॥ सा विद्या या विमुक्तये ॥

# स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

'ज्ञानतीर्थ', विष्णुपुरी, नांदेड – ४३१ ६०६ (महाराष्ट्र राज्य) भारत

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

'Dnyanteerth', Vishnupuri, Nanded - 431 606 (Maharashtra State) INDIA

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

Established on 17th September, 1994, Recognized By the UGC U/s 2(f) and 12(B), NAAC Re-accredited with'B++' grade

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## Academic-1 (BOS) Section

एनईपी–२०२० सुधारित श्रेयांक आराखडयानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील पदवी प्रथम वर्षाचे अभ्यासक्रम शैक्षणिक वर्ष २०२६–२७ पासून लागू करण्याबाबत.

## प रि प त्र क

या परिपत्रकान्वये सर्व संबंधितांना कळविण्यात येते की, दिनांक २२ एप्रिल २०२६ रोजी संपन्न झालेल्या मा.विद्यापरिषद बैठकीतील विषय क्र.०७/६४–२०२६ च्या ठरावानुसार आंतरविद्याशाखीय अभ्यास विद्याशाखेतील राष्ट्रीय शैक्षणिक धोरण–२०२० सुधारित श्रेयांक अराखडयानुसार पदवी प्रथम वर्षाचे अभ्यासक्रम शैक्षणिक वर्ष २०२६–२७ पासून लागू करण्यास मा. विद्यापरिषदेने मान्यता प्रदान केली आहे. त्यानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील बी.ए., बी.एस्सी. प्रथम वर्षाचे खालील विषयाचे अभ्यासक्रम शैक्षणिक वर्ष २०२६–२७ पासून लागू करण्यात येत आहे.

| | |
|---|---|
| 01 | **B.A.I Year Mass Communication & Journalism** |
| 02 | **B.A.I Year Physical Education** |

सदरील परिपत्रक व अभ्यासक्रम प्रस्तुत विद्यापीठाच्या www.srtmun.ac.in या संकेतस्थळावर उपलब्ध आहेत. तरी सदरील बाब ही सर्व संबंधितांच्या निदर्शनास आणून द्यावी, ही विनंती.

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड – ४३१ ६०६.
जा.क्र.:शै–१/परिपत्रक/पदवी/बीए/२०२६–२७/101
दिनांक : १६.०७.२०२६

उपकुलसचिव
शैक्षणिक (१–अभ्यासमंडळ) विभाग

प्रत माहिती व पुढील कार्यवाहीस्तव :–

१) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
२) मा. प्र.कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ
३) मा. अधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा,प्रस्तुत विद्यापीठ.
४) मा. संचालक, परिक्षा व मुल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
५) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ.
६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ. यांना देवून कळविण्यात येते की, परिपत्रक अभ्यासक्रम संकेतस्थळावर प्रसिध्द करण्यात यावेत.

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# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED-431606.




(**Structure and Syllabus of Four Years Multidisciplinary Degree Program with Multiple Entry and Exit Option**)

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

**First Year**

Under the Faculty of
**Interdisciplinary Studies**

Effective from Academic Year 2024 – 2025
(As per NEP-2020)

Details of the Board of Studies Members in **Mass Communication & Journalism** Under the faculty of **Interdisciplinary Studies** of Swami Ramanand Teerth Marathwada University, Nanded

| Sr. No. | Name of the Member | Designation | Address for Correspondence | Contact No. |
|---|---|---|---|---|
| 01 | Prof. Dr. Rajendra Gonarkar | Chairman | School of Media Studies, SRTM University, Nanded | 9890619274 |
| 02 | Dr. Suhas Pathak | Member | School of Media Studies, SRTM University, Nanded | 9326778410 |
| 03 | Prof. Dr. Ramanand Vyavhare | Member | Shri Shivaji College, Parbhani | 8308993825 |
| 04 | Dr. Balaji Shinde | Member | P. A. H. Mahavidyalaya, Ranisawargaon | 9420176582 |
| 05 | Prof. Dr. Dinkar Mane | Member | Department of Mass Communication & Journalism, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad | 9850741114 |

## ***Abbreviations:***

1) **DSC** : Department/Discipline Specific Core (Major)
2) **DSE** : Department/Discipline Specific Elective (Major)
3) **DSM** : Discipline Specific Minor
4) **GE** : Generic/Open Elective
5) **SC/VSEC** : Vocational and Skill Enhancement Course
6) **AEC** : Ability Enhancement Courses
7) **MIL** : Modern Indian Languages
8) **IKS** : Indian Knowledge System
9) **VEC** : Value Education Courses
10) **OJT** : On Job Training (Internship/Apprenticeship)
11) **FP** : Field Projects
12) **CEP** : Community Engagement and Service
13) **CC** : Co-Curricular Courses
14) **RM** : Research Methodology
15) **RP** : Research Project/Dissertation

# SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

## *Faculty of Interdisciplinary Studies*

## *Credit Framework of Four Years Multidisciplinary Degree Program with Multiple Entry and Exit*

## Program: Bachelor of Arts in Mass Communication & Journalism

## Course: B. A. (Mass Communication and Journalism) First Year

| Year & Level | Semester | Optional- 1 | Optional- 2 | Optional- 3 | Generic Elective (GE) [Select from Basket 3 of Faculties other than Inter Disciplinary] | Vocational & Skill Enhancement Course | Ability Enhancement Course (AEC) (Basket 4) Value Education Course (VEC) Indian Knowledge System (IKS) (Basket 5) | Field Work/ Project/ Internship/ OJT/ Apprenticeship/ Case Study OR Co-Curricular Course (CC) (Basket 6) | Credits | Total Credits |
|---|---|---|---|---|---|---|---|---|---|---|
| 1) | 2) | 3) | 4) | 5) | 6) | 7) | 8) | 9) | 10) | 11) |
| 1st Year (4.5) | 1st Sem. | IMCJCT1101 (2 Cr) **History of Media**<br>IMCJCP1101 (2 Cr) **History of Media**<br>**4 Credits** | IMCJCT1102 (2 Cr) **News Reporting**<br>IMCJCP1102 (2 Cr) **News Reporting**<br>**4 Credits** | IMCJCT1103 (2 Cr) **Advertising**<br>IMCJCP1103 (2 Cr) **Advertising**<br>**4 Credits** | IMCJGE1101 **Mobile Journalism**<br>**2 Credits** | IMCJSC1101 **Photojournalism**<br>**2 Credits** | AECENG1101 (2 Cr) **English**<br>AEC**XXX**1101 (2 Cr) **(MAR, HIN, PAL, URD, KAN)**<br>IKSXXX1101 (2 Cr) **Indian Knowledge System**<br>**6 Credits** | --- | **22** | **44** |
| | 2nd Sem. | IMCJCT1151 (2 Cr) **Introduction to Mass Communication**<br>IMCJCP1151 (2 Cr) **Introduction to Mass Communication**<br>**4 Credits** | IMCJCT1152 (2 Cr) **News Editing**<br>IMCJCP1152 (2 Cr) **News Editing**<br>**4 Credits** | IMCJCT1153 (2 Cr) **Film Studies**<br>IMCJCP1153 (2 Cr) **Film Studies**<br>**4 Credits** | IMCJGE1151 **Film Appreciation**<br>**2 Credits** | IMCJSC1151 **Digital Journalism**<br>**2 Credits** | AECENG1151 (2 Cr) **English**<br>AEC**XXX**1151 (2 Cr) **(MAR, HIN, PAL, URD, KAN)**<br>VECCOI1151 (2 Cr) **Constitution of India**<br>**6 Credits** | --- | **22** | |
| **Cum. Cr.** | | **08** | **08** | **08** | **04** | **04** | **12** | **00** | **44** | |
| **Exit Option: UG Certificate in Opt. 1, Opt. 2 and Opt. 3 on completion of 44 Credits and additional 4 Credits from NSQF / Internship.** | | | | | | | | | | |

**Member** **Member** **Member** **Member**

**Chairman**
**Board of Studies**
Mass Communication & Journalism

# B. A. (MCJ) First Year Semester 1 st

## *Teaching Scheme*

| | Course Code | Course Name | Credits Assigned | | | Teaching Scheme (Hrs./ Week) | |
|---|---|---|---|---|---|---|---|
| | | | Theory | Practical | Total | Theory | Practical |
| **Optional- 1** | IMCJCT1101 | **History of Media** | 02 | -- | **04** | 02 | -- |
| | IMCJCP1101 | **History of Media** | -- | 02 | | -- | 04 |
| **Optional- 2** | IMCJCT1102 | **News Reporting** | 02 | -- | **04** | 02 | -- |
| | IMCJCP1102 | **News Reporting** | -- | 02 | | -- | 04 |
| **Optional- 3** | IMCJCT1103 | **Advertising** | 02 | -- | **04** | 02 | -- |
| | IMCJCP1103 | **Advertising** | -- | 02 | | -- | 04 |
| **Generic Electives (GE)** | IMCJGE1101 | **Mobile Journalism** | 02 | -- | **02** | 02 | -- |
| **Vocational & Skill Enhancement Course (SC)** | IMCJSC1101 | **Photojournalism** | -- | 02 | **02** | -- | 04 |
| **Ability Enhancement Course (AEC)** | AECENG1101 | **English Language** | 02 | -- | **02** | 02 | -- |
| | AEC**XXX**1101 | Second Language **(MAR, HIN, PAL, URD, KAN)** | 02 | -- | **02** | 02 | -- |
| **Indian Knowledge System (IKS)** | IKS**XXX**1101 | **Indian Knowledge System** | 02 | -- | **02** | 02 | -- |
| | | **Total Credits** | **14** | **08** | **22** | **14** | **16** |

# B. A. (MCJ) First Year Semester 1 st

## *Examination Scheme*

[40% Continuous Assessment (***CA***) and 60% End Semester Assessment (***ESA***)]

| Subject | Course Code | Course Name | Theory | | | | Practical | | Total Col. (6+7) or Col. (8+9) |
|---|---|---|---|---|---|---|---|---|---|
| | | | Continuous Assessment (CA) | | | ESA | | | |
| | | | Test I | Test II | (T1+T2) | Total | CA | ESA | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| **Optional- 1** | IMCJCT1101 | **History of Media** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| | IMCJCP1101 | **History of Media** | -- | -- | **--** | **--** | 20 | 30 | **50** |
| **Optional- 2** | IMCJCT1102 | **News Reporting** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| | IMCJCP1102 | **News Reporting** | -- | -- | **--** | **--** | 20 | 30 | **50** |
| **Optional- 3** | IMCJCT1103 | **Advertising** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| | IMCJCP1103 | **Advertising** | -- | -- | **--** | **--** | 20 | 30 | **50** |
| **Generic Electives (GE)** | IMCJGE1101 | **Mobile Journalism** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| **Vocational & Skill Enhancement Course (SC)** | IMCJSC1101 | **Photojournalism** | -- | -- | **--** | **--** | 20 | 30 | **50** |
| **Ability Enhancement Course (AEC)** | AECENG1101 | **English Language** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| | AEC**XXX**1101 | Second Language **(MAR, HIN, PAL, URD, KAN)** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| **Indian Knowledge System (IKS)** | IKS**XXX**1101 | **Indian Knowledge System** | 10 | 10 | **20** | **30** | -- | -- | **50** |

# B. A. (MCJ) First Year Semester 2 nd

## *Teaching Scheme*

| | Course Code | Course Name | Credits Assigned | | | Teaching Scheme (Hrs./ Week) | |
|---|---|---|---|---|---|---|---|
| | | | Theory | Practical | Total | Theory | Practical |
| **Optional- 1** | IMCJCT1151 | **Introduction to Mass Communication** | 02 | -- | **04** | 02 | -- |
| | IMCJCP1151 | **Introduction to Mass Communication** | -- | 02 | | -- | 04 |
| **Optional- 2** | IMCJCT1152 | **News Editing** | 02 | -- | **04** | 02 | -- |
| | IMCJCP1152 | **News Editing** | - | 02 | | -- | 04 |
| **Optional- 3** | IMCJCT1153 | **Film Studies** | 02 | -- | **04** | 02 | -- |
| | IMCJCP1153 | **Film Studies** | -- | 02 | | -- | 04 |
| **Generic Electives (GE)** | IMCJGE1151 | **Film Appreciation** | 02 | -- | **02** | -- | -- |
| **Vocational & Skill Enhancement Course (SC)** | IMCJSC1151 | **Digital Journalism** | -- | 02 | **02** | -- | 04 |
| **Ability Enhancement Course (AEC)** | AECENG1151 | **English Language** | 02 | -- | **02** | 02 | -- |
| | AEC**XXX**1151 | Second Language **(MAR, HIN, PAL, URD, KAN)** | 02 | -- | **02** | 02 | -- |
| **Value Education Courses (VEC)** | VECCOI1151 | **Constitution of India** | 02 | -- | **02** | 02 | -- |
| | | **Total Credits** | **14** | **08** | **22** | **12** | **16** |

# B. A. (MCJ) First Year Semester 2 nd

## *Examination Scheme*

[40% Continuous Assessment (***CA***) and 60% End Semester Assessment (***ESA***)]

| Subject | Course Code | Course Name | Theory | | | | Practical | | Total Col. (6+7) or Col. (8+9) |
|---|---|---|---|---|---|---|---|---|---|
| | | | Continuous Assessment (CA) | | | ESA | | | |
| | | | Test I | Test II | (T1+T2) | Total | CA | ESA | |
| (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) | (10) |
| **Optional- 1** | IMCJCT1151 | **Introduction to Mass Communication** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| | IMCJCP1151 | **Introduction to Mass Communication** | -- | -- | **--** | **--** | 20 | 30 | **50** |
| **Optional- 2** | IMCJCT1152 | **News Editing** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| | IMCJCP1152 | **News Editing** | -- | -- | **--** | **--** | 20 | 30 | **50** |
| **Optional- 3** | IMCJCT1153 | **Film Studies** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| | IMCJCP1153 | **Film Studies** | -- | -- | **--** | **--** | 20 | 30 | **50** |
| **Generic Electives (GE)** | IMCJGE1151 | **Film Appreciation** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| **Vocational & Skill Enhancement Course (SC)** | IMCJSC1151 | **Digital Journalism** | -- | -- | **--** | **--** | 20 | 30 | **50** |
| **Ability Enhancement Course (AEC)** | AECENG1151 | **English Language** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| | AEC**XXX**1151 | Second Language **(MAR, HIN, PAL, URD, KAN)** | 10 | 10 | **20** | **30** | -- | -- | **50** |
| **Value Education Courses (VEC)** | VECCOI1151 | **Constitution of India** | 10 | 10 | **20** | **30** | -- | -- | **50** |

## IMCJCT1101: HISTORY OF MEDIA

***Course Objectives:***

- The student learns to understand the evolution of different media forms in the Course Regional, national and global.
- Students should know about historical aspect of the Indian Media- Past and Present.
- Discuss the history of early printing era.

***Course Outcomes:***

- Students should able to understand Indian Freedom Struggle and role of the Media.
- The students will be able to understand the different phases of print and broadcast journalism in India.
- Students should acquire skill for personal and professional development.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Traditional Media** | **08** |
| | 1.1 | Traditional Media: Meaning and Importance | |
| | 1.2 | Brief history of Traditional Media in India | |
| | 1.3 | Types of Folk Arts in Maharashtra | |
| | 1.4 | Functions of Traditional Media | |
| **2.0** | | **Growth of Print Media In India** | **07** |
| | 2.1 | Early history of the Press in India | |
| | 2.2 | National Freedom Movement and Press | |
| | 2.3 | Prominent Newspapers & Magazines | |
| **3.0** | | **Brief History of Marathi Media** | **07** |
| | 3.1 | Early history of Press in Maharashtra | |
| | 3.2 | Bal Gangadhar Tilak, Dr. B. R. Ambedkar, Dinkarrao Jawalkar, Prabodhankar Thackeray | |
| | 3.3 | Marathi Press: Present and Future | |
| **4.0** | | **Radio and Television** | **08** |
| | 4.1 | History of Radio in India | |
| | 4.2 | Formation of Prasar Bharati | |
| | 4.3 | The Television: Past, Present & Future | |
| | 4.4 | The brief history of Audio-Visual Media | |
| | | **Total** | **30** |

***Reference Books:***


1. □□. □□□□□ □□□□□□□, "□□□□□□ □□□ □□□□□□□", □□□□□□ □□□□□□□, □□□□, □□□□.
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4. □□□□□□□ □□□□□□□□ □□□□, "□□□□□□□ □□□ □□□□□□□□: □□□□□□□□□□ □□□□□□□□", □□□□□ □□□□□□□, □□□□□□.
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10. □□□ □□□□ □□□□□□□, "□□□□□□□□□□ □□ □□□□□□□", □□□□□ □□□□□□□, Concept Publishing Company, New Delhi, 2020.
11. □□□□ □□□□□, "□□□□ □□□ □□□□□□□□□□", □□□□□□ □□□□□□□, □□□□□ □□□ □□□□□□, □□ □□□□□□, □□□□.
12. Robin Jeffrey, "India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press", Third Edition, OUP India, 2009.
13. Keval J. Kumar, "Mass Communication in India", 5th Edition, Jaico Publishing House, Mumbai, 2020.
14. R. C. S. Sarkar, "The Press in India", S. Chand & Co. Ltd., 1984.
15. R. Srinivasan (Edited), "Crusaders of the Fourth Estate in India", Bharatiya Vidya Bhavan, Bombay, 1989.
16. Swaminath Natarajan, "A History of the Press in India", Asia Publishing House, Bombay, 1962.
17. J. Natarajan, "History of Indian Journalism", Ministry of Information & Broadcasting, New Delhi, 2010.
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19. Motilal Bhargava, "The Role of Press in Freedom Movement", Reliance Publication, New Delhi, 1987.
20. J. Natarajan, "History of Indian Journalism", Ministry of Information & Broadcasting, New Delhi, 2010.
21. Madan Gopal, "Freedom Movement and the Press: The Role of Hindi Newspapers", Criterion Publications, 1990.
22. Motilal Bhargava, "The Role of Press in Freedom Movement", Reliance Publication, New Delhi, 1987.
23. T. V. Parvate, "Marathi Journalism", Maharashtra Information Centre, Connaught Circus, New Delhi, 1969.
24. J. V. Vilanilam, "Growth and Development of Mass Communication in India", National Book Trust, New Delhi, 2003.
25. Dr. Suhas D. Pathak & Dr. Irfana Fatima, "Role of Working Women in Media: Challenges, Opportunities", Shivani Prakashan, Pune.

## IMCJCT1102: NEWS REPORTING

***Course Objectives:***

- To understand the basics of news reporting and editing.
- To understand the news values and their significance while reporting.
- To teach students the techniques of news reporting & editing.

***Course Outcomes:***

- After studying the course students should know about value of reporting.
- Students should able to write & edits the news, stories and articles.
- Students will be able to understand how to pursue a career as a journalist and to improve himself for given the headline and caption writing for print and online.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **News Concept** | **08** |
| | 1.1 | News: Meaning, Definitions and Importance | |
| | 1.2 | 5 Ws and H and its importance | |
| | 1.3 | Inverted Pyramid: Elements and Structure of News | |
| | 1.4 | Types of news: Hard and Soft | |
| **2.0** | | **Reporting** | **07** |
| | 2.1 | News Reporter: Role, Qualities and functions | |
| | 2.2 | Nose for news, News values | |
| | 2.3 | News Reporting for Newspaper, TV, Radio, Web Portal | |
| **3.0** | | **News Sources** | **07** |
| | 3.1 | News source: Meaning and Importance | |
| | 3.2 | News sources Verifying and Dealing | |
| | 3.3 | Ethical aspect of source | |
| **4.0** | | **News Beats** | **08** |
| | 4.1 | Rural Reporting: Importance and Issues | |
| | 4.2 | Education, Health and Environment | |
| | 4.3 | Political, Crime, ZP, Municipal Corporation | |
| | 4.4 | Press Conferences, Events and Meets | |
| | | **Total** | **30** |

***Reference Books:***


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9. □□. □□□□□□□ □□□□□□□□, "□□□□□□□□□", Educational Publishers & Distributors, Aurangabad, 2018.
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13. Prof. (Dr.) Sunder Rajdeep, "Feature and Writing for Social Justice", Himalaya Publishing House, Mumbai, 2021.
14. K. M. Srivastava, Dr. K. K. Rattu (Trans.), "News Reporting and Editing", Surubhi Publication, Jaipur.
15. M. V. Kamath, "Professional Journalism", Vikas Publishing House Pvt. Ltd., New Delhi, 2009.
16. T. J. S. George, "Editing: A Handbook for Journalists", IIMC, New Delhi, 1989.
17. Rich Carole, "Writing and Reporting News A Coaching Method", Wadsworth
18. Martin L. Gebson, "Editing in the Electronic Media", Prentice Hall, Newyork.
19. S. Johnson & J. Harries, "The Complete Reporter", Macmillan Publication, New York, 1977.
20. F. W. Hodgson, "Modern Newspapers Practice", Heinemann, London.
21. Alfred Lawrence & John Vivian, "News Reporting and Writing", Dorling Kindersley (India) Pvt. Ltd., Delhi, 2006.
22. Pramod Gaikwad, "Crime Reporting", Himalaya Publishing House, Mumbai, 2023.

## IMCJCT1103: ADVERTISING

***Course Objectives:***

- Define the basic concepts of advertising.
- Critically analyse the role of advertising in our culture, society, and economy.
- Understand integrated brand promotion and integrated marketing communication.

***Course Outcomes:***

- The student will be able to identify and define the advertising concepts.
- The students will be able to distinguish between advertising and marketing.
- The students will be able to appraise and interpret the legal, ethical and social aspect of advertising.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Introduction to Advertising** | **08** |
| | 1.1 | Advertising: Concept; Meaning; Definition and Nature | |
| | 1.2 | Early History of Advertising, Advertising in India | |
| | 1.3 | Objectives and Importance of Advertising, Functions of Advertising | |
| | 1.4 | Various Types and Classification of Advertising | |
| **2.0** | | **Advertising Agencies** | **07** |
| | 2.1 | Advertising Agencies: Structure, Function, Importance | |
| | 2.2 | Advertising Idea, Developing a Campaign | |
| | 2.3 | Media Selection Criteria, Market Research | |
| **3.0** | | **Creativity** | **07** |
| | 3.1 | Creative Strategy, Stages in Creative Process | |
| | 3.2 | Brand: Meaning, Importance, Positioning | |
| | 3.3 | Use of Colour in Design, Graphics Role and Scope in Advertising, Design Principles | |
| **4.0** | | **Copy Writing** | **08** |
| | 4.1 | Copy writing: How to Prepare, Principles of Writing | |
| | 4.2 | Types of Copy, Principles of Print Advertising | |
| | 4.3 | Copy Writer: Qualities, Duties and Responsibilities | |
| | 4.4 | Advertising Ethics & Laws | |

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| **Total** | **30** |

***Reference Books:***


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12. David Ogilvy, "Ogilvy on Advertising", Pan/ Prion Books.
13. Frank Jerkins, "Advertising Made Simple", Rupa & Company.
14. Chunawalla, "Advertising Theory and Practice", Himalaya Publishing House.
15. Jaishri Jethwaney, "Advertising", Phoenix Publishing House.
16. Olaf Ellefsen, "Campaign Planning", London, 1957.
17. Harry Henry, "Motivation Research", London, 1958.
18. J. W. Hobson, "Selection of Advertising Media", London, 1961.
19. G. M. Rege, "Advertising Art and Ideas", Bombay, 1972.
20. F. B. Lane, "Advertising Administration", (4th Ed. by N. T. Sandbrook & L. Livesey), Butterworth London, 1968.
21. Roger Baron, "Advertising Media Planning", (7th Edition), McGraw Hill Education, Noida, 2017.

# Practical

**IMCJCP1101: HISTORY OF MEDIA**

**IMCJCP1102: NEWS REPORTING**

**ICJCP1103: ADVERTISING**

## IMCJGE1101: MOBILE JOURNALISM

***Course Objectives:***

- This Course provides to the students the necessary skills required to understand the history, economics, techniques and prospects of Mobile Journalism.
- This Course aims to offer an in depth understanding of Mobile Journalism through social media platforms.

***Course Outcomes:***

- The Students able to uses of mobile devices for reporting.
- He/ She expert to Video Shooting, Photo, Audio & Video editing on a mobile device.
- He/ She able to the live blogging, storytelling, making reels, short video to using mobile tools.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Introduction to Mobile Journalism** | **08** |
| | 1.1 | Understanding Mobile Journalism | |
| | 1.2 | History of MOJO , Influence of the Mobile | |
| | 1.3 | Basic Equipment for MOJO | |
| | 1.4 | Smartphone: Nature, Scope and Reach | |
| **2.0** | | **Techniques for Mobile Journalism** | **07** |
| | 2.1 | Various Smart phones and their uses | |
| | 2.2 | Framing Composition, Creating Shots | |
| | 2.3 | Video Recording Applications for MOJO | |
| **3.0** | | **Technical Tools of Mobile Journalism** | **07** |
| | 3.1 | Fundamentals of Video Editing Applications | |
| | 3.2 | Captions and Logos for MOJO, Basics of Voice | |
| | 3.3 | Lighting for Videos, Special effects | |
| **4.0** | | **MOJO and Workflow** | **08** |
| | 4.1 | Live Storytelling for Mobile Journalists | |
| | 4.2 | Citizen Journalism through YouTube | |
| | 4.3 | Mobile News Packaging | |

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| | 4.4 | Use of technology and understanding of laws related to Cyber Crime | |
| | | **Total** | **30** |

***Reference Books:***


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3. A. Athique, "Digital media and society: An introduction", John Wiley & Sons, 2013.
4. A. Dewdney, & P. Ride, "The Digital Media Handbook", Routledge, 2003.
5. S. K. Bansal, "Information Technology", APH Publication, New Delhi, 2004.
6. Suresh Kumar, "Internet Patrkarita", Taxsila Prakashan, New Delhi, 2004.
7. Harimohan, "Soochna Kranti aur Vishva Bhasha Hindi", Taxsila Prakashan, Delhi, 2004.
8. D. D. Ozha and Satya Prakash, "Doorsanchar Evam Praudyogiki", Gyan Ganga Publication, Delhi, 2007.
9. Deepika Verma, "The Era of New Media", A. R. Publication, New Delhi, 2015.
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11. D. Buckingham, "Youth, Identity and Digital Media", MIT Press, 2007.
12. T. Feldman, "An introduction to digital media", Routledge, 2003.
13. S. Lindgren, "Digital media and society", Sage India, 2017.

## IMCJSC1101: PHOTOJOURNALISM

***Course Objectives:***

- To understand the basics of visual language.
- Learn concepts and tools of photography.
- Learn the qualities and skills to prepare as a photojournalist.
- Encourage creative skills for self-employment.
- To teach students the techniques of how to understand visual frames.

***Course Outcomes:***

- After studying the course students should be able to understand the photo coverage and photojournalism
- Understand the crisis in journalism industry and its impact on news consumers.
- Learner should be ready to join any media organization or be self-employed.
- Learner should develop her/his individual talent and potential for photography.
- Learner should be introduced to different branches and styles of photography and photojournalism.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Journey of Photography** | **08** |
| | 1.1 | Introduction to photography | |
| | 1.2 | History of photojournalism | |
| | 1.3 | Tools of photography | |
| | 1.4 | Exposure and exposure triangle | |
| **2.0** | | **Understanding Photography** | **07** |
| | 2.1 | Shutter speed, Aperture, ISO, depth of field | |
| | 2.2 | Camera lenses, focal length and starting off to shoot | |
| | 2.3 | Understanding Shooting modes and menu | |
| **3.0** | | **Digital Photography** | **07** |
| | 3.1 | Color theory and color temperature | |
| | 3.2 | Pixilation and noise | |
| | 3.3 | Composition | |
| **4.0** | | **Frame Language** | |
| | 4.1 | Rules and in-camera composition | |

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| | 4.2 | Role and importance of lights in photography | **08** |
| | 4.3 | Use of flash in photography | |
| | 4.4 | Rules and Steps for Photojournalism | |
| | | **Total** | **30** |

***Reference Books:***


1. Bryan Peterson, "Learning to See Creatively: Design, Color, and Composition in Photography", Amphoto Books, 2015.
2. Susan Sontag, "On Photography", Penguin, 2008.
3. Poorva Trikha, "Photojournalism: A Tool for Social Change", Arun, 2014.
4. Paul Martin Lester, "Photojournalism: An Ethical Approach", Routledge, 2015.
5. Kenneth Kobre, "Photojournalism: The Professionals' Approach", Focal Press, 2004.
6. Robert Capa, "Slightly Out of Focus: The Legendary Photojournalist's Illustrated Memoir of World War II", Modern Library, 1947.
7. Marc Aronson & Marina Budhos, "Eyes of the World: Robert Capa, Gerda Taro, and the Invention of Modern Photojournalism", Henry Holt and Co. (BYR), 2017.
8. Kenneth Kobre, "Photojournalism: The Professionals' Approach", 6th Edition, Focal Press, 2008.
9. Richard Lacayo, "Time Eyewitness: 150 Years of Photojournalism", Time Home Entertainment Inc, 1998.
10. Cristi Hegranes, "Byline: How Local Journalists Can Improve the Global News Industry and Change the World", Global Press, 2023.
11. Jennifer Good & Paul Lowe, "Understanding Photojournalism", University of the Arts, London, UK, 2017.

## IMCJCT1151: INTRODUCTION TO MASS COMMUNICATION

***Course Objectives:***

- The students will be able to understand concept in communication & implement it.
- Communication is integral to human expression and growth.
- To familiarize the students with the theories and models of communication.

***Course Outcomes:***

- After studying the course students should know about communication power.
- The students will be able to identify the use of media in providing information.
- The students will be able to the introduced to community media and folk media.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Communication** | **08** |
| | 1.1 | Communication: Definition; Elements & Process | |
| | 1.2 | Functions of Communication | |
| | 1.3 | Types of Communication | |
| | 1.4 | Mass Media Communication: Scope & Importance | |
| **2.0** | | **Theories and Models of Communication** | **07** |
| | 2.1 | Communication Theory: Definition; Elements | |
| | 2.2 | Two-step flow theory, Mass Society Theory | |
| | 2.3 | Communication Models: Meaning, Nature | |
| **3.0** | | **Role of Communication in Development** | **07** |
| | 3.1 | Development Communication and Indian Thoughts | |
| | 3.2 | Role of Communication in Family Welfare | |
| | 3.3 | KHEDA & SITE Projects | |
| **4.0** | | **Community and Folk Media** | **08** |
| | 4.1 | Community Approaches: Plan; Implement | |
| | 4.2 | Traditional Media: Street Plays, Folk Songs, Folk Dance | |
| | 4.3 | Media as Vehicles of Inter-Cultural Communication | |
| | 4.4 | Case Studies of Community | |
| | | **Total** | **30** |

***Reference Books:***


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4. Keval J. Kumar, "Mass Communication in India", Jayco Publication, Delhi, 2020.
5. Marshall McLuhan, "Understanding Media", Raitledge & Kegan Paul, 1964.
6. Denis McQuail, "Mass Communication Theory", Sage Publications, London, 2005.
7. Schramm Wilbur, "The Process and Effects of Mass Communication", Uty & Illiniois, 1965.
8. Arvind Singhal and Everett M. Rogers, "India's Information Revolution: From Bullock Carts to Cyber Marts", Sage, New Delhi, 2001.
9. Colin Sparks, "Globalization, Development and the Mass Media", Sage Publications, London, 2007.
10. Graeme Burton, "Media & Society Critical Perspectives", Tata McGraw-Hill, New Delhi, 2010
11. John D.H. Downing (Ed.), "Encyclopaedia of Social Movement Media", Sage Publications, London, 2011.
12. Ghanshyam Shaw, "Social Movements in India: A Review of Literature", Sage Publications, New Delhi, 2004.
13. A. A. Burger, "Media Analysis Technique", Sage Publications, New York, 1988.
14. M. R. Dua & T. Manonmani, Communication and Culture", Galgotia Publishing House, New Delhi, 1997.
15. P. V. Malhan, "Communication Media: Yesterday, Today & Tomorrow", Publication Division, New Delhi, 1985.

## IMCJCT1152: NEWS EDITING

***Course Objectives:***

- To understand the basics of news editing technique.
- To understand the news values and their significance while editing.
- To teach students the techniques of news editing for different media platforms.

***Course Outcomes:***

- After studying the course students should know about importance of editing.
- Students should able to re-write & edits the news, stories and articles & Press Note.
- Students will be able to given the headline and caption writing for print and online.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Editing Concept** | **08** |
| | 1.1 | Editing: Concept, Process and Significance | |
| | 1.2 | Inverted Pyramid, News Leads, Headlines | |
| | 1.3 | Editing Tools & Techniques | |
| | 1.4 | Editing for Newspapers, TV, Radio and Web Portals | |
| **2.0** | | **Editorial Department** | **07** |
| | 2.1 | Editorial Department Structure | |
| | 2.2 | Functioning of News Desk | |
| | 2.3 | News Value & News Selection | |
| **3.0** | | **News Agencies** | **07** |
| | 3.1 | Brief History of News Agencies | |
| | 3.2 | Editing on News Agencies Information | |
| | 3.3 | Use of symbols whiling editing | |
| **4.0** | | **News Rewriting** | **08** |
| | 4.1 | Writing and Rewriting | |
| | 4.2 | News Sense and News Values, 5 Ws & H | |
| | 4.3 | Proof Reading and its importance | |
| | 4.4 | Stylebook, Preparing Page Layout on computer | |
| | | **Total** | **30** |

***Reference Books:***


1. □□□□□ □□□□, "□□□□□□□□□□", (□□□ □), □□□□□□ □□□□□□□, □□□□, □□□□.
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12. Rich Carole, "Writing and Reporting News A Coaching Method", Wadsworth
13. Martin L. Gebson, "Editing in the Electronic Media", Prentice Hall, Newyork.
14. S. Johnson & J. Harries, "The Complete Reporter", Macmillan Publication, New York, 1977.
15. F. W. Hodgson, "Modern Newspapers Practice", Heinemann, London.

## IMCJCT1153: FILM STUDIES

***Course Objectives:***

- To understand the basics of audio-visual language.
- To understand the film art, culture and deferent genres.
- To teach students the techniques of how to understand audio-visual frames.

***Course Outcomes:***

- After studying the course students should know about audio-visuals effects.
- Students should able to understand film approaches and theories.
- Students will be able to understand the techniques of Film review, critics.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Early Indian Cinema** | **08** |
| | 1.1 | Indian Cinema: Historical Approaches | |
| | 1.2 | Fundamentals of Film Narrative | |
| | 1.3 | Indian Popular Cinema | |
| | 1.4 | Basics of Filmmaking | |
| **2.0** | | **Cinema and Art** | **07** |
| | 2.1 | Evolution of Cinema as Art | |
| | 2.2 | Sequence and Script Analysis | |
| | 2.3 | Basics of Visual and Sound | |
| **3.0** | | **Films Theory** | **07** |
| | 3.1 | Early Film Forms, Different Genres | |
| | 3.2 | Film Theory | |
| | 3.3 | Contemporary Critical Theory | |
| **4.0** | | **Film Language** | **08** |
| | 4.1 | Film Language: Introduction to Practical Criticism | |
| | 4.2 | Film Critic, Columnist, Review Writer | |
| | 4.3 | Song in Indian Cinemas | |
| | 4.4 | Television and Popular Culture in India | |
| | | **Total** | **30** |

***Reference Books:***


1. [illegible]
2. [illegible]
3. [illegible]
4. [illegible]
5. [illegible]
6. [illegible]
7. [illegible]
8. [illegible]
9. [illegible]
10. [illegible]
11. [illegible]
12. [illegible]
13. Marie Seton, "The Art of Five Directors: Film Appreciation", National Institute of Audio Visual Education, National Council of Educational Research and Training.
14. Satyajit Ray, "Our Films, Their Films", Orient Blackswan Private Limited, Hyderabad, 2012
15. Andrew Sarris, "Interviews with Film Directors", Avon Books, 1969.
16. Roger Manvell, "Penguin Film Review", Scolar Press, 1977.

# Practical

**IMCJCP1151: INTRODUCTION TO MASS COMMUNICATION**

**IMCJCP1152: NEWS EDITING**

**IMCJCP1153: FILM STUDIES**

## IMCJGE1151: FILM APPRECIATION

***Course Objectives:***

- To understand the basics of audio-visual language.
- To understand the film art, culture and deferent genres.
- To teach students the techniques of how to understand audio-visual frames.

***Course Outcomes:***

- After studying the course students should know about audio-visuals effects.
- Students should able to understand film approaches and theories.
- Students will be able to understand the techniques of Film review, critics.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Introduction to Indian Cinema** | **08** |
| | 1.1 | Brief history of Indian Cinema | |
| | 1.2 | Fundamentals of Film Narrative | |
| | 1.3 | Indian Popular Cinema | |
| | 1.4 | Basics of Filmmaking | |
| **2.0** | | **Cinema as an Art** | **07** |
| | 2.1 | Evolution of Cinema as Art | |
| | 2.2 | Sequence and Script Analysis | |
| | 2.3 | Basics of Visual and Sound | |
| **3.0** | | **Films Theory** | **07** |
| | 3.1 | Early Film Forms, Different Genres | |
| | 3.2 | Film Theory | |
| | 3.3 | Contemporary Critical Theory | |
| **4.0** | | **Film Language** | **08** |
| | 4.1 | Film Language: Introduction to Practical Criticism | |
| | 4.2 | Film Critic, Columnist, Review Writer | |
| | 4.3 | Song in Indian Cinemas | |
| | 4.4 | Film Culture in India | |
| | | **Total** | **30** |

***Reference Books:***


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cinemacentr.com
allmovie.com
dvdverdices.com
decentfilms.com
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filmforward.com

## IMCJSC1151: DIGITAL JOURNALISM

***Course Objectives:***

- To understand the information & communication technology in creating social change.
- To know the different tools of information & communication technology.
- To make students to appreciate the importance of using ICT for development.

***Course Outcomes:***

- After studying the course students should know importance of ICT in Today.
- Students should be able to understand the future of digital journalism.
- The students will able to the adoption and implementation of ICT initiatives in different sectors for as a career.

| Module No. | Unit No. | Topic | Hrs. required to cover the contents |
|---|---|---|---|
| **1.0** | | **Brief History of Internet** | |
| | 1.1 | Internet: Introduction, History, Evolution, Development | **08** |
| | 1.2 | Internet Fundamentals: WWW, IP Address, Website | |
| | 1.3 | Internet Services: E-mail, Chatting, Chat Rooms | |
| | 1.4 | Working of Internet, Browsing Good Websites | |
| **2.0** | | **Introduction of Digital Journalism** | |
| | 2.1 | Digital Media: Evolution, Characteristics | |
| | 2.2 | Digital Media Revolution: Mass Media Adaptation | **07** |
| | 2.3 | New Media: Web Portal; Blogs; Wikis; Short Reels | |
| **3.0** | | **Impact of Digital Media** | |
| | 3.1 | New Roles of Journalists in the Digital Era | |
| | 3.2 | Creating & Managing a Blog Trends in Web/Online | **07** |
| | 3.3 | Economy of Digital Media | |
| **4.0** | | **Digital Media: Challenges & Ethical Issues** | |
| | 4.1 | Challenges before Digital Media | |

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|---|---|---|---|
| | 4.2 | Basics of Digital Audiences, Search Engine Strategies | **08** |
| | 4.3 | Copyright & Legal Issues in Cyber Space | |
| | 4.4 | Globalization & Emerging Cyber Cultures | |
| | | **Total** | **30** |

***Reference Books:***


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11. Ashwani Saith, M. Vijaya Baskar and V. Gayathri, "ICTs and Indian Social Change", Sage Publications, New Delhi, 2008.
12. Ashwani Saith and M. Vijaya Baskar, "ICTs and Indian Economic Development", Sage Publications, New Delhi, 2005.
13. A. Athique, "Digital Media and Society: An Introduction", John Wiley & Sons, 2013.
14. Subhash Bhatnagar and Robert Schware, "Information and Communication Technology in Development Cases from India", Sage Publications, New Delhi, 2000.
15. Dharmedra Singh, "Mass Communication and Social Development", Adhyagan, 2004.
16. Pramod Gaikwad, "Television Journalism", Himalaya Publishing House, Mumbai, 2022.

# END OF FIRST YEAR