text{Ö} \text{I} \acute{\text{u}} \text{Ö} \text{; } \text{Ö} \text{-} \text{Ö} \text{, } \text{»} \text{Ö} \text{Ö} \text{Y} \text{Ö} \tilde{\text{a}} \text{, } \ddot{\text{u}}$
9.  $\neg \text{Ö} \text{I} \tilde{\text{A}} \text{Ö} \text{Ö} \text{, } \ddot{\text{u}} \text{'Ö} \text{Ö} \neg \mu \text{Ö} \text{'Ö} \text{Ö} \text{Y} \text{Ö} \text{ß} \text{»} \text{Ö} \text{-} \text{Ö} \frac{3}{4} \text{Ö} \hat{\text{e}} \text{-} \text{Ö} \text{I} \frac{3}{4} \text{Ö} \text{Ö} \text{Æ} \text{ü} \text{, } \tilde{\text{A}} \text{Ö} \text{Ö} \text{-} \text{Ö} \text{Ö} \text{œ} \text{ü} \text{-} \text{Ö} \text{-} \neg \text{Ö} \text{I} \text{Ö} \text{. } \text{'Ö} \text{Ö} \text{, } \ddot{\text{u}} \text{Ö} \hat{\text{e}} \text{Y} \text{Ö} \text{ß} \acute{\text{u}} \tilde{\text{A}} \text{Ö} \text{Ö} \text{²} \text{Ö} \text{, } \neg \text{Ö} \text{I} \text{Ö} \text{. } \text{'Ö} \text{Ö} \text{, } \ddot{\text{u}} \text{Ö} \hat{\text{e}} \text{Y} \text{Ö} \text{ß} \text{ } \text{Ö} \text{Ö} \mu \text{Ö} \acute{\text{u}} \frac{3}{4} \text{Ö} \text{Ö} \text{»} \text{ü}$
10.  $\frac{3}{4} \text{Ö} \tilde{\text{a}} \text{'Ö} \hat{\text{e}} \text{-} \text{Ö} \text{-} \mu \text{Ö} \tilde{\text{a}} \text{'Ö} \hat{\text{e}} \times \text{»} \text{ü} \mu \text{Ö} \text{Ö} \text{, } \text{»} \text{ü} \text{Ö} \text{d} \text{. } \times \text{œ} \text{ü} \text{-} \text{Ö} \acute{\text{u}} \text{ } \text{Ø} \text{; } \text{Ö} \text{œ} \text{ü} \hat{\text{e}}$

# **B.A. Journalism and Mass Communication (Optional Subject)**

## **B.A. Third Year- V –Semester**

### SYLLABUS

#### Paper –IX- Theory – Newspaper Management and Press Law

---

##### **Course objective –**

1. To understand Management Importance
2. To, know the Production system of Media
3. Understand the Press Laws in India

##### **Unit - I**

Newspaper Management : Concept, meaning, nature and scope, importance. Types, Newspaper Production

Nature of Newspaper Business, Characteristics of Newspaper management functions of Newspaper management

##### **Unit - II**

Newspaper production : Structure of Newspaper office, economics of Newspaper, Newspaper price, Newspaper circulation, audit bureau of circulation (ABC) Printing Technology, Staff selection, Newsprint.

##### **Unit - III**

Advertising : Definition, meaning, nature and scope, importance, Type, objectives, functions, advantage, target audience, media research, media selection, advertising agency-structure and functions

##### **Unit - IV**

Press law. The press registration of books Act 1867. The parliamentary proceeding Act. copy rights and Right to information Act. The writing Journalist Act. Press council Act. 1978. Defarmanation and the contempt of court freedom of press and relevant free laws

---

#### **Paper –X Practical in Newspaper management and press laws**

1. Project Report, visit to any Newspaper office and writ on Report.  
(Minimum 20 pages) 20
2. Survey : Make a survey any Newspaper circulation and write Report  
(Minimum 20 pages) 20
3. Clipping file on advertisements with remarks and opinion.(Minimum 50 clipping) 20
4. Seminar : Write seminar paper on press laws. (Minimum 10 pages) 1

OR

**Course objective –**

1. To understand concept of broadcast journalism
2. To, know the new technique used by social media
3. To, know the new media

**Unit - I**

Broadcast Journalism : Concept, Meaning, Nature and scope, Importance, History of Broadcast Journalism Growth of Radio, T.V. India, Ownership pattern of Radio and T.V. India.

**Unit - II**

Radio as a medium of Communication, Characteristic of radio Structure of radio in India. F.M. Radio, A.M. Radio, Community radio, Educational radio.

**Unit - III**

Television medium of Mass communication, characteristic of Television structure of television India doordarshan, satellite television, channels, cable television, local cable television, recent trend in television broadcasting.

**Unit - IV**

Writing for radio and T.V. script writing for radio, radio news, features, spoken words, plays, interviews, events, music programme, special audience programme, script writing for television. T.V. News, Featurer, stories, interviews, short films.

---

**Paper –X Practical in Broadcast Journalism**

- |  |    |
|--|----|
| 1. Twenty News Scripts writing for Radio.                                  | 20 |
| 2. Twenty News Scripts writing for T.V.                                    | 20 |
| 3. Five Interviews Script writing for Radio                                | 10 |
| 4. Five Interviews Script writing for T.V.                                 | 10 |
| 5. Collection of Radio Channels (Twenty) & T.V. Channel (Hundred) in India | 15 |

Sec.- Paper III – Agriculture and Rural Journalism

Objective 1) To know the agriculture system in India



2) To, know the role of media for agriculture

3) To, understand the rural journalism and its importance.

**Unit : I - Agriculture Journalism :** Nature, Scope, importance, structure of agriculture sector in India. Agriculture Journalism Characteristics, challenges, Qualities of Agriculture Journalist. Nature of Agriculture News, Features, stories, Articles, photos.

**Unit : II – Rural Journalism :** Nature, Scope, Importance, structure of village in India, Problem in rural development. Challenges of rural journalist. Qualities of rural Journalism Nature of rural news, features, stores articles, photos

**Unit : III – Success stories :** Success stories in Agriculture and rural Journalism, success story, structure language depth, photography, importance of visit for success story writing ideal village, Ideal former.

**Reference books**

- 1) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.
- 2) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.
- 3) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.
- 4) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.
- 5) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.
- 6) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.
- 7) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.
- 8) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.
- 9) *Journalism and Mass Communication* by R. M. Kishore, New Delhi, 1998.

10) Media law and ethics , Dr. Deepak Shinde , Oriental Publication, New Delhi.

11)  $\frac{3}{4}\text{ÖéçÖ-Ö}_j\text{Ö } \frac{3}{4}\text{Ö } \acute{\text{u}}\text{Ö}_\mu\text{Ö}\text{œüÖ, } \frac{3}{4}\text{Ö}\acute{\text{t}}\cdot\text{Ö}_\mu\text{ÖÖ\ddot{Y}}\text{Ö}\beta\cdot\text{ÖÖê}_j\text{Ö}\beta$

12)  $\text{-Ö}\acute{\text{I}}\acute{\text{e}}\text{ÄÖ } \times\frac{3}{4}\text{Ö-Ö}\beta, \text{ } \text{üÖ}\delta. \text{-ÖÖ}\text{œü}\times \acute{\text{u}}_j\text{ÖÖê,ü } \times'\text{Ö}\acute{\text{A}}\text{ÖÖ, } \times\frac{3}{4}\text{Ö}\grave{\text{A}}\frac{3}{4}\text{Ö}\times\frac{3}{4}\text{Ö}\text{aÖ}\text{»Ö}_\mu\text{Ö } \text{-Ö}\acute{\text{I}} \acute{\text{u}}\text{Ö}_j\text{Ö-Ö, } \frac{3}{4}\text{ÖÖ,üÖ } \text{Ö}_j\text{Ö}\beta$

13) Broadcasting in India, PC Chatterji, Sage Publication , Landon

14)  $\text{-Ö}\acute{\text{I}}\acute{\text{e}}\text{ÄÖ } \acute{\text{u}}\text{Ö-Ö}\text{æ-Ö } \dagger\text{Ö}\acute{\text{t}},\text{ü } \text{-Ö}_j\text{Ö } \acute{\text{u}}\text{Ö}_\times,\text{YÖÖ - } \text{ÄÖÖ}\times\cdot\text{Ö}\frac{3}{4}\text{Ö } \text{}^3\text{ÖÖ-ÖÖ}\frac{3}{4}\text{ÖYÖ, Sage Publication , } \text{Landon}$

15)  $\text{}^3\text{ÖÖ,üYÖ } \text{'Öê } \text{-Ö}\acute{\text{I}}\acute{\text{e}}\text{ÄÖ } \acute{\text{u}}\text{Ö-Ö}\text{æ-Ö } \dagger\text{Ö}\acute{\text{t}},\text{ü } \text{-Ö}_j\text{Ö } \acute{\text{u}}\text{Ö}_\times,\text{üYÖÖ, } \text{ÖÖ } \text{ÖÖ-Ö}\acute{\text{I}}\acute{\text{e}}\text{ÄÖÖ}\text{œü } \text{šüÖ } \text{æü,ü, } \text{Sage Publication , } \text{Landon}$

# **B.A. Journalism and Mass Communication (Optional Subject)**

## **B.A. Third Year- VI –Semester**

### SYLLABUS

#### Paper –XI- Theory – IT in Print Media

---

#### **Course Objective**

- 1. Students should have hands on experience of page designing using computers**
- 2. Students should develop an understanding the Multimedia**
- 3. Aware internet and its applications.**

#### **Unit - I Information Technology**

Information Technology: Concept, Nature, scope, importance;

Information Technology applications in Print Media, Information society; Photos- Online photos, scanner, fax, News paper - page design on computer concept and practices.

#### **Unit - II Internet & Online Journalism**

Internet, use of internet, internet editions of newspapers, websites of newspaper, links of newspapers, email. Online Journalism, online Newspapers, e-Paper

Ethics of online Journalism, concept, scope, nature, importance, characteristics of online Journalism, qualities of online Journalist, benefits of online Journalism, Blogs – objectives, types, development and promotion.

#### **Unit - III Multimedia**

The concept of Multimedia, Components of Multimedia, Use of Multimedia- Entertainment, education and training, in office work, Media Industry, Multimedia Servers. Multimedia Authoring Tools, Security and maintenance.

#### **Unit IV- Office Suites and General Application-**

Document formatting, Presentation, calculations, drawings, Text input, selection, copy, move, deletion of text, Numbering, Breaks, Alignment, Margins, Fonts, Character formatting etc. ICT initiatives, Applications, ICT And security, Key terms, Data Journalism, DTP, PageMaker, Photoshop.

#### **References:**

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, Klara Nahrstedt, Pearson Education Publication
5. मराठी भाषिक कौशल्ये विकास, अथर्व पब्लिकेशन्स, धुळे (ISBN 13:978-93-87129-77-1)

#### **Paper –XII- Practical- Practical in I.T. in Print Media.**

---

- |  |    |
|--|----|
| 1. First, second, third and fourth page designing of newspaper on computer         | 20 |
| 2. Demonstration of Use of email and its features (attachments, filters, settings) | 10 |
| 3. Create a portfolio of a media agency or company                                 | 10 |
| 4. Make a project using Blogs  | 10 |
| 5. Prepare industry standard resume  | 15 |
| 6. Create an analysis of viewership/ readership of a newspaper (100 respondents)   | 10 |
- OR

**Unit - I**

Public Relation – brief history, concept, definition, importance, nature and scope, objective, research, new trends

**Unit - II**

Public Relation officer- qualities, skills, duties, responsibilities, theories of PR. Function of PR.

**Unit - III**

Tools of public relations- newspaper, television, radio, film, press conference, pressnote, folder, poster, pomplet, exhibition, house journal, traditional tools, other tools,

**Unit - IV**

Government public relations- public relations of central Government-Structure, functions, tools, objectives, press information bureau, photo division, publicity division, DAVP, Public relations of Maharashtra Government – Structure, functions, tools, objectives Lokrajya.

---

**Paper –XII- Practical - Practical in public relations**

---

- |   |    |
|---|----|
| 1. Write Ten pressnotes about importance event with covering letter | 20 |
| 2. Make a Five folders about important subject                      | 20 |
| 3. Make a Five posters about any social subjects                    | 20 |
| 4. Make a Ten pomplets about importance event                       | 15 |

**Sec. Paper IV Citizen Journalism**

**Unit : I –**

Citizen Journalism – Concept, scope, nature, importance, characteristics, benefits. of Responsibilities, principles

**Unit : II –**

Citizen Journalism – Qualities, Challenges, functions, problems, tools of information, subjects, News, features, lekh, other.

**Unit : III –**

Mass Media for citizen Journalism –Newspaper, Periodicals, Radio News, Television News, New Media, Social media, Traditional Media.

Reference Books

1. •Ö-ÖÃÖÖ-Ö Ôú ÃÖÖ ú»-Ö-ÖÖ †Ö× Ö ×ÃÖ-ᄁüÓÖÿÖ, -ÖĬ. ÃÖã,êü;Ö † .  
-Öã,ÿß ×¾Ö'ÖãŒÿÖ•Ö-Ö -ÖĬ úÖ;Ö-Ö, †Ö†,Óü ÖÖ²ÖÖᄁü.
2. -ÖÖê»ÖßÃÖ -ÖĬ;ÖÖÃÖ-Ö •Ö-ÖÃÖÖ-Ö Ôú, ᄁüÖð. ×ᄁü-Ö ú Ø;Öᄁê, ÃÖÖ ÖÿÖ  
-ÖĬ úÖ;Ö-Ö, -ÖÖÓᄁêü>ü.ü
3. •Ö-ÖÃÖÖ-Ö Ôú, •ÖÖ»ÖÖᄁü,ü, -Öã,üÖê×ŒüÿÖ, ×Œü'ÖÖ»ÖμÖ -ÖÛ²»Ö êú;Ö-Ö  
ŒüÖ%ouÃÖ, 'ÖãÓ²Ö‡Ö
4. •Ö-ÖÃÖÖ-Ö Ôú ×'Ö'ÖÖÓÃÖÖ, ᄁüÖð. ×¾Ö.»Ö. -ÖÖ'ý,ü ú,ü, ,üÖ'Ö,üÖ•μÖ  
-ÖĬ úÖ;Ö-Ö, †Ö†,Óü ÖÖ²ÖÖᄁü
5. ;ÖÖÃÖ-Ö ÃÖÖ¾ÖÖᄁü, †•ÖμÖ †Ö²Öê ú,ü
6. •Ö-ÖÃÖÖ-Ö Ôú ÃÖÖ ú»-Ö-ÖÖ ¾Ö -Ö-ᄁüÿÖß, ×¾Ö.¾ÖÖ. -Öÿ úß.
7. -ÖĬ³ÖÖ¾Öß •Ö-ÖÃÖÖ-Ö Ôú, ᄁüÖð. -ÖĬ³ÖÖ ú,ü, ᄁüÖð. ÃÖÖ×•Ö¾Ö ³ÖÖ-  
Ö¾ÖÿÖ, ×¾ÖÃ¾Ö×¾ÖᄁÖ»ÖμÖ -ÖĬ úÖ;Ö-Ö, ¾ÖÖ,üÖ Ö;Öß
8. ‡Ö-Ö-ÖÖÖ×»Ö—Ö'Ö, †•ÖãÖ-Ö ×ÿÖ¾ÖÖ,ÿß, ×¾ÖÃ¾Ö×¾ÖᄁÖ»ÖμÖ  
-ÖĬ úÖ;Ö-Ö, ¾ÖÖ,üÖ Ö;Öß.
8. ‡Ö™ü,ü-Öê™ü -Ö;Ö úÖ×,üÿÖÖ, ÃÖã,êü;Ö ãú'ÖÖ,ü ×¾ÖÃ¾Ö×¾ÖᄁÖ»ÖμÖ  
-ÖĬ úÖ;Ö-Ö, ¾ÖÖ,üÖ Ö;Öß.