

S-08th July, 2014 AC after Circulars from Circular No.84 & onwards - 27 -

**DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**

**CIR.NO.ACAD/SU/Social Sc./Syll./B.A. I to III Yr./102/2014**

It is hereby notified for information of all concerned that, the syllabus prepared by the Ad-hoc Board in Mass Communication and Journalism, on the recommendation of Faculty of Social Sciences, the **Academic Council at its meeting held on 08-07-2014 has accepted the revised "Syllabus of B.A. Mass Communication & Journalism, I to III Year, Semester-I to VI" under the Faculty of Social Sciences as appended herewith.**

This is effective from the **Academic Year 2014-2015 and onwards progressively.**

All concerned are requested to note the contents of this circular and bring the notice to the students, teachers and staff for their information and necessary action.

University Campus,  
Aurangabad-431 004.  
REF.NO.ACAD/SU/S.S./  
B.A. I TO III YR./2014/  
18392-411  
**A.C.S.A.I.No.448[04].**  
Date:- 14-08-2014.

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**Director,**  
**Board of College and**  
**University Development.**

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**Copy forwarded with compliments to :-**

- 1] The Principals, affiliated concerned Colleges, Dr. Babasaheb Ambedkar Marathwada University.
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload the above Syllabus on University Website.**

**Copy to :-**

- 1] The Controller of Examinations,
  - 2] **The Superintendent, [B.A. Unit],**
  - 3] **The Superintendent, [Co-Ordination],**
  - 4] The Programmer [Computer Unit-1] Examinations,
  - 5] The Programmer [Computer Unit-2] Examinations,
  - 6] The Director, [E-Suvidha Kendra], in-front of Registrar's Quarter, Dr. Babasaheb Ambedkar Marathwada University,
  - 7] The Public Relation Officer,
  - 8] The Record Keeper,
- Dr. Babasaheb Ambedkar Marathwada University.**

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**DR. BABASAHEB AMBEDKAR  
MARATHWADA UNIVERSITY,  
AURANGABAD.**



**Revised Syllabus of**

**B.A.**

**MASS COMMUNICATION & JOURNALISM**

**[B.A.M.C.J.]**

**I, II & III YEAR**

**Semester-I to VI**

**Effective from**

**First Year 2014-15,  
Second Year 2015-16,  
&  
Third Year 2016-17.**



**B. A. Mass Communication and Journalism**  
**Course structure and Scheme of Examination**

Paper No.	Subject	Theory	Practical
<b>SEMESTER I</b>			
	<b>CORE PAPER</b>		
JOU BA-01	Introduction to Mass Communication	50	200 Marks for four practicals
JOU BA-02	Print Media I	50	
	<b>ELECTIVE PAPER (SELECT ANY 2)</b>		
JOU BA-03	Reporting I	50	
JOU BA-04	Basics of Computer Application for Mass Media	50	
JOU BA-05	Printing technology	50	
<b>SEMESTER II</b>			
	<b>CORE PAPER</b>		
JOU BA-06	Media Language and Communication Skills	50	200 Marks for four practicals
JOU BA-07	Print Media II	50	
	<b>ELECTIVE PAPER (SELECT ANY 2)</b>		
JOU BA-08	Editing	50	
JOU BA-09	Introduction to Audio Visual Media I	50	
JOU BA-10	Community and social justice reporting	50	
JOU BA-11	<b>SERVICE PAPER -</b> Media Writing Skills	50	
<b>SEMESTER III</b>			
	<b>CORE PAPER</b>		
JOU BA-12	Indian Constitution & Democracy	50	200 Marks for four practicals
JOU BA-13	Photo Journalism	50	
	<b>ELECTIVE PAPER (SELECT ANY 2)</b>		
JOU BA-14	Reporting II	50	
JOU BA-15	Introduction to Audio Visual Media II	50	

JOU BA-16	Social Economic Development	50	
<b>SEMESTER IV</b>			
	<b>CORE PAPER</b>		
JOU BA-17	Basics of Advertisement	50	200 Marks for four practicals
JOU BA-18	Media Management	50	
	<b>ELECTIVE PAPER (SELECT ANY 2)</b>		
JOU BA-19	New Media & Web Journalism	50	
JOU BA-20	Translation Technique & Media Review	50	
JOU BA-21	Design & Graphics	50	
<b>SEMESTER V</b>			
	<b>CORE PAPER</b>		
JOU BA-22	Film & Entertainment Journalism	50	200 Marks for four practicals
JOU BA-23	Reporting III	50	
	<b>ELECTIVE PAPER (SELECT ANY 2)</b>		
JOU BA-24	Media Law	50	
JOU BA-25	Public Relation & Corporate Communication	50	
JOU BA-26	Development communication	50	
<b>SEMESTER VI</b>			
	<b>CORE PAPER</b>		
JOU BA-27	Feature & Article Writing	50	200 Marks for four practicals
JOU BA-28	Governance & International Relation	50	
	<b>ELECTIVE PAPER (SELECT ANY 2)</b>		
JOU BA-29	Environmental Communication	50	
JOU BA-30	Internship	50	
JOU BA-31	Business journalism	50	

Total Marks – Theory – 1200 + Practical – 1200 = 2400

## B. A. Mass Communication and Journalism

### B. A. (MCJ) First Year

#### SEMESTER – 1

#### Paper – JOU BA – 01 : Introduction to Mass Communication

##### Unit 1:

- Definition and origin of Communication
- Nature, scope and Functions of Communication
- Importance and Necessity of Communication
- Communication Process

##### Unit 2 :

- Types of Communication -Verbal and non verbal, Intra personal and Interpersonal Communication
- Group and Mass Communication and Folk Communication

##### Unit 3 :

- Early Communication system of India
- Development of media
- Types of media used for mass communication

##### Unit 4 :

- Early efforts in printing
- Books as a medium of mass communication
- Development of printing press in global scenario
- Early efforts to publish news papers in different parts of India

##### Unit 5 :

- Role of Media in National Development
- Role of Media in Education, political, Economic system

#### *Reference book*

1. संवादविश्व, सुषमा दातार
2. संवादशा.।. सुधाकर पवार, मानसन्मान प्रकाशन, पुणे
3. जनसंवाद सिद्धांत, डॉ. वि. ल. धारकर, चैतन्य प्रकाशन, औरंगाबाद
4. Mass Communication in India, Keval Kumar, Jaico Publication, Pune
5. Growth and Development of Mass Communication in India, J. V. Vilanilam, National Book Turst, New Delhi.
6. Introduction to Mass Communcation, Emery E. Ault, P. H. Agee.
7. Process and Effect of Mass Communication, Shram.

## Paper – JOU BA – 02 : Print Media I

### Unit 1:

- Definition and concept of Journalism
- Nature, scope and Functions of Journalism
- Press for society and Government

### Unit 2 :

- History of Indian Press– Introduction of Bengal Gazette and other contemporary news papers, Role of Rajaram Mohan Ray in social activism with press,
- Role of Press in Indian freedom Movement - Contribution of Tilak, Mahatma Gandhi and Phule in Indian Press, Importance of Dalit Press and Dr. Babasaheb Ambedkar's contribution in Indian Journalism.

### Unit 3 :

- History and Development of Marathi Press
- Contribution of Balshastri Jambhekar, Agarkar and other regional editors in Maharashtra
- Role of Marathi press in National reconstruction & Social change

### Unit 4 :

- Definition, role & necessity of news agencies
- Introduction to different news agencies working in country and on international level
- Working of News Agencies

### Unit 5 :

- Introduction to magazines
- Brief history & development of magazines as media
- Different types of magazines with their features and characteristics like women, Political, Health, economic and children magazines

### Reference book

1. माहिती तंत्रज्ञान आणि प्रसार माध्यमे, डॉ. वि.ल. धारूरकर,
3. मराठी वृत्तपत्रसृष्टीचे अंतरंग, प्रसादकुमार अकलूजकर, श्रीविद्या प्रकाशन
४. माध्यम, प्रकाश कुलकर्णी
५. मराठी पत्रकारिता, ए.व्ही. देशपांडे, सुखदा सौरभ प्रकाशन, पाटण
६. मराठी वृत्तपत्रांचा इतिहास, रा.क. लेले, कॉन्टीनेंटल प्रकाशन
7. History of Indian Journalism, J Natrajan, Publication Division, Ministry of I&B
8. Modern History of Indian Press, Sunit Ghosh, Cosmo Publication, 2008
9. Journalism in India, Rangswami Parthasarthy, Sterling Publication, 1991

## Paper – JOU BA – 03 : Reporting I

### Unit 1:

- Definition and concept of News
- Different elements of news and News values
- Sources of news
- 5W and 1H theory
- Principles of reporting

### Unit 2 :

- Writing skills required for news item
- Types of news structure
- Headlines and its types
- Lead & its types
- Body of news
- Proof reading

### Unit 3 :

- Technique of rewriting news received from Agencies and reporters
- Qualities of a good reporter
- Pitfalls and problems in reporting
- Embargo

### Unit 4 :

- Stylebook used in Print Media
- Types of reporting and their characteristics – Crime, Court, Society, Education, Culture, Sports, Politics, Commerce, Business, Entertainment etc.

### Unit 5 :

- Use of computer in news writing
- Introduction to E - news paper
- Writing for e - news paper

### *Reference book*

1. वातमीदारी, सुनील माळी, राजहंस प्रकाशन, पुणे.
2. वार्तासंकलन, चंद्रकांत ताम्हणे, पॉप्युलर प्रकाशन
3. वृत्तलेखन, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद
4. The Mass Media Reporting, Writing, Editing, Rivers-Haroor and Row.
5. Interpretative Reporting, MacDougall, Mac Million

## **Paper – JOU BA – 04 : Basics of Computer Application for Mass Media**

### **Unit 1:**

- Introduction to computers
- History and generation of computers
- Types of computers
- Hardware and software of computer – Input & output devices, Motherboard, processor, OS and types of OS
- Desktop operations, arrangement of files and folders

### **Unit 2 :**

- MS Office and its application – Word, excel, power point
- Commands, working with text, graphs and charts, page setup
- Printing and formation technique
- Graphic and Drawings

### **Unit 3 :**

- Introduction to Internet system
- LAN, MAN, WAN, domain names, internet protocol
- Search engine, web browsing, emails, portals

### **Unit 4 :**

- CorelDraw, working with objects, outlining, clips and symbols, text creation and alignment, conversions, use of colours in publishing concepts
- Introduction to Page maker and In design, information of tools, page layout, handling images
- Introduction to Photoshop, introduction to tools and menu, details of Image, brightness & contrast, different filters, use of colors

### **Unit 5 :**

- Concept of Multimedia
- Digital technology - types of signals, optical fibers, satellite communication

### ***Reference book***

1. Fundamentals of Computers 1st Edition 1st Edition, Deborah Morley, CENEAGE LEARNING INDIA PVT LTD
2. Email in A nut Shell, Alex Leon, Leon TECHWorld, Chennai
3. Internet Journalism in India, Om Gupta & Ajay S. Jasra, Kanishka Publishers, distributors, New Delhi
4. Computer & Languages, Poonam Yadav, Discovery publication, New Delhi

## **Paper – JOU BA – 05 : Printing Technology**

### **Unit -I**

- History of Press, Use & its role in print media,

### **Unit -II**

- Colour scanning, colour separation, colour correction,
- Colour positive, colour negative, preparation of bromides, artpuls

### **Unit-III**

- Pre-press, concept, page making, magazine, lay-out,
- pagination, pasting, proof, plate making

### **Unit-IV**

- Printing methods, letterpress, cylinder, rotary, gravure, screen, offset
- Types of papers, magazines lay-out, pagination, designing and printing of cover pages
- safety measures in printing press.

### **Unit -V**

- Digital printing, colour printing, current trends in colour printing.

### ***Reference book***

1. मुद्रणतंत्रज्ञान, महाराष्ट्र मुद्रण परिषद
2. The Complete Book on Printing Technology, Edited by A. K. Gupta, Asia Pasific Business Press, New Delhi.
3. Printing Technology, J. Michael Adams & Penny Anndolm, Delmark 2001
4. Handbook of Offset Printing Technology, Eirei Publication.
5. Screen Printing Technology Handbook, A. K. Gupta, Asian Pasific Business Press, New Delhi.
6. Colour Desk Top Printer Technology, Noboni Ohta, Mitchell Rosen, CRC Publication, 2006

### Practical –

1. PPT presentation of Introduction to Mass Communication 20 M
2. PPT presentation of Print Media I 20 M
3. Writing of different 10 news item on the topic Social, Political, Educational, Cultural, Agriculture, Law, Sports, Business, Science & technology, crime and submission of file 50 M
4. practical exam of composing of Two news item on computer (Marathi & English One each) 20 M
5. practical exam of composing of table in MS-word and copy pasting text in MS- Word 20 M
6. Practical exam of preparing Charts in MS word & composing data in excel sheet 20 M
7. Practical exam on Photoshop & Corel Draw 30 M
8. Test 20 M

## SEMESTER 2

### Paper – JOU BA – 06 : Media Language & Communication skills

#### Unit 1:

- Objectives of Writing (Past and present)
- Brief introduction and development of Marathi, Hindi and English language
- Importance of Devnagari script and its use in Indian languages

#### Unit 2 :

- Basics of language structure – Words, subject, object and verb, sentences, paragraph, punctuations
- Tenses, clauses, articles etc for Marathi, Hindi and English language
- Basic grammar essential for media writing

#### Unit 3 :

- Introduction to forms of writing and their unique features – Prose, Poems, letters, essays, articles, reviews, analysis

#### Unit 4 :

- Popular style of news paper writing for Marathi, Hindi and English language
- Co relation between Hindi and Marathi language
- Importance of Hindi as a national language and English as a international language

#### Unit 5 :

- Communication and behavior
- Body language, gestures & Postures
- Life skills, art of listening, speech communication, personality development & self management

#### *Reference book*

१. स्वभारत भाषा विशेषांक
2. Newsman's Language, Evan, Oxford University Press.
3. The Language of New Media, Leve Manovan, MIT, 2001
4. The Language of New Media, Allan Bell, Blackwell Publication, 1991.
5. The age of soft skills, Gopalswami, Pearson Education India, 2010
- 6 Fundamentals of Journalism, Spencer, McGrew Hill.
७. संवाद कौशल्य, श्रीपाद जोशी, यशवंतराव चव्हाण मुक्त विद्यापीठ, २००१
८. चौफेर, माधव गडकरी, श्रीविद्या प्रकाशन, पुणे

## **Paper – JOU BA – 07 : Print Media II**

### **Unit 1:**

- Brief history and development of print media after independence in India and Maharashtra

### **Unit 2 :**

- Freedom of Press – responsibilities and criticism
- Press as a fourth estate in democracy, the role of print media in molding public opinion
- Relationship of print media with other media

### **Unit 3 :**

- Political communication in print media, elections and the press, current trends regarding paid news and its critical analysis

### **Unit 4 :**

- Press council of India- its working and functions
- Major recommendations of Press commission I and II
- Prasar Bharti, Right to Information Act

### **Unit 5 :**

- New trends in Print Media
- Press in 21<sup>st</sup> century and neo journalism
- Public service journalism in new world, social and economic reporting after globalization
- Changes in society and mass media
- Elite and rural press, Bridging urban and rural gap

### ***Reference book***

१. संपादकाचे जीवनविश्व, द्वा. भ कर्णिक, किलोस्कर माहीती
२. पत्रकारितेची मूलतत्त्वे, प्रभाकर पाध्ये
3. News Editing, Wesly Bruce, Houghton Miffia
4. Politics of News, J. S. Yadav, Concept, New Delhi, 1984.
5. Modern Newspaper Editing & Production, F. W. Hodgson Oxford.
6. History of Indian Journalism, J Natrajan, Publication Devison, Ministry of I&B
7. Modern History of Indian Press, Sunit Ghosh, Cosmo Publication, 2008

## Paper – JOU BA – 08: Editing

### Unit 1:

- Definition, Concept and Principles of Editing
- Process of editing – purpose, symbols, tools, lead, body, paragraphing and proof reading
- Elements, values and needs of editing

### Unit 2 :

- News room, editorial organization, role and functions of editor
- Role of sub editor, news editor etc
- Guidelines and motivation to reporters from editor
- Handling publicity materials received from state publicity department & PIB and other sources

### Unit 3 :

- Planning a page, page makeup
- Types of page layout, balancing the page
- Editing of specialized pages – Feature, regional, editorial, women and entertainment pages etc

### Unit 4 :

- Reference library of news paper
- Stylebook, signs of editing and proof reading
- Translation and general knowledge

### Unit 5 :

- Pagination on computers
- principles of photo editing
- Graphics and design, new trends in news paper layout

### *Reference book*

1. संपादन कला व आत्र, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद.
2. संपादकाचे जीवनरत्न, द्वा. भ. कर्णिक
3. The Art of Editing, Baskett & Brooks, Macmillan, Newyork.
4. Editing in Electronic Era, Gibson, Prentice Hall.
5. Modern Newspaper Editing, Genegilmore, Iowa University Press 1990
6. Politics of News, J. S. Yadav, Concept, New Delhi, 1984.
7. Modern Newspaper Editing & Production, F. W. Hodgson Oxford.
8. Editing in Electronic Era, Gibson, Prentice Hall.

## **Paper – JOU BA – 9: Introduction to Audio Visual Media I**

### **Unit 1:**

- Brief history of Radio – World radio and its important role in world war 2 as propaganda technique
- Brief history of Indian radio and Aakashwani and FM
- Brief history of Television –,World television, Introduction of Indian Television
- Doordarshan and its importance in Indian development

### **Unit 2 :**

- Characteristics of Radio as a media
- Technicalities of Radio production – Types of waves, specialty of FM transmission
- Types of microphones and editing software

### **Unit 3 :**

- Developing language skill for Radio
- Voice culture, Voice modulations and its importance
- Introduction to Audio Studio – working structure and equipments

### **Unit 4 :**

- Different types of Radio Programme
- Radio news- writing news script, Radio bulletin structure
- Radio Interview and its structure
- Script writing for Radio Talk and Discussion

### **Unit 5 :**

- Concept of Radio Production, different steps of production
- Voice recording and use of different software
- Grammar of Sound designing

### **Reference book**

१. रेडीओ और दूरदर्शन पत्रकारिता, हरिमोहन, विश्वविद्यालय प्रकाशन, वाराणसी.
२. नई पत्रकारिता और समाचार लेखन, सविता चड्ढा, विश्वविद्यालय प्रकाशन, वाराणसी.
3. मराठी नभोवाणी पत्रकारिता, पुरुषोत्तम कोरडे, श्रीविद्या प्रकाशन, पुणे
४. This is All India Radio, U. L. Baruah, Publication Department, I & B Ministry, New Delhi
4. Growth and Development of Mass Communication in India, J. V. Vilanilam, National Book Turst, New Delhi.
5. Editing in Electronic Era, Gibson, Prntice Hall.
5. Broadcasting in India, P. C. Chatterji, Sage Publication, London.

## Paper – JOU BA – 10: Community and Social Justice Reporting

### Unit -I

- Importance of human rights and social justice reporting
- The present status of community and social news in India

### Unit -II

- Social justice reporting and strengthening of Indian democracy
- Historical perspective and future challenges

### Unit -III

- Philosophy of social justice, its origin and development, from Raja Rammohan Roy, Mahatma Phule to Dr. B. R. Ambedkar
- The role of social reformation press in India.

### Unit -IV

- Reporting problems of women and weaker section and down trodden in Indian Press
- Research and social reporting.

### Unit -V

- Critical study of news, features and editorials, media and social justice coverage
- The role of radio & Television in social justice reporting.

### *Reference Books*

1. मरठी पत्रकारिता, ए. वी. देशपांडे, सुखदा सौरभ प्रकाशन, सातारा, 2004
2. पत्रकारितेची मुलतत्ते, सुधाकर पवार, कॉन्नि.ने.ल प्रकाशन, पुणे 2006
3. Social Justice & Politics of Community, Chritane Evringhan, Ashgate Publication, London, 2003
4. Conversation on Community Theory, Gorge S. Wood, John C. Judik is Purdu University Press 2002
5. Community Development : Theory & Practices, Graycring Kith Popple & Maeshow Spokesman Russel House, Notingham UK, 2008
6. Making Spaces For Community Development, Mychael Pitchford & Paul Hendarson, Poly Press, 2006

## Paper – JOU BA – 11: Service paper : Media Writing Skills

### Unit -I

- Writing as craft, art and skill
- Fundamentals of writing for media
- Target audience, Feature writing.

### Unit -II

- Writing for specialized readers
- Market and readership

### Unit -III

- Various media's requirements and writing styles
- Development of style

### Unit -IV

- Niche journalism. Magazines, journals writing
- Column writing

### Unit -V

- Freelance writing
- Blogs, Websites

### Reference Books

१. चौफेर, माधव गडकरी, श्रीविद्या प्रकाशन, पुणे
२. फीचर राय.गि. प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे
३. पत्रकारिता- विचार व व्यवहार, डॉ. सुधीर गव्हाणे
4. Fundamentals of Journalism, Spencer, McGrew Hill,
5. The Complete Reporter, Johnson, Harris, McMillan.

### Practical –

- |   |      |
|---|------|
| 1. PPT presentation on Print Media II                                       | 20 M |
| 2. PPT presentation on Media language & Communication skills                | 20 M |
| 3. Publication of one lab journals by a each student                        | 40 M |
| 4. Writing and recording radio news bulletin (10 min) and submission of CD  | 30 M |
| 5. Writing and recording of a radio interview (10 min) and submission of CD | 30 M |
| 6. Practical exam of Page layout and design of newspaper on computer        | 40 M |
| 7. Test   | 20 M |

## B. A. (MCJ) Second Year

### SEMESTER 3

#### Paper – JOU BA – 12 : Indian Constitution & Democracy

##### Unit 1:

- History & making of constitution
- Salient features of Indian Constitution
- Preamble, fundamental rights & duties
- Freedom of press in Indian constitution

##### Unit 2 :

- Structure and working of – Lok Sabha and Rajyasabha
- Structure and working of - State legislature and legislative assembly
- Structure of cabinet and ministries and their judiciary powers & functions
- The President and his judiciary powers
- The Prime minister and his judiciary powers

##### Unit 3 :

- Media Freedom and Democracy, Role of Media in Democracy,
- Different Political Parties and their structure and types, Election & Media
- Public Opinion & Media, People's participation & Media,

##### Unit 4 :

- Democratic Values and Media,
- Democracy and press freedom interdependency

##### Unit 5 :

- Introduction to Emergency powers
- Types of emergencies
- Impact of emergencies on society

#### *Reference book*

१. भारतीय राजकीय व्यवस्था, चांगरेकर, कवठाळकर, डा. सन्स.
२. भारतीय राज्यघटना, वि. मा. बाचल, के सागर पब्लिकेशन, पुणे
३. राज्यघ. नेचे अर्थगतक, न्या. नरेंद्र चपळगावकर, मौज प्रकाशन, मुंबई २००२
४. भारतीय राज्यघ. ना व राजकीय व्यवहार, डॉ. वि. मा. बामल, के. सागर पब्लिकेशन, पुणे २००२
5. Indian Constitution, Durga Dass Basu, Wadhva Publication, Nagpur, 2001

## Paper – JOU BA – 13 : Photo Journalism

### Unit 1:

- What is photo Journalism, necessity and significance
- Photography – Elements & Principle, and visual language
- Composition of photography – subject & lighting

### Unit 2 :

- Photographic equipments
- Types of Cameras & their structure & functions
- Types of lenses
- Accessories

### Unit 3 :

- Selection of subject for photography
- Different shots
- Technicalities of photography – Sensor, Shutter speed, Aperture, Sensitivity, focus
- Photo editing – Adjusting brightness, colour, frame etc

### Unit 4 :

- Different types of Photographs – hard & soft etc
- Procedures pictures
- News values for photo picture
- Photo essays & photo features
- Caption and placement of photographs

### Unit 5 :

- Essential qualities for photo journalism
- Impact of new technology on photo journalism
- Internet photo services

### *Reference book*

1. पत्रकारिता वृत्तकोश, रमेश जैन, मॅशन पिब्लिशिंग हाऊस, नवी दिल्ली, २०००.
2. Photo Journalism-An Introduction, Freds Parrish, Wordsworth,2002
3. Photo Journalism, Kenvets Kobre & Bestybrill, Guf Professional Publisher, 2004.
4. Guide to Photo Journalism, Brian Horton, McGrow Hill, 2001
5. Photo Journalism, Franke P. Hoy, Prentice Hall, 1980.
6. Photo Journalism : Basics & History, Harris G. Smith & John Robaton, Upper Rver Publication, 1994.

## Paper – JOU BA – 14 : Reporting II

### Unit 1:

- Introduction to civic and rural journalism
- Society, Governance & Citizen
- The role of new civic journalism as a form of public service journalism

### Unit 2 :

- Different types of civic reporting – Social, cultural, political, sanitation, law & order, environmental issues
- The reporting of social work, its coverage and its importance in news paper

### Unit 3 :

- Rural Sector & new subject of reporting – Water, energy crisis
- Reporting women's and weaker section problem in rural areas
- Issues of crime and violence in rural areas
- Socio and economic benefits of civic and rural journalism

### Unit 4 :

- Introduction to agriculture journalism
- Role of agriculture in India's economic development
- Factors influencing productivity in agriculture – Green revolution, white revolution
- Pattern of ownership, Prices and availability of finance

### Unit 5 :

- NGOs and Non profit organizations
- Reporting success stories of NGO's, farmers
- Case study of a village such as Hiwre Bazar or Ralegansiddhi

### *Reference Books*

1. ग्रामीण पत्रकारिता, डॉ. सुधीर गव्हाणे, प्रचार प्रकाशन, कोल्हापूर, १९९०
2. ग्रामीण क्षेत्र की पत्रकारिता, डॉ. रेणुका नायर, विश्वविद्यालय प्रकाशन, बनारस.
3. Press in Developing Countries, Loyed Ssimrland Amiiun & Sons, New Delhi, 1985
4. Rural Reporting in Indian, Ramchandra Murty.
5. Vidura Special Number on Rural Newspaper 1985
6. Indian Agriculture is an Open Economy, Ashok Gulati, Oxford University Press, 1999.

## **Paper – JOU BA – 15 : Introduction to Audio Visual Media II**

### **Unit 1:**

- Brief history of Television – World television, Introduction of Indian Television
- Doordarshan and its importance in Indian development
- Cable and Satellite Television
- Characteristics of Television as a medium

### **Unit 2 :**

- Different types of TV programmes – Fiction & Non fiction
- Fiction Programme – Daily soap, sitcom, films, telefilms
- Non fiction programmes – News, Documentaries, Discussion, Interviews, Reality Shows

### **Unit 3 :**

- Television News Bulletin structure, Different departments and work flow of television news
- Language used for TV news script,
- Script writing for documentaries, discussion and interview programmes

### **Unit 4 :**

- What is story and screenplay, difference between story and screenplay, screenplay structure
- Concept of Shot, Scene, sequence, step outline, dialogues and script
- Different types of shots, Concept of Story board, shot division
- Changing scenario of Indian television serials, and sitcoms

### **Unit 5 :**

- Concept of Television production, process of production
- Crew required for TV production, responsibilities of crew members
- Concept of lighting and types of lighting
- TV studio floor planning, cues and commands

### **Reference Books**

1. Broadcasting in India, P. C. Chatterji, Sage Publication, London.
2. टेलिक्वीजन लेखन, असगर वजाहत, राधाकण्ठ प्रकाशन, दिल्ली २००१
3. टेलिक्वीजन की कहानी, डॉ श्याम कश्यप, मुकेश कुमार, राजकमल प्रकाशन, दिल्ली
4. टेलिक्वीजन आणि प्रसार माध्यमे, डॉ केशव साङ्गये, प्रतीक प्रकाशन
5. Contemporary Television, French Richards, SAGE Publication
6. Encyclopedia of Broadcasting TV & Radio, P. C. Sharma, Anmol Prakashan, 2005

## Paper – JOU BA – 16 : Social Economic Development

### Unit-I

- Economic development: concept and general perspective,
- common characteristics of underdevelopment: India as a developing economy and its international standing, Developing countries & their problems.

### Unit-II

- Strategies of development; balanced vs unbalanced growth strategy; wage goods strategy; basic-needs strategy; heavy import substitution strategy; export led growth strategy
- Developmental issues of backward regions of Maharashtra/world /India, Issue of Economic Recession & globalization

### Unit-III

- Capital accumulation as a factor in economic growth;
- Role of education in economic development population and economic development (the two-way relationship).

### Unit-IV

- Aspects of human development, education, poverty and inequality of income distribution (with special reference to India);
- Problems associated with these and approach towards their solution.

### Unit-V

- Changes in the sectoral distribution of national income, per capita income and labour force since independence
- Assessment of the Indian developing countries growth experience with respect to these

### Reference Books

1. समाजाचे अर्थशा.1. संतोष दास्ताने. ब्लॅक अँड सन्स, मुंबई, १९८१
2. सामाजिक विकासाचे प्रश्न व धोरण, डॉ. शरदचंद्र गोखले, व्हिनस प्रकाशन, पुणे, १९८९.
3. गाडगीळ लेखसंग्रह, खाड-१, २, सुलभा ब्रह्मे, गोखले अर्थशा.1 संस्था, पुणे १९७३
4. Development Economics , Water Elkan] Pengin Books Londa, 1973
5. Globalization and Indian Economy (Ed.), D. G. Girdhari, Aprati Media, 2002
6. India's Second Revolution, The Dimension of Development, Lawrance A, McGrow Hill, Newyrok

### Practical -

- |   |      |
|---|------|
| 1. PPT presentation on Indian Constitution & democracy  | 20 M |
| 2. Making of photo feature on given subject & submission of file  | 30 M |
| 3. Writing of different 10 news item on the topic Social, Political , Educational, Cultural, Agriculture, Law, Sports, Business, Science & technology, crime and submission of file | 50 M |
| 4. Video news bulletin of 10 minutes and submission of CD   | 40 M |
| 5. Video documentary of 5 minutes and submission of CD  | 40 M |
| 6. Test   | 20 M |

## SEMESTER 4

### Paper – JOU BA – 17 : Basics of Advertising

#### Unit 1:

- Definition & concept of Advertising
- History & Development of Advertising in global as well as in Indian scenario
- Socio economical benefits of Advertising

#### Unit 2 :

- Types of Advertising
- Consumer Advertising – Industrial, Retail, National, Trade, Professional, Social
- Various types of advertising media
- Advertising appeals and buying motives, Advertising strategy, advertising spiral, market segmentation, target audience
- Brand, Brand Image, Importance of Brand

#### Unit 3 :

- Different department in ad agency
- What is visualization, Art direction
- Elements of Copy writing
- Lay out , Aesthetics of lay out, Use of Colour in advertisement
- copy writing for print, copy writing for radio & TV media, difference between print and electronic media advertisement

#### Unit 4 :

- Advertising Research and its types and importance
- Advertising Campaign,
- Concept and process of media planning
- Different feedback techniques for advertising

#### Unit 5 :

- Advertising Agencies – structure & functions, and its importance
- Advertising standards council of India and DAVP
- Advertising ethics, Laws and regulation over advertising, New trends in advertising

#### *Reference Books*

1. जाहिरात पारंपारिकी कला, अपेंद्र धारवाडकर
2. Chunawalla S. A., Foundations of Advertising Theory & Practice, Himalaya Publication, Bombay, 1985.
3. Frank Jefkings, Advertising, Rupa & Co. Heinemann London.
4. Rathor B. S., Advertising Management, Sterling Publication, Delhi.
5. Mathur Navin, Press Advertising, Himalaya Publication, New Delhi, 1987.
6. Malviya Subhash, Advertising Management, Adyan Publication, New Delhi, 2007.
7. Banerjee Subrata, Advertising as a Career, National Book Trust, New Delhi.

## **Paper – JOU BA – 18 : Media Management**

### **Unit 1:**

- What is media management – definition, functions, principles & its importance
- Media as an industry and profession
- Importance of management in media.

### **Unit 2 :**

- Ownership patterns in media – Sole proprietorship, partnership, private limited companies, public limited companies, trust, cooperatives, religious institutions, franchises
- Types of news paper management in India – Individual owned or party owned, Family business, joint stock company
- 

### **Unit 3 :**

- Media Functioning – planning and execution
- Organizational structure of different departments in media house
- Circulation problems and strategies, sales promotion
- Economics of Print and electronic media

### **Unit 4 :**

- Characteristic of different media
- Media marketing techniques
- Advertisement collection and corporate strategies
- Space and time selling

### **Unit 5 :**

- Use of research in media management
- Use of feedback in media management
- Readership management system
- ABC, NRS, DAVP, INS, RNI
- Recommendation of Press commissions on Indian news paper management

### ***Reference Books***

1. Ruckerr L. W. & Williams, News Paper Organization & management, Iowa university press 1961
2. Media & communication Management, C. S. Raydu, Himalaya Publication House
3. A text book of Media Management, Mukul Sahay, Wisdom Press, Delhi, 2011.
4. Media Management, K. P. Yadav, Adhyayan, Delhi, 2006
5. भोवडे अनंत, समाचार पत्र व्यवस्थापन, म प्र हिंदी प्रचार सभा भोपाल
6. जैन सुकुमार समाचार पत्र व्यवस्थापन संग्रहण और प्रबंधन

## Paper – JOU BA – 19 : New Media & Web Journalism

### Unit 1:

- Definition and Concept of new Media
- Characteristics and of New Media
- New Media as a medium of Communication
- Websites of major National/Regional/local Newspapers, Magazines and Channels

### Unit 2 :

- Definition and Characteristics of Online-Journalism
- Blogs, Blog sphere, Video Blogging
- Features of Online Journalism – Hypertext, Multimedia
- Characteristics of web news papers
- Preparation of web editions
- Designing web news papers

### Unit 3 :

- Language and Style of Online Journalism, Writing for the Web
- Dos and Don'ts of Internet Reporting
- Editing Requirements – Content, Layout, Clarity, Style and Conciseness
- Role of web editor, web master and web designer
- Web page designing and advertise on web page

### Unit 4 :

- Feedback & read's participation on web page
- Future & impact of new media on various media
- Impact of new media on society and culture

### Unit 5 :

- Ethical issues in Online Journalism
- Copyright and Libel
- Cyber Laws, Introduction to IT Act 2000

### Reference Books

1. ई-जर्नालिज्म, अर्जुन तिवारी, विश्वविद्यालय प्रकाशन, वाराणशी
2. इंटरनेट पत्रकारिता, सुरेश कुमार, विश्वविद्यालय प्रकाशन, वाराणशी
3. Internet Journalism in India, Om Gupta, Vishvidyalaya Prakashan, Varanasi.
4. Information Technology in Journalism, Om Gupta
5. Social Media & Networking, Prashant Mathur, Kanishka Publication, New Delhi
6. New Media & its language, Malti Mehta & S. R. Sharma, Sarup Book Publication, Delhi
7. Encyclopedia of Communication.

## Paper – JOU BA – 20 : Translation Techniques & Media Review

### Unit 1:

- Difference between review and criticism
- Different elements of review writing
- Formats of review in news paper
- Single book review and bunch of different review

### Unit 2 :

- Translation as a technique
- Use of proper words and meanings – touching the core content
- Translation of news from agencies & reporters
- Translation of creative literature

### Unit 3 :

- Shaping, brightening and tightening the copy
- Translation of complete news
- Translation of features and articles

### Unit 4 :

- Translating and writing for target group and audience
- Translation for information and public relation service
- Translation for scientific writing

### Unit 5 :

- Media Reviews of fiction and non fiction – Documentaries, TV serials, Reality shows music, dance, drama and folk performances,

### *Reference Books*

१. भाषांतरमाला, तखडकर
२. वृत्तपत्रविद्या, प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे.
३. नभोवाणी, भालचंद्र जोशी, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ, नाशिक.
४. भाषांतर, भालचंद्र जोशी, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ, नाशिक
५. संपादन विज्ञान, रत्नेश्वर, विश्वविद्यालय प्रकाशन, वाराणसी.

## Paper – JOU BA – 21 : Design & Graphics

### Unit -I

- Introduction to computers, types of computers
- Introduction to hardware and software for media.

### Unit -II

- Elements of design and graphics, visualization, convergence and divergence
- conceptualization, functions and significance,
- Fundamentals of creativity in are-logic-style-value-tools of artillustrations- graphs.

### Unit-III

- Basic elements and principles of graphics, design lay-out and production,
- Typeface families -kinds-principles of good typography, spacing, measurements, point system.

### Unit –IV

- Type composition-manual -mechanical -lino-mono-photo, DTP, use of computer software,
- Character generation, use of multimedia.

### Unit-V

- Page make-up,
- Lay-out & design

### *Reference Books*

1. वृत्तपत्रविद्या, प्रसन्नकुमार अकलूजकर, श्रीविद्या प्रकाशन, पुणे, २०००
2. Design and Graphics, Peter Koenig, Prentice Hall, 2011
3. Modern Newspaper Design, Edmand Arnold, Harper & Raw, 1969
4. Desining the Toral Newspaper, Edmand Arnold, Harper & Raw, USA, Newyork 1981.

### Practical -

1. PPT presentation on Media Management	20 M
2. downloading of information on given subjects & preparation of blog	30 M
3. Clipping file of advertisement with review articles and submission for file	30 M
4. Preparation of Print & Radio advertise and submission of file & CD	30 M
5. Practical exam of advertisement	20 M
6. practical exam of creating e-newspaper / Blog	30 M
7. practical exam of translation	20 M
8. Test	20 M

## B. A. (MCJ) Third Year

### SEMESTER 5

#### Paper – JOU BA – 22 : Film & Entertainment Journalism

##### Unit 1:

- Innovation of Photography and Film Camera
- Experiment of Lumier brothers and others for film making
- A short history of world Cinema
- Introduction of Films to India before 1913

##### Unit 2 :

- History of Indian silent films- important work of Dadasaheb Falke
- Start of Indian Talkie films, Regional films, Studio System
- Golden era of Indian Cinema – Important work of Bimal Roy, Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Guru Datt, Raj Kapoor and V. Shantaram
- Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu
- Introduction to Marathi Films

##### Unit 3 :

- Different departments of Film Making and their responsibilities
- Process of pre production, production and post production in film making
- Film business and flow of money
- Film promotion

##### Unit 4 :

- Understanding language of Cinema – interpretation of visual language
- Film Review Writing & its structure
- Star system, gossips, parties and business news for media
- Relation of films and other media

##### Unit 5 :

- Other forms of entertainment – Dance, Drama, Television, Folk culture
- Reporting and Arranging entertainment for news readers
- Relation of Human Being and Entertainment

#### *Reference Books*

1. Indian Film , Brnoun e Krishnmurty,OVP, New Delhi, 1980
2. Garm J & Linton J., Movies as Mass Communication, Sage Publication, London, 1989
3. How Films are made, K. A. Abbas, National Book Turst, New Delhi, 1977.
4. Inida Cinema Today, Sarkar Kabita, Sterling Publication, New Delhi, 1975
5. Enc. of Indian Cinema, Asis Rgadhaykrla Paul, Willemen British Film Institute, London, 1999.

६. लोकराज्य, मराठी चित्रपट. विशेषांक
७. तुम्हे याद होगा, हिंदी चित्रपटाचा इतिहास १९३१-२००८, अशोक उजळंबकर, अजिंक्य प्रकाशन, औरंगाबाद
८. रसिक बलमा, अशोक उजळंबकर, अजिंक्य प्रकाशन, औरंगाबाद
९. सत्यजित रॉय, विषय चलचित्र, साकेत प्रकाशन, औरंगाबाद. १९९०
१०. सिनेमासंस्कृती, सुधीर नांदगावकर, एशियन फिल्म फाऊंडेशन, मुंबई

## Paper – JOU BA – 23 : Reporting III

### Unit 1:

- The concept, definition, nature and scope of sports journalism
- Types of sports reporting
- Tools and techniques of sports reporting – sports news, Feature & stories, special columns or articles, photo features
- New commercial approach in sports journalism after globalization

### Unit 2 :

- What is culture a brief introduction of Indian culture
- Cultural Reporting – Reporting of religious customs, Festivals, food culture, costume culture, folk culture
- What is intercultural communication, importance of media in intercultural communication
- New look for cultural broadcasting

### Unit 3 :

- Definition and concept of investigative journalism
- Short history of investigative reporting in World and India
- Stages of investigative reporting, concept of sting operation
- Laws and Ethics of investigative journalism

### Unit 4 :

- Definition & concept of interpretative reporting
- Method style and angles of writing interpretative writing
- Consequences of interpretative & investigative reporting – Threats, Rights, freedom & interests

### Unit 5 :

- Electronic Media and sports reporting
- Use of new media for sports, cultural, investigative & interpretative reporting
- Importance of investigative & interpretative reporting in modern world

## Reference Books

१. आल्मिपीक खेल, अमरिश कुमार, खेल साहित्य केंद्र, नई दिल्ली.
२. क्रीडा पत्रकारिता, हेमंत जोगदेव, श्रीविद्या प्रकाशन, पुणे २००२

3. Sports & Recreation , Frank W. Hoffmann, William Bailey, Harrington Park Press, Newyork.
4. Media & Sports Journalism, T. Rajshekhar
5. Sports Laws, Adan Epsten, Delmar Learning, Canada 2003
6. Sports Journalism, Srinivas Rao, KSK New Delhi, 2009.
७. खोजी पत्रकारिता, विश्वविद्यालय प्रकाशन, वाराणसी.
8. Interpretative Reporting, Curtis Daniel, Macdougale Robert, Delawaseid, McMillan 1987.
9. Investigative Reporting, Sanjeeva Suri, Axis Publication, New Delhi, 2010
10. The Journal of Outrage : Investigative Reporting, David Protess & Others, The Gillford Press, Newyork, 1991.
11. Intestigate Reporting, David Park., Buherworth Heineman Hune, Oxford, 1999.
12. Investigative Reporting, David Adneron & Peter Benjaminson, 1976

## Paper – JOU BA – 24 : Media Law

### Unit 1:

- Significance of media law
- Difference between law and ethics
- Evolution of press laws in British period
- Struggle of independence & evolution of freedom of press

### Unit 2 :

- Registration of news paper & book act 1867
- Working journalist act 1955
- Copy right act 1957
- Press council act 1978

### Unit 3 :

- Law of defamation
- Contempt of court
- Intellectual property right & its application in various field

### Unit 4 :

- Criminal procedure, IPC
- Right to information
- Cyber laws in India

### Unit 5 :

- Laws regarding FDI in Media
- Code of conduct for journalists
- Invasion of privacy and vulgarity
- Issues of ethics in media

### **Reference Books**

१. वृत्तपत्रे व कायदा, वैजयंती जोशी
२. प्रेस विधी, डॉ. नंदकिशोर त्रिखा, विश्वविद्यालय प्रकाशन, वाराणसी.
३. प्रेस कानून और पत्रकारिता, संजीव भानावत, विश्वविद्यालय प्रकाशन, वाराणसी.
४. भारत में प्रेस कानून और पत्रकारिता, गंगाप्रसाद ठाकूर, विश्वविद्यालय प्रकाशन, वाराणसी.
5. Law of the Press in India, Durgadas Basu, Prentice Hall, London, 1980
6. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004

### **Paper – JOU BA – 25 : Public Relation and Corporate communication**

#### **Unit 1:**

- Concept and types of Public
- Different definitions of Public Relation
- Introduction & growth of PR in India

#### **Unit 2 :**

- Different objectives and functions of PR
- Publicity, propaganda, public opinion and PR
- PR as a communication media & its importance
- Stages of PR – Planning, implementation, research, analysis, communication evaluation (RACE Model)

#### **Unit 3 :**

- Tools of PR and their features – Print Media, Electronic Media, Outdoor media & New media
- Different techniques of print media for PR – House journal, press release, press note, handouts, leaflets, brochures etc
- PR agencies – structure and working
- PR of central government - DAVP, Field publicity, PIB & other bodies
- Ethics in PR

#### **Unit 4 :**

- The rise of MNC's and birth of Corporate communication
- Strategy in corporate communication
- The role of PR in corporate communication
- Different types of communication in corporate structure – Internal & External, Horizontal & vertical

#### **Unit 5 :**

- Planning of campaign and disaster management
- Media Relations
- Use of computer and information technology in CC

- New trends in PR and Corporate communication

### *Reference Books*

1. Mahalanobis P., Publication Relation & Corporate Communication, Dominant Publication, New Delhi, 2005.
2. Beard Mike, Running a Public Relation Development, Crest Publication House, New Delhi.
3. Sharma Diwakar, P. R.s, Deep & Deep Publication, New Delhi.
४. पुरी सुरेश, जनसंपर्क : संकल्पना आणि सिद्धांत, विमुक्तजन प्रकाशन, औरंगाबाद, १९८४.
5. Corporate Communication, Joseph Fernandez, Sage Publication, New Delhi, 2004
6. Corporate Communication, Paul Argenti, McGraw Hill, Newyork, 2008
7. Corporate Communication, Joep Cornelissen, Sage Publication, London, 2004
8. Coporate PR., K. R. Balan
9. Essentials of Corporate Communication, Cess Vanriel and Charles Fornbrun, Routledge, Newyork, 2007

## **Paper – JOU BA – 26 : Development communication**

### **Unit -I**

- The concept of development communication, its origin and evolution
- Two different approaches of west and east. The rise of sustainable development communication

### **Unit -II**

- Development communication and its relevance to developing countries
- Different paradigms of development communication

### **Unit -III**

- The western model and Indian model based on Gandhi's vision - the alternative model of rural development and its relevance to Indian conditions

### **Unit -IV**

- Participatory model, mechanistic and organic models of development for communication
- Diffusion of innovation, extension, dependency, Guardian model

### **Unit -V**

- Creation of development messages -language, context, social environment, areas of rural development, health, population, agriculture, panchayati raj;
- Campaigns and their evaluation –case studies in Indian context. Anna Hazare's concept of ideal village success story of Ralegaon Siddhi and Hiware Bazar

### **Reference Books**

1. विकास संबंधी नवी क्षितीजे, डॉ. वि. ल. धारूरकर, चैतन्य प्रकाशन, औरंगाबाद. २०१०
2. Communication for the Development in the Thirs World, Srinivas Melkote & Leslie Steevs, Sage Publication, 2001.
3. Dvelopment Communiation, Mthomas Mcphail, Wiley Blackwell, London, 2009
4. International & Development Communication, Bellamody, Sage Publication, 2003
5. Development Communication, N. K. Jayswal.
6. Dvelopment Communication, Paolo Meflopuos, World Bank Washington, 2008

### **Practical -**

- |  |      |
|--|------|
| 1. PPT presentation on Media Law   | 20 M |
| 2. Writing 4 news item each on investigative, interpretative, sports & culture & submission of file  | 20 M |
| 3. Planning and production of a short film (5 min) & submission in group of 5 students with CD.      | 40 M |
| 4. production of hand out and press-note, and press release for press conference, submission of file | 30 M |
| 5. Production of poster , broucher, folder   | 30 M |
| 6. Visit reporting file on Akashwani, Field publicity and Govt. Information and PR Department        | 20 M |
| 7. Practical exam on news writing  | 20 M |
| 8. Test  | 20 M |

## SEMESTER 6

### Paper – JOU BA – 27 : Feature & Article writing

#### Unit 1:

- The concept and definition of feature
- Feature as journalistic writing
- The concept and definition of article and side article & columns

#### Unit 2 :

- Important types of feature – Human Interest Feature, Historical Feature, Problem oriented feature, biographic feature, novelty feature, Religion, photo feature

#### Unit 3 :

- Stages in writing of feature – Selection of topic, field visit, interviews, recording notes
- Framing a feature in active & passive voice
- Using dialogue & interviews in between the narration
- Use of new media in features

#### Unit 4 :

- Language and style used for feature writing
- Different Approaches and angles of feature writing
- Study of famous feature writers in Maharashtra
- Qualities of feature writers & feature syndicate

#### Unit 5 :

- Language skills for article writing
- Preparation, reference work
- Different sources, Documentation of facts
- Study of Famous columnist in Maharashtra

### *Reference Books*

1. फिचर रायिंग, प्रसादकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे.
2. मीडिया लेखन, रामेशचंद्र विमाठी, विश्वविद्यालय प्रकाशन, वाराणसी.
3. मीडिया लेखन कला, सुधीरसाद दीक्षित, विश्वविद्यालय प्रकाशन, वाराणसी.
4. Magazine Journalism, T. Antony Davis, Oxford University Press
5. Creative News Editing, C. Alfred, WMC Brown

## Paper – JOU BA – 28 : Governance & International Relation

### Unit 1:

- Concept of Governance
- Origin and development of Governance

### Unit 2 :

- What is international relation
- Development of international relation between two world war
- International relation in new millennium

### Unit 3 :

- Brief study of international relations – foreign policies of India, UK, USA & Russia
- United Nation and its Agencies, functions of UN
- Regional organizations such as ASEAN, SAARC, OIC, OAC

### Unit 4 :

- Panchshil and non alignment - India's relationship with China, Pakistan, South Asian Countries, west Asian Countries, Africa, Europe and USA
- Indian foreign policy in new millennium

### Unit 5 :

- General study of governance in state and their performance after independence
- Performance of Panchayat Raj system in India and Maharashtra
- E governance
- Right To Information

### *Reference Books*

१. भारतीय शासन व राजकारण, डॉ. सुधाकर जोशी, विद्या बुक्स, औरंगाबाद.
२. भारतीय प्रशासनाची रूपरेषा, के. आर. बंग, विद्या बुक्त, नागपूर
३. भारताचे परराष्ट्र धोरण, डॉ. पद्माकर दुभाषी, श्रीविद्या प्रकाशन पुणे, २००६
४. आंतरराष्ट्रीय संबंध सिद्धांत व व्यवहार, बी. वाय. कुलकर्णी, अशोक नाईकवाडे, श्रीविद्या प्रकाशन, पुणे, २००४
5. Indian Govt. & Politics, S. N. Dube, Laxminarayan Agency Arga.

## Paper – JOU BA – 29 : Environmental Communication

### Unit 1:

- Definition & concept of Environmental Communication
- Nature & scope of environmental communication
- Brief introduction of various conferences – Stock home, Reodejanero, Copenhegan

### Unit 2 :

- Issue of bio diversity
- Indian plan for protection of bio diversity
- Types of pollution
- Green house effect

### Unit 3 :

- Need of environmental education – formal and informal
- Role of mass media in environmental education – print, electronic and folk

### Unit 4 :

- Concept of green revolution
- Concept of green journalism
- Issue of global warming and role of media in awareness programmes

### Unit 5 :

- India's 5 point programme
- Social forestry scheme
- Protection of wild life
- Developing eco friendly life style
- Use of social media in environmental education

### Reference Books

1. पर्यावरण संवाद. नुकाराम दौंड, वावर प्रकाशन, लातूर २००८
2. Environmental Communication, Richard R. Jurin, Donny Roush, Jeffdantier, Springlur 2010
3. Environmental Communication & Public Share, Robert Cose, Sage, 2010
4. The Environmental Communication year Book, Stephen P. Depoe, L. E. Association , New Jercy 2006
5. Environmental Communication, Lea J. Parker, Kendellhunt Publication, 2005
6. Environmental online commucation, Arno Scharl, Springer 2004.

## **Paper – JOU BA – 30 : Internship with project Report**

During the course of degree examination every candidate should undergo an internship training of at least two months duration in renowned media houses including News papers, magazines, PR department, Akashwani, Doordarshan, Private News Channels, FM stations, advertising agency.

The candidate will have to produce a project report on the work done by him during the internship period. The candidate should have to produce a certificate by concern office and duly certified by the respective authority and principal.

This internship will start immediately after exams of 5<sup>th</sup> semester and no degree will be awarded without the satisfactory completion of Internship training.

## **Paper – JOU BA – 31 : Business Journalism**

### **Unit -I**

- Definition, nature, scope, business news, features and articles.
- The changing nature of business journalism in print & electronic media.

### **Unit -II**

- History and evolution of Indian business journalism,
- Market survey and corporate business reporting.

### **Unit -III**

- Research skills in business writing, data processing , Information technology and business coverage based on interviews.

### **Unit -IV**

- Business features and field work, success stories, covering small, medium and big business problems.
- Writing special articles and critical review of achievements.

### **Unit -V**

- Multinational companies and their role,
- The problem of competition and connectivity, Private and public business coverage,


- New modes and models of business writing – ethical issues, SEZ and Agro industrial change, PPP & covering new issues.

### Reference Books

१. उद्योजकीय पत्रकारिता, निवडक अंक, उद्योजक मासिक
2. Business Journalism, Peter Kjaer Tore Slaatic (ed.), Kopenhagen Business
3. How to Exercise in Business Journalism, R. J. Vanketeshvaran.
4. Business Journalism, Mausuri
5. Business Journalism, Julien Elferibein, Horper Raw, 1960
6. Business Communiation, Urmila Roy & S. M. Roy, Himalaya Publication, 2008

### Practical –

1. A project report on Environmental communication subject & its PPT presentation 50 M
2. writing of different 10 news feature for print media on the topic Social, Political , Educational, Cultural, Agriculture, Law, Sports, Business, Science & technology, crime and submission of file 30 M
3. Writing of 5 articles on international topics & submission of file 30 M
4. Survey of print media and submission of survey report (min 100 respondents) 50 M
5. Study tour report submission 20 M
6. Test 20 M

  
( Dr V L Dhukar )  
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