॥ 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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मानवविज्ञान विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण–२०२० नुसार पदवी स्तरावरील द्वितीय वर्षाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२५–२६ पासून लागू करण्याबाबत.

प रि प त्र क

या परिपत्रकान्वये सर्व संबंधीतांना कळविण्यात येते की, या विद्यापीठा अंतर्गत येणा–या सर्व संलग्नित महाविद्यालयामध्ये शैक्षणिक वर्ष २०२५–२६ पासून पदवीस्तरावर राष्ट्रीय शैक्षणिक धोरण–२०२० नुसार लागू करण्याच्या दृष्टीकोनातून मानवविज्ञान विद्याशाखे अंतर्गत येणा–या अभ्यासमंडळांनी तयार केलेल्या पदवी द्वितीय वर्षाचे अभ्यासक्रम मा.विद्यापरिषदेने दिनांक २७ मे २०२५ रोजी संपन्न झालेल्या बैठकीतील विषय क्रमांक १७/६१–२०२५ च्या ठराअन्वये मान्यता प्रदान केली आहे. त्यानुसार मानवविज्ञान विद्याशाखेतील खालील बी.ए.द्वितीय वर्षाचे अभ्यासक्रम (Syllabus) लागू करण्यात येत आहे.

B.A. II Year – Journalism and Mass Communication

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.

सहा.कुलसचिव
शैक्षणिक (१–अभ्यासमंडळे) विभाग

'ज्ञानतीर्थ' परिसर,
विष्णुपुरी, नांदेड – ४३१ ६०६.
जा.क्र.:शै–१/एनईपी/परिपत्रक/बीएद्वितीयवर्ष/२०२५–२६/240
दिनांक :३०.०९.२०२५

प्रत : १) मा. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
२) मा. प्र. कुलगुरू महोदयांचे कार्यालय, प्रस्तुत विद्यापीठ.
३) मा. आधिष्ठाता, मानवविज्ञान विद्याशाखा, प्रस्तुत विद्यापीठ.
४) मा. संचालक, परीक्षा व मुंल्यमापन मंडळ, प्रस्तुत विद्यापीठ.
५) मा. प्राचार्य, सर्व संबंधित संलग्नित महाविद्यालये, प्रस्तुत विद्यापीठ. यांना देवून कळविण्यात येते की, सदर परिपत्रक संकेतस्थळावर प्रसिध्द करण्यात यावे.
६) सिस्टीम एक्सपर्ट, शैक्षणिक विभाग, प्रस्तुत विद्यापीठ.

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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)

UNDER GRADUATE PROGRAMME OF
The Faculty of Interdisciplinary Studies

Major in: **Mass Communication and Journalism**

(Second Year)

Effective from
Academic year2025– 2026
(As per NEP-2020)

Forward by the Dean, Faculty of Interdisciplinary studies.

National Education Policy 2020 has been announced on 29.07.2020. NEP 2020 proposes a new and forward-looking vision for India's Higher Education System through quality universities and colleges. Its key is in the curriculum and its practical implementation.

The curriculum must be exciting, relevant, and regularly updated to align with the latest knowledge requirements and meet specified learning outcomes. High-quality pedagogy is necessary to impart the curricular material to students successfully; pedagogical practices determine the learning experiences provided to students, thus directly influencing learning outcomes. The assessment methods must be scientific, designed to improve learning continuously test the knowledge application.

The university's proper framing and development of syllabi will result in the upbringing and nourishment of multidisciplinary and holistic citizens. Emphasis is on outcome-based learning. Every course has well-defined objectives and outcomes. The assessment guidelines also provide clarity and precision to the vision behind prescribing the particular course content.

NEP foresees more vibrant, socially engaged, cooperative communities and a happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation. The introduction of Research Methodology and ethics will widen the vision and broaden the perspectives of the learners.

Introducing Case Studies and Field Projects has created a unique opportunity for the higher education institute to bridge the gap between the academia, industry and the community NEP believes effective learning requires a comprehensive approach that involves an appropriate curriculum, engaging pedagogy, continuous formative assessment, and adequate student support.

We are sure that the Graduate centers of this university and its affiliated colleges will implement the course effectively and successfully, resulting in a healthy and more creative academic ambience.

Dean,

Faculty of Interdisciplinary Studies

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED.

Forward by the Chairman, Subject Mass communication and Journalism



Members of the Board of Studies in the subject of Under the faculty of Interdisciplinary studies

Sr. No	Name of the Member	Designation	Address	Contact No.
1	**Dr. Rajendra Gonarkar**	***Chairman***	School of media studies. SRTMU. NANDED	9890619274
2	**Dr. Suhas Pathak**	***Member***	School of media studies. SRTMU. NANDED	9326778410
3	**Dr. Ramanand Vyavhare**	***Member***	Shri Shivaji College, Parbhani	8308993825
4	**Dr. Balaji Shinde**	***Member***	P.A.H College, Ranisawargaon	9420176582
5	**Dr. Dinkar Mane**	***Member***	Department of mass Communication and Journalism. Dr.B.A.M.University. Sambhaji nagar	9850741114

Abbreviations:

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

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies

General Guidelines for course structure:

1) The Major subject is the discipline or subject of the main focus and the degree will be awarded in that discipline/subject.
2) Credits and curriculum for optional subjects are same in the second year.
3) In the second year students should choose three different subjects as optional subject in the same faculty.
    - From the second-year curriculum of major and minor subject is the different and student have to select major and minor from three optional subjects.
4) Generic/Open Elective is to be chosen compulsorily from faculty other than that of the Major.(Select from Basket)
5) Vocational and Skill Enhancement Courses (VSEC or VSC and SEC)are related to Major Course (DSC)
6) Ability Enhancement Courses (AEC):
    - English language may be offered Sem. I to Sem. IV for 2 Credits in AEC
    - Second languages may be offered Sem. I to Sem. IV for 2 Credits in MIL
7) Column No.8 and 9 is common for all faculties.
8) Curriculum of VEC, COI, IKS and CCC will provide by university.

Swami Ramanand Teerth Marathwada University, Nanded

Assigning Codes to the Courses: Alphanumeric, TEN Character Coding AAAAAXXXX

1) First (A) Letter indicate Faculty: H–Humanities **S**-Science; **C**–Commerce, & Management, **I**-Interdisciplinary Studies and **D**–Distance/External mode.

2) Next Three Letters (XXX) indicates Subject(e.g.GEO-Geography,ECO–Economics,PHY–Physics,COM–Commerce,CMP–ComputerSci)etc.

3) Fifth and Sixth Letter indicate nature of the course:(e.g.**CT**–Core Theory,**CP**–Core Practical,**MT**–Minor Theory, **MP**–Minor Practical, **ET**–Elective Theory **EP**–Elective Practical, **FP**–Field Project, **FW**–Field Work, **OJ**–On Job training, **GE**-Generic/open Elective (Internship/Apprenticeship),**IN**–Internship,**CS**–Case Study, **VC:** Vocational Skill Courses, **SC:** Skill Enhancement Courses, **AEC:** Ability Enhancement courses, **VEC:** Value Education Courses, **MIL:** Modern Indian languages, **IKS:** Indian Knowledge System, **CCC:** Co-Curricular Courses/Community Engagement and Service, **RM:** Research Methodology.etc.)

4) Seventh Character or First Number indicate the Centre (**1**-for Affiliated colleges, **2**-Main Campus, **3**-Model Degree College, **4**-Sub-centre Latur, **5**-Sub-centre Parbhani)

5) Eighth Character or Second number indicate-YearofStudy.E.g.**1**-Firstyear,**2**-Secondyear.etc.

6) Last Two Numbers(Ninth and Ten thumper) indicate course Number

e.g. **HGEOCT1101**–Faculty of **Interdisciplinary Studies (H)**Geography**(GEO)**subjectCoreTheory**(CT)**CourseofferedinFirstSemesterinaffiliatedcolleges**(1101)**

Sr. No	UG/PG	Semester	Affiliated Colleges	Main Campus	Model Degree College	Sub-center Latur	Sub-center Parbhani	Kinwat Sub-Centre
1	First Year	Semester I	1101to1150	2101to2150	3101 to3150	4101 to4150	5101to5150	6101to 6150
2		Semester II	1151to1199	2151to2199	3151 to3199	4151 to4199	5151to5199	6151to 6199
3	Second Year	Semester III	1201to1250	2201to2250	3201 to3250	4201 to4250	5201to5250	6201to 6250
4		Semester IV	1251to1299	251to2299	3251 to3299	4251 to4299	5251to5299	6251to 6299
5	Third Year	Semester V	1301to1350	2301to2350	3301 to3350	4301 to4350	5301to5350	6301to 6350
6		Semester VI	1351to1399	2351to2399	3351 to3399	4351 to4399	5351to5399	6351to 6399
7	Fourth Year	Semester VII	1401to1450	2401to2450	3401 to3450	4401 to4450	5401to5450	6401to 6450
8		Semester VIII	1451to1499	2451to2499	3451 to3499	4451 to4499	5451to5499	6451to 6499
9	Fifth Year	Semester IX	1501to1550	2501to2550	3501 to3550	4501 to4550	5501to5550	6501to 6550
10		Semester X	1551to1599	2551to2599	3551 to3599	4551 to4599	5551to5599	6551to 6599

Swami Ramanand Teerth Marathwada University, Nanded
Faculty of Interdisciplinary Studies
Major Subject in Mass Communication and Journalism

Under Graduate Second Year Programme

Semester III & IV

(Level 5.0) Teaching Scheme

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

Faculty of Interdisciplinary studies (Example-1Three Optional)

Structure for Four Year Multidisciplinary Degree Program with Multiple Entry and Exit

Subject: DSC (Major) /DSM (Minor)

Year & Level	Sem.	Optional-1	Optional-2	Optional-3	Generic Elective (GE) (select from Basket 3 of (*Faculties other than Interdisciplinary Studies*)	Vocational Skill Enhancement Course (SC) (VC)	Ability Enhancement Course(AEC) (Basket 4) Value Education Courses (VEC/ Indian Knowledge System (IKS)(Basket 5) *(Common across all faculties)*	Field Work / Project/Internship / OJT/ Apprenticeship / Case Study Or Co-curricular Courses (CC) (Basket6forCC) *(Common across all faculties)*	Credits	Total credits
1	2	3	4	5	6	7	8	9	10	11
2 (5.0)	III	IJOUCT1201 Reporting and Editing (4 Cr)	IJOUMT1201 Advertising (2 Cr)	-----					22	88
		IJOUCP1201 Techniques and Skills of Report and Editing (4 Cr) (8 Cr)	IJOUMP1201 Techniques and Skills of Advertising (2 Cr) (4 Cr)	-----	IJOUGE1201 Radio Journalism (2 Cr)	IJOUVC1201 Social Media (2 Cr)	AECENG1201(2Cr) AECXXX1201(2Cr) (Hin,Mar,Kan,Pal, Urd, San, etc) (4 Cr)	CCCXXX1201 *(NCC/NSS/Sports/ Culture/HealthWellness/YogaEducation/Fitness)* (2 Cr)		
	IV	IJOUCT1251 Media Language & writing skills (4 Cr)	IJOUMT1251 Mobile Journalism (2 Cr)	-----					22	
		IJOUCP1251 Techniques and Skills of Media Language & writing skills (4 Cr) (8 Cr)	IJOUMP1251 Techniques and Skills of Mobile Journalism (2 Cr) (4 Cr)	-----	IJOUGE1251 Sports of Journalism (2 Cr)	IJOUVC1251 Television Journalism (2 Cr)	AECENG1251 (2Cr) AECXXX1251(2Cr) (Hin,Mar,Kan,Pal,Urd, San, etc) VECEVS1251 (2Cr) *Environmental Studies* (6 Cr)			
Cum. Cr.		16	08	00	04	04	10	02	44	
Exit option: UG Certificate in Opt1,Opt2 and Opt3 on completion of 44 credits and additional 4 credits from NSQF/ Internship										

Swami Ramanand Teerth Marathwada University, Nanded
Faculty of Interdisciplinary Studies
Major Subject in Mass Communication and Journalism
Under Graduate Second Year Programme, Semester III (Level 5.0) Teaching Scheme

Subject	Course Code	Course Name	Continuous Assessment (CA)			Theory ESA	Practical		Total Col. (6+7) or Col. (8+9)
			Test I& II	Tutorial	Total (4+5)	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Optional- 1	IJOUCT1201	Reporting and Editing	20	20	40	60	--	--	100
	IJOUCP1201	Techniques and Skills of Report and Editing	---	---	---	---	40	60	100
Optional- 2	IJOUMT1201	Advertising	10	10	20	30	--	--	50
	IJOUMP1201	Techniques and Skills of Advertising	---	----	---	---	20	30	50
Optional- 3	IJOUET1201	------	---	--	--	--	--	--	--
	IJOUEP1201	------	--	--	--	--	--	--	--
Generic Electives (GE)	IJOUGE1201	Radio Journalism	10	10	20	30	--	--	50
Vocational & Skill Enhancement Course (SC)	IJOUVC1201	Social Media	10	10	20	30	--	--	50
Ability Enhancement Course (AEC)	AECENG1201	L-1 Compulsory English	10	10	20	30	--	--	50
Ability Enhancement Course /Languages (MIL)	AECXXX1201	L-2 HIN, MAR, KAN, PAL,URD, SAN, etc	10	10	20	30	--	--	50
Field Work / Project/Internship/ OJT/ Apprenticeship / Case Study Or Co-curricular Courses (CC) (Basket6forCC) *(Common across all faculties*	CCCJOU1201	*(NCC/NSS/Sports/ Culture/HealthWellness/ YogaEducation/Fitness)*	10	10	20	30	--	---	50
Total			80	80	160	240	60	90	550

NOTE: 1. Learner must pass (with minimum 40% marks) separately in CA and ESE
2. 1Credit=25 Marks, Weekly 1 hour (60min.) for Theory & 2 hours (120 min.) for practical

Swami Ramanand Teerth Marathwada University, Nanded
Faculty of Interdisciplinary Studies
Major Subject in Mass Communication and Journalism
Under Graduate Second Year Programme, Semester III (Level 5.0) Teaching Scheme

Subject	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Optional- 1	IJOUCT1201	Reporting and Editing	04	--	04	04	--
	IJOUCP1201	Techniques and Skills of Report and Editing	--	04	04	--	08
Optional- 2	IJOUMT1201	Advertising	02	--	02	02	--
	IJOUMP1201	Techniques and Skills of Advertising	---	02	02	---	04
Optional- 3	IJOUET1201	------	---	--	---	----	--
	IJOUEP1201	------	--	---	---	--	---
Generic Electives (GE)	IJOUGE1201	Radio Journalism	02	--	02	02	--
Vocational & Skill Enhancement Course (SC)	IJOUVC1201	Social Media	02	--	02	02	---
Ability Enhancement Course (AEC)	AECENG1201	L-1 Compulsory English	02	--	02	02	--
Ability Enhancement Course /Languages (MIL)	AECXXX1201	HIN, MAR, KAN, PAL, URD, SAN, etc	02	--	02	02	---
Field Work / Project/Internship/ OJT/ Apprenticeship / Case Study Or Co-curricular Courses (CC) (Basket6forCC) *(Common across all faculties)*	CCCJOU1201	*(NCC/NSS/Sports/ Culture/HealthWellness/ YogaEducation/Fitness)*	02	--	02	--	--
		Total Credits	**16**	**06**	**22**	**14**	**12**

Swami Ramanand Teerth Marathwada University, Nanded
Faculty of Interdisciplinary Studies
Major Subject in Mass Communication and Journalism
Under Graduate Second Year Programme, Semester IV (Level 5.0) Teaching Scheme

Subject	Course Code	Course Name	Continuous Assessment (CA)			Theory ESA	Practical		Total Col. (6+7) or Col. (8+9)
			Test I& II	Tutorial	Total (4+5)	Total	CA	ESA	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
Optional- 1	IJOUCT1251	Media Language & writing skills	20	20	40	60	--	--	100
	IJOUCP1251	Techniques and Skills of Media Language & writing skills	---	---	---	---	40	60	100
Optional- 2	IJOUMT1251	Mobile Journalism	10	10	20	30	--	--	50
	IJOUMP1251	Techniques and Skills of Mobile Journalism	---	----	---	---	20	30	50
Optional- 3	IJOUET1251	------	---	--	–	–	–	–	--
	IJOUEP1251	------	--	--	--	--	–	–	--
Generic Electives (GE)	IJOUGE1251	Sports Journalism	10	10	20	30	--	--	50
Vocational & Skill Enhancement Course (SC)	IJOUVC1251	Television Journalism	10	10	20	30	--	--	50
Ability Enhancement Course (AEC)	AECENG1251	L-1 Compulsory English	10	10	20	30	--	--	50
Ability Enhancement Course /Languages (MIL)	AECXXX1251	L-2 HIN, MAR, KAN, PAL,URD, SAN, etc	10	10	20	30	--	--	50
Value Education Courses (VEC) (Basket 5) *(Common across all faculties)*	VECEVS1251	Environmental Studies	10	10	20	30	--	---	50
Total			80	80	160	240	60	90	550

NOTE: 1. Learner must pass (with minimum 40% marks) separately in CA and ESE
2. 1Credit=25 Marks, Weekly 1 hour (60min.) for Theory & 2 hours (120 min.) for practical

Swami Ramanand Teerth Marathwada University, Nanded
Faculty of Interdisciplinary Studies
Major Subject in Mass Communication and Journalism
Under Graduate Second Year Programme, Semester IV (Level 5.0) Teaching Scheme

Subject	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ Week)	
			Theory	Practical	Total	Theory	Practical
Optional- 1	IJOUCT1251	Media Language & writing skills	04	--	**04**	04	--
	IJOUCP1251	Techniques and Skills of Media Language & writing skills	--	04	04	--	08
Optional- 2	IJOUMT1251	Mobile Journalism	02	--	**02**	02	--
	IJOUMP1251	Techniques and Skills of Mobile Journalism	---	02	02	---	04
Optional- 3	IJOUET1251	------	---	--	**---**	----	--
	IJOUEP1251	------	--	---	---	--	---
Generic Electives (GE)	IJOUGE1251	Sports Journalism	02	--	**02**	02	--
Vocational & Skill Enhancement Course (SC)	IJOUVC1251	Television Journalism	02	--	**02**	02	---
Ability Enhancement Course (AEC)	AECENG1251	L-1 Compulsory English	02	--	**02**	02	--
Ability Enhancement Course /Languages (MIL)	AECXXX1251	L-2 HIN, MAR, KAN, PAL,URD, SAN, etc	02	--	**02**	02	---
Value Education Courses (VEC) (Basket 5) *(Common across all faculties)*	VECEVS1251	Environmental Studies	02	--	**02**	--	--
		Total Credits	**16**	**06**	**22**	**14**	**12**

स्वामी रामानंद तीर्थ
मराठवाडा विद्यापीठ, नांदेड.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year
Programme, 3rd Semester

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 3rd Semester
Paper Code: IJOUCT1201
Title: - Reporting and Editing

Course Objectives:

1. To introduce students to the fundamental principles, techniques, and processes involved in news reporting and editing.
2. To enhance students' skills in gathering, verifying, writing, and editing news for print, broadcast, and digital platforms.
3. To build an understanding of ethical reporting and editorial responsibility in the contemporary media environment.

Course Outcomes:

Upon successful completion of this course, students will be able to:

1. Apply reporting methods such as interviewing, research, and fact-checking to produce accurate and engaging news stories.
2. Edit news content effectively by improving structure, clarity, grammar, and presentation while ensuring factual correctness.
3. Demonstrate professionalism and ethical conduct in gathering and editing news across multiple media platforms.

Paper Code: IJOUCT1201 Title: - Reporting and Editing

Curriculum Details

Module No	Unit No.	Reporting and Editing	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Fundamentals of News Reporting**	15
	1.1	Definition, characteristics, and importance of news reporting.	
	1.2	News values: timeliness, proximity, prominence, conflict, human interest.	
	1.3	Types of reports: straight news, feature, investigative, interpretative.	
	1.4	News sources: press releases, interviews, documents, fieldwork, online resources.	
2.0	02	**Techniques of News Writing**	15
	2.1	Structure of a news story: headline, lead, body, and conclusion.	
	2.2	Writing style, objectivity, clarity, and accuracy.	
	2.3	Covering different beats: politics, crime, sports, health, education, environment.	
	2.4	Verification and cross-checking facts; dealing with misinformation.	
3.0	03	**Editing Principles and Practices**	15
	3.1	Role of editing in journalism.	
	3.2	Types of editing: copy editing, substantive editing, headline writing, photo editing.	
	3.3	Grammar, punctuation, coherence, readability, and consistency.	
	3.4	Ethical issues: plagiarism, fairness, representation, and privacy.	
4.0	04	**Newsroom Workflow and Media Platforms**	15
	4.1	Newsroom organization, roles, and responsibilities.	
	4.2	Reporting and editing for print, television, radio, and digital platforms.	
	4.3	Working under deadlines and managing newsroom pressure.	
	4.4	Trends in multimedia journalism, mobile reporting, and audience engagement.	
		Total	60

Reference Books:

- M. V. Kamat – Professional Journalism. - Vikas Publication House Pvt Ltd; First edition (2009)
- B. N. Ahuja – Theory and Practice of Journalism. - Surjeet Publication, 2009
- B. G. Varghese – Indian Journalism.
- Richard Keeble – The Newspapers Handbook. - Routledge; 3 edition (17 May 2001)
- VirBala Agarwal: Essentials of Pracical Journalism, Concept Publishing House, 2006.
- Maloney & Rubenstein: Writing for Media, Allyn& Bacon, 2nd Edition

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 3rd Semester
Paper Code: IJOUCP1201
Title: - Techniques and Skills of Reporting and Editing

Course Objectives:

1. To equip students with practical techniques and essential skills required for effective news reporting and editing.
2. To train students in accurate, clear, and ethical communication through news writing and editorial practices.
3. To develop analytical, observational, and decision-making abilities while working under deadlines in a newsroom environment.

Course Outcomes:

Upon successful completion of this course, students will be able to:

1. Demonstrate the ability to gather, verify, and structure news content for various media platforms.
2. Apply editing techniques to enhance readability, clarity, coherence, and correctness while maintaining journalistic integrity.
3. Exhibit professional judgment, ethical responsibility, and communication skills in reporting and editing tasks.

Paper Code: IJOUCP1201 Title: - Techniques and Skills of Reporting and Editing

Curriculum Details

Module No	Unit No.	Techniques and Skills of Reporting and Editing	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Basics of Reporting**	15
	1.1	Understanding news: definition, importance, and characteristics.	
	1.2	News values: timeliness, relevance, accuracy, human interest, proximity.	
	1.3	Sources of news: primary and secondary sources, interviews, field observations, documents.	
	1.4	Types of reports: straight news, feature, investigative, interpretative, editorial news.	
2.0	02	**Techniques in Reporting**	15
	2.1	Observational techniques, note-taking, fact-checking, interviewing basics.	
	2.2	Handling interviews, press briefings, and community reporting.	
	2.3	Writing news stories, preparing interview questions, creating summaries.	
	2.4	Simulated newsroom activity with assigned beats and editorial review.	
3.0	03	**Editing Principles and Practices**	15
	3.1	Editing for grammar and style, writing headlines, proofreading, caption writing.	
	3.2	Writing news stories from field notes.	
	3.3	Preparing reports on events like press conferences or community meetings.	
	3.4	Editing raw news copy to improve clarity and correctness.	
4.0	04	**Newsroom Workflow**	15
	4.1	Writing a straight news report based on a local event.	
	4.2	Conducting an interview and preparing a report.	
	4.3	Writing headlines and captions for published stories.	
	4.4	Group discussions on case studies involving ethical dilemmas in reporting.	
		Total	60

Reference Books:

- M. V. Kamat – Professional Journalism. - Vikas Publication House Pvt Ltd; First edition (2009)
- B. N. Ahuja – Theory and Practice of Journalism. - Surjeet Publication, 2009
- B. G. Varghese – Indian Journalism.
- Richard Keeble – The Newspapers Handbook. - Routledge; 3 edition (17 May 2001)
- VirBala Agarwal: Essentials of Pracical Journalism, Concept Publishing House, 2006.
- Maloney & Rubenstein: Writing for Media, Allyn& Bacon, 2nd Edition

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 3rd Semester
Paper Code: IJOUMT1201
Title: - Advertising

Course Objectives

1. To provide students with a foundational understanding of advertising, its role, and significance in mass communication.
2. To introduce students to the principles, tools, and techniques of advertising in print, broadcast, and digital media.
3. To train students in the practical aspects of ad creation, planning, and ethical practices in advertising.

Course Outcomes

After completing this course, students will be able to:

1. Understand the evolution, functions, and importance of advertising in society.
2. Apply the concepts of advertising to develop creative and effective ad messages.
3. Analyze different types of advertisements and their impact on target audiences.
4. Demonstrate knowledge of ethical, social, and economic aspects of advertising.

Paper Code: IJOUMT1201 Title: - Advertising

Curriculum Details

Module No	Unit No.	Advertising	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Introduction to Advertising**	As per Requirement
	1.1	Definition, nature, and scope of advertising	
	1.2	History and growth of advertising in India	
	1.3	Functions and role of advertising in society	
	1.4	Types of advertising: Print, Broadcast, Outdoor, Digital	
2.0	02	**Principles and Techniques of Advertising**	As per Requirement
	2.1	Elements of an advertisement: Copy, slogan, headline, visuals	
	2.2	Layout and design in advertising	
	2.3	Media planning and media selection	
	2.4	Role of creativity in advertising	
3.0	03	**Advertising Agencies and Campaigns**	As per Requirement
	3.1	Structure and functions of an advertising agency	
	3.2	Types of agencies: Full service, in-house, creative boutique	
	3.3	Stages of planning an advertising campaign, Branding	
	3.4	Case studies of successful advertising campaigns	
4.0	04	**Contemporary Issues and Ethics in Advertising**	As per Requirement
	4.1	Social and cultural impact of advertising	
	4.2	Advertising and consumer behaviour	
	4.3	Ethical issues in advertising (misleading ads, stereotyping, children and advertising)	
	4.4	Future trends: Digital advertising, social media advertising, influencer marketing	
		Total	30

Reference Books:

- Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication.
- Natarajan, J. (2000) History of Indian Journalism. Publication Division
- Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications
- Natrajan, J. History of the Press in India. Delhi: Asia Publishing House.
- Shridhar, Vijaydutt. Bharatiya Patrakarita Kosh. New Delhi: Vani Prakashan
- Sahu, RN and Pandey, K.S. The Press in India: Perspective in Development and Relevance
- New Delhi: Kanishka Publishers. Sarkar, NN. Art and Print Production. Oxford University Press.
- Tiwari, Arjun. Patrakarita Ka Itihas. New Delhi: Vani Prakashan

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 3rd Semester
Paper Code: IJOUMP1201
Title: - Techniques and Skills of Advertising

Course Objectives

1. To equip students with practical skills in creating, designing, and evaluating advertisements.
2. To develop creativity and technical competence in print, broadcast, and digital advertising.
3. To train students in planning, execution, and presentation of advertising campaigns.

Course Outcomes

After successful completion of this course, students will be able to:

1. Demonstrate the ability to conceptualize and design advertisements for different media.
2. Apply techniques of copywriting, layout design, and visual communication in ad creation.
3. Produce advertising content using digital tools and platforms.
4. Work collaboratively on ad campaigns, presentations, and client pitches.

Paper Code: IJOUMT1201 Title: - Techniques and Skills of Advertising

Curriculum Details

Module No	Unit No.	Techniques and Skills of Advertising	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Basics of Advertising Design**	As per Requirement
	1.1	Principles of advertising design and layout	
	1.2	Role of visuals, headlines, slogans, and copy	
	1.3	Typography, colour psychology, and branding elements	
	1.4	Practical: Designing print ads (newspaper/magazine)	
2.0	02	**Copywriting Skills**	As per Requirement
	2.1	Essentials of ad copy: clarity, brevity, creativity	
	2.2	Writing slogans, jingles, taglines, and punchlines	
	2.3	Ad copy for different media – print, radio, TV, digital	
	2.4	Practical: Preparing sample ad copy and slogans for real/imaginary products	
3.0	03	**Digital and Broadcast Advertising Techniques**	As per Requirement
	3.1	Basics of radio and TV commercial production	
	3.2	Storyboarding and scriptwriting for ads	
	3.3	Introduction to digital advertising tools (social media ads, banner ads)	
	3.4	Practical: Creating a storyboard / short radio or video ad	
4.0	04	**Campaign Planning and Execution**	As per Requirement
	4.1	Steps of planning an ad campaign	
	4.2	Selecting media mix for campaign objectives	
	4.3	Presentation and pitching techniques	
	4.4	Practical: Group assignment – Prepare and present a mini advertising campaign	
		Total	30

Reference Books:

- Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication.
- Natarajan, J. (2000) History of Indian Journalism. Publication Division
- Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications
- Natrajan, J. History of the Press in India. Delhi: Asia Publishing House.
- Shridhar, Vijaydutt. Bharatiya Patrakarita Kosh. New Delhi: Vani Prakashan
- Sahu, RN and Pandey, K.S. The Press in India: Perspective in Development and Relevance
- New Delhi: Kanishka Publishers. Sarkar, NN. Art and Print Production. Oxford University Press.
- Tiwari, Arjun. Patrakarita Ka Itihas. New Delhi: Vani Prakashan

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 3rd Semester
Paper Code: IJOUGE1201
Title: - Radio Journalism

Course Objectives:

1. To introduce students to the principles, history, and practices of radio journalism as a distinct medium of mass communication.
2. To develop skills in news writing, scripting, recording, editing, and presentation for radio broadcasting.
3. To create awareness of ethical, technical, and professional aspects of working in radio journalism.

Course Outcomes:

Upon successful completion of this course, students will be able to:

1. Write, produce, and present news scripts and radio programs suitable for different formats and audiences.
2. Apply techniques of audio recording, editing, and sound management using appropriate tools and software.
3. Understand and practice ethical reporting, audience engagement, and teamwork within the radio newsroom.

Paper Code: IJOUGE1201 Title: - Radio Journalism

Curriculum Details

Module No	Unit No.	Radio Journalism	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Introduction to Radio Journalism**	As per Requirement
	1.1	History and evolution of radio as a medium.	
	1.2	Characteristics, strengths, and limitations of radio journalism.	
	1.3	Radio formats: news bulletins, interviews, talk shows, documentaries, features.	
	1.4	Role of radio in rural and urban communication.	
2.0	02	**News Writing and Script Preparation**	As per Requirement
	2.1	Principles of radio news writing: brevity, clarity, conversational style.	
	2.2	Structure of news scripts: lead, body, and conclusion.	
	2.3	Writing for different formats – news bulletins, special reports, interviews.	
	2.4	Techniques for voice modulation and effective delivery.	
3.0	03	**Recording, Editing, and Sound Management**	As per Requirement
	3.1	Basics of audio recording, microphones, sound effects, and music.	
	3.2	Editing techniques using software tools for clarity and flow.	
	3.3	Importance of pacing, silence, and background sound.	
	3.4	Archiving and managing audio content.	
4.0	04	**Ethics, Presentation, and Future Trends**	As per Requirement
	4.1	Ethical responsibilities in radio reporting – fairness, accuracy, privacy.	
	4.2	Handling sensitive topics and crisis reporting.	
	4.3	Role of community radio, public broadcasting, and digital radio platforms.	
	4.4	Emerging technologies and podcasting trends.	
		Total	30

Reference Books

- Mass communication in India - Keval J. Kumar
- This is All India Radio - D.K. Barooha.
- Electronic media law and regulation - Kenneth Créech, Vishvidyalaya Publication Varanasi.
- रेडीओ और दुरदर्शन पत्रकारिता हरीमोहन .डॉ -, विश्वविद्यालय प्रकाशन, वाराणसी.
- लेखन, संपादन और मुद्रण .ओम गुप्ता -
- वार्ता संकलन चंद्रकांत ताम्हाणे -
- वृत्त लेखन स्वरुप आणि सिध्दां त - धारुरकर .ल.वि.डॉ

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 3rd Semester
Paper Code: IJOUVC1201
Title: - Social Media

Course Objectives:

1. To introduce students to the principles, tools, and strategies of social media communication in contemporary journalism and mass communication.
2. To develop practical skills in content creation, audience engagement, and platform management for effective social media communication.
3. To create awareness about ethical issues, digital literacy, and the impact of social media on society and journalism.

Course Outcomes:

Upon successful completion of this course, students will be able to:

1. Create engaging content tailored to various social media platforms using best practices and communication strategies.
2. Use social media tools, analytics, and scheduling techniques to manage and expand audiences effectively.
3. Demonstrate ethical and responsible use of social media while understanding its impact on journalism and public discourse.

Paper Code: IJOUVC1201 Title: - Social Media

Curriculum Details

Module No	Unit No.	Social Media	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Introduction to Social Media and Its Role in Communication**	As per Requirement
	1.1	History and evolution of social media platforms.	
	1.2	Types of social media: Facebook, Instagram, Twitter/X, YouTube, LinkedIn, podcasts, etc.	
	1.3	The role of social media in journalism, activism, branding, and communication.	
	1.4	Understanding audiences, engagement patterns, and platform algorithms.	
2.0	02	**Content Creation and Communication Strategies**	As per Requirement
	2.1	Types of content: text, images, videos, reels, live streams, and stories.	
	2.2	Writing for social media: tone, hashtags, captions, and storytelling.	
	2.3	Visual communication and graphics tools for creating appealing posts.	
	2.4	Planning content calendars and scheduling posts.	
3.0	03	**Analytics, Engagement, and Management Tools**	As per Requirement
	3.1	Understanding metrics: likes, shares, comments, impressions, reach, and audience behavior.	
	3.2	Tools for monitoring performance and scheduling posts (e.g., Hootsuite, Canva, Buffer).	
	3.3	Engagement strategies: community building, interaction, and crisis management.	
	3.4	Collaborating with influencers and running social campaigns.	
4.0	04	**Ethics, Privacy, and the Impact of Social Media**	As per Requirement
	4.1	Ethical issues: misinformation, fake news, plagiarism, trolling, privacy, and online harassment.	
	4.2	Legal frameworks and responsibilities of content creators and publishers.	
	4.3	Digital well-being and responsible usage.	
	4.4	The influence of social media on journalism, democracy, and culture.	
		Total	30

Reference Books:

- Martin L. Gebson, "Editing in the Electronic Media", Prentice Hall, Newyork
- S. Johnson & J. Harries, "The Complete Reporter", Macmillan Publication, New York, 1977.
- F. W. Hodgson, "odern Newspapers Practice", Heinemann, London.Dorling Kindersley (India) Pvt.
- Reckoning with Social Media, Aleena Chia, Ana Jorge, Tero Karppi 2021
- Social Media in the Digital Age History, Ethics, and Professional Uses, Rebecca Coates Nee. 2021
- The Facebook Era Tapping Online Social Networks to Market, Sell, and Innovate, Clara Shih 2010
- Social Media and Politics in India, Raj Padhiyar 2019
- The Indian Media Business, Vanita Kohli 2013

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 3rd Semester

Semester	Code	Credits	Title of the Course
III	AECENG1201	02	L-1 Compulsory English
	AECXXX1201	02	L-2 HIN,MAR,KAN,PAL,URD,SAN,etc
	CCCXXX1201	02	NCC/NSS/Sports/Culture/Health Wellness/Yoga Education/Fitness

Syllabus on S.R.T.M. University Website

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year
Programme, 4th Semester

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 4th Semester
Paper Code: IJOUCT1251
Title: - Media Language and Writing Skills

Course Objectives:

1. To develop students' understanding of the language used in various media formats and enhance their writing skills for effective communication.
2. To introduce students to different writing styles, formats, and techniques required for news, features, scripts, and digital content.
3. To build clarity, accuracy, creativity, and ethical responsibility in writing for print, broadcast, and online media.

Course Outcomes:

Upon completing this course, students will be able to:

1. Demonstrate proficiency in media-specific language and writing techniques suited for different platforms.
2. Write clear, concise, and audience-appropriate content such as news reports, features, scripts, and blogs.
3. Apply grammatical rules, stylistic elements, and ethical considerations in all forms of media writing.

Paper Code: IJOUCT1201 Title: - Media Language and Writing Skills

Curriculum Details

Module No	Unit No.	Media Language and Writing Skills	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Introduction to Media Language**	15
	1.1	Characteristics of media language: clarity, simplicity, accuracy, and neutrality.	
	1.2	Language variations across print, television, radio, and digital platforms.	
	1.3	Understanding audience perception and tone adaptation.	
	1.4	Common grammatical pitfalls and style guidelines in media writing.	
2.0	02	**Writing for News and Features**	15
	2.1	Structure and style of news reports, feature articles, interviews, and opinion pieces.	
	2.2	Crafting leads, headlines, captions, and summaries.	
	2.3	Writing with objectivity vs interpretive writing.	
	2.4	Incorporating data, quotes, and factual information.	
3.0	03	**Script Writing and Content Development**	15
	3.1	Basics of scriptwriting for radio, television, and digital platforms.	
	3.2	Formatting scripts, voiceovers, and dialogues.	
	3.3	Writing content for blogs, podcasts, and social media posts.	
	3.4	Adapting writing style for different genres and formats.	
4.0	04	**Editing and Ethical Writing**	15
	4.1	Principles of editing for clarity, flow, and brevity.	
	4.2	Proofreading techniques and common editing mistakes.	
	4.3	Ethical writing practices: accuracy, fairness, plagiarism, and responsible reporting.	
	4.4	Handling sensitive topics, privacy concerns, and misinformation.	
		Total	60

Reference Books:

- Online Journalism – Reporting,Writing and Editing for New Media –
- Richard Craig Broadcast News Handbook – Writing, Reporting, Producing in a converging Media
- C.A. Juggle,Forrest Carr and Suzanne Huffman Writing Machines –Katherine Hayles
- Writing for the media- Sunny Thomas¬ The Language of New Media –Lev Manovich
- How to start Vlogging: A complete Beginner's Guide –Derrick Hayes

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 4th Semester
Paper Code: IJOUCP1251
Title: - Techniques and Skills of Media Language and Writing Skills

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Course Objectives:

1. To develop students' command over media-specific language and refine their writing techniques for diverse media formats.
2. To train students in writing clear, concise, and engaging content while adapting to different audiences and platforms.
3. To build ethical awareness and editing capabilities necessary for accurate, responsible, and professional communication.

Course Outcomes:

After completing this course, students will be able to:

1. Apply appropriate language, style, and tone while writing for print, broadcast, and digital media.
2. Produce different forms of media content such as news reports, features, scripts, and blogs with accuracy and coherence.
3. Edit and proofread content effectively while adhering to ethical guidelines and media standards.

Paper Code: IJOUCP1201

Title: - Techniques and Skills of Media Language and Writing Skills

Curriculum Details

Module No	Unit No.	Techniques and Skills of Media Language and Writing Skills	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Language in Media Communication**	15
	1.1	Characteristics of effective media language: clarity, precision, neutrality, and relevance.	
	1.2	Adapting language for print, television, radio, and online platforms.	
	1.3	Grammar essentials and common language errors in media writing.	
	1.4	Audience analysis and communication strategies.	
2.0	02	**Writing Techniques for Media Content**	15
	2.1	Writing news reports, feature articles, interviews, and opinion pieces.	
	2.2	Headlines, leads, captions, summaries – structure and style.	
	2.3	Writing for various beats: politics, entertainment, sports, education, health.	
	2.4	Integrating facts, data, and quotes for credibility.	
3.0	03	**Scriptwriting and Creative Content Development**	15
	3.1	Scriptwriting for radio, television, podcasts, and digital videos.	
	3.2	Formatting scripts, writing dialogues, and voiceovers.	
	3.3	Blogging, social media posts, and content marketing techniques.	
	3.4	Creative storytelling and audience engagement strategies.	
4.0	04	**Editing, Proofreading, and Ethical Writing**	15
	4.1	Copy editing, headline editing, and visual content integration.	
	4.2	Techniques for improving readability, coherence, and flow.	
	4.3	Ethical considerations: fact-checking, avoiding plagiarism, privacy concerns, responsible reporting.	
	4.4	Working with deadlines and newsroom pressure.	
		Total	60

Reference Books:

- Online Journalism – Reporting,Writing and Editing for New Media –
- Richard Craig Broadcast News Handbook – Writing, Reporting, Producing in a converging Media
- C.A. Juggle,Forrest Carr and Suzanne Huffman Writing Machines –Katherine Hayles
- Writing for the media- Sunny Thomas¬ The Language of New Media –Lev Manovich
- How to start Vlogging: A complete Beginner's Guide –Derrick Hayes

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 4th Semester
Paper Code: IJOUMT1251
Title: - Mobile Journalism

Course Objectives:

1. To introduce students to the tools, techniques, and workflows used in mobile journalism for reporting and content creation.
2. To equip students with practical skills for capturing, editing, and publishing news and stories using mobile devices.
3. To develop an understanding of ethical, legal, and technical aspects related to mobile journalism across platforms.

Course Outcomes:

Upon completion of this course, students will be able to:

1. Use mobile devices effectively to gather, shoot, edit, and publish news content in various formats.
2. Apply mobile reporting techniques to create engaging and audience-friendly content under real-world conditions.
3. Demonstrate awareness of ethical guidelines, privacy concerns, and legal considerations while using mobile technology for journalism.

Paper Code: IJOUMT1201

Title: - Mobile Journalism

Curriculum Details

Module No	Unit No.	Mobile Journalism	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Introduction to Mobile Journalism**	**As per Requirement**
	1.1	Evolution and importance of mobile journalism (MoJo).	
	1.2	Mobile devices as news-gathering tools: smartphones, tablets, accessories.	
	1.3	Differences between traditional and mobile journalism.	
	1.4	Overview of mobile journalism apps and tools (camera, editing apps, social media platforms).	
2.0	02	**Shooting Techniques and Storytelling**	**As per Requirement**
	2.1	Principles of mobile video storytelling: framing, lighting, sound, and composition.	
	2.2	Recording interviews, live events, and b-roll footage.	
	2.3	Writing scripts and narrations suitable for mobile storytelling.	
	2.4	Visual storytelling techniques for short-form videos and social media content.	
3.0	03	**Editing and Publishing on Mobile Platforms**	**As per Requirement**
	3.1	Editing workflows using mobile apps: cutting, trimming, adding effects, subtitles, and music.	
	3.2	Best practices for mobile editing: file formats, resolution, and audio quality.	
	3.3	Publishing content on platforms like YouTube, Instagram, Facebook, and news websites.	
	3.4	Using analytics tools to track audience engagement.	
4.0	04	**Ethics, Safety, and Legal Issues in Mobile Journalism**	**As per Requirement**
	4.1	Handling privacy, consent, and copyright issues in mobile reporting.	
	4.2	Ethical responsibilities while reporting sensitive or traumatic events.	
	4.3	Safety tips for mobile journalists in field reporting.	
	4.4	Challenges like misinformation, deepfakes, and content manipulation.	
		Total	30

Reference Books:

- Quinn, S. (2019). *Mobile journalism: Reporting news with smartphones*. Routledge.
- Burum, I., & Quinn, S. (2016). *MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad*. Routledge.
- Westlund, O., & Quinn, S. (2018). *Mobile journalism and mobile media: Key trends*. Nordicom.
- Hill, S. (2017). *Mobile storytelling in journalism: Storytelling techniques for journalists, educators, and students*. Focal Press.
- Ytreberg, E., & Westlund, O. (2021). *Mobile journalism and the changing media ecology*. Palgrave Macmillan.
- यादव, आर. के. (2018). *मोबाइल पत्रकारिता: पत्रकारिता का नया युग*. नई दिल्ली: प्रभात प्रकाशन.
- शर्मा, एस. (2019). *मोबाइल पत्रकारिता: सिद्धांत और व्यवहार*. नई दिल्ली: वाणी प्रकाशन.
- वर्मा, अ. (2020). *डिजिटल और मोबाइल पत्रकारिता*. नई दिल्ली: राजकमल प्रकाशन.
- कुलकर्णी, एस. (2019). *मोबाईल पत्रकारिता: सिद्धांत आणि प्रयोग*. पुणे: प्रतिष्ठान प्रकाशन.
- देशमुख, आर. (2020). *डिजिटल माध्यमे आणि मोबाईल पत्रकारिता*. मुंबई: दिलीप पब्लिकेशन्स.
- पाटील, ए. (2021). *मोबाईल पत्रकारिता: नवमाध्यमाचा अभ्यास*. औरंगाबाद: श्री गजानन प्रकाशन.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 4th Semester
Paper Code: IJOUMP1251
Title: - Techniques and Skills of Mobile Journalism

Course Objectives:

1. To train students in the practical use of mobile devices for news gathering, storytelling, editing, and publishing.
2. To develop hands-on skills for shooting, recording, and editing content while ensuring clarity, creativity, and audience engagement.
3. To create awareness of ethical, safety, and legal responsibilities involved in mobile journalism.

Course Outcomes:

Upon successful completion of this course, students will be able to:

1. Effectively use smartphones and other mobile tools for video reporting, interviews, and content creation.
2. Apply editing techniques to enhance video and audio quality and produce professional mobile content.
3. Demonstrate ethical judgment, safety awareness, and responsible reporting while using mobile journalism techniques in field conditions.

Paper Code: IJOUMP1201

Title: - Techniques and Skills of Mobile Journalism

Curriculum Details

Module No	Unit No.	Techniques and Skills of Mobile Journalism	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Introduction to Mobile Journalism Tools and Techniques**	**As per Requirement**
	1.1	Hands-on use of mobile devices for news reporting: smartphones, microphones, tripods, and lighting tools.	
	1.2	Exploring mobile apps for recording, editing, and publishing.	
	1.3	Understanding file formats, video resolution, audio capture, and storage.	
	1.4	Setting up a mobile reporting kit for field use.	
2.0	02	**Shooting and Storytelling on Mobile Platforms**	**As per Requirement**
	2.1	Techniques of framing, lighting, audio capture, and camera handling for storytelling.	
	2.2	Developing scripts and storyboards tailored to mobile storytelling formats.	
	2.3	Shooting a short news package using mobile devices.	
	2.4	Recording an interview and editing with visuals and narration.	
3.0	03	**Editing and Publishing Mobile Content**	**As per Requirement**
	3.1	Editing videos, adding text, graphics, music, and subtitles using mobile editing apps.	
	3.2	Compressing files and selecting appropriate formats for sharing.	
	3.3	Publishing videos and stories on social media, websites, and other platforms.	
	3.4	Preparing posts for Instagram, Facebook, or YouTube and analyzing audience interaction.	
4.0	04	**Ethical Practices, Safety, and Legal Awareness in Mobile Journalism**	**As per Requirement**
	4.1	Handling privacy, consent, and sensitive reporting responsibly.	
	4.2	Recognizing misinformation, deepfakes, and fake news while verifying facts.	
	4.3	Ensuring personal safety and equipment care during field reporting.	
	4.4	Reviewing case studies and reporting dilemmas in simulated scenarios.	
		Total	30

Reference Books:

- Quinn, S. (2019). *Mobile journalism: Reporting news with smartphones*. Routledge.
- Burum, I., & Quinn, S. (2016). *MOJO: The mobile journalism handbook: How to make broadcast videos with an iPhone or iPad*. Routledge.
- Westlund, O., & Quinn, S. (2018). *Mobile journalism and mobile media: Key trends*. Nordicom.
- Hill, S. (2017). *Mobile storytelling in journalism: Storytelling techniques for journalists, educators, and students*. Focal Press.
- Ytreberg, E., & Westlund, O. (2021). *Mobile journalism and the changing media ecology*. Palgrave Macmillan.
- यादव, आर. के. (2018). *मोबाइल पत्रकारिता: पत्रकारिता का नया युग*. नई दिल्ली: प्रभात प्रकाशन.
- शर्मा, एस. (2019). *मोबाइल पत्रकारिता: सिद्धांत और व्यवहार*. नई दिल्ली: वाणी प्रकाशन.
- वर्मा, अ. (2020). *डिजिटल और मोबाइल पत्रकारिता*. नई दिल्ली: राजकमल प्रकाशन.
- कुलकर्णी, एस. (2019). *मोबाईल पत्रकारिता: सिद्धांत आणि प्रयोग*. पुणे: प्रतिष्ठान प्रकाशन.
- देशमुख, आर. (2020). *डिजिटल माध्यमे आणि मोबाईल पत्रकारिता*. मुंबई: दिलीप पब्लिकेशन्स.
- पाटील, ए. (2021). *मोबाईल पत्रकारिता: नवमाध्यमाचा अभ्यास*. औरंगाबाद: श्री गजानन प्रकाशन.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 4th Semester
Paper Code: IJOUGE1251
Title: - Sports Journalism

Course Objectives

1. To introduce students to the fundamentals of sports reporting, editing, and writing across different media platforms.
2. To develop an understanding of the ethics, challenges, and evolving trends in sports journalism.
3. To train students in practical skills of covering sports events, interviews, and feature writing.

Course Outcomes

After completion of the course, students will be able to:

1. Understand the role and significance of sports journalism in media and society.
2. Demonstrate skills in reporting, editing, and presenting sports-related content for print, broadcast, and digital platforms.
3. Apply journalistic ethics and professionalism in sports coverage.
4. Analyze contemporary issues, commercialization, and the influence of new media on sports journalism.

Paper Code: IJOUGE1201

Title: - Sports Journalism

Curriculum Details

Module No	Unit No.	Sports Journalism	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Introduction to Sports Journalism**	**As per Requirement**
	1.1	History and evolution of sports journalism in India and abroad	
	1.2	Role of sports journalism in mass media	
	1.3	News values in sports reporting	
	1.4	Types of sports writing: reports, features, columns, match previews & reviews	
2.0	02	**Sports Reporting and Writing**	**As per Requirement**
	2.1	Techniques of reporting live matches and tournaments	
	2.2	Writing for print, broadcast, and digital media	
	2.3	Language and style in sports journalism	
	2.4	Interviewing sports personalities	
3.0	03	**Sports Editing and Production**	**As per Requirement**
	3.1	Editing sports copy: headlines, leads, captions	
	3.2	Use of statistics and data in sports coverage	
	3.3	Page layout, design, and use of photographs in sports journalism	
	3.4	Role of commentary and anchoring in electronic media	
4.0	04	**Issues and Ethics in Sports Journalism**	**As per Requirement**
	4.1	Ethics and responsibilities of sports journalists	
	4.2	Commercialization, sponsorships, and media rights in sports	
	4.3	Sports journalism and nationalism, gender, and representation	
	4.4	Impact of new media, social media, and citizen journalism on sports reporting	
		Total	30

Reference Books:

- Boyle, R. (2006). *Sports journalism: Context and issues*. SAGE Publications.
- Schultz, B., & Sheffer, M. L. (2010). *Sports media: Reporting, producing, and planning*. Focal Press.
- Nicholson, M. (2007). *Sport and the media: Managing the nexus*. Routledge.
- Rowe, D. (2004). *Sport, culture and the media: The unruly trinity* (2nd ed.). Open University Press.
- Andrews, P., & Jackson, S. (2001). *Sports stars: The cultural politics of sporting celebrity*. Routledge.
- सिंह, जे. (2018). *खेल पत्रकारिता*. नई दिल्ली: प्रभात प्रकाशन.
- वर्मा, अ. (2017). *खेल और मीडिया: खेल पत्रकारिता के आयाम*. नई दिल्ली: राजकमल प्रकाशन.
- शर्मा, एस. (2019). *खेल पत्रकारिता का सिद्धांत और व्यवहार*. वाराणसी: ज्ञान गंगा प्रकाशन.
- पाटील, व्ही. (2016). *क्रीडा पत्रकारिता*. पुणे: विद्या प्रकाशन.
- जोशी, एम. (2018). *क्रीडा आणि माध्यमे*. मुंबई: दिलीप प्रकाशन.
- कुलकर्णी, एस. (2020). *क्रीडा वार्तांकन: सिद्धांत आणि व्यवहार*. नागपूर: साईनाथ प्रकाशन.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 4th Semester
Paper Code: IJOUVC1251
Title: - Television Journalism

Course Objectives:

1. To introduce students to the principles, tools, and techniques involved in television journalism.
2. To develop skills in writing scripts, shooting, editing, and presenting television news and programs.
3. To create awareness of ethical reporting, newsroom practices, and audience engagement in television journalism.

Course Outcomes:

Upon completion of this course, students will be able to:

1. Write and produce television news scripts, reports, and visual content using appropriate techniques and formats.
2. Use cameras, editing tools, and production equipment effectively to create high-quality news and feature programs.
3. Apply ethical standards and professional communication skills while working in a television newsroom or field reporting.

Paper Code: IJOUVC1201

Title: - Television Journalism

Curriculum Details

Module No	Unit No.	Television Journalism	Hrs. Required to cover the contents 1Hrs.=60M.
1.0	01	**Introduction to Television Journalism**	**As per Requirement**
	1.1	History and development of television as a news medium.	
	1.2	Structure and functioning of a TV newsroom.	
	1.3	Roles of producers, anchors, cameramen, editors, and reporters.	
	1.4	Characteristics and strengths of television journalism compared to other media.	
2.0	02	**Script Writing and Visual Storytelling**	**As per Requirement**
	2.1	Writing for television: structure, tone, and clarity.	
	2.2	Crafting news scripts, voiceovers, interviews, and special reports.	
	2.3	Visual storytelling: framing, angles, cuts, and transitions.	
	2.4	Using graphics, visuals, and text to enhance comprehension.	
3.0	03	**Camera Techniques and Editing**	**As per Requirement**
	3.1	Basics of television cameras: settings, lenses, lighting, and sound.	
	3.2	Techniques for shooting news reports, interviews, and live events.	
	3.3	Editing tools and software: cutting, sequencing, audio balancing, adding effects.	
	3.4	Incorporating visuals, graphics, and sound in news packages.	
4.0	04	**Ethics, Presentation, and Future Trends**	**As per Requirement**
	4.1	Ethical issues in television journalism: privacy, fairness, sensationalism, and accuracy.	
	4.2	Presentation skills: anchoring, live reporting, and handling breaking news.	
	4.3	Trends in digital broadcasting, web TV, and audience interaction.	
	4.4	Handling pressure, deadlines, and crisis reporting in television.	
		Total	30

Reference Books:

- Boyd, A., Stewart, P., & Alexander, R. (2008). *Broadcast journalism: Techniques of radio and television news* (6th ed.). Routledge.
- Franklin, B., & Hassan, G. (2005). *Key concepts in journalism studies*. SAGE Publications.
- Keeble, R. (2006). *The newspapers handbook* (4th ed.). Routledge.
- Mehra, M. (2014). *Television journalism: Principles and practices*. Kanishka Publishers.
- Shukla, S. (2012). *Electronic media and journalism*. Anmol Publications.
- सिंह, जे. (2015). *टेलीविजन पत्रकारिता*. नई दिल्ली: प्रभात प्रकाशन.
- शर्मा, एस. (2018). *समकालीन टीवी पत्रकारिता*. नई दिल्ली: वाणी प्रकाशन.
- त्रिपाठी, एम. (2017). *इलेक्ट्रॉनिक मीडिया और पत्रकारिता*. वाराणसी: ज्ञान गंगा प्रकाशन.
- पाटील, ए. (2016). *दूरदर्शन पत्रकारिता*. पुणे: विद्या प्रकाशन.
- देशमुख, आर. (2018). *इलेक्ट्रॉनिक माध्यमे आणि वार्तांकन*. मुंबई: दिलीप प्रकाशन.
- जोशी, एस. (2020). *टेलिव्हिजन पत्रकारिता: सिद्धांत आणि व्यवहार*. नागपूर: साईनाथ प्रकाशन.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of Interdisciplinary Studies
Major in Mass Communication and Journalism
Under Graduate B.A. II Year Programme, 4th Semester

Semester	Code	Credits	Title of the Course
IV	AECENG1251	02	L-1 Compulsory English
	AECXXX1251	02	L-2 HIN,MAR,KAN,PAL,URD,SAN,etc
	VECEVS1251	02	Environmental Studies

Syllabus on S.R.T.M. University Website

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

BA - *(Affiliated Colleges) (4 credits)*

Question Paper Pattern as per NEP-2020

Time: 2:30 H | Effective from academic year 2025-26 | Max. Marks: 60

Note: Attempt any four questions. कोणतेही चार प्रश्न सोडवा .

Question no. 1 is compulsory. प्रश्न क्रमांक १ सोडविणे अनिवार्य आहे.

Off the remaining Q. 2 to 6 attempt any Three (03) questions

उर्वरित प्रश्न क्रमांक २ ते ६ पैकी कोणतेही तीन (३) प्रश्न सोडवा.

All questions carry equal marks. सर्व प्रश्नांना समान गुण आहेत.

Q. 1 Write short notes on 15 Marks

(All questions are compulsory) (All questions carry 3 equal marks.):

A)
B)
C)
D)
E)

थोडक्यात टिपा लिहा. (सर्व प्रश्न अनिवार्य आहेत) (सर्व प्रश्नांना समान 3 गुण आहेत.)

अ)
ब)
क)
ड)
इ)

Q.2 (Long Answers Question) (English and Marathi) 15 Marks

Q.3 (Long Answers Question) (English and Marathi) 15 Marks

Q.4 (Long Answers Question) (English and Marathi) 15 Marks

Q.5 (Long Answers Question) (English and Marathi) 15 Marks

Q.6 Write short answers (Solve any three) (All questions carry 5 equal marks.): 15 Marks

A) अ)
B) ब)
C) क)
D) ड)

Chairman

Board of Studies

Mass Communication & Journalism

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

BA - *(Affiliated Colleges) (3 credits)*

Question Paper Pattern as per NEP-2020

Time: 2:00 H | Effective from academic year 2025-26 | Max. Marks: 45

Note: Attempt any three questions. कोणतेही तीन प्रश्न सोडवा .

Question no. 1 is compulsory. प्रश्न क्रमांक १ सोडविणे अनिवार्य आहे.

Off the remaining Q. 2 to 5 attempt any Two (02) questions

उर्वरित प्रश्न क्रमांक २ ते ५ पैकी कोणतेही दोन (२) प्रश्न सोडवा.

All questions carry equal marks. सर्व प्रश्नांना समान गुण आहेत.

Q. 1 Write short notes on 15 Marks

(All questions are compulsory) (All questions carry 3 equal marks.):

A)
B)
C)
D)
E)

थोडक्यात टिपा लिहा. (सर्व प्रश्न अनिवार्य आहेत) (सर्व प्रश्नांना समान 3 गुण आहेत.)

अ)
ब)
क)
ड)
इ)

Q.2	(Long Answers Question)	(English and Marathi)	15 Marks
Q.3	(Long Answers Question)	(English and Marathi)	15 Marks
Q.4	(Long Answers Question)	(English and Marathi)	15 Marks
Q.5	(Long Answers Question)	(English and Marathi)	15 Marks

Chairman

Board of Studies
Mass Communication & Journalism

SWAMI RAMANAND TEERTH MARATHWADA UNIVERSITY, NANDED

BA - *(Affiliated Colleges) (2 credits)*

Question Paper Pattern as per NEP-2020

Time: 2:00 H | Effective from academic year 2025-26 | Max. Marks: 30

Note: Attempt any three questions. कोणतेही तीन प्रश्न सोडवा .

Question no. 1 is compulsory. प्रश्न क्रमांक १ सोडविणे अनिवार्य आहे.

Off the remaining Q. 2 to 5 attempt any Two (02) questions

उर्वरित प्रश्न क्रमांक २ ते ५ पैकी कोणतेही दोन (२) प्रश्न सोडवा.

All questions carry equal marks. सर्व प्रश्नांना समान गुण आहेत.

Q. 1 Write short notes on — 10 Marks

(All questions are compulsory) (All questions carry 2.5 equal marks.):

A)
B)
C)
D)

थोडक्यात टिपा लिहा. (सर्व प्रश्न अनिवार्य आहेत) (सर्व प्रश्नांना समान २.५ गुण आहेत.)

अ)
ब)
क)
ड)

Q.2	(Long Answers Question)	(English and Marathi)	10 Marks
Q.3	(Long Answers Question)	(English and Marathi)	10 Marks
Q.4	(Long Answers Question)	(English and Marathi)	10 Marks
Q.5	(Long Answers Question)	(English and Marathi)	10 Marks

Chairman

Board of Studies
Mass Communication & Journalism