॥ 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

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

स्वामी रामानंद तीर्थ मराठवाडा विद्यापीठ, नांदेड

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आंतर विद्याशाखीय अभ्यास विद्याशाखे अंतर्गत राष्ट्रीय शैक्षणिक धोरण—२०२० नुसार पदवी तृतीय अभ्यासक्रम (Syllabus) 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.११/६४—२०२६ च्या ठरावानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील राष्ट्रीय शैक्षणिक धोरण—२०२० नुसार पदवी तृतीय वर्षाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२६—२७ पासून लागू करण्यास मा.विद्यापरिषदेने मान्यता प्रदान केली आहे. त्यानुसार आंतर विद्याशाखीय अभ्यास विद्याशाखेतील बी.ए. तृतीय वर्षाचे खालील विषयाचे अभ्यासक्रम (Syllabus) शैक्षणिक वर्ष २०२६—२७ पासून लागू करण्यात येत आहे.

01	B.A.III Year Music (Affiliated Colleges)
02	B.A.III Year Mass Communication & Journalism (Affiliated Colleges)

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—२७/102
दिनांक : १६.०७.२०२६

उपकुलसचिव
शैक्षणिक (१—अभ्यासमंडळे) 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 - 431 606



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

UNDERGRADUATE PROGRAMME

Major in **DSC Mass Communication and Journalism**

B.A. Third Year Syllabus

Under the Faculty of Interdisciplinary Studies

Effective from Academic year 2026 – 2027

(As per NEP-2020)

Forward by the Dean,
Faculty of INTERDISCIPLINARY STUDIED

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 centres 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 STUDIED,
Swami Ramanand Teerth Marathwada University, Nanded

Swami Ramanand Teerth Marathwada University, Nanded

Members of the Board of Studies in Mass Communication &journalism

Under the faculty of INTERDISCIPLINARY STUDIES

Sr No	Name of the Member	Designation	Address with mail id	Contact No.
1	**Dr.RajendraGonarkar**	***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.BalajiShinde**	***Member***	P.A.H College, Ranisawargaon	9420176582
5	**Dr.Dinkar Mane**	***Member***	Department of mass Communication and Journalism.Dr.B.A.M.University. Sambhajinagar	9850741114

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED(Major and Minor)

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

Subject: B. A. Mass Communication and Journalism 3rd Year DSC(Major)

Year & Level	Semester	Major (DSC)	Major Elective (DSE) Choose any one course	Generic Elective (GE) (Basket 3) *Select from Basket 3 of (Faculties other than Humanities)*	Vocational & SkillEnhancement Course	AbilityEnhancementCourse (AEC) (Basket 4) Value Education Courses (VEC) / Indian Knowledge System (IKS)(Basket 5) *(Common across faculty)*	Field Work / Project/Internship/OJT/ Apprenticeship/ Case Study Or Co-curricular Courses (CC) (Basket 6 forCC) *(Common acrossfaculty)*	Credits	Total Credits
1	2	3	4	5	6	7	8	9	10
3 (5.5)	V	IMCJ**CT1301 (4Cr)** (Newspaper Management and Press Law) IMCJ**CP130**2 **(4Cr**) (Practical in Newspaper Management and Press Law) IMCJ**CT130**3 **(2Cr)** (Broadcast journalism) IMCJ**CP130**3 **(2Cr)** (Practical in Broadcast journalism)	IMCJET1301 **(**Political Journalism**) (2 Credits)** IMCJEP**1301** **(**Practical inPolitical Journalism**)** (2 Credits) **OR** IMCJET1302 **(**Citizen journalism**) 2 Credits** IMCJEP1302 **(**Practical inCitizen journalism**)**	-------	IMCJVC1301 (2Cr) **(**Media Management**) 2 Credits**	--------	IMCJFP1301 (Field Project) **4 Credits**	22	**44**

	VI	IMCJ**CT1351 (4Cr)** (Public Relations) IMCJ**CP1352 (4Cr)** (Practical in Public relations) IMCJ**CT1353 (2Cr)** (IT in Print Media) **IMCJCP1353 (2Cr)** (Practical in IT in Print Media) **12Credits**	IMCJET1351 **(**International Communication**)** **(2 Credits)** IMCJ**EP1351** **(**Practical inInternational Communication**) (2 Credits)** **OR** IMCJET1302 **(**Devlopment Communication**)** **(2 Credits)** IMCJ**EP1302** **(**Practical in Devlopment Communication**)** **(2 Credits)**	-------	IMCJVC1351 (2Cr) **(**Media in Disaster Management**)** **2 Credits**	----------	IMCJOJ1351 OJT **4 Credits**	**22**	
	Cum. Cr.	**24**	**08**	**-**	**04**	**-**	**08**		
	***Exitoption*: UG Diploma in Major DSConcompletion of88credits** and additional **4 credits from NSQF / Internship**								

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
18. **CT:** Core Theory
19. **CP:** Core Practical

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 subjectsare same in the first year
3) In the first year Students should choose three different subjects as optional subject in same faculty).
4) 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.
5) Generic /Open Elective is to be chosen compulsorily from faculty other than that of the Major. (Selectfrom Basket)
6) Vocational and Skill Enhancement Courses (VSEC or VSC and SEC) are related to Major Course (DSC)
7) Ability Enhancement Courses (AEC):
    a) English language may be offeredSem. I for2 Credits and sem. III for 2 Cr. in AEC
    b) Second languages may be offered Sem. II for2 Credits and sem. IV for 2 Cr. in MIL
8) Column No. 7and 8is common for all faculties.
9) Curriculum of VEC, COI,IKS and CCC will provide by university.

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Swami Ramanand Teerth Marathwada University, Nanded

***Faculty of INTERDISCIPLINARY STUDIED*Major in mass communication and Journalism**

Basket 1: Major(DSC)/(DSE) (Optional) coursefor Semester V and VI(C): Each of 04, 02 Credits

Semester	BOS proposing Minor (e g.)		Details of Major/Minor Course (M)	
			CODE	Title of the Corse
Semester V	1. BOS in Mass Communication and Journalism	Major (DSC)	IMCJCT1301	Newspaper Managemant and press law
			IMCJCP1302	Practical in NewspaperManagemant and press law
			IMCJCT1303	Broadcast Journalism
			IMCJCP1303	Practical in Broadcast Journalism
		Major (DSE)	IMCJET1301 IMCJEP1301 OR IMCJET1302 IMCJEP1302	Poltical Journalism Practical in Poltical Journalism OR CitizenJournalism Practical in Citizen Journalism
Semester VI	BOS in Communication and Journalism	Major (DSC)	IMCJCT1351	Practical in Public Relations
			IMCJCP1352	Practical in Public Relations
			IMCJCT1353	IT in Print Media
			IMCJCP1353	Practical in IT in Print Media
		Major	IMCJET1351	International Communication

		(DSE)	**IMCJEP1351** **OR** **IMCJET1352** **IMCJEP1352**	Practical in International Communication OR Devlopmant Communication Practical in Devlopmant Communication

Swami Ramanand Teerth Marathwada University, Nanded

*Faculty of INTERDISCIPLINARY STUDIED*Major in Communication and Journalism

Vocational Skill Enhancement Course

Each BOS will suggest Vocational Skill Enhancement Course for semester V and VI

		CODE	Title of the Corse
SemV	**BOS in Communication and Journalism**	IMCJ**VC1301**	**Media Management**
SemVI	**BOS in Communication and Journalism**	IMCJ**VC1351**	**Media in Disaster Management**

Note: *VC is to be chosen compulsory from faculty other than that of the Major*.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED

Major in Communication and Journalism

B.A. Mass Communication & Journalism Third **Year Programme ,Semester Vth**

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ week 1 Hrs.=60 M.)	
			Theory	Practical	Total	Theory	Practical
Major (DSC)	IMCJ**CT1301**	Newspaper Managemant and press law	04		04	04	-
	IMCJ**CP1302**	Newspaper Managemant and press law in Practical	---	04	04	---	08
	IMCJ**CT1303**	Brodcast Journalism	02	---	02	02	--
	IMCJ**CP1303**	Brodcast Journalism in Practical	--	02	02		04
Minor (DSE)	IMCJ**ET1301**	Poltical Journalism	02		02	02	--
	IMCJ**EP1301**	Poltical Journalism in Practical	-	02	02	-	04
	IMCJ**ET1302**	Citizan Journalism (OR)	-	-	-	-	(04)
	IMCJ**EP1302**	Citizan Journalism in Practical	-	-	-	-	(04)
Generic Electives	**---**		---	----	**----**	---	---
Vocational & SkillEnhancement Course	IMCJ**VC1301**	MEDIA MANAGEMENT	02	---	**02**	02	---

Ability Enhancement Course /Languages	**---**		**---**	**----**	**----**	**---**	**---**
Value Education Course (VEC)	**---**		**---**	**----**	**----**	**---**	**---**
Co-curricular Courses/Community Engagement Services (CC) (Basket 6)	IMCJ**FP1301**	PROJECT FELD WORK	--	04	**04**	--	08
Total Credits			**10**	**12**	**22**	**10**	**24**

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of (DSC)

B.A. Mass Communication & Journalism Third **Year Programme ,Semester VIth**

Teaching Scheme

	Course Code	Course Name	Credits Assigned			Teaching Scheme (Hrs./ week 1 Hrs.=60 M.)	
			Theory	Practical	Total	Theory	Practical
Major (DSC)	**IMCJCT1351**	Public Relation	04		**04**	04	
	IMCJCP1352	Public Relationin Practical		04	**04**		08
	IMCJCT1353	IT IN Print Media	02		**02**	02	
	IMCJCP1353	IT IN Print Mediain Practical		02	**02**		04
Minor (DSC)	**IMCJET1351**	Internation Communication	02		**02**	02	
	IMCJEP1351	Internation Communicationin Practical		02	**02**		04
	IMCJET1352	Devlopmant of (OR) Communication	(02)		**(02)**	(02)	
	IMCJEP1352	Devlopmant of Communication in Practical		(02)	**(02)**		(04)
Vocational & SkillEnhancement Course	**IMCJVC1351**	DISASTER MANAGEMENT IN MEDIA	02		**02**	02	
Ability Enhancement Course/ Languages	**---**	-------	---	----	**----**	---	---
Value Education Course (VEC)	**---**	-----	---	----	**----**	---	---
Co-curricular Courses/Community Engagement	**IMCJOJ1351**	OJT		04	**04**	--	08

Services (CC) (Basket 6)							
Total Credits			**10**	**12**	**22**	**10**	**24**

Swami Ramanand Teerth Marathwada University, Nanded

***Faculty of INTERDISCIPLINARY STUDIED*Major in mass communication and Journalism**

B.A. Mass Communication & Journalism Third **Year Programme ,Semester Vth**

Examination Scheme

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

Subject (1)	**Course Code (2)**	**CourseName (3)**	**Theory**					**Total Col. (7+8) / (09)**
			Continuous Assessment (CA)				**ESE**	
			Test I (4)	**Assignment (5)**	**Attendence (6)**	**Total Column no. 4+5+6 (7)**	**Total (8)**	
Major (DSC)	IMCJ**CT1301**	News Paper Managemant and press law	20	10	10	40	60	100
	IMCJ**CP1302**	News Paper Managemant and press law in Practical	20	10	10	40	60	100
	IMCJ**CT1303**	Brodcast Journalism	10	05	05	20	30	50
	IMCJ**CP1303**	Brodcast Journalism in Practical	10	05	05	20	30	50
Minor (DSE)	IMCJ**ET1301**	Poltical Journalism	10	05	05	20	30	50
	IMCJ**EP1301**	Poltical Journalism in Practical	10	05	05	20	30	50
	IMCJ**ET1302**	Citizan Journalism	10	05	05	20	30	50

	IMCJ**EP1302**	Citizan Journalism in Practical	10	05	05	20	30	50
Vocational & SkillEnhancement Course	IMCJ**VC1301**	MEDIA MANAGEMENT	10	05	05	20	30	50
Co-curricular Courses/Community Engagement Services (CC) (Basket 6)	IMCJ**FP1301**	PROJECT FELD WORK	20	10	10	40	60	100

Examination Scheme

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

Subject (1)	Course Code (2)	CourseName (3)	Theory					Total Col (7+8)] (9)
			Continuous Assessment (CA)				ESE	
			Test I (4)	Test II (5)	Assignment (6)	Avg of T1+T2+Assi. /3 (7)	Total (8)	
Major	**IMCJ**CT1351	Public Relations	20	10	10	40	60	100
	IMCJCP1352	Public Relations Practical	20	10	10	40	60	100
	IMCJCT1353	IT IN Print Media	10	05	05	20	30	50
	IMCJCP1353	IT IN Print Mediain Practical	10	05	05	20	30	50
Minor DSE	**IMCJ**ET1351	Internation Communication	10	05	05	20	30	50
	IMCJEP1351	Internation Communicationin Practical	10	05	05	20	30	50
	IMCJET1352	Devlopmant of Communication	10	05	05	20	30	50
	IMCJEP1352	Devlopmant of Communication in Practical	10	05	05	20	30	50
Vocational & SkillEnhancement Course	**IMCJ**VC1351	DISASTER MANAGEMENT IN MEDIA	10	05	05	20	30	50
Co-curricular Courses/Community Engagement Services (CC) (Basket 6)	**IMCJ**OJ1351	PROJECT AND REPORT WRITING	20	10	10	40	60	100

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. **Major in Mass Communication and Journalism (DSC)**

Under Graduate Third Year Programme, Semester V

Paper Code:IMCJ**CT1301,**

Title–News Paper Managemant and **P**ress Law ***(Optional)***

Curriculum Details (for 04Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**N**newspaper **M**management	**15**
	1.1	Newspaper Management Concept, meaning, nature and scope importance. Types,	
	1.2	Newspaper Production,	
	1.3	Nature of Newspaper Business	
	1.4	Characteristics of Newspaper management functions ofNewspaper management	
2.0		**Newspaper production**	**15**
	2.1	Newspaper production Structure of Newspaper office,	
	2.2	economics of Newspaper, Newspaper price.	
	2.3	Newspaper circulation, audit bureau of circulation (ABC)	
	2.4	Printing Technology.Staff selection, Newsprint.	
3.0		**Advertising**	**15**
	3.1	media selection	
	3.2	target audience,	
	3.3	media research	
	3.4	advertising agency-structure and functions	
4.0		**Press law.**	**15**
	4.1	The press registration of books Act 1867	
	4.2	The parliamentary proceding Act.copy rights and Right to information Act.	
	4.3	The writing Journalist Act. Press council Act. 1978.	
	4.4	Defarmanation and the contempt of court freedom of press and relevant free laws	

		Total	**60**

Suggested Reading:

English:

Distribution and Evaluation of Course Assessment

A. Continuous Assessment (CA) (40% of Maximum Marks):

Test	Assignment	Attendance	Total (1+2+3)
1-10	1-10	1-10	
2-10			
20	10	10	40

This will form 40% of the Maximum Marks and will be carried out throughout the semester. It may be done by conducting **One Test and One Assignment and overall attendance marks.** Total of marks scored in these one tests, one assignment and overall attendance marks of a theory paper will make CA.

B. End Semester Assessment (60% of the Maximum Marks):

1. ESA Question paper will consists of 6 questions.
   (Each of 15 Marks for 04-credit pattern)
2. Question No. 1 will be compulsory and shall be based on entire syllabus.
3. There will be 5 sub questions (Short notes) in Question No. 1
4. Students are required to solve a total of 4 Questions.
5. Students need to solve ANY THREE of the remaining Five Question
   (Q.2 to Q.6) and shall be based on entire Syllabus.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism (DSC)

Under Graduate ThirdYear Programme, Semester V

Paper Code:IMCJCP1302,

Title: Paper Managemant and press Law**Practical**

(Optional)Curriculum Details (for 04 Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Project Report**	15
	1.1	Visit to any Newspaper office and writ on Report.(Minimum 10 pages)	
2.0		**Survey**	15
	2.1	Make a survey any Marathi Newspaper and write Report(Minimum 10 pages)	
3.0		**Clipping file**	15
	3.1	on advertisements with remarks and opinion. (Minimum 20 clipping)	
4.0		**Seminar**	15
	4.1	Write seminar paper on press laws. (Minimum 05 pages)	
		Total	60

Suggested Readings-

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in

Mass Communication and Journalism **(DSC)**

Under Graduate Third Year Programme, Semester V

Paper Code: IMCJ**CT1303, Title:** Brodcasting journalism

Curriculum Details (for 02Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Broadcast Journalism**	
	1.1	Concept, Meaning, Nature and scope, Importance,	
	1.2	History of Broadcast Journalism	**8**
	1.3	Growth of Radio T.V. India,	
	1.4	Ownership pattern of Radio and T.V. India.	
2.0		**Radio Journalis**	
	2.1	as a medium of Communication	
	2.2	Characteristic of radio	**7**
	2.3	Structure of radio in India	
	2.4	F.M. Radio, A.M. Radio, Community radio, Educational radio.	
3.0		**Television journalism**	
	3.1	Television medium of Mass communication,	
	3.2	characteristic of Television structure of television India doordarashan,	**7**
	3.3	satellite television, channels, cable television, local cable television,	
	3.4	recent trend in television broadcasting.	
4.0		**Writing for radio**	
	4.1	Writing for radio and T.V.script writing for radio, radio news, features, spoken words, plays, interviews, events, music programme	**8**
	4.2	special audience program, script writing for television	
	4.3	T.V. News, Featurer, stories, interviews	
	4.4	Short films.	
		Total	**30**

Suggested Readings: -

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism (DSC)

Under Graduate Third Year Programme, Semester V

Paper Code: IMCJCT1303, **Title:** Brodcasting journalism **in practical**

Curriculum Details (for 02Credits)

Module No.	**Unit No.**	**Name of the Topic** Brodcasting journalism **in Practical**	**Hrs. Required to cover the contents 1 Hrs.= 60 M.**
1.0		Radio News Script Writing	10
	1.1	Write any five news Scripts for Radio	
2.0		Television News Script Writing	10
	2.1	Write any five news Scripts for Television	
3.0		Radio Interview Script Wetting	10
	3.1	Write any two interview script for Radio	
			30

Suggested Readings: -

Distribution and Evaluation of Course Assessment

A. Continuous Assessment (CA) (40% of Maximum Marks):

Test	**Assignment**	**Attendance**	**Total (1+2+3)**
1-10	**1-10**		
2-10	**-**	**-**	
20	**10**	**10**	**40**

This will form 40% of the Maximum Marks and will be carried out throughout the semester. It may be done by conducting **One Test and One Assignment and overall**

attendance marks. Total of marks scored in these one tests, one assignment and overall attendance marks of a theory paper will make CA.

B. End Semester Assessment (60% of the Maximum Marks):

1. ESA Question paper will consists of 6 questions.
   (Each of 15 Marks for 04 credit pattern)
2. Question No. 1 will be compulsory and shall be based on entire syllabus.
3. There will be 5 sub questions (Short notes) in Question No. 1
4. Students are required to solve a total of 4 Questions.
5. Students need to solve **Any Three** of the remaining Four Question
   (Q.2 to Q.6) and shall be based on entire Syllabus.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED.

Major in Mass Communication and Journalism **(DSE)**

Under Graduate Third Year Programme, Semester V

Paper Code: IMCJ**ET1301, Title:** Political Journalism

Curriculum Details (for 02Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Introduction to Political Journalism**	**10**
	1.1	Concept of Political Journalism	
	1.2	Scope and Nature of Political Journalism	
	1.3	Democracy and Media	
	1.4	Role and Responsibilities of Political Journalists	
2.0		**Structure and Functions of the Indian Political System**	**10**
	2.1	Media and Political Party Relations	
	2.2	Social Media and Elections	
	2.3	Parliamentary Journalism, Press Conference and Interview,	

	2.4	Digital Media and Politics	
3.0		**Political Journalism – Ethics and Election Coverage**	**10**
	3.1	Objectives and Importance of Political Journalism	
	3.2	Political Advertisements and Campaign Techniques	
	3.3	Election Code of Conduct and Media Responsibilities	
	3.4	Code of Conduct and Ethics for Journalists	
		Total	**30**

Suggested Readings-

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism **(DSE)**

Under Graduate Third Year Programme, Semester V

Paper Code: IMCJ**ET1301,**

Title: Political Journalism **in practical**

Curriculum Details (for 02Credits)

Module No.	***Unit No.***	***Name of the Topic***	***Hrs. Required tocover the contents 1 Hrs.= 60 M.***
1		Five Political News Writing	10
2		Write any two Political news features	10
3		Write any one Political interview	10
		Total	**30**

Course pre-requisite:

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism **(DSE)**

Under Graduate Third Year Programme, Semester V

Paper Code: IMCJ**ET1302, Title:** citizan journalism

Curriculum Details (for 02Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Introducation of Citizen Journalism**	10
	1.1	Concept, scope, nature, importance, characteristicsof Citizen Journalism	
	1.2	benefits. of Responsibilities,	
	1.3	Principles	
	1.4	Role of Citizen Journalism in Democracy and Social Change	
2.0		**Citizen Journalism: Concepts, Practices and Challenges**	10
	2.1	Concept, Nature and Scope of Citizen Journalism	
	2.2	Qualities, Functions and Responsibilities of Citizen Journalists	
	2.3	Challenges and Problems in Citizen Journalism	
	2.4	Tools of Information Gathering, News, Features, Articles and Other Forms of Citizen Journalism	
3.0		**Mass Media for citizen Journalism**	10
	3.1	Role of Newspapers and Periodicals in Citizen Journalism	
	3.2	Role of Radio News and Television News in Citizen Journalism	
	3.3	New Media and Social Media as Citizen Journalism Platforms	
	3.4	Traditional Media and Public Participation	
		Total	30

Suggested Readings: -

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism (DSE)

Under Graduate Third Year Programme, Semester V

Paper Code: IMCJ**ET1302, Title: C**itizan **J**ournalism **in practical**

Curriculum Details (for 02Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		Write any five educational readers letters to editor	**10**
2.0		Write any five social readers letters to editor	**10**
3.0		Write any five developmental readers letter to editor	**10**
		Total	**30**

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism **(DSC)**

Under Graduate Third Year Programme, Semester V

Paper Code:IMCJVC1301, Title: MEDIA MANAGEMENT (***VSC)***

Curriculum Details(for 02 Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Media Management**	***08***
	1.1	Concept and principles of management	
	1.2	Meaning, scope and objectives of media management	
	1.3	The nature of the media industry ,Media organizations and their role	
2.0		**Media ownership**	***07***
	2.1	Sole Proprietorship	
	2.2	Partnership, Public Limited Company	
	2.3	Private Limited Company, Functions of editorial, advertising, marketing and distribution department	
3.0		**Media Economics**	***08***
	3.1	Economics of media industry	
	3.2	Ad revenue, Ad management, Subscription and sales management	
	3.3	Sources of revenue	
4.0		Management	***07***
	4.1	Media buying	
	4.2	Brand management, Press and Media Laws	
	4.3	Customer and audience analysis, Market research	
		Total	***30***

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in

Mass Communication and Journalism **(DSC)**

Under Graduate Third Year Programme, Semester V

Paper Code: IMCJFP1301, Title: Project field work Project *(FP)*

Curriculum Details(for 04Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
			10
	1	**Project Topic Selection and Synopsis**	
			25
	2	**Field Work and Data Collection**	
			25
	3	**Interviews, Survey and Documentation**	
		Total	***60***

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism **(DSC)**

Under Graduate Third Year Programme, Semester VI

Paper Code:IMCJCT1351, Title: Public Relation (*Optional)*

Curriculum Details (for 04Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Brief History**	**15**
	1.1	Public Relation brief history,	
	1.2	concept, definition,	
	1.3	importance, nature and scope	
	1.4	objective, research, new trends, responsibilities, theories of PR.	
2.0		**Public Relation officer**	**15**
	2.1	Public Relation officer- qualities,	
	2.2	Public Relation officer skills,	
	2.3	Public Relation officer duties,	
	2.4	Function of PR.	
3.0		**Tools of public relations**	**15**
	3.1	Tools of public relations- newspaper,	
	3.2	television, radio, film, press conference	
	3.3	pressnote, folder, poster, pomplet, exhibition,	
	3.4	house journal, traditional tools, other tools,	
4.0		**Government public Relations**	**15**
	4.1	Government public relations- public relations of central Government-Structure,functions. tools, objectives	
	4.2	press information bureau	
	4.3	photo division, publicity division, DAVP, Public relations of Maharashtra Government Structure,	
	4.4	Functions, tools, objectives Lokrajya.	
		Total	**60**

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism **(DSC)**

Under Graduate Third Year Programme, Semester VI

Paper Code: IMCJCP1352, Title: Practical in Public Relation

Practical *(Optional) Curriculum Details (for 04 Credits)*

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Press notes**	**15**
	1.1	Write three pressnotes about importance events with covering letter	
2.0		Folders	**15**
	2.1	Make two folderabout important subject	
3.0		Posters	**15**
	3.1	Make a posters about any social subjects	
4.0		Pomplets	**15**
	4.1	Make a TwoPomplets about importance event	
		Total	**60**

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major

in Mass Communication and Journalism **(DSC)**

Under Graduate Third Year Programme, Semester VI

Paper Code: IMCJCT1353, Title: IT inPrint Media

Curriculum Details (for 02Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Information Technology**	**10**
	1.1	Information Technology: Concept, Nature, scope, importance	
	1.2	Information Technology applications in Print Media, Information society;	
	1.3	Photos- Online photos, scanner, fax, News paper page design on computer concept and practices.	
2.0		**Internet & Online Journalism**	**10**
	2.1	Internet, use of internet, internet editions of newspapers, websites of newspaper, links of newspapers, email. Online Journalism,	
	2.2	online Newspapers, e-Paper Ethics of online Journalism, concept, scope, nature, importance, characteristics of online Journalism,	
	2.3	qualities of online Journalist, benefits of online Journalism, Blogs objectives, types, development and promotion.	
3.0		**Multimedia**	**10**
	3.1	The concept of Multimedia, Components of Multimedia, Use of Multimedia-Entertainment,	
	3.2	education and training, in office work, Media Industry, Multimedia Servers.	
	3.3	Multimedia Authoring Tools, Security and maintenance.	
		Total	**30**

Suggested Readings: -

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism (DSC)

Under Graduate Third Year Programme, Semester VI

Paper Code: IMCJCT1353, Title: IT Print Media in Practical

Curriculum Details (for 02Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		Make a Layout of Front page of New paper on Computer	**10**
2.0		Make a Layout of Second page of New paper on Computer	**10**
3.0		Make a Layout of Editorial page of New paper on Computer	**10**
		Total	**30**

Suggested Readings: -

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism **(DSE)**

Under Graduate Third Year Programme, Semester VI

Paper Code: IMCJET1351, Title: International Communication

Curriculum Details (for 02 Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		Introduction Communication	**10**
	1.1	Concept, Nature and Scope of International Communication	
	1.2	Historical Development of International Communication	
	1.3	Theories and Models of International Communication	
2.0		**International Communication**	**10**
	2.1	International Communication Systems and Organizations	
	2.2	Global Communication Systems	
	2.3	International News Agencies	
3.0		**Globalof Information**	**10**
	3.1	Global Flow of Information	
	3.2	New World Information and Communication Order (NWICO)	
	3.3	Social media local, regional communication	
		Total	**30**

Suggested Readings-

English-

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism (DSE)

Under Graduate Third Year Programme, Semester VI

Paper Code: IMCJET1351,

Title: Practical in International Communication

Curriculum Details (for 02 Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		Make a pulbished international news collection cliping file (Minimum 10 news)	10
2.0		Make a pulbished international new feature collection cliping file (Minimum 10 news feature)	10
3.0		Make a pulbished international photo collection cliping file (Minimum 10 Photos)	10
		Total	30

Suggested Readings-
English-

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism **(DSE)**

Under Graduate Third Year Programme, Semester VI

Paper Code: IMCJET1352, Title: Development of Communication

Curriculum Details (for 02Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Introduction to Development Communication**	**10**
	1.1	Concept, Meaning and Nature of Development Communication	
	1.2	Scope and Importance of Development Communication	
	1.3	Development Communication and Social Change	
	1.4	Role of Communication in National Development	
2.0		**Development Communication in India**	**10**
	3.1	Development Support Communication in India	
	3.2	Role of Mass Media in Rural Development	
	3.3	Communication for Health, Education and Agriculture	
	3.4	Government Development Communication Programmers and Campaigns	
3.0		**Contemporary Trends in Development Communication**	**10**
	4.1	Information and Communication Technology (ICT) for Development	
	4.2	Community Media and Development	
	4.3	Digital Media for Social Development	
	4.4	Challenges and Future Prospects of Development Communication	
		Total	**10**

Suggested Readings: -.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in Mass Communication and Journalism (DSE)

Under Graduate Third Year Programme, Semester VI

Paper Code: IMCJET1352,

Title: Development of Communication in practical

Curriculum Details (for 02Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		Write a success story on any one environmental events	10
2.0		Write a success story on any one educational events	10
3.0		Write a success story on any one agriculture events	10
		Total	30

Suggested Readings: -.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED.

Major in Mass Communication and Journalism **(DSC)**

Under Graduate Third Year Programme, Semester VI

Paper Code: HMILVC1351, Title: Disaster Management In Media *(VSC)*

Curriculum Details(for 02 Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		**Disseminating information during a disaster**	***08***
	1.1	Providing information on rescue operations.	
	1.2	Providing information on safe locations.	
	1.3	Making helpline numbers available	
2.0		**Challenges for the media in disaster management**	***08***
	2.1	Obtaining accurate information.	
	2.2	Curbing rumors,Protecting the privacy of affected individuals	
	2.3	. Reporting sensitively,Balancing speed and accuracy	
3.0		**Code of Conduct for the Media** **Provide truthful and verified information**.	***08***
	3.1	Do not disseminate rumors or false news.	
	3.2	Respect the sentiments of those affected by the disaster.	
	3.3	Take care not to create panic.,Maintain coordination with the administration.	
4.0		**Role of Social Media** **Advantages/ Disadvantages**	***06***
	4.1	Information spreads rapidly.	
	4.2	Rescue operations can be coordinated.	
	4.3	Helps in locating missing persons.,Rumors can spread., Misinformation can cause confusion.	
		Total	***30***

Suggested Readings-

Distribution and Evaluation of Course Assessment

A. Continuous Assessment (CA) (40% of Maximum Marks):

Test I	Assignment	Attendance	Total (1+2+3)
1-	2	3	4
10	**05**	**05**	**20**

This will form 40% of the Maximum Marks and will be carried out throughout the semester. It may be done by conducting **One Test and One Assignment and overall attendance marks.** Total of marks scored in these one tests, one assignment and overall attendance marks of a theory paper will make CA.

B. End Semester Assessment (60% of the Maximum Marks):

1. ESA Question paper will consists of 5 questions.
   (Each of 10 Marks for 02credit pattern)
2. Question No. 1 will be compulsory and shall be based on entire syllabus.
3. There will be 4 sub questions (Short notes) in Question No. 1
4. Students are required to solve a total of 3 Questions.
5. Students need to solve **Any Two** of the remaining Four Question
   (Q.2 to Q.5) and shall be based on entire Syllabus.

Swami Ramanand Teerth Marathwada University, Nanded

Faculty of INTERDISCIPLINARY STUDIED. Major in

Mass Communication and Journalism **(DSC)**

Under Graduate Third Year Programme, Semester VI

Paper Code: IMCJOJ1351, Title: Project field work ReportWriting *(OJ)*

Curriculum Details(for 04 Credits)

Module No.	Unit No.	Name of the Topic	Hrs. Required to cover the contents 1 Hrs.= 60 M.
1.0		Covering letter Title Page Project Title Student's Name College Name Year	
	1.1	Index	
	1.2	Introduction	
		Objectives	
	1.3	Methodology	
	1.4	**Data Collection**	
	1.5	Analysis	
	1.6	Conclusion	
	1.7	Suggestions	
	1.8	Bibliography	
		Total	***60***

1	2	3	4
20	**10**	**10**	**40**

This will form 40% of the Maximum Marks and will be carried out throughout the semester. It may be done by conducting **One Test and One Assignment and overall attendance marks.** Total of marks scored in these one tests, one assignment and overall attendance marks of a theory paper will make CA.

B. End Semester Assessment (60% of the Maximum Marks):

1. Work Report writing Submission - 40 Marks
2. Presentation - 10 Marks
3. Viva-voce - 10 Marks

Total - 60 Marks

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