

S-19 June & 6 July 2012 AC after Circulars from Circular No.84 & onwards - 25 -

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY

CIRCULAR NO. ACAD/NP/ MA /MCJ/Elect.Paper/ 93 / 2012

It is hereby notified for the information of all concerned that, on the recommendation of the Ad-hoc Board in Mass Communication and Journalism, the Academic Council at its meeting held on 19-06-2012 has accepted the changes in the Nomenclature from "Service Paper" to "Elective Paper" Semester-II, with modifications in the Syllabus of M.A. [M.C.J.] under the Faculty of Social Sciences as appended herewith.

This is effective from the academic year 2012-2013 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/MA MCJ/
2012/20174-204

A.C.M.A.I.No.27

Date:- 02-08-2012.

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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],
- 3] The Record Keeper,
Dr. Babasaheb Ambedkar Marathwada University.

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**Dr. Babasaheb Ambedkar
Marathwada University, Aurangabad.
(Maharashtra) India**

Department of Mass Communication & Journalism

Syllabus for

M. A. (M.C.J)

(Master of Arts In Mass Communication & Journalism)

Two Year Four Semester Course

w.e.f. Academic Year – 2012- 2013

M. A. (Mass Communication & Journalism)

Course Structure & Scheme of Examination

TWO YEARS COURSE

	Theory	Internal Mid Test-2	Practicals	
FIRST SEMESTER				
Core Papers (C.P.) - 2				
JOUR MA-I : Principles of Mass Communication (PMC)	80	20	200 Marks (Four practicals of 50 marks each)	
JOUR MA-II : Introduction to Print Media (IPM)	80	20		
Elective Papers (Elect-2 Papers out of following)				
JOUR MA-III : Media History (MH)	80	20		
JOUR MA-IV : Basics in Electronic Media (BEM)	80	20		
JOUR MA-V : Basics in Advertising (BA)	80	20		
SECOND SEMESTER				
Core Papers (C.P.) - 2				
JOUR MA-VI : Sustainable Development Communication (SDC)	80	20	200 Marks (Four practicals of 50 marks each)	
JOUR MA-VII : Media Law & Ethics (MLE)	80	20		
Elective Papers (Elect – 2 papers out of following)				
JOUR MA-VIII : Public Relations and Corporate Communication (PR & CC)	80	20		
JOUR MA-IX : International Communication (IC)	80	20		
JOUR MA-X : Media Management (MM)				
SEMESTER – III				
Core Papers (C.P.) – 2				
JOUR MA-XI : News Media (NM)	80	20	200 Marks (Four practicals of 50 marks each)	
JOUR MA-XII : Communication Research (CR)	80	20		
Elective Papers (Elect-2 Papers out of following)				
JOUR MA-XIII : Electronic Media – II (EM)	80	20		
JOUR MA-XIV : Print Media – II (PM)	80	20		
Service Paper				
JOUR MA-XV : Communication & soft skill (CSS)	80	20		
SEMESTER – IV				
Core Papers (C.P.) – 2 + Dissertation				
JOUR MA-XVI : Intercultural Communication (IC)	80	20	(120 –Text 80-Viva- voce)	
JOUR MA-XVII : Environmental Communication (EC)	80	20		
JOUR MA-XVIII : Dissertation	200			

Total Marks : Theory – 1400 + Practical – 800 = 2200*

**M.A. (MCJ)
SEMESTER – I**

PAPER JOUR – MA – I : PRINCIPLES OF MASS COMMUNICATION

- Unit –I** Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.
- Unit –II** Models : SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbner, Newcomb, Convergent and gate-keeping communication and socialization. Media and social responsibility, media accountability, infotainment and ICE. Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.
- Unit –III** Media systems and theories : authoritarian, libertarian, socialistic, social responsibility, development, participatory. Brief History of Development of Media.
- Unit –IV** Mass Media : Public opinion and democracy. Media culture and its production. Media organizations, media contents, market – driven media content – effects, skyvision, cultural integration and cultural pollution.
- Unit –V** Issue of media monopoly – cross – media ownership; media monopoly in India, language press monopoly, media monopoly scene in the world. Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, in India & Maharashtra.

Reference Books

1. Mcquail Denis, Mass Communication, Theory, Sage Publication, London, 1995.
2. Agee Emery & Ault, An introduction to Mass Communication, Harper Raw, New York, 1900.
3. Defleur M. L. Everette, Dannis, understanding, Mass Communication Goyal Sa, New Delhi – 1991.
4. Watson James and Annee Pill, A Dictionary of Communication and media studies Edward Arnold Publication, London, 1984.
5. Bitter John R - Mass Communication, An Introduction Prentice Hall Engle wood Cliffs, New Jersey, 1986.
6. Defleur M. L. & S. Ball – Rokech, Theories of Mass Communication, Longman, New York, 1987.
7. Kumar Keval J. Mass Communication, In India Jayco, 2001.
8. Malhan P.V. Communicaiton Media Yesterday, Today & Tomorrow, Publication Div., New Delhi., 1985.
9. McLuhan Marshall understanding Media Raitledge & Kegan Paul, 1964.
10. Schramm Wilbur, The Process and effects o Mass Communication, Uty & Illinois, 1965.
11. Dr. Pawar Sudhakar, Sanvand Shastra, Mansamman Prakashan, Pune.
12. जोशी श्रीपाद भालचंद्र, जनसंवाद आणि जनमाध्यम, सैद्धांतिक संकल्पना, मंगेश पकाशन नागपूर.
13. दातार सुषमा, संवादखि, सदाशिवपेट, पुणे.

PAPER JOUR – MA – II : INTRODUCTION TO PRINT MEDIA

- Unit – I** **RREPORTING** : News : Definition, concept, elements, values, sources, lead writing, kinds, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war / conflicts / tension.
 Interviewing : Kinds, purposes, techniques.
 Investigative reporting : Purposes, sources, styles, techniques.
 Coloumn development, criticism, reviews, feature writing, news analysis, backgrounding, current trends in Marathi language press reporting and feature writing.
 Political reporting, legislative reporting, diplomatic reporting,
 New kinds of reporting : Environment, consumerism, water and energy, literacy.
 Scoops and exclusives, specialized reporting – science, sports, economics, development, commerce, gender and allied areas. Reporting for magazines.
- Unit – II** **EDITING** : Meaning, purposes, symbols, tool, leads, body, paragraphing.
 Proof reading : meaning, symbols, purposes.
 News desk, editorial department set-up, news flow, copy management and organization.
 Headlines : techniques, styles, purposes, kinds of headlines, dummy page make-up on computers, layout, principles of photo editing.
 Magazines editing, layout, graphics.

Reference Books

1. Harris J. Leiter & S. Johnson, The complete Reporter MacMillan Publication, New York, 1977.
2. Hodgson F. W. Modern Newspaper practice Heinemann London, 1984.
3. Johnson S & Harris J. The Complete Reporter MacMillan Publication, New York, 1961.
4. Mansfield F. J. Mansfield's complete Journalist – A study of the Principles and practice of Newspaper Making, Third Edition, 1982.
5. Mollenhoff Clark R. Investigative Reporting Macmillan Publication, New York, 1981
6. Pooter Bruce & Ferris Practice and Journalism Prentice Hall, New Jercey, 1988.
7. Berner Thomas, Editing, Hold Rinehart and Winston, New York, 1985.
8. Butcher Judith Copy Editing Cambridge London, 1983.
9. Evans H. News Headlines, N.C. for T.J., New Delhi, 1974.
10. George T.J.S. Ed.mg, IIMC, New Delhi, 1989.
11. Gebson Martin L Editing in the Electronic Era, Prentice Hall New York,
12. Rogers Jeoffery, Editing for Print, Macdonald & Co., London, 1985.
13. Rystross Kenneth, The Why who and How of the Editorial Page Random House, New York, 1983.
14. Stovall James G. Self Charise and Mullins, On Line Editing, Prentice Hall, New Jercey, 1984.
15. ताम्हाणे चंद्रकांत, वार्ता संकलन, पॉप्युलर प्रकाशन पुणे, १९७९
१६. पवार सुधाकर, वृत्तपत्र व्यवसाय, काल – आज – उद्य.
१७. कुलकर्णी एम. के. , वार्ताविहार, टिळक महाराष्ट्र विद्यापीठ, पुणे.
१८. धाररकर वि. ल. , वातलखन स्वरुप व सिध्दी, चैतन्य प्रकाशन, औरंगाबाद.
१९. गव्हाणे सूधीर, ग्रामीण पत्रकारिता, प्रचार प्रकाशन कोल्हापूर.
२०. धाररकर वि. ल. , संपादन, कला व शास्त्र चैनत्य प्रकाशन, औरंगाबाद.
२१. गोखले आविंद, संपादन, टिळक महाराष्ट्र विद्यापीठ, पुणे.
22. पवार सूधीर, उपसंपादकाचा मित्र, दास्ताने रामचंद्र, पुणे

PAPER JOUR – MA – III : MEDIA HISTORY

- Unit – I** Pioneers in world and India. History of Marathi Press. Indian press and freedom movement. Historical contribution of Marathwada. Non Brahminical movement and press, major trends.
- Unit – II** Radio : Birth and growth of radio in India, Prasar Bharati, Privatisation.
- Unit – III** TV : Growth and penetration of TV in India and the world. Historical perspective.
- Unit – IV** Films : Early efforts. Cinema as mass medium. Types of cinema and audience. Changing scene of cinema in India.
- Unit – V** Cybernetics, computerization, Internet, web journalism. Epaper, online.

Reference Books

1. Natrajan J. History of Indian Journalism Part – II Report I press commission publication Division, 1955.
2. Partha Sarathy Ranga Swamy, Journalism in India sterling, New Delhi, 1989.
3. Rau Chalapati, The Press, NBT N, Delhi, 1971.
4. Bhargava Motilal, The Role of Press in Freedom Movement Reliance, Publication, New Delhi, 1987.
5. कानडे रा. गो. , मराठी नियतकालिकांचा इतिहास, कर्नाटक, मुंबई, १९३८.
6. लेले रा. का. , मराठी नियतकालिकांचा इतिहास, कॉन्टिनेंटल प्रकाशन, पुणे १९८४.
7. जोशी वि. का. , व लेले रा. के. वृत्तपत्रांचा इतिहास, युगवाणी वार्ड, १९५१.
8. धारुकर वि. , शोध माध्यमांचा, शुभदा प्रकाशन, औरंगाबाद.
9. पानतावणे गंगाधर, पत्रकार डॉ. बाबासाहेब आंबेडकर, अभिजित प्रकाशन पुणे.
१०. धारुकर वि. ल. , माध्यम दृष्टीक्षेप, चैतन्य प्रकाशन, औरंगाबाद २००१.
११. पवार सूधीर, आळख भारतीय पत्रसृष्टी, पुणे.

PAPER JOUR – MA – IV : BASICS IN ELECTRONIC MEDIA

- Unit – I** Evolution and growth of electronic media : radio, television and internet, Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links.
- Unit – II** Principles and techniques of audio – visual communication – thinking audio and pictures, grammar of sound, visuals and web production.
- Unit – III** Technology and skills of linear and non – linear systems of audio – visual communication – sound construction and picture formation through a wide range of microphones, sound – recorders, camcorders, video recorders, VCD, computer – graphics and studio equipment (exposure through field visits).
- Unit – IV** Transmission of sound, images and data through microwave, satellite, fiber optics, cable and television technologies.
- Unit – V** Infrastructure, content and flows on internet, with specific reference to India – reach and access to personal computers and internet connectivity. News paper, magazine, radio, television and on internet.

Reference Books

1. Awasthy G. C. Broadcasting in India, Allied Publication, New Delhi, 1965.
2. Chatterji P. C., Broadcasting in India, Sage Publication, New Delhi, 1987.
3. Horace New comb (ed) Television – The Critical view (Fourth Edition) Oxford University, Press, 1987.
4. Hunter J. K. & Gross L. S. Broad Cast, New, The Inside Out, C. V. Mosby Co. St. Lous, 1980. Luthra H. R., Indian Bradcasting, Publication, Division Govt. of India, 1986.
5. Sondhi, Beyond Mass COMmunicaiton, New Delhi, 1986.
6. Ahuja B. N., Audio Vishal Journalism,
7. Bhatt S.C. Broad Cast Jour Basic Principles.
8. Broadcast Journalism : A critical Introduction, edited by jane Chapman, Marie Kinsey, Routledge Publication.
9. Television News, Teresa Keller, Stephen Hawkins, Holcomb Hathaways Publication, 2005.
10. Basic TV Reporting, Ivor yorke.
11. The Broadcast Journalism Handbook, Gary Hudson & Sarch Rowlands, 2007.
12. Broadcast Journalism, Andrew Boyd, 5th Edition, 2000.
13. Routledge Companion to News & Journalism, edited by Stuart Allan.
14. Digital Broadcasting Journalism by Jitendra Kumar Sharma.
15. Broadcast News Writing & Reporting by Peter Mayeux, 2000.
16. आकशानंद, चित्रवाणी माध्यम.
17. बातमीदारी, माळी सुनल.
18. आजच्या ठळक बाळवेकर समीरण
19. टेलीव्हिजन की कहानी, श्याम, राजकमल प्रकाशन.
20. टेलीव्हिजन समाचार : लेखन और वाचन, एस. मुस्तफा जैदी, विखविद्यालय प्रकाशन, वाराणसी.
21. टेलीव्हिजन पत्रकारिता, कुमार राकेश, नटराज प्रकाशन.

PAPER JOUR – MA – V : BASICS IN ADVERTISING

- Unit – I** Advertising tools and practices; Consumer behavior: analysis, definitions and factors; defining consumer behavior and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states – perception, learning, motivation, personality, lifestyle and attitudes, etc.
Consumer in economic theories, models of consumer behavior.
- Unit – II** Brand management : Definition, concepts and evolution of brand management – component of a brand : strategy and structure – brand equity, image and personality – corporate brand.
- Unit – III** Creativity : Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy – debriefing of campaigns.
Process of motivation and theories of motivation. Graphics : role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces.
- Unit – IV** Media characteristics : Defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.
- Unit – V** Advertising research : Scope and objectives – research as a decision making tool. Market research and advertising research – types of research : target marketing research, positioning research – pre-test research, post test research, audience research, methods of analyzing research (psychographic / life style research, psycho-physiological research).

Reference Books

1. Burton PW, Advertising Copy writing Greiedin Ohio
2. Borden & Marhall, Advertising Management, Taraporewala,
3. Burke J. D., Advertising in the Market Place Megraw Hill
4. Wright Warner, Advertising, McGraw Hill
5. Gloag J.C. Advertising in Modern Life Heinaman
6. Rege G. M. Advertising Art and Ideas, Bombay, 1985.
7. Chavanhan J. S. and Mulhan P. N. Essentials of Advertising Oxford and IBH Publication Co.
8. रेगे ग. म., जरहिरात कला व कल्पन.
9. क्षीरसागर रा. ना., जरहिरात विक्रय कला.
10. धारवाडकर उपेद्र, जरहिरात ६५ वी कला.

PRACTICALS**200 MARKS**

- | | | |
|--|-----------------|------------------------------|
| 1) (A) Production of laboratory Journals at least three – (Reporting, Editing & page layout)
Pages layout on computer under the supervision. | 30 Marks | |
| (A) Practical pagination: Designing Newspapers pages. | 20 Marks | <u>Total 50</u> |
| 2) Electronic Media Practical. Every students has to conceive, plan and edit one Radio News
Bulletin and one Video News bulletin of 15 minutes duration and submit the C.Ds of the
same. | | <u>Total Marks 50</u> |
| 3) (A) Practical of on the spot News gathering & writing for print and Electronic Media. | 30 Marks | |
| (B) Media Publications. | 20 Marks | <u>Total 50</u> |
| 4) (A) Practical Examination of Advertisement. | 20 Marks | |
| (B) Practical Examination of Public Relations. | 20 Marks | |
| (C) Attendance (Throughout the semester). | 10 Marks | <u>Total 50</u> |

SEMESTER – II

PAPER JOUR – MA – VI : SUSTAINABLE DEVELOPMENT COMMUNICATION

- Unit – I** Development : meaning, concept, process and models of development – theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, gap between developed and developing societies, concept of sustainable development and its dimensions, sustainability of natural resources and other issues.
- Unit – II** Development communication & Sustainable Development Communication : meaning – concept – definition – philosophy – process – theories – role of media in development communication – strategies in development communication – social cultural and economic barriers – case studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.
- Unit – III** Agricultural communication and rural development, sustainable Agriculture, The concept of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – green journalism, Development support communication : population and family welfare – health – education and society – environment and development – problems faced in development support communication, Development of weaker sections S.C., S.T. OBC, NT-DNT, women and rural communicaties.
- Unit – IV** Development and rural extension agencies : Governmental, semi government, non-government organization, Problems faced in effective communication, micro-macro-economic framework available for actual developmental activities – case studies on its use & role of mass media.
- Unit – V** Writing development messages for rural audience : specific requirements of media writing with special reference to radio and television, rural journalism and rural communication tools and techniques.

Reference Books

1. Fernandes, Walter : Development with People, Indian Social Institute, New Delhi, 1988.
2. Jayaweera N. & Amunugama S. : Rethinking Development Communication, AMIC, Singapore, 1988.
3. Kumar, Keval J. : Communication and Development : Communication Research Trends, Vol. 9, No. 3, 1988.
4. Hoogvelt Ankie : The Third World in Global Development, Macmillan, London, 1982.
5. Hornik, Robert C : Development Communication : Information Agriculture and Nutrition in Third World, Longman, London / New York, 1988.
6. Melkote Srinivas : Communication for Development in the Third World – Theory and Practice, Prestice – Mall, New Delhi, 1991.
7. Sondhi, Krishan : Communication, Growth and Public Policy Break though, New Delhi, 1983.
8. Schramm, Wilbur : Mass Media and National Development, Stanford UP, Stanford, 1964.
९. धारुकर वि. ल., विकास संवादाची नवी क्षितीजे, चैतन्य प्रकाशन, औरंगाबाद.

PAPER JOUR – MA – VII : MEDIA LAW & ETHICS

- Unit – I** Constitution of India. Media & democracy. Elections, society and impact of media.
Unit – II History of laws in India. Contempt of court. Defamation, official secrets Act, working journalists Act. Copy Right, Press and Registration Act. etc.
Unit – III Media person's code of conduct. Right to privacy – reply – inform. Press Council of India's ethics. Power politics between editorial, marketing depts.
Unit – IV world media and international biases.
Unit – V Professional Protection, care and privileges. Sting operation and new technologies.

Reference Books

1. Basu Dirgadas Laws of Press in India, Prentice Hall New Delhi, 1986.
2. Mankekar D. R. Whose News Where Freedom (Karion), New Delhi, 1978.
3. Sarkar P.C., Law Relating to Publishers and Printers.
4. जोशी वैजयंती, वृत्तपत्रे व कायदे, मेहता पब्लिकेशन, पुणे, १९९२.
5. नटराज एम., लोकशाही आणि वृत्तपत्रे व्यवसाय, प्रबोधन संस्था, पुणे.

PAPER JOUR – MA – VIII : PUBLIC RELATIONS & CORPORATE COMMUNICATION

- Unit – I** Strategic public relation and CC and management : Defining strategy and its relevance in public relations and corporate communication; campaigns planning, management and execution – role of PR CC in crisis communication and disaster management.
- Unit – II** Defining stakeholders and media selection – study of symmetrical and asymmetrical models on handling crises. Building a distinct corporate identity : Concepts, variables and process – making of house styles (logo, lettering and process).
- Unit – III** Media Relations : Organization press conference, facility visits, press briefs – proactive and reactive media relations – ethical aspects in media relation – role of technology in PR & CC.
- Unit – IV** Media mix and use of Electronic media for Public for corporate communication.
- Unit – V** House journals and quarterly literature MNC's and corporate lopping corporate social responsibility in western and Asian countries.

Reference Books

1. Wilcox, Auld and Agee Public Relations strategies and Tactics Horper and Raw 1986.
2. Arya Asoka, Dynamics and, PR Manus, 1993.
3. Black Sam, Practical Public Relations Isac Pitam, 1970.
4. Burton Paul, Corportie Public Relations, Reinhold New York, 1966.
5. Lesly Philips, lesley's Handbook of PR and Communication, American Management As – sociation New York.
6. PR in India Hyderabad, 1993.
7. Jetwani, Varma, and Sarkar, PR concept and strategies tools, sterling, 1994.
8. Kaul J. N. PR in India, New Delhi.
9. Moore Frazier and Carfield : Public Relations Principles, Cases and problem, Richard Irwin, 1977 (Seventh Edition).
10. Paul Burton : Corportate Public Relations, Reinhold, New York 1966.
11. Reddi Narasimha C. V. : Public Relations Society of India – An introduction, PRSI, Hyderabad.
12. Reddi Narasimha C. V. : How to be a good PRO – The Guide to Public Relations, Sharada Prakashan, Hyderabad.
13. Public Relations Case Studies – (Indian Scene Volume I – II, IRPR, New Delhi.
14. Sahai Baldeo : Public Relations : A scientific Approach, Scope, New Delhi, 1980.
15. Sengupta Sailesh : Management of Public Relations and Communication, Vikas, New Delhi, 1997.
16. Bahal, Sushil : Making PR work, Wheeler, New Delhi.
17. Black Sam, Practical Public Relation, Pitman, 1976.
18. Cutlip and Centre : Effective Public Relation, Prentice Hall, 1982.
19. Ghosh Subri, Public Relations Today, Rupa, Calcutta.
20. Jethwani, Verma, Sarkar : Public Relations : Comcept, Strategies, Tools Sterling, New Delhi, 1994.
21. John Marston : The Nature of Public Relation, McGraw Hill, 1963.
22. Kaul J. M. Public Relation in India, Naya Prakash, Calcutta.
23. Lesly Philip : Leslyis Handbook of Publick Relation and Communication American Management Association, New York, Forth Edition.
24. Mehta D. S. Handbook of Public Relations in India, Allied Publishers, New Delhi.
25. धारकर वि. ल., जनसंपर्क मीमांसा, रामराज्य प्रकाशन, औरंगाबाद.
23. पुरी सुरेश, जनसंपर्क संकल्पना आणि सिध्दांत, विमुक्तजन प्रकाशन, औरंगाबाद. १९८४.
24. पत्की वि. वा. जनसंपर्क, राजहंस प्रकाशन, पुणे.

PAPER JOUR – MA – IX : INTERNATIONAL COMMUNICATION

- Unit – I** Political, economic, cultural dimensions of international communication. International news flow. Imbalance and disparities.
- Unit – II** Communication as human right. Universal Declaration of rights. News Agencies and biases. MacBride Commission.
- Unit – III** Technology and information super high way. Satellites and Communication.
- Unit – IV** Democratization of information flow and media systems. Western news values.
- Unit – V** Globalization, Imperialism and violence. Wars the media.

Reference Books

1. International Flow of News An Annotated Bibliography Edited by Hamid Mowlana UNESCO Paris, 1985.
2. Indian Information Revolution By Arvind Singhal and Everett Rogers, Sage Publications, New Delhi, 1989.
3. International Encyclopedia of Communication Vol. 1/2, Oxford University Press, New York, 1989.
4. Mass Media International Relations and Non-alignment By Regina Mulay, Deep and Deep Publications, New Delhi, 1987.
5. The news papers and International History By Anthony Smith, Published by Thames and Hudson, London, 1979.
6. Introduction to Telecommunication, Anu Gokhale First Reprint 2001 By Thomson Asia, Ltd., Singapore.
7. International Relations By Prakash Candev and Arora Published by Cosmas Boowve, New Delhi, 1990.
8. Research in Mass Media By S. R. Sharma, Radha Publications, First Published in 1996.
9. International Encyclopedia of the social science, Editor David Sills, Volume – 3, The Macmillan company and the Frees Press.
10. गर्गे स. मा. भारतीय समाजविज्ञान कोश, १९८६.
11. वराडकर भारद, आंतरराष्ट्रीय संबंध राजकारण, विद्या प्रकाशन, पुणे.

PAPER JOUR – MA – X : MEDIA MANAGEMENT

- Unit – I** Principles : Principles of media management and their significance – media as an industry and profession.
- Unit – II** Ownership patterns : Ownership patterns of mass – media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains).
- Unit – III** Media Functioning : Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organization theory, delegation, decentralization, motivation, control and coordination. Hierarchy, functions and organizational structure of different departments – general management, finance, circulation (Sales Promotion – including pricing and price – war aspect) advertising (marketing), personnel management, production and reference sections;
- Unit – IV** Media Economics : Apex bodies : DAVP, INS and ABC. Changing roles of editorial staff and other media persons. Editorial – Response system.
Economics of print and electronic media – management, business, legal and financial aspects of media management.
Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.
- Unit – V** Media Administration : Planning and execution of programmer production – production terms, control practices and procedures.
Administration and programmer management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space / time, circulation) – reach – promotion – market survey techniques – human research development for media.
Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure.

Reference Books

1. Ruckerr L. W. and Williams Newspaper organization and management, Iowa University Press, 1961.
2. Kothari Gulab Newspaper Management in India, New Delhi 1995.
3. Sindhvani Trilok, Newspaper Economics Management,
4. I. A. guide for Newspapers, R. N. I. New Delhi.
5. Goulden John, Newspaper Management, London, 1967.
6. Mehra Newspaper management in the Multi Media age, 1988.
7. Lingam TNM Circulation Problems in Indian Newspaper PII, New Delhi.
8. भोवडे अनंत, समाचार पत्र व्यवस्थापन, म. प्र. हिंदी प्रचार सभा, भोपाल.
9. जैन सुकुमार, समाचार पत्र संगठन और प्रबंधन.
10. चतुर्वेद प्रेमानंद, समाचार पत्र प्रबंध.

PRACTICALS**200 MARKS**

- | | | |
|--|-----------------|------------------------|
| 1) (A) Writing development new items (5) Articles (3) News stories (3) & Publish then | 15 Marks | |
| (B) Writing sustainable News items (5) Articles (3) & News stories (3) | 15 Marks | |
| (C) Practical Examination of development News writing. | 20 Marks | <u>Total 50</u> |
| 2) Writing a script and production of one radio documentary and one video documentary each of 15 minutes duration and submission of the same in the form of C.Ds | | <u>Total 50</u> |
| 3) Public Relation and Ad Research. | | |
| (A) Writing emerging tools of P.R | 15 Marks | |
| (B) Analyzing different types of advertisement. | 15 Marks | |
| (C) Comparative survey report of the management of Small, medium N.P. | 20 Marks | <u>Total 50</u> |
| 4) (A) Visit Report of Public Relation Offices | 20 Marks | |
| (B) Visit Report of Advertisement Agencies | 20 Marks | |
| (C) Attendance | 10 Marks | <u>Total 50</u> |

SEMESTER – III

PAPER JOUR – MA – XI : NEW MEDIA

- Unit – I** Communication & Media. Structure, Concept, Value. Traditional – development Media & its effects. Mediums of Effective communication. Kinds of communications Importance & development New Media Editing Theory and Practice. Electronic Media.
- Unit – II** Development of new media; convergence – internet – on line Journalism. New Media Industry present & future, e-newspaper, podcasting & vodcasting, convergence technologies and their impact on internet / online (New Media) Journalism, media websites, e-editions of newspapers, new media advertisements, content management, financial management, Mobile journalism, e-learning & e-education management.
- Unit – III** New Trends in printing technology : A brief introduction to various Types of printing. Photo – composing and Offset printing. Advance printing Technology – digital printing, integrated per-printing process, computerized Printing. The Role of Computer in Design – desk Top Publishing, Facsimile Printing – Word Processors – Color Printing Techniques, CTP Techniques.
- Unit – IV** CYBER JOURNALISM : On-line editions of newspapers – management And economics; cyber newspapers – creation, feed, marketing, revenue and Expenditure, Online editing, e-publishing, security issues on internet; social, Political, legal and ethical issues related IT and CT. Blog writing & Social Networking.
- Unit – V** INTERNET : LAN, MAN, WAN, E-mail, web. Ownership and administration of Internet, ISPs, WAP, types of connections : Dial-up, ISDN, lease-line. Web Pages & Web Editions, Different forms of writing. Syndicates and Freelancing. Satellite, Cable television, Computers, Microchips.

Reference Books

1. ROGERS AND Singhal India Information Revolution Sage, London.
2. Bhatnagar subjas information and communication technology in Development., Sage New Delhi.
3. Melkote Srinivas Communication for Development in Third World Sage Publication, New Delhi, 2001.
4. Vilaniams J.V. Science communicational Development, Sage Publication, New Delhi. 1993.
5. Kanungo Sivraj, Making Information technology Work Sage, Publication, New Delhi.
6. Peter Zorkoczy, Information Technology, An Introduction, East – West Press, New Delhi, 1989.
7. Pande sudhir Handbook of Satellite Communication, Authors Pres, New Delhi 2000.
8. Parekh Harsha, Internet, Knowledge work, Mumbai 1999.
9. आपटे मोहन, इंटरनेट माहितीचा कल्पवृक्ष, राजहंस प्रकाशन, पुणे.

PAPER JOUR – MA – XII : COMMUNICATION RESEARCH

- Unit – I** Definition – elements of research – scientific approach – communication theories – role – function – scope and importance of communication research – basic and applied research.
Media – quality status research, feedback research and media effect research.
- Unit – II** Research designs – qualitative – quantitative and mixed, - experimental quasi – experimental, descriptive, descriptive, exploratory, bench mark, longitudinal studies – simulation – panel studies – co-relational designs.
- Unit – III** Methods of communication research – census method, survey method, observation method – clinical studies – case studies – contents analysis. Tools of data collection : sources, media source book, questionnaire and schedules, observation techniques, participant and non participant, interview guide, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls, Random sampling methods and representativeness of the sample, sampling errors and distributions in the findings.
- Unit – IV** Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls, market research in media field. Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive historical – statistical analysis – parametric and non-parametric – uni – variate – bi – variate – multi – tests of significance – level of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.
- Unit – V** Media research as a tool of reporting. Readership and / audience surveys, market research, brand research, advertising research, meta analysis, global research, collaborative research, preparing research proposal, writing research paper for publication, research writing techniques, styles and tools, preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media research.

Reference Books

१. प्रा. बोधनकर सुधीर, अलोनी विवेक, सामाजिक संशोधन पध्दती, प्रकशक ललिता पुराणीक, श्री साईनाथ प्रकाशन नागपूर, द्वितीय आवृती १९९९.
२. कोठारी सी. आर. रिसर्च मेथडस अॅण्ड टेकिक्स, प्रकशक - व्ही. एस. जोहारी, वाईली इस्टर्न लि., नवी दिल्ली. मे. १९९०.
३. डॉ. भांडारकर पु. ल., सामाजिक संशोधन नध्दती, प्रकशक महाराष्ट्र विद्यापीठ ग्रंथ निर्मिती मंडळ, नागपूर.
४. डॉ. शंत दु. का., शांभ विज्ञानकोश - सांभ संदर्भ ग्रंथ, प्रकशक पुणे, विद्यार्थी गृह प्रकाशन, सदाशिवपेठ पुणे, प्रथम आवृती - १९८५.
५. डॉ. काचोळे दा. धो. सामाजिक संशोधन पध्दती, कैलाश पब्लिकेशन औरंगाबाद, १९९३.
६. भांडारकर आणि विल्कीनसन मेथडॉलॉजी अॅण्ड टेकिक्स ऑफ सायंस रिसर्च, हिमालया नागपूर.
७. बेर्जर ए. ए., मिडीया अर्नेलिसिस टेकनिक, सेज पब्लिकेशन, न्यूयॉर्क - १९८८.

PAPER JOUR – MA – XV : COMMUNICATION AND SOFT SKILLS

- Unit – I** Concept of communication, different types of communication – interpersonal communication, intrapersonal communication, group communication, written communication, verbal communication, non-verbal communication, mass communication, persuasive communication, team communication, business communication, dialogue and making effective communication.
- Unit – II** Communication and behavior, body language, gestures and postures, life skills, competencies of expression, power of language, language mastery, language of communication to evoke action, communication to involve and inspire, speech communication and media communication, message designing and interview skills.
- Unit – III** Art of listening, listening for understanding, bridging barriers of perception and prejudice, creating involvement to enhance understanding, communication process, effective feedback, listening to angry people, communication in crisis, web communication, mobile communication, interactive communication, blog and web groups creation, developing goodwill and relationship, importance of resourcefulness.
- Unit – IV** Personality and personality development, Id, ego and superego, emotional intelligence knowing self, self management, ability to introspect, strengthening qualities and overcoming weaknesses, self branding, goal setting, basic qualities of competent and
- Unit – V** Presentational skills, preparing good CV / bio-data, audio and video CV, creating blog, professional connectivity through web and social media, power point presentation, stage communication skills, conducting workshops and project reports, report writing skills and graphics.

Reference Books

1. The Age of Soft Skills, Gopalswami, Pearson Education India, 2010.
2. Written Communication & Verbal, Jeff Butterfield, S. Cengage.
3. Communication Skill & Soft Skills, Kumar E Surch, Pearson Education 2010.
4. Soft Skills at work, Beverly Amber, Cengang Learning 2009.
5. Written Communication, Jeff Butterfield, Cengang Learning 2009.
6. संवादकौशल्य, श्रीपाद जोशी, यशवंतराव चव्हराण महाराष्ट्र मुक्त विद्यापीठ नाशिक, २००१.
7. संवादशास्त्र सिद्धोत, सुधाकर पवार, मानसन्मान प्रकाशन, पुणे, २००१.

PRACTICALS**200 MARKS**

- | | | |
|---|-----------------|------------------------|
| 1) (A) Reporting assignments on investigative, sports, commerce, courts, marketing, review of books, films. | 15 Marks | |
| (B) Lab Journal, editing, producing at least (3) | 15 Marks | |
| (C) Practical Examination of page layout & design of Magazine Special issue | 20 Marks | <u>Total 50</u> |
| 2) (A) One Radio feature. | 15 Marks | |
| (B) One Radio interview based program. | 15 Marks | |
| (C) One Video Feature. | 15 Marks | |
| (D) One Video discussion based program. | 15 Marks | <u>Total 60</u> |
| 3) (A) One Audience Research Survey Print Media or Electronic M | 20 Marks | |
| (B) One content Analysis (Print Media) | 20 Marks | <u>Total 40</u> |
| Practical Examination of | | |
| 4) (A) Creating Electronic Newspaper | 15 Marks | |
| (B) Creating Internet Advertisement | 15 Marks | |
| (C) Creating Home Page of a firm | 10 Marks | |
| (D) Attendance | 10 Marks | <u>Total 50</u> |

SEMESTER – IV

PAPER JOUR – MA – XVI : INTERCULTURAL COMMUNICATION

- Unit – I** Culture – definition – process – culture as a social institution – value systems – primary – secondary – eastern and western perspective. Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.
- Unit – II** Perception of the world – Western and Greek (Christian) varied eastern concepts (Hindu, Islamic, Buddhist, Others) retention of information – comparison between eastern and western concepts. Communication as a concept in western and eastern culture (Dwaitha – Adwaitha – Vishishtadwaitha – Chinese (Dao Tsu and Confucius – Shinto Buddhism) and also Sufism.
- Unit – III** Language and grammar as a medium of cultural communication – Panini / Patanjali – Prabhakara – Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter-cultural communication.
- Unit – IV** Modern mass media as vehicles of inter cultural communication – barriers in inter cultural communication – religious, political and economic pressures, inter-cultural conflicts and communication; impact of new technology on culture.
- Unit – V** Globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media a cultural institution; mass culture typologies – criticism and justification. Culture, communication and folk media – character, content and functions – dance and music as instruments of inter – cultural communication; UNESCO's efforts in the promotion of inter-cultural communication – other organizations – code of ethics.

Reference Books

1. Communications and culture – M.R. Dua and T. Manonmani Galgotia publishing House, New Delhi, 1997.
2. Mass Communication Theory By Denis Mcquail, Sage Publication, London, 1994.
3. Methods for intercultural Research Edited By William B. Gudykunst Yong Kim, Sage Publication, New Delhi. 1994.
4. What is cultural studies and Edited by John Storey, Published by Arnold, London, 1997.
5. Communication year book 1/12, James Andersan Sage Publication, 1989.
6. International Encyclopedia of Comm. Vol. 2, Oxford University Press, New York, 1989.
7. Cross cultural communication By N.L. Gupta, Concept publishing company, New Delhi, 1998.
8. Dr. Dharurkar, V.L. Mass Communication and Culture, Ramrihya Aurangabad, 1985.
9. somorLed Leyed, Press in Developing Countries, Allied Publication, New Delhi.
10. Paul Heas and pull B.R. & Dighe Anita Mass Media and Village life, Sage Publication, New Delhi.
11. Agriculture Journalism.
12. Hiigvektm Anki The Third World in Global Development MacMillan London, 1982.

PAPER JOUR – MA – XVII : ENVIRONMENTAL COMMUNICATION

- Unit – I** The environmental & ecology definition, physical environmental its compositions – geology, soil, topography, climate & weather, catastrophes, biotic environment, biotic and abiotic interactions, the complexity of environment. Human sociobiology concept.
- Unit – II** The pollutions, types of pollutions, carbon cycle, greenhouse effect, nitrogen cycle, phosphorous cycle, acid rains, pesticides, CFCs and ozone layer. Importance water, energy, polluted cities of the world. Ecosystem and its importance and types. Biodiversity and its importance, global diversity, maintaining biodiversity conservation principal, ethical argument anthropocentric argument, role of ecology, conservations of species, conservations of ecosystems & biosphere recycling, biological controls.
- Unit – III** The environment education, need of awareness among people, environment education formal & informal, environment education through mass media. Role of mass media in developing water literacy, energy literacy, environment literacy, soil literacy & earth literacy.
- Unit – IV** Green journalism in print, electronic media i.e. TV, Radio, new media, Need of environment feature & news services, awareness programmes such as exhibitions, lectures, educative folk art programmes, traditional media application in environment organization, webistes.
- Unit – V** Developing eco-friendly life styles & mass media. The issue of Global Warming and media's role in public education. Copanhegan Report.

Reference Books

1. Odum E. P. : Environmental : The Earth as Living planet
2. Goudie Andrew : The Human Impact : Manis Role in Environmental Change, Oxford : Basil Blackwell, 1981.
3. Reddy Ratna V : Environmental Movements in India : Same Reflections, Vol. 10, No. 4, Pune.
4. Gadgil Madhav and Guha Ramchandra Ecological conflicts and Environmental Movements in India, India In Development and change, Vol. 25 No., 1994.
5. Moore Ron and Jon Ryan : Sustainable Development : Policy and practice, New Delhi, New Age International – publishers, 1995.
6. Joshi Y. G. and Verma D. K. Social Environment for sustainable Development, Jaipur, Rawat Publications.
7. Gadgil Madhav Biodiversity Reckoming wit life, Hindu, Survey of the Environment, 1994.

PRACTICALS**200 MARKS**

Dissertation

120 + 80

Total 200

