

S-21 June 2010 AC after Circulars Academic Yr. 15 June 10-11 - 8 -
DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY

CIRCULAR NO.ACAD/NP/Social Sci./ Opt. Paper/ MAMCJ/ 8 / 2010


It is hereby notified for the information of all concerned that, the Academic Council at its meeting held on 21-06-2010 has accepted the *Additional Optionals for Paper-18 with Environmental Communication Optional as one of the Optional i.e. [1] Sports Journalism, [2] Women & Media, [3] Photo Journalism and [4] Business Journalism for M.A. [M.C.J] Degree Course under the Faculty of Social Sciences as appended herewith.*

This will be effective from the Academic Year 2010-2011 and onwards.

All concerned are requested to note the contents of this Circular for their information and necessary action.

University Campus,
Aurangabad-431 004.
REF.NO.ACAD/NP/MMCJ/2010/
11198-218
Date:- 25-06-2010.

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DIRECTOR,
Board of College and
University Development.

Copy forwarded with compliments to:-

- 1] The Principals, affiliated concerned Colleges,
Dr. Babasaheb Ambedkar Marathwada University.

Copy to :-

- 1] The Controller of Examinations,
- 2] The Superintendent, [M.A. Unit], Examination Branch,
- 3] The Record Keeper,
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

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M.A.(MCJ) Sem.IV

Paper No.XVIII (Optional Papers)

SPORTS JOURNALISM

- I. The concept, nature and scope, definitions, various types and forms of sports reporting, significance.
- II. Evolution of sports journalism in Europe, America and Asia. Indian horizons of sports journalism.
- III. Tools and techniques of sports reporting news, features and stories, Sports international magazines.
- IV. Sports and investigative, Interpretive reporting special articles and column writing.
- V. Sports Culture and media communication, New commercial approach after globalization era
- VI. Electronic media and sports, the beginning of audio and video script, information during the gone post coverage sports video
- VII. Qualification and qualities of good sports journalist and journalism in Indian context, benefits of sports journalism.
- VIII. Sports style and coverage comparative study of Cricket, Hockey, Football, and Tennis coverage of Indian games.
- IX. Internet and sports coverage, online journalism, Blog and websites
- X. Potentials of sports journalism , Issues in sports, sports media

Research

संदर्भ ग्रंथ-

- 1 Media and sports Journalism - T. Rajsekhar (Sonali Publishers)
- 2 Sports Laws - (J.M.Dent and Sons)
- 3 ऑलंपिक खेल - अमरेश कुमार (खेल साहित्य केंद्र)
- 4 How to report and write news - Laurence R.Campbell Roland Wolesly
- 5 Sports Science - N.P. Sharma -(Khel Sahity Kendra)
- 6 Psychology of Sport Seppo Iso Ahola (WCB)
- 7 Sports and Recreation -Chris Grutton & Peter Taylor (E.F.N.Spoon)

WOMEN AND MEDIA

1. Political rights, social status of women in the work, equality, feminism, liberation
2. The problem of reflecting women images in media-, gender bias in traditional society, Portrayal of women issues in print media, Radio, Television and Cinema.
3. A brief review of media studies in the last two decades. The pressure and influence of women in Indian media.
4. Media their stereo types-snapshots of the issue in the media, women images their reflections in New entertainment and other Programmers its ramifications in politics and sport.
5. Objectification of female after globalization, code of ethics and laws related To women's problems.
6. Media Coverage of women and women's issues critical study of media concept print and electronic media.
7. Problems of women's professionals in media. Training and orientation, women issue stories bias and balance. Women and neglected half in India
8. Reservation for women in services and politics, positive argumentation.
9. Status regarding research on 'women and media issues' some case studies, their limitations and strong points.
10. feminism and media, cases of inadequate women's coverage in new millennium. Women in total new coverage.
11. women and sports, women and culture, network of woman in Indian media a brief Introduction regarding women's emancipation in India.

संदर्भ ग्रंथ-

- 1 Whose News ? - Ammu Joseph and Kalpana Sharma (Sage)
- 2 Women and Media - Kiran Prasad
- 3 Issues in feminism - Leela Desai (Pointer Publisher)
- 4 Gender Roles - D.K. Sudha (Aptt Publishing)
- 5 The empowerment of Women in India - Sangeetha Purshottaman (sage)
- 6 Enslaved Daughters - Sudhir Chandra (Oxford)
- 7 Indian Women across generations - Uma Narula (Atlantic)
- 8 श्री मुक्ती चळवळ आणि वृत्तपत्रांचा सहभाग - मंगल खिंवरसरा (स्वरूप प्रकाशन)

PHOTO JOURNALISM

- I The Concept, definitions, objectives foundations of photo journalism, Origin and history of photo journalism-basic principles
- II Photo News writing styles, types of photo news, ethics in photo journalism, news values in photo journalism objectivity.
- III Photographers' qualities and career planning, professionalism in photo journalism, free lancing.
- IV Photo as a language of light, Photo-subject preparation. Photo's that changes the world still images and world in motion..
- V Camera movement and developing of case study privacy, laws and rules, access equipment and new technology, dark room,
- VI Camera operation long, medium and close up balance means and icons-computers
- VII Freelance photo journalist stringer-caption writing and photo editing documentary photography and photo journalism.
- VIII Digital camera modes, films v/s video assignment of photo journalism
- IX The import ance of new technologies, sport journalism, copy right
- X The 21 century market place professional Organizations, curre trends in on lines photo journalism.

संदर्भ ग्रंथ-

- 1 Visual Communication and Photo Journalism- P.K. Chandra (Swastik Publishers)
- 2 प्रसारण और फोटो पत्रकारिता - ओम गुप्ता (कनिष्का पब्लिशर्स)
- 3 Pictorial Journalism - J.R.Hunt (Sir Isaac Pituman and sons)
- 4 Print media and Photo Journalism - (Charles Nandi)
- 5 Sting Operation -Manorama Singh

BUSINESS JOURNALISM

- I Definitions, nature, scope and significance after globalization
- II Business journalism formulas of writing-new, features and articles writing style.
- III History of business Journalism, present scenario in Asia in general and India in particular
- IV Reporting markets, understanding business, critical analysis of market trends today, interdependence of agriculture, labor, industry and market difference between business reporting and PR of corporate..
- V Research skill for business journalism-data collection and analysis, government and politics vis a vis business and industry
- VI Company laws and other regulations, technology and changing nature of business, industry.
- VII Writing business features, selection of treatment, trouble shooting issues and review using-field visits.
- VIII Coverage of business success stories, critiquing of business profile-small big and private business coverage, the difference between public and private business coverage, covering annual general meetings (AGMs), Balance sheet, accounting, budgeting, investors interests,
- IX Business beat-writing about business of business introducing business leaders and sources.
- X Descriptive and narrative business journalism-competition and connectivity-exploring public and private of business.
- XI Several approaches to new business models for journalism models for 21 century

XII Post recession period and future of business of journalism in ne future operating models

XIII Pressures, tensions and lobbying, in the business journalism. How 1 defy influences and do upright journalism. Ethical issues

XIV SEZ, IMF, world bank, ADB.

संदर्भ ग्रंथ-

- 1 How to excel in Business Journalism -R.J. Venkateswaran
- 2 How to report and write news -Laurence R.Campbell -Roland E.Wolseley
- 3 The Journalist's Handbook -M.V.Kamath
- 4 Media policy and Globalization - Tashkent Swami
- 5 Media policy and Globalization - Paula Chakravarty, Ketherine Sarikakis
- 6 World Trade Organization - K.R.Gupta