

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**CIRCULAR NO.SU/M.A.JOURNALISM & MASS COMMUNICATION/SYLL./19/2022**

It is hereby inform to all concerned that, on the recommendation of the Faculty of Interdisciplinary Studies, the Academic Council at its meeting held on 29 August, 2022 has accepted the **revised syllabus with minor changes in the syllabus of M.A. Journalism & Mass Communication Post Graduate, Degree Course (Ist to IVth Semester) under the Choice Based Credit & Grading System** under the Faculty of Interdisciplinary Studies as enclosed herewith. This is effective from the Academic Year 2022-2023 and onwards.

This revised uniformly syllabus shall be applicable from the **Academic year 2022-2023 and onwards in Affiliated Colleges and University Department.**

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

University Campus,
Aurangabad-431 004.

REF.NO.SU/ M.A. (M.C.J.)/TWO YEAR/2022/8724-33

A.C.M. P.I.No.41

Date:- 30-08-2022.

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*Deputy Registrar,
Academic (Syllabus)
Section.*

Copy forwarded with compliments to:-

- 1] The Prof. & Head, Department of Journalism & Mass Communication, Dr. Babasaheb Ambedkar Marathwada University.
- 2] The Principals, affiliated concerned Journalism & Mass Communication Colleges, Dr. Babasaheb Ambedkar Marathwada University.
- 3] The Director, University Network & Information Centre, UNIC, with a request to upload the Circular on University Website.

Copy to :-

- 1] Director, Board of Examinations & Evaluation, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- 2] The In-Charge, E-Suvidha Kendra, Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambedkar Marathwada University,
- 3] The Section Officer, [Professional Unit], Examinations,
- 4] The Programmer [Computer Unit-1] Examinations,
- 5] The Programmer [Computer Unit-2] Examinations,
- 6] The Public Relation Officer, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
- 7] The Record Keeper, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.

Names of Courses and Evaluation Method

SEMESTER-I

Core Courses :- MA-1

JMA-I-I Principles of Mass Communication Theories(PMCT)

Course Objectives:

- * To introduce students the role and functions of communication.
- * To assist the students to Understand Public and Mass communication processes.
- * Engage students in different models of communication and its relevance in the process of communication.
- * To familiarize students to the concept of public opinion and democracy through media products, content and organizations
- * To analyze issue of media monopoly, ownership patterns and how it affects the freedom speech and expression

Unit 1	Principles of Mass Communication	L	P
1.1	Introduction to Mass Communication Nature and process of Human Communications, Defining Communication, Scope, Importance, Need, Functions of Communications, Elements and Important of Communication.	05	--
1.2	Types of Communications, Verbal & Non Verbal Communication. Intrapersonal Communication, Small Group, Public Communication.	04	--
1.3	Communication principles, Models SMR, SMRC.	04	--
1.4	Socialization, Communication responsibility, Process of Mass Communication, Media Communication.	02	--
1.5	Development of Mass Communication Technologies, Concept of Mass and Mass Society, Process and characteristics of Mass Communication, rise of Mass Media, journalism as part of Mass Communication, New Interactive Media.	02	--

Unit2	Models of Communication in Development	L	P
2.1	Introduction of Aristotles Model, Lasswell's Model	05	--
2.2	Introduction of Shannon - Weaver; as good.	04	--
2.3	Introduction of Willbur Schramm's interactive Model, Development of Mass Communication Models and thoughts.	04	--
2.4	Introduction of New comb's Model of Communication	02	--
2.5	Introduction of Berlo's Model, spiral of silence model and Ecological Model's	02	--

Unit 3	Mass Communication & Communication Theory	L	P
3.1	Introduction of Hypodermic Needle or Magic Bullet theory, Sociological communication Theories, Agenda setting, Use and Gratification, Dependency theory.	05	--
3.2	Cultivation Theory, Mass Society Theory :Media effects : Hypodermic Needle.	03	--
3.3	Journalism as parts of mass communication, Normative Theories of Press: Authoritarian, Libertarian, Socialist, Communication, Democratic - Participant Theory.	03	--
3.4	Persuasion and Social influence theories, Behavioral theories : Individual Difference Theory selective Exposure, Selective Perception & Selective Retention.	03	--
3.5	Lipman and Dewey, Modern propagandatheories, critical and Theories : Media Hegemony : Structuralism, cultural Theory; postmodernism, feminist media theory.	03	--

Unit 4	National Communication Theories	L	P
4.1	Introduction of Democratic Participant Theory Indian Communication Theories : concept and process New Communication Technology.	04	--
4.2	Sociological theories of communication, New Media Theories : Interactivity, Digitizational and convergence, online media and network society : Their Application, Uses and limitations, fundamental right in India.	04	--
4.3	Agenda setting, socialization, Dependency theory. Audience - concept and characteristics; Audience as public, as market : media effects and audience; Media content and Audience.	04	--
4.4	Public opinion and Democracy, Indian culture communication Audience Types; Rural, Urban, Local, Regional. National, International / Global; gender classification Audience structure and formation.	03	--
4.5	Role of Communication in National integration, social learning and persuasion theories, social learning theory.	02	--

Unit 5	International Communication Theories	L	P
5.1	Introduction of Political, Economic, Cultural dimensions of International Communication New world information and communication order (NWTCO), Macbride Commission Report.	05	--
5.2	Communication as human right, Universal Declaration of rights. Media imperialism, mass communication & modernization, Globalization.	04	--
5.3	National and international News Agencies, Importance of languages for communications, Interview skill, face to face communication skill mass media and popular culture, media convergence and effects, issues, challenges and trends in Developing nations.	04	--
5.4	MacBride commission satellites and New Asian perspective of communication.	02	--
5.5	Group Communication, Disaster Management communication, International Communication Theories.	02	--

Students Learning Outcomes.

Students will be able to:

- Draw a block diagram of models of communication and do a presentation
- Students will identify media channels and list its ownership pattern
- Learn the relevance of models of communication and identify which one fits the developing and underdevelopment nations.

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, 1990.
3. Defleur M. L. Everette, Dennis, 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. Communication Media Yesterday, Today & Tomorrow, Publication Div., New Delhi., 1985.
9. McLuhan Marshall understanding Media Raitledge & Kegan Paul, , 1964.
10. Schramm Wilbur, Mass Communication, University, J Illinois , 1960.
11. Schramm Wilbur, The Process and effects of Mass Communication , Uty & Illinois, 1965.
12. Dr. Pawar Sudhakar, Sanvad Shashtra, Mansamman Prakashan, Pune
१३. जोशी श्रीपाद भालचंद्र, जनसंवाद आणि जनमाध्यम, सैद्धांतिक संकल्पना, मंगेश प्रकाशन नागपूर,
१४. दातार सुधमा, संवादविश्व, सदाशिवपेठ, पुणे.

Core Courses :- MA- First Semester
JMA-I-2 Introduction to Print Journalism (IPJ)

Course Objectives:

- * To introduce students print media; newspapers, magazines and Periodicals.
- * To familiarize students with Press and; society, democracy, government, pressure groups, development.
- * To acquaint the students with the modern new trends in news story writing and presentation.
- * To accustom media students with newspapers research and new computer applications in newspaper industry.

Unit 1	History of Print Journalism	L	P
1.1	Introduction History of Journalism in Pre- independence & after independence	05	--
1.2	Technology Development of print journalism in India	04	--
1.3	History of Journalism in Maharashtra contribution of eminent journalism Dr. B.R. Ambedkar Mahatma Gandhi, Lommany Tilak etc.	04	--
1.4	Hindi, Marathi & English Language Journalism in India.	02	--
1.5	National, State, Regional & local level news paper in India.	02	--

Unit 2	Role of Journalism	L	P
2.1	Role of print journalism in Indian Democracy & development.	05	--
2.2	Role of Importance of Education, Information, Agriculture, Industrial, Political, Rural, Urban, Health, National unity.	04	--
2.3	Media in social awareness contribution of India.	04	--
2.4	Role of Hindi, Marathi & English Journalism in India re-storation.	02	--
2.5	National, State, Regional & local level news paper Role of Rural & Urban development.	02	--

Unit3	Print Journalism	L	P
3.1	Types of News paper Industries print new technology.	05	--
3.2	Types of Magazines, Group of print media in India	04	--
3.3	Press and democracy press and society press & Governance press council of India.	04	--
3.4	Press & Government, Pressure group press	02	--
3.5	Press & Development National state regional local level	02	--

Unit 4	Print Writing Skill	L	P
4.1	Print reporting & feature writing importance.	05	--
4.2	News definitions, sources, news writing for print feature definitions.	04	--
4.3	Types of features, trends in news stories National & International issues.	04	--
4.4	Current trends in newspaper journalism, specialized newspapers, computer application in newspapers, Responsibilities of press. Event management & brand management.	02	--
4.5	RNI, ABC and other organizations National / International Related to journalism	02	--

Unit 5	Present situation of print journalism	L	P
5.1	Evolution & development to present situation of print journalism Indian press contribution of national development ,National leaders, Political parties & Newspapers	05	--
5.2	Role of the Language press with emphasis on Marathi Newspapers & Magazines : Darpan, Prabhakar, Kesari, muknayak, Bahishkrut Bharat, Sakal, loksatta , Maharashtra times, etc.	04	--
5.3	Role of Mass in social ,economic Industrial, Agricultural Educational health & Political situation Development & Social issues Maharashtra & India.	04	--
5.4	Problems & situation of Small ,medium state & District level news paper	02	--
5.5	Policy of district level Newspapers & magazine & Weekly .state and center government media policy. Emergency and War situation & Press Currant trends in Journalism.	02	--

Students Learning Outcomes.

Students will be able to:

- Learn In-design, and Corel-draw
- Design one newspaper and magazine and submit the same.

- Present news stories in the new trending styles.
- Do a survey of readership of a magazine or newspaper in the campus and outside campus.

Reference Books

1. Harris J. Leiter & S. Johnson, The complete Reporter MacMillan Publication, New York, 1977.
2. Hodgson F. W. Modern Newspapers practice Heinemann London.
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.
5. Mollenhoff Clark R. Investigative Reporting Macmillan Publication, New York, 1981.
6. Pooter Bruce & Ferris Practice and Journalism Prentice Hall, New Jersey, 1988.
7. Berner Thomas, Editing, Hold Rinehart and Winston, New York.
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 MartinL Editing in the Electronic Era, Prentice Hall New York,
12. Rogers Jeoffery, Editing for Print, Macdonald & Co., London.
13. Rystross Kenneth , The Why who and How of the Editorial Page Random House, New York, 1983.
१४. डॉ. गदाधर सुधीर, ग्रामीण पत्रकारिता, प्रचार प्रकाशन कोल्हापूर,
१५. ताम्हाणे चंद्रकांत, वार्ता संकलन, पॅण्ड्युलर प्रकाशन पुणे, १९७९
१६. पवार सुधाकर, वृत्तपत्र व्यवसाय, काल-आज-उद्या
१७. कुलकर्णी एम. के., वार्ताविहार, टिळक महाराष्ट्र विद्यापीठ, पुणे
१८. धारुकर वि. ल., वृत्तलेखन स्वरूप व सिद्धी, चैतन्य प्रकाशन, औरंगाबाद
१९. डॉ. पटेल जी. एच., मराठी वृत्तपत्रे आणि सामाजिक आंदोलन, स्वाभिमान प्रकाशन, औरंगाबाद. २००४
२०. धारुकर वि. ल., संपादन कला व शास्त्र, चैतन्य प्रकाशन, औरंगाबाद,
२१. गोखले अरविंद, संपादन, टिळक महाराष्ट्र विद्यापीठ, पुणे
२२. पवार सुधाकर, उपसंपादकाचा मित्र, दास्ताने रामचंद्र, पुणे

M. A. first year Ist sem : Practical I

Note : The subject for each Unit of the practical should be chosen in consultation with the practical teacher and recorded in the practical register at time to time. A separate file for each Unit & a separate CD as required for submission of practical.

No	Practical/Assignments	Marks
1	Preparing a clipping file with at least 10 reports published in news papers or magazines related to any aspect of media laws and ethics and writing a summary report on that.	10
2	Each student present to any aspect of media law assigned by the practical teacher.	10
3	Case studies of Indian Media organisations.	10
4	Writing 10 press releases.	10

5	Visit advertising and PR agencies & write Case studies of advertising and PR agencies.	20
6	Drawing 10 advertisements layouts.	10
7	Writing 10 advertisement copies assigned by the practical teacher.	10
8	Making one radio & one Video advertisement. CD-1	20
	Total	100

M. A. first year 1st sem : Practical 2

Note : The subject for each Unit of the practical should be chosen in consultation with the practical teacher and recorded in the practical register at time to time. A separate file for each Unit & a separate CD as required for submission of practical.

No	Practical/Assignments	Marks
1	PR tools : 5 handouts, 5 Press release, 5 Posters	20
2	PPT 2 : On your subject, script and presentation must. CD-2	20
3	Prepare A Speech On Any Current Social/Political/Economic/Technological Issue, Present It Individually.	20
4	Write 5 Essay/Article on Impact of Media on Audience (800-1000 Words)	20
5	Media Industry Visit & write a report (1000-1200 Words)	20
	Total	100

Elective Courses (Elect -2 papers out of following)**JMA-I-3 : Media Laws & Ethics (MLE)****Course Objectives:**

- * To introduce students media persons code of conduct.
- * To familiarize students with sources and history of media laws in India and beyond.
- * To acquaint the students with Ethics, media ethics in India and beyond and ethical reasoning.
- * To accustom media students impact of elections reporting on society and government.

Unit 1	Introduction of Media Law	L	P
1.1	Introduction of Indian constitution y Media laws: Concept Nature, Scope and Significance of India (Lecture)	05	--
1.2	A Brief History of Media Laws With Special Reference Statutory Regulations, Gaging Act, Vernacular Press Act and Other Laws. (Lecture)	04	--
1.3	Freedom of Speech and Expression: Concept, Historical Development of The Freedom of Press. Constitutional Provisions, Right To Freedom, All The Provisions Relating to The Media, Challenges to and New Dimensions of The Freedom of Speech and Expression, Reasonable Restrictions, Freedom of The Press as Business (Lecture, Assignment)	04	--
1.4	Right to privacy: Concept, Scope and Limitations (Lecture)	02	--
1.5	Press & Privilege of Parliament and State Legislatures, Relation between Legislature& The Press, Constitutional Provisions. (Lecture, Assignment)	02	--

Unit 2	Main provision IPC &CrPC for Media	L	P
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2.1	124(A) Sedition, 153(A) Promoting Enmity between Different Groups on Grounds of Religion, Race, Place of Birth, Residence, Language etc. 153(B) Imputation Assertions Prejudicial to National Integration. (Lecture, Presentation)	05	--
2.2	171(G) False Statement in Connection with an Election, 292 Sale, Etc, of Obscene Books etc. 293 Sale etc, of Obscene Objects to Young Person, 294 (A) Publication of Any Advertisement Relating to an Unauthorized Lottery, 295(A) Deliberate and Malicious Acts Intended to Outrage Religious Feelings of Any Class by Insulting its Religion or Religious Belief. (Lecture, Expert Lecture, Assignment)	04	--
2.3	Article 499 –504, Defamation: Concept, Civil and Criminal Law of Defamation, Defamation, Slander and Libel, Difference between Defamation and Insult, The Exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of Complaints for Defamation, Punishment. (Lecture, Expert Lecture, Assignment)	04	--
2.4	Cr.PC : Section 95 - Declaration to Seize The Publication. Section 96: Application Against Confiscation. Section 144: Order Against Nuisance or Dreaded Offence. Section 108: Bond for Good Behavior. (Lecture, Presentation)	02	--
2.5	Section 196: Permission of State Government against Crime. Section 327: Court Open for Public. Section 91: Summon to Present a Document. Section 93: Search Warrant. (Lecture, Expert Lecture)	02	--

Unit 3	Acts Related To Media-I	L	P
3.1	Why Contempt of Court Law? Brief History, Meaning: Civil Contempt of Court, Criminal Contempt of Court. (Lecture, Expert Lecture, Assignment)	05	--
3.2	Copy Right Act 1957: Concept, No Copyright in News, Ideas & Information.	04	--
3.3	Working Journalists Act 1955: Need & Significance of Working Journalists Act, Meaning of Working Journalists Act. (Lecture, Assignment/Presentation)	04	--
3.4	Right to Information Act 2005: Background and Significance. (Lecture, Expert Lecture, Assignment)	02	--
3.5	Information Technology Act 2000: Objective, Definition Authentication of Electronic Record, Legal Recognition of Digital Signature, Penalty for Damage to Computer, Computer System, Computer Network etc, Offences of Hacking etc. Provision of Article 66 A (Lecture, Expert Lecture, Assignment)	02	--

Unit 4	Acts Related To Media-II	L	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of The Act. (Lecture, Expert Lecture)	05	--

4.2	Press & Registration of Book Act: Procedure for Commencing and Carrying News Paper, Cancellation of Declaration, Appeal, Registration of Newspaper, Annual Report of Press Registrar, Ownership of The Title. (Lecture, Presentation)	04	--
4.3	Press Council Act: Concept and Background, Object of Indian Press Council, Constitution, Function and Power of Press Council, Various Committees of Press Council. (Lecture, Expert Lecture, Assignment)	04	--
4.4	Cinematography Act: Background, Constitution of Film Censor Board Advisory Panel, Certification of Film, Appeal, Penalty on Contraventions, Guidelines of Board of Film Certification. (Lecture, Presentation)	02	--
4.5	Prasar Bharti Act: Background, Composition of Prasarbharti, Appointment of Chairman and Other Members, Term of Office, Function & Power of Corporation, Own Fund, Power of Central Government to Give Directions. (Lecture, Presentation)	02	--

Unit 5	Media Code & Ethics	L	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law, cyber law & media. (Lecture, Presentation)	05	--
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), (Lecture, Presentation)	04	--
5.3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical Code of Press Council and Others Committees. PCI Norms 2010, PCI Guidelines for Coverage of Communal Disputes and Others, ASCI Commercial Code, Editor Guild of India. (Lecture, Presentation)	04	--
5.4	All India Radio (AIR) Code & Ethics for Election Coverage Doordarshan Commercial Code & Ethics. (Lecture, Presentation)	02	--
5.5	Paid News- Fake News in The Context of Elections (Lecture)	02	--

Students Learning Outcomes.

Students will be able to:

- To do survey and practice audience research
- Learn the role of audience in research for radio programmes.
- Learn how to write bulletins and short radio programmes
- Identify direct microphones and their uses in radio production.

Reference Books

1. Musani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahemadabad
4. Andrew Boyd Broadcast Journalism

5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheart Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Williams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting.

**JMA-I- 4: Basics of Public Relations &
Corporate Communication (BPRCC)**

Course Objectives:

- * To introduce students to corporate communications and its application in media field.
- * To familiarize students with media mix and messages
- * To acquaint the students with electronic use of media for public corporate communication
- * To accustom media students with CSR, house journals and the role of technology in PR & CC.

Unit 1	Introduction to Public Relations	L	P
1.1	Brief History of Public Relation-Concepts Definitions, Role, Scope, Functions, New emerging trends. (Lecture)	04	--
1.2	Types of Public Relations: Public, Government, Private and Service Sector P.R. Image Building, Brand Promotion, Informational and Crisis Management Public Relations & C.C. group Industrial & co-operative sector political sector. (Lecture, Group Discussion)	05	--
1.3	Tools of Media Relations-Press Conferences, Press Meet/ Tours, Press Releases, Back Grounders, Rejoinders, Feature Writing, Video News Releases, Blog Writing etc; Selection of Media in Reaching Out to Public. (Lecture, Writing Practice)	04	--
1.4	Publicity and Advertising, Sales Promotion and Marketing print & electronic media. (Lecture, Field work).	02	--
1.5	Public Relations and Persuasion. Role of New communication Technology in PR&CC. (Lecture)	02	--

Unit 2	Role and Function of Public Relations	L	P
2.1	Introduction of P.R. in Central and State Governments-Role and Functions.	05	--

	(Lecture, Field work)		
2.2	Organizational Structure of P.R. Department in Central-State Government, Public Sector, Private Industrial Sector, NGOs Co-operative sector. (Lecture, Field work)	04	--
2.3	Difference between In-House PR and a PR Consultancy. (Lecture)	04	--
2.4	Writing for Public Relation, Concept of CSR (Lecture, Writing Practice)..	02	--
2.5	Publicity in Print Media, TV, Radio, Films, Outdoor Media, New Media & Social Media (Lecture, Field work)	02	--

Unit 3	PR's Evolving Role-Emerging Trends	L	P
3.1	Political PR, PR in Social Sector, Lobbying, Public Affairs. Election situation & PR. (Lecture, Group Discussion)	05	--
3.2	Entertainment and Celebrity Management, Events, Sponsorships Trade Shows, (Lecture, Group Presentation)	04	--
3.3	Professional Organizations: PRSI, PRCI, IPRA, AAAA, ANA. (Lecture)	04	--
3.4	PR Campaign, Crisis Management & The situation during the war. (Lecture, Field work)	02	--
3.5	Lobbying As a Growing Business/Enterprises. Public Relation Ethics (Lecture)	02	--

Unit 4	Co-operative Communication	L	P
4.1	Brief History of C.C. Definitions, Role, Scope, Structure, Function & New emerging trends.	05	--
4.2	The Role and Importance of C.C. in co-operative sector media & Relation of Co-operative sector.	04	--
4.3	Defining & Segmenting stakeholders in corporate communication. Definity crisis & war situation communication. Crisis & war communication Theories. Media Handling in times of crisis & war situation.	04	--
4.4	Corporate Governance, Industry group corporate organization, corporate Reputation corporate Identify.	02	--
4.5	Corporate Advertising corporate Brand Building.	02	--

Unit 5	Co-operative Communication-2	L	P
5.1	Corporate Social Responsibility & Sustainable Development.	05	--

5.2	Financial Markets & Communication. Investor Relation.	04	--
5.3	Trade Media & its relevance in C.C. elements of a corporate communication plan.	04	--
5.4	Managing Internal Communication objectives & Need Internal of external publics Employee Communication.	02	--
5.5	Internal & External Communication & activity policy motivation. Executive Communication Use of types of Media for Communication.	02	--

Students Learning Outcomes.

Students will be able to:

- f) Create media mix messages for multimedia.
- g) Participate in one month internship in CSR or PR office.
- h) Write articles for house journals.
- i) Build a corporate identity for a selected media company and do a poster presentation

Reference Books

1. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singpour, 1998.
2. A. Michel Noll., TV technology - Fundamentals and future prospects
3. Barrows Wood Gross, TV Production.
4. Tony Verla, Global, Television
5. Ovingel Robert Operation Handbook
6. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.
7. Hunter J. K. & Gross Braal Cart News, 1980
8. Ray Satajeet, Our films film once their Orient Longmen, 1976.
9. Walters Rogers L. Writing Random Huse, 1989.

JMA-I- 5 : Basics of Media Management (BMM)**Course Objectives:**

- * To introduce students to principles of media management.
- * To familiarize students with Press ownership patterns, foreign equity in Indian media and how it affects the regulations and broadcasting.
- * To acquaint the students with the modern media administration, production terms and programme management.
- * To accustom media students with press commissions, media economics and its implications
- * Learn problems, process and prospects of launching media ventures

Unit 1	Principles of Media Management	L	P
1.1	Principles of Media Management and Their Significance (Lecture, Field Work)	05	--
1.2	Ownership Patterns of Media in India – Sole Proprietorship, Partnership, Private Limited Companies, Public Limited Companies, Trusts, Co-Operatives, Religious Institutions (Societies) and Franchisees (Chains) and Chain News paper Management. (Lecture, Field Work, Group Discussion)	04	--
1.3	Policy Formulation – Planning and Control; Problems, Processes and Prospects of Launching Media Ventures (Lecture, Field Work, Group Discussion)	04	--
1.4	Media as an Industry, Size and Growth Prospects, Scope as a Profession (Lecture, Field Work, Group Discussion)	02	--
1.5	Strategic Issues Involved in Launching a New Media Venture Versus Running an Existing Media Company. Impact of Broadcast Media & Information Technology on Media. Emerging Marketing Strategies. (Lecture, Field Work, Group Discussion, Presentation)	02	--

Unit 2	Strategic and Personnel Management	L	P
2.1	Hierarchy, Functions and Organizational Structure of Different Departments – General Management, Finance, Circulation (Sales Promotion – Including Pricing and Price – War Aspect). (Lecture, Field Work, Group Discussion)	05	--
2.2	Advertising (Marketing), Personnel Management, Production and Reference Sections; Apex Bodies: DAVP, INS, ABC & Industrial, Private Sector relation. (Lecture, Field Work, Group Discussion)	04	--
2.3	Changing Role of Editorial Staff and Other Media Persons, Editorial – Response System. (Lecture, Field Work, Writing Practice)	04	--
2.4	Economics of Budgeting and Finance, Advertising and Sales Strategy, Competition and Survival- Evolving Strategy and Plan of Action. (Lecture, Field Work, Group Discussion)	02	--
2.5	Print, Radio, Television, Indian Media Consumer, Media Industry and Regulation- Market Structures in Media Industry, Determinants of Market Structures in Media Industry, Media Regulation, Ownership Patterns- Media Ownership.	02	--

	Types of Ownership, Cross Ownership of Media – Meaning and Current Status, Media Convergence (Lecture, Field Work, Writing Practice)		
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Unit 3	Management and Administration	L	P
3.1	Programme Production – Planning, Execution, Production Terms, Control Practices and Procedures & Business Administration. (Lecture, Field Work, Writing Practice)	05	--
3.2	Scheduling, Transmitting, Record Keeping, Quality Control and Cost Effective Techniques. (Lecture, Field Work, Group Discussion)	04	--
3.3	Employee / Employer and Customer Relations Services; Marketing Strategies – Brand Promotion (Space/Time, Circulation) – Reach – Promotion – Market Survey Technique. (Lecture, Field Work, Group Discussion)	04	--
3.4	Human Resource Development for Media & Media Development resources. (Lecture, Group Discussion)	02	--
3.5	Foreign Equity in Indian Media (Including Print Media) and Press Commissions on Indian Newspaper Management Structure. (Lecture, Field Work, Group Discussion)	02	--

Unit 4	Entrepreneurial Management	L	T
4.1	Basic Elements of Entrepreneurship in Print Media, Key Functions of Entrepreneurs. Concepts and Theories of Motivation and Leadership. (Lecture, Group Discussion, Presentation)	05	01
4.2	Identifying and Evaluating Business Opportunities – Need for SWOT Analysis. Preparing Business Plan. Importance of Business Plan. (Lecture, Group Discussion, Presentation)	04	01
4.3	Sources of Finance for Business Venture. Working Capital Management. Inventory Control – Classical ABC Analysis. Understanding Problems and Prospects, Case Studies. FDI in Media (Lecture, Presentation)	04	01
4.4	Concepts of Budgets & Budgeting Control System. Break-Even Analysis. , Reading Balance Sheet/ Profit & Loss A/C Deciding Organization Structure – Proprietorship, Partnership, Joint-Stock Company Concept of Quality Control & Total Quality Management. (Lecture, Group Discussion)	02	--

4.5	ISO 9000 Certification/ Market Research & Marketing Strategy Formulation, Legal Procedures of Liencing Registration for Print, Broadcast and Digital (Lecture)	02	--
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Unit 5	Analysis and Managemnt	L	T
5.1	Customer Relationship Management in Media.. Broadcast Management – TV and Radio, FM, Audience Research, Programming Strategies, FM Radio in India. The Market and The Audiences, an Analysis, Issues of Broadcast Management. (Lecture, Field Work, Goup Discussion, Presentation)	05	01
5.2	Functions of Brand Management, Advertising and Promotions. (Lecture, Field Work, Goup Discussion, Presentation)	04	01
5.3	Training, Research, Reference Section, Corporate Communication, CRM and MIS Departments (Lecture, Goup Discussion)	04	01
5.4	Recent Trends in Indian Media Management Scene: Global Competition in Indian Media Scene Foreign Media Industries in India. (Lecture, Goup Discussion, Presentation)	02	--
5.5	Inventory Management (Raw and Finished Product) Purchase Management, Issues Involved in Importing of News-print and Machines (Lecture, Presentation)	02	--

Students Learning Outcomes.

Students will be able to:

- Write news features for newspapers and magazines.
- Design one journal and write quarterly journal for university department/organization.
- Update and write for university department website.

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. Chavahan J. S. and Mulhan P. N., Essentials of Advertising Oxford and IBH Publication Co.
८. रेगे ग. म., जाहिरात कला व कल्पना
९. क्षीरसागर सा. ना., जाहिरात विक्रय कला
१०. धारवाडकर उषेन्द्र, जाहिरात ६५ वी कला

JMA-I-6 : Basics of Advertising (BA)**Course Objectives:**

- * To give the knowledge & importance of advertising without which no media can survive.
- * Introduction of advertising, creativity, brand management, media planning & advertising planning.

Unit 1	Introduction To Advertising	L	T
1.1	Advertising-Concept, Definitions, History objective of Importance. (Lecture)	05	01
1.2	Advertising-Role, Functions and Significance. (Lecture, Group Discussion)	04	01
1.3	Types of Advertising and Classifications of Advertising. (Lecture, Writing Practice)	04	01
1.4	Political & Industrial Organization Advertising, Development Advertising (Practices, Ethics and Debate). (Lecture, Field work) (Lecture, Group Discussion)	02	--
1.5	Advertising in Digital Media (Website, Face Book, Linked in, Twitter, Blogs, Whatsup) (Lecture) Presentation)	02	--

Unit 2	Art of Advertising	L	T
2.1	Ad. Agency-Types, Structure and Functions. (Lecture, Group Discussion)	05	01
2.2	Art of Developing Effective Copy and Importance of Copy Writer/Writing. (Lecture, Writing Practice)	04	01
2.3	Layout-Importance, Steps and Principles of a Good Lay out, Visuals-its Importance, Global Trends. (Lecture, Field work)	04	01
2.4	Copy Elements-Headline, Sub Heads, Slogans, Body Copy, Logo etc., Global Trends. (Lecture, Writing Practice)	02	--

2.5	Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social Marketing, Professional Organization and Ethics. (Lecture, Field work, Group Discussion)	02	--
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Unit 3	Marketing Research	L	T
3.1	Nature & Scope of Marketing Research, Types of Research Methodology, Definition of Research.	05	01
3.2	Research introduction, importance, objectives Hypothesis, Research Area, Limitation, Research plan, Research Chapter Skim, Selected Samples, Survey, Facts of Collection, Analysis Conciliation & Suggestion, appendices, bibliography.	04	01
3.3	Data & Sources : Primary data and Secondary data, qualitative & methodologies, Data collection methods & tools.	04	01
3.4	Introduction to Web Analytics Overview of Marketing, types of research issues.	02	--
3.5	Introduction to some marketing & advertising Research firms. Advertising planning, Media planning, Brand Management research issue.	02	--

Unit 4	Advertising Research -1	L	T
4.1	The Nature of Advertising Research. Research issue, Definition of Advertising research, Research Design.	05	01
4.2	Contribution of Research to communication planning & other Agency Functions.	04	01
4.3	Process of Advertising Research, Need of Advertising Research, Types of Research.	04	01
4.4	Advertising research, Positioning Research, Audience research, Target Market Research, Audience Tracking, Customer Research.	02	--
4.5	Ad-effectiveness studies : Recall, Awareness Comprehension Likeability & Empathy.	02	--

Unit 5	Advertising Research -2	L	T
5.1	Ad-Test (Print /Audio-vision) : concept Testing / Story Board Test ? copy Testing / Copy Testing / TVC testive.	05	01
5.2	Media efficacy studies : Research, visibility, Notice, Ability Positioning / Branding Research.	04	01
5.3	Audience Research / Audience Tracking / Ad-spend tracking & modeling.	04	01
5.4	Advertising content Analysis, Sampling Techniques, Data, Areas of Research, Social Research Surveys case studies.	02	--
5.5	Client Related issues research, Research Budgeting Advertising & Gender / Ethical issues, Ethics of ASCI, AAAA, AAI, BECCI & BLAC.	02	--

Students Learning Outcomes.

Students will be able to:

- Design an advert and present it. Rebrand a product and create new advertisement.

Names of Courses and Evaluation Method
SEMESTER-II
Core Courses :- MA-2

Core Courses (C.P.) - 2

JMA-II-8: Basics of Reporting & Editing

Course Objectives:

- * To introduce students reporting as an art, skill and profession.
- * To familiarize students with newsroom structures and its functions.
- * To acquaint the students with building sources and crating knowledge though writing for media.
- * To accustom media students with human interest stories and data developing through reporting beyond the conventional 5Ws and 1H.

Unit 1	News : Concept, Definition, Element and Values	L	P
1.1	Concept of News, Meaning and Definition of News, News Sense, Difference between Information and News, Change of Information into News, Considerations Essential of News, Correlation between News and Audience Profile (Lecture, tutorial/PPT)	05	--
1.2	News Elements: Proximity, Prominence, Timelines, Oddity, Consequence, Conflict, Human Interest, Superlatives, Scandal, Impact and So on News Values: Balance, Fairness, Brevity, Verification, Quotes, Attribution, News Budgeting (Lecture, Group discussion, Assignment)	04	--
1.3	Structure of News Report- Headline, Intro, Body, Byline, Dateline Etc., Type of Intro and Headline (Lecture, Group discussion, Practical, Assignment)	04	--
1.4	Type of News: Hard News, Soft News, Human Interest, PR News, Political News, Business News, Regional News, Entertainment News, Foreign News, Subject Oriented News Like Health, Science, Technology, Sports, Crime Etc. (Lecture, Assignment)	03	--
1.5	Ideating: Techniques of Idea Generation – Scamper – Substitute, Combine, Adapt, Modify, Put to another Use, Eliminate, Brainstorming, Storyboarding, Visualization and Visual Prompts, Daydreaming, Reverse Thinking, Questioning Assumption, Socializing, Brain Writing (Lecture, Special Lecture/ Workshop, Group Discussion, Assignment)	02	--

Unit 2	Reporting	L	P
2.1	Concept and Principle of Reporting, Truth and Accuracy, Independence, Fairness and Impartiality, Humanity, Accountability (Lecture, Group discussion)	05	--
2.2	Techniques of Reporting: Gathering News- Through Observation, Through Sources, By Interview, By Digging into Documents, Thinking of the Story Ideas, Maintaining Dairy, Chalking Out Specific Assignment, Research, Follow-Ups, Beat System (Lecture, Tutorial, Field Visit, Assignment)	04	--
2.3	Reporting for Newspaper, Magazine, Radio, TV, News Agency, Web (Lecture, Special Lecture/ Workshop, Assignment, Practical)	04	--
2.4	Role and Importance of News Sources, Type of News Sources, Ethics in Cultivating News Sources, Maintaining Reference, Use RTI to Get Information, Use of Internet and Social Media (Lecture, Assignment)	03	--
2.5	Essentials for a Good Reporter, Qualities and Characteristics of a Reporter (Lecture, Assignment)	02	--

Unit 3	Types of Reporting	L	P
3.1	Investigative, Descriptive, Interpretative and Objective Reporting (Lecture, Assignment, Practical, Case Study)	05	--
3.2	Reporting for Specialized Beats- Child and Women, Education, Crime, Political, Health, Economy, IT and Science, Parliamentary/Legislative, Sport, Defense, Court, Art and Culture, Environment Etc. (Lecture, Group Discussion, Assignment, Practical, Meeting With The Professionals)	04	--
3.3	Embedded Reporting, War Reporting, Communal Conflict Reporting, Reporting on International Conflicts, Peace Journalism, Reporting on Gender Issues, Rural Reporting (Lecture, Special Lecture, Assignment, Practical, Meeting With the Professional)	04	--
3.4	Importance of Planning and Research for Reporters before doing the big stories, Reporters must have visual thinking, , Coordination of Reporter with Photographer, and Designer (Lecture, Special Lecture, Workshop, Assignment, Practical)	03	--
3.5	Psychology – The Science of Reporting Elections, Opinion and Exit Poll, Case Studies, Use of Election Commission Data in Election Reporting (Lecture, Tutorial/PPT, Special Lecture/Workshop/Seminar, Assignment, Practical, Meeting With The Professional)	02	--

Unit 4	Concept and Principles of Editing	L	P
4.1	Editing : Concept and Significance (Class room lecture, Group Discussion)	02	--
4.2	Editorial Values : Objectivity, Facts, Impartiality and Balance (Class room lecture, Group Discussion, Tutorial)	04	--
4.3	Understanding the Publication – its Audience and Demography, Cultural and Social (Class room lecture, Group Discussion, Tutorial/PPT)	04	--
4.4	Gate keeping : Fact checking, Editorial Ethics, Authenticity, Legal Aspect, Language, Style, Clarity, Democratic, Non-Racist, Non- Sexist, Specific, Social and Cultural Values (Class room lecture, Group Discussion, Practical)	05	--
4.5	Editing Symbols/Proof Reading Symbols and how the Computer has Revolutionized Editing (Class room lecture, PPT, Practical)	02	--

Unit 5	Editing Process	L	P
5.1	News Selection and Distribution for Editing : News Values and other Parameters, Art of Copy Editing, Managing the News Flow, Rewriting and Restructuring News Stories (Class room lecture, Group Discussion, Workshop, Practical, assignment, Field Visit)	05	--
5.2	Editing to fit available space : Summarization and Expanding Copy, Box Item (Content), Headlines and intro : writing and re- writing, (Class room lecture, Workshop, Practical)	04	--
5.3	Principles and Process of Layout and Design, Planning and Designing the Front Page and Inside Pages, Planning and Visualization of News, Preparations of Charts, Diagrams, Graphs, Illustrations, Caricature and Cartoons etc. Designing Special Pages, Dummy, Page Making, Importance of Dummy in Page Making Process (Class room lecture, Tutorial, Practical, Workshop, Field Visit)	04	--
5.4	Photo Editing – Selection of Photograph, Techniques and Procedure of Cropping, Reducing and Enlarging of Photographs. Caption and Sub-caption Writing, Editing of photo features, Action and Attractive Photographs. (Class room lecture, Workshop, Practical, Tutorial, assignment)	02	--
5.5	Editing: Copies of News Agencies, Bureaus, Regional Correspondents and Stringers etc, Editing of Feature Pages, Sunday Magazine, Special Supplements and City Pullouts, Editing of Front Page Stories, Sports and Business Page Stories, Copy Editing for TV, Radio and Website (Classroom lecture, Workshop, Practical, Tutorial, assignment)	05	--

Students Learning Outcomes.

Students will be able to:

- Participate in media activities and engage the public in the process.
- Fuse knowledge and technology in new trend reporting.
- Present news stories in the new trending styles.
- Create a knowledge bank, using information available to public and generating own content.

Reference Books

१. फिचर रायटिंग, प्रसनकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे.
२. मीडिया लेखन, रमेशचंद्र त्रिपाठी, विश्वविद्यालय प्रकाशन, वाराणसी.
३. मीडिया लेखन कला, सूर्यप्रसाद दीक्षित, विश्वविद्यालय प्रकाशन, वाराणसी.
4. Magazine Journalism, T. Antony Davis, Oxford University Pres.
5. Creative News Editing, C. Alfred, WMC Brown.

JMA-II- 9 : Copy Writing & Media Issues**COURSE OBJECTIVES :-**

- To generate a sense of elaborative and researched writing on various issues with an insight of accuracy and in-depth research
- To sensitize students about the importance of focused writing in media.

Unit 1	Concept	L	P
1.1	Significance of Issue Based Writing (LECTURE, GROUP DISCUSSION)	02	--
1.2	Media, Ideology and Media (THEORY and LECTURE)	04	--
1.3	Formats of Writing-News, Feature, Article, Editorial etc (LECTURE, DEMONSTRATION and PRACTICAL)	04	--
1.4	Economical, Political, Cultural and Social Issues (THEORY and LECTURE)	03	--
1.5	Developmental Issues: Environment, Sustainability, Poverty, Rural Scenario, Basic Facilities, Child Education, Human Resource, Employment, Women Empowerment, Rural scenario, Basic facilities. (THEORY and LECTURE)	05	--

Unit 2	INTERNATIONAL ISSUES	L	P
2.1	International Politics – New World Order and Bilateral Relations Between Countries (THEORY and LECTURE)	05	--
2.2	Conflicts, War and Peace Initiatives, Economic Crimes and Anti Terrorism Campaign (LECTURE, CASE STUDIES)	04	--
2.3	Natural Resources, Climate Change, Pollution: Water, Air, Soil, Energy, Oil, Global Warming. (LECTURE and PRACTICAL, CASE STUDIES)	04	--
2.4	Crime: Human Trafficking, Immigration, Racial and Religious Issues (LECTURE & THEORY, CASE STUDIES)	02	--
2.5	UN Bodies and Other Global Forums (LECTURE, ASSIGNMENT)	02	--

Unit 3	NATIONAL ISSUES	L	P
3.1	Internal Security, Social Conflicts, Communalism, Extremism (LECTURE & THEORY, ASSIGNMENT)	05	--
3.2	Literacy, Population and Infrastructure (LECTURE, GROUP DISCUSSION, ASSIGNMENT)	04	--
3.3	Unemployment, Education, Governance, Accountability Health-Hygiene Issue. (LECTURE & THEORY, ASSIGNMENT)	04	--
3.4	Casteism, Regionalism, Language Biasness Issue (LECTURE, GROUP DISCUSSION)	02	--
3.5	Centre-State Relationship, River Water Dispute, Illegal Migrations (LECTURE & THEORY, ASSIGNMENT)	03	--

Unit 4	REGIONAL ISSUES	L	P
4.1	Regional Conflicts and Disparities (LECTURE)	05	--
4.2	Planning of Mechanism, Conflict Resolution and Development Planning (LECTURE and THEORY)	04	--
4.3	Agricultural and Land Reforms (LECTURE and THEORY, ASSIGNMENT)	04	--
4.4	Economic and Political Issues Between Center and State (LECTURE and THEORY)	02	--
4.5	Regional Imbalances; Differences in Per Capita Income, Literacy Rates, Health and Education Services, Levels of Industrialization. (LECTURE, THEORY and PRACTICAL)	05	--

Unit 5	CURRENT MEDIA ISSUES	L	P
5.1	Yellow Journalism, Paid News and Credibility of Media Houses. (LECTURE, ASSIGNMENT)	05	--
5.2	Social Media and Fake News (LECTURE, PRACTICAL, ASSIGNMENT, GROUP DISCUSSION)	04	--
5.3	Ethical Media and News Credibility (LECTURE, GROUP DISCUSSION, ASSIGNMENT)	04	--
5.4	Cross Media Ownership. (LECTURE, GROUP DISCUSSION, ASSIGNMENT)	02	--
5.5	Press Associations; National and International. (LECTURE, ASSIGNMENT)	05	--

LEARNING OUTCOMES –

- Students will be able to apply their knowledge regarding news stories, articles and editorials on various issues.
- Will be able to produce informative and compelling stories on current and sensitive issues.
- Suggested Readings:
 - McWhorter Kathleen T. (2016), Reading and Writing About Contemporary Issues
 - Ackley Katherine Anne (2005), Perspectives on Contemporary Issues
 - Mearsheimer John (2001), The Tragedy of Great Power Politics
 - John Baylis, Patricia Owens and Steve Smith (1997), The Globalization of WorldPolitics
 - Kennedy Paul (1987), The Rise and Fall of the

Great PowersE-Resource:

- <https://ijnct.org/en/story/how-media-can-better-understand-fake-news-phenomenon>
- by JAMES BREINER, Dec 02 in FACT-CHECKING AND VERIFICATION
- [HTTPS://WWW.MEA.GOV.IN/IMAGES/PDF/INDIA-FOREIGN-RELATION-2012.PDF](https://www.mea.gov.in/images/pdf/india-foreign-relation-2012.pdf)
- <https://www.e-ir.info/publications/download/file/66825/66829>

Elective Courses (Elect -2 papers out of following)**JMA-II-10 : Basics of Radio & Television****Course Objectives:**

- * To introduce students to voice training and voice culture for broadcasting on radio purpose.
- * To familiarize students with interview techniques in field reporting.
- * To acquaint the students in writing skills for radio, for ear.
- * To accustom media students with radio production processes, the types and uses of microphones.

Unit 1	Radio -I	L	P
1.1	Nature and Characteristics of Radio as a Medium of Mass Communication, Strengths and Limitations (Lecture, Assignment)	05	--
1.2	Radio Broadcasting-Types of Propagation-AM, SW and FM. Knowledge About Electromagnetic Spectrum. (Lecture, Assignment)	04	--
1.3	Concept of Public Service Broadcasting- Characteristics, Structure and Management. (Lecture, Group Discussion, Assignment)	04	--
1.4	Commercial Broadcasting of AIR and Vividh Bharti, Local Radio, Private Commercial Radio. (Lecture, Assignment)	02	--
1.5	Radio and Rural Development, Community/Campus Radio, HAM Radio (Lecture, Assignment)	03	--

Unit 2	Radio - II	L	P
2.1	Radio News Room and News Studio, Familiarization with Radio Equipments (Lecture, Demonstration, Practical)	03	--
2.2	Structure of Radio News Bulletin, News Writing and Editing. (Lecture, Demonstration, Assignment, Practical)	04	--
2.3	Art of News Reading, News Based Formats and Current Affairs Programmes, Radio Commentary, Radio Jockey (Lecture, Demonstration, Assignment, Practical)	04	--
2.4	Production Crew and Their Functions: Role of Producers, Production Planning and Execution. (Lecture, Assignment, Practical)	02	--
2.5	Radio Production: Different Programme Formats, Creating Audio Space, Sound Perspective, Voice Casting, Types of Music, Use of Sound Effects. (Lecture, Demonstration, Group Discussion, Assignment, Practical)	05	--

Unit 3	Television-I	L	P
3.1	Nature and Characteristics of Television As a Medium of Mass Communication, Strengths and Limitations, TV News Room and Studio Layout, Familiarization With Studio Equipments and Gadgets. (Lecture, Group Discussion, Assignment)	05	--
3.2	Editorial Team and Their Responsibilities, Television News: Basics of TV News, TV News Reporting, Editing, Packaging of News and News Flow. (Lecture, Group Discussion, Practical)	04	--
3.3	Programme Production Process of TV: Pre-Production, Production, Post Production, Editing and Packaging (Lecture, Group Discussion, Assignment)	04	--
3.4	News Anchoring/Presentation (Lecture, Demonstration, Assignment, Practical)	02	--
3.5	Different Types of News-Based Programmes: Interviews, Panel Discussions, Talk Shows, Vox Populi, Production, Planning and Coordination (Lecture, Demonstration, Group Discussion, Assignment)	03	--

Unit 4	Television-II	L	P
4.1	Camera Operation (Shots, Angle, Movements, Lighting, Set Designing, Audio Properties etc. (Lecture, Demonstration, Group Discussion, Assignment, Practical)	05	--
4.2	TV Documentaries, Types of Documentaries (Lecture, Demonstration, Group Discussion, Assignment, Practical)	04	--
4.3	Live Coverage, Narration and Voiceover, News Rundown, PTC/Walk Through. (Lecture, Demonstration, Assignment, Practical)	04	--
4.4	Pronunciation for Radio and TV, Moderate Debate or Discussion, Voice and Treatments-Pitch, Volume, Tempo, Vitality, Enthusiasm, Timbre, Tone, Pronunciation, Vocal Stressing and Appearance (Lecture, Demonstration, Assignment, Practical)	03	--
4.5	Cable TV, DTH and Pay Channels. (Lecture, Assignment)	02	--

Unit 5	Script Writing	L	P
5.1	Basics of Script Writing: Visual Thinking Preparation Scriptwriting, Research, Synopsis, Outline, Treatment. (Lecture, Demonstration, Group Discussion, Assignment, Practical)	05	--
5.2	Script-Writing Formats. (Lecture, Demonstration, Group Discussion, Assignment, Practical)	04	--
5.3	Introduction to Short Fiction and Film Forms (Lecture, Demonstration, Assignment, Practical)	04	--
5.4	Basics of Short Film Production (Lecture, Demonstration, Group Discussion, Assignment, Practical)	03	--

5.5	Non Fiction Script Writing, Biopic, Docu-drama, Educational, Ad Films, Corporate and Institutional Films (Lecture, Demonstration, Group Discussion, Assignment, Practical)	02	--
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Students Learning Outcomes.

Students will be able to:

- To do survey and practice audience research
- Learn the role of audience in research for radio programmes.
- Learn how to write bulletins and short radio programmes
- Identify direct microphones and their uses in radio production.

Reference Books

1. Musani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahemadabad
4. Andrew Boyd Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheart Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Williams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting.
11. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singpour, 1998.
12. A. Michel Noll., TV technology - Fundamentals and future prospects
13. Barrows Wood Gross, TV Production.
14. Tony Verla, Global, Television
15. Ovingel Robert Operation Handbook
16. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.
17. Hunter J. K. & Gross Braal Cart News, 1980
18. Ray Satajeet, Our films film once their Orient Longmen, 1976.
19. Walters Rogers L. Writing Random Huse, 1989.

JMA-II-11 : Basics of New Media & Social Media**Course Objectives:**

- * To introduce media students to new media and the concept of 4th versus 5th Estate.
- * To familiarize students with the dangers/implications/usefulness of new media and developing counter messages to save the integrity of journalism and the path of truth.
- * To engage students with the modern new diamond news structure and its characteristic of speed and depth thus applying it to writing.
- * To accustom media students with the internet , satellite and cable televisoin in journalism
- * Understand the new media platforms
- * Enable to post and publish articles online
- * Engage students in participatory journalism
- * Engage Guest speakers to teach journalism students.
- * To introduces students to the 'Fifth Estate', and learning more on social media with the aim of sensitizing communities after graduation.

Unit 1	New Media	L	P
1.1	Communication & Media: Structure, Concept, Value. Traditional-development Media & its effects. Mediums of Effective communication.	05	--
1.2	Kinds of communications Importance & development New Media Editing Theory and Practice. Electronic Media.	04	--
1.3	Development of new media: convergence - internet - on line Journalism.	04	--
1.4	New Media Industry present & future, e-newspaper, podcasting & vodcasting, convergence technologies and their impact on internet/online (New Media) Journalism.	02	--
1.5	media websites, e-editions of newspapers, new media advertisements, content management, financial manaeement, Mobile journalism, e-learning & e-education management.	03	--

Unit 2	New Media -2	L	P
2.1	Google : A brief introduction	05	--
2.2	Google : History growth	04	--
2.3	Google : As a search engine, enterprises and consumer services, internet services	04	--
2.4	Google : other products, doodles, Gmail, storage, language support	02	--
2.5	Google : Social network integration, Privacy.	03	--

Unit 3	New Media -3	L	P
3.1	E-Commerce : Market size and growth, Infrastructure, Funding,	03	--
3.2	E-Commerce : Online shopping web sites for retail sales direct to consumers : Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales, E-catalogue, Online financial exchanges for currency exchanges or trading purposes, Digital Marketing Tools , Money model	04	--
3.3	Mobile Journalism: Concept of Mojos, Mobile Newspaper	04	--
3.4	Mobile Journalism: Different Mobile Aaps, Use of Smartphone's, tablets devices,	02	--
3.5	Mobile Journalism: Advantages of Mobile Journalism, Mastering Mobile Journalism, Live streaming through periscope, Using face-book live, Virtual Reality, Wi-fi/WLAN, Tethering Hotspot, Cloud computing, Pen Computing, Speech Recognition, Video Conferencing. : 5G Technology	05	--

Unit 4	Social Media -1	L	P
4.1	Meaning, Marketing, Introduction to Social Media, History of Social Media Social Media Applications (Apps).	05	--
4.2	Social Media theory. Basic Elements of apps. Types of apps. UGC- User Generated Content.	04	--
4.3	News apps. BBC App, App design, uses of apps. Wikis, Forums Digital media platforms, News Aggregation, Social media tools.	04	--
4.4	Legal and Ethical problems of online Journalism. Participatory Journalism, Backpack journalism.	02	--
4.5	Social Media Marketing, Types of online advertising , Social Curation Sites.	03	--

Unit 5	Social Media -2	L	P
5.1	Impact of social media on mainstream media.Cyber world: Cyber crime, E-Paper, online newspapers	05	--
5.2	Social Media Photography, Images sizes. Photo and Video sharing sites: (Lecture, Demonstration, Group Discussion, Assignment, Practical)	04	--
5.3	Mobile video hosting Email Services: Outlook, Yahoo Mail, Gmail. Streaming Media : Online Streaming,	04	--
5.4	Using blogs, audio, video, photos, animations, and digital maps .	02	--
5.5	Use of Facebook, Linkedin, Google+, Video sharing, Vimeo, Live-streaming, Periscope, Blab, Twitter, Tumbler, Blogging, Wordpress, Whats Aap, Live Journal, Social News, Digg, Reddit, Phogosharing, instagram, Flickr, Pinterest.	02	--

Students Learning Outcomes.

Students will be able to:

- Learn satellite communication ;cable and internet revolution
- Create and facebook page and group, and a twitter handle for media.
- Create pages of newspaper and magazines, and upload content on news websites, engage in wikis forums and online comment of news and submitting the link to published comments.
- Create content and record for podcasting through You Tube and podcasting through related platforms.
- Cover alive event on Facebook, Instagram and Twitter. Skype.
- Create Facebook, account, page and group. Twitter & Instagram accounts, Instagram for business accounts.
- Create a YouTube accounts, broadcast documentaries, short films and create tutorials for online publishing.
- Utilize facebook for communication and community social responsibility building.

Reference Books

1. Rogers and Singhal India Information Revolution Sage, London.
2. Bhatnagar subhas information and communication technology in Development., Sage New Delhi.
3. Melkote Srinivas Communication for Development in Third World Sage Publication, New Delhi. 2001.
4. Vilaniam 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 Intrdoction, East-West Press, New Delhi, 1989
7. Pande Sudhir Handbook of Satellite Communication, Authors Press, New Delhi 2000
8. Parekh Harsha, Internet, Knowledge work, Mumbai 1999.
9. Dr. D. M. Bhosle, Web Journalism : Challenges & Opportunities, Vishwakranti Prakashan, Aurangabad
१०. आपटे मोहन, इंटरनेट माहितीचा कल्पवृक्ष, राजहंस प्रकाशन, पुणे
११. डॉ. डी. एम. भोसले, वेब पत्रकारिता, स्वाभिमान प्रकाशन, औरंगाबाद
१२. डॉ. डी. एम. भोसले, इंटरनेट व वेबवृत्तपत्रे, स्वाभिमान प्रकाशन, औरंगाबाद
13. Stovall, James Glen, Web Journalism- Practice and Promise of a new Medium, (2004), Pearson Education, Boston MA.
14. Quinn Stephen, Lambe Stephen, Online Newsgathering: Research and Reporting for Journalism.
15. www.socialmediatoday.com
16. Guy Kawasaki- The Power of Social Media: Power Tips for Power Users.
17. Peter K. Ryan, -Social Networking: Digital and Information Literacy. (2011), The Rosen Publishing Group, Inc. New York.
18. Quinn Stephen : Convergent Journalism: The Fundamentals of MultiMedia Reporting, 2005, Peter Lang Publishing, New York, NY.
19. Raj Anand, Recruitment With Social Media (2010): Social Media's Impact on Recruitment and HR. Boston MA, USA.

20. Elizabeth Woyke, The Smartphone: Anatomy of an Industry, The New Press, New York (2014)

२१. विजया पाटील, सोशल मिडीया, मुक्ता पब्लिशिंग हाऊस प्रा. लि.

२२. प्रफुल्ल सुतार, सोशल मिडीया, मल्टीव्हर्सीटी प्रकाशन

JMA-II-12 : Development Communication

Objectives of the subject

- * This subject provides students with an understanding sustainable education
- * Learn the characteristics of developed societies in reference to developing societies around the world.
- * Assess the impact of sustainable agriculture on rural communities.
- * Learn rural journalism and rural communication tools and techniques
- * Assess agricultural extension approach system
- * Analyse and define clearly the role of media in development communication strategies.

Unit 1	Development	L	P
1.1	Development : Meaning, concept	03	--
1.2	Development : Process and models of development- theories- origin - approaches to development, problems and issues in development,	04	--
1.3	Development : Characteristics of developing societies,	04	--
1.4	Development : Gap between developed and developing societies,	02	--
1.5	Development : Concept of sustainable development and its dimensions, sustainability of natural resources and other issues.	05	--

Unit 2	Sustainable Development	L	P
2.1	Development: Meaning, Concept and Approaches. Sustainable Development: Concept and Process (Lecture)	05	--
2.2	Indicators of Development, Millennium Development Goals (Lecture, Field Visit)	04	--
2.3	Characteristics of under Developed and Developed Societies. (Lecture)	04	--
2.4	Understanding Issues and Sub-issues of Development, India's Development Paths and Dilemmas-Economic Development and Social Justice, Growth, Poverty and Unemployment (Group Discussion, Lecture, Seminar)	02	--
2.5	Bombay Plan of 1944, Development and Five Year Plans of India (Lecture)	02	--

Unit 3	Role of Media in Development	L	P
3.1	Components of Communication for Development, Role of Media in Development-The Mass Media-Print, Electronic Media (Lecture, Reading-Articles, Features)	05	--
3.2	Development Support Communication: Concept, Definition, Philosophy and Process (Lecture, Group Discussion)	04	--
3.3	Folk/Traditional and other Alternative Modes of Development, Development and Social Marketing, Social Advertising, Social Activism (Field Visit, Demonstration, Lecture)	04	--
3.4	Development Concept of Gandhi and Paulo Freire (Lecture)	02	--
3.5	Understanding Medium, Message and Target for Development and Writing on Various Issues for Development (Lecture, Case Studies)	03	--

Unit 4	ICT and Development	L	P
4.1	Use of ICTs and Emerging Technologies in Development, Digital Divide (Lecture, Reading-Newspapers, Magazines, E-Readings)	05	--
4.2	Satellite Instructional Television Experiment (SITE) (Lecture, Group Presentation)	04	--
4.3	Kheda Communication Project (KCP), Jhabua Development Communication Project (JDCP) (Lecture, Group Presentation)	04	--
4.4	Concept, Philosophy and Policy of Community Radio (CR), Role of CR in Development, Tools and Techniques of Community Video (CV) (Lecture, Field Visit, Demonstration, Discussion)	02	--
4.5	E-Governance, Empowerment and Development Communication Systems (Lecture, Reading-Newspapers, Magazines, E-Readings, Analysis in Group)	03	--

Unit 5	Contemporary Issues and Development Communication	L	P
5.1	Awareness Campaign for Grass-root Democracy-Panchayat Raj Institutions and Empowerment, Self Help Groups (SHGs) (Lecture, Role Model Method, Case Studies)	05	--
5.2	Development Issues-Health, Nutrition and family welfare; Women Empowerment and Gender Sensitization; Rural-Urban Migration, Environment-Displacement and Resettlement Issues (Lecture, Reading-Newspapers, Magazines, E-Readings, Analysis in Group).	04	--
5.3	Agricultural issues - High Quality Seeds, Hybrid Seeds, Genetically Modified Crops (BT seeds) and Fertilizers, Organic farming, Food Security in India. (Lecture, Writing Practice, Group Activity, Class Presentation)	04	--

5.4	Brief Introduction of Stakeholders OF Devcom: UNICEF, WHO, UNDP, FAO, World Bank, IMF (Lecture, Class Seminar) (Lecture, Field Visit, Demonstration, Discussion)	02	--
5.5	Critical Appraisal of Efforts by Government and Non-Government Organisations (NGOs) in Economic and social Upliftment of Rural Areas. Case Studies in Devcom Urban and Rural Perspectives, Education, Health and Irrigation (Lecture, Workshop, Group Analysis, Case Studies Presentation)	03	--

Students learning Outcomes

- * Students will be able to:
- * Participate in developmental activities in rural areas.
- * Do a case study on communication programmes on non-renewable energy source
- * Write development messages for rural audiences.

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/ NY, 1988.
6. Melkote Srinivas : Communication for Development in the Third World - Theory and Practice, Prentice - Hall, New Delhi, 1991.
7. Sondhi, Krishan : Communication, Growth and Public Policy Breakthrough, New Delhi, 1983.
8. Schramm, Wilbur : Mass Media and National Development, Stanford UP, Stanford, 1964.
9. धाढरकर वि. ल., विकास संवादाची नवी कितीजे, चैतन्य प्रकाशन, औरंगाबाद.
10. Melkote, Srinivas and Steeves H. Leslie, (2001). Communication for Development in the Third World, 2nd Edition, Sage.
11. Schramm, Wilbur. (1964). Mass Media and National Development, Stanford, Calif, Orthia. Singh, Kartar and Shishodia, Anil (2019) Rural Development: Principles, Policies and Management. Sage.
12. Serbaes, Jan. (Eds.), (2008) Communication for Development and Social Change, Sage.
13. Joshi P.C., (2002), Communication and National Development. New Delhi. Anamika Publication.
14. Mc Phail, T. L. (2009). Development Communication: Reframing the role of Media. UK: Wiley, Blackwell.
15. Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory Communication for Social Change. Thousand Oaks: Sage.
16. Tabing Louie. (2002). How to do Community Radio, UNESCO Publication, New Delhi

17. Sainath, P.(1996). Everybody loves a good drought: stories from India's poorest districts, Penguin Books, Delhi.
18. Narula, Uma. (1995). Development Communication - Theory and Practice, Har Anand Publication.
19. Mathur, Kanwar, (1994). Communication for Development and Social Change.
20. World Bank: World Development Report (published every year) Oxford.
21. Prasad Kiran (2009), Communication for development Re inverting theory and action Vol – I and II, B.R. Publication, Delhi

E- Resources:

- https://library.mpib-berlin.mpg.de/toc/z2008_2104.pdf
- <http://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/09Chapter5.pdf>
- <https://www.sciencedirect.com/science/article/pii/S0040162506000394>
- <https://onlinelibrary.wiley.com/doi/abs/10.1002/j.1681-4835.2010.tb00293.x>
- <https://www.sciencedirect.com/science/article/abs/pii/S0736585308000026>
- <https://www.sciencedirect.com/science/article/abs/pii/S0305750X02000426>
- <http://sro.sussex.ac.uk/id/eprint/52765/>
- <https://www.emeraldinsight.com/doi/abs/10.1108/09526860710819413>
- <http://www.igidr.ac.in/pdf/publication/IDR-2004-05.pdf#page=147>
- <http://www.ibpsa.org/proceedings/BSO2018/6B-3.pdf>
- https://www.researchgate.net/profile/Vikas_Kumar146/publication/309478757_Media_and_Communication_in_Sustainable_Development/links/58a0603daca272046aad36bd/Media-and-Communication-in-Sustainable-Development.pdf#page=110
- http://iafor.info/archives/offprints/mediasia2013-offprints/MediaAsia2013_0039.pdf
- <http://www.ijsp.in/admin/mvc/upload/10101%20Casteist%20Media%20and%20Dalit%20Issues.pdf>
- <http://srfaurangabad.org/journals/2ndissue/12.pdf>

JMA-II-13 : Specialized Reporting**COURSE OBJECTIVES -**

- To familiarize student with different sections of field reporting.
- To impart knowledge about handling challenges and issues during reporting for different media
- To give students an insight into the vocabulary of specialized reporting beats.

Unit 1	Legislative and Political Reporting	L	P
1.1	Political Reporting-Important Political Events, Indian Democracy, Party System, Political Parties- Structure, Ideologies and Programmes, Coalition Politics (Lecture, Demonstration, Group Discussion, Assignment)	04	--
1.2	Covering Elections - Local to General, Political Press Conferences and Rallies During Elections, Election Commission of India, Model Code of Conduct, Manifesto for Election (Lecture, Demonstration, Group Discussion, Assignment)	04	--
1.3	Legislative Reporting (Assembly and Parliament) – Structure, Composition, Functions and Powers of Parliament and State Legislatures, Constitutional Provisions about Parliament, Procedure for Passing Act, Parliamentary Committees (Lecture, Demonstration, Group Discussion, Assignment)	04	--
1.4	Reporting on Governmental Bodies- Central and State, PMO, CMO, President, Vice President and Governor Offices, Ministries, Government Organizations. (Lecture, Group Discussion, Assignment)	03	--
1.5	RTI Reporting – Brief History of RTI Movement, Impact of RTI, Use of RTI as Reporting Tools, Investigative Journalism Through RTI, Case Studies (Lecture, Demonstration, Assignment)	03	--

Unit 2	Crime, Accident and Legal Reporting	L	P
2.1	Crime Reporting : Sources and Related Laws, Knowledge of Police System, Terminology of Legal Processes (Lecture, Demonstration, Group Discussion)	05	--
2.2	Legal Reporting : Structure and Jurisdiction, Judicial Proceedings, How to Read a Judgment for Reporting, Terminology of Legal Processes, Laws Related to Legal Reporting, Special Courts, Contempt of Court (Lecture, Demonstration, Group Discussion)	04	--
2.3	Reporting Conflict: Armed and Social Conflicts, Region, Community and Human Rights (Lecture, Demonstration, Group Discussion)	04	--
2.4	Reporting on Disasters (Disasters Include Natural Calamities Such as Earthquakes, Volcanic Eruptions and Hurricanes, and Situations Caused by Human Actions, Such as Oil Spills, Radiation Leaks and Chemical Accidents) (Lecture, Demonstration, Group Discussion, Assignment)	05	--
2.5	Defence and War Reporting, Reporting on Terrorism, Maoism, Naxalism and Soon. (Lecture, Demonstration, Group Discussion)	02	--

Unit 3	Science & Technology Reporting	L	P
3.1	Reporting on Science, Technology & Research, Scope of Science & Technology Reporting, Science Project, Organizations (Lecture, Demonstration, Assignment)	05	--
3.2	Environment Reporting - Research and Reports, Organization, Government Policy, Environmental Pollution, Eco System, Biodiversity, Environmental Laws, Environmental Issues, Weather Reporting (Lecture, Group Discussion, Assignment)	04	--
3.3	Health Reporting - Area of Health Reporting, Public and Private Sectors, Government Schemes and Policy, Medical Education, Hospitals, Research and Reports etc. (Lecture, Assignment, Practical)	04	--
3.4	Education Reporting - School Education, Higher Education, Educational Institutes, Education Policy (Lecture, Group Discussion, Assignment, Practical)	02	--
3.5	Travel Reporting - Scope of Travel Reporting, Tools of Travel Reporting, Style of Travel Writing. (Lecture, Demonstration)	02	--

Unit 4	Development Reporting	L	P
4.1	Development Reporting - Meaning of Development, Concept and Scope of Development Reporting, Functions of Development Reporting, International Reports on Development Issue (Lecture, Demonstration, Group Discussion, Assignment)	03	--
4.2	Rural and Agricultural Reporting - Problems of Rural and Agriculture, Swaminathan Report : National Commission on Farmers, Role of IT in Agricultural and Rural Development, Agriculture and Rural Development Schemes, BT Seeds & GM Food. (Lecture, Group Discussion, Assignment)	04	--
4.3	Local Administration Reporting - Municipal Corporations, Panchayats, Development Authorities (Like- Delhi Development Authority, Bhopal Development Authority, Collectorate etc. (Lecture, Assignment, Practical)	04	--
4.4	Business and Financial Reporting - Scope of Business and Financial Reporting, Stock Market, Economy, GDP, Industry and Commerce, Trade Bodies, Trade Unions, Labour Laws, Centre-State Economic Relations, International Organizations and Treaties, Local Mandi Systems etc (Lecture, Group Discussion, Assignment, Practical)	05	--
4.5	Data Journalism, Mobile Journalism (Mojo)	02	--

Unit 5	Art, Culture & Entertainment Reporting	L	P
5.1	Reporting on Art, Culture and Literature (Lecture, Group Discussion, Assignment, Practical)	05	--
5.2	Reporting on Fashion & Lifestyle (Lecture, Group Discussion, Assignment, Practical)	04	--
5.3	Film and Entertainment Reporting (Lecture, Demonstration, Group Discussion, Assignment, Practical)	03	--
5.4	Sports Reporting – Local, National and International Events, News Source for Sports Reporting, Sports Organizations, Award for Sports (Lecture, Group Discussion, Assignment, Practical)	03	--
5.5	Reporting on Community, Celebrations, Local Festivals and Religious Celebrations (Lecture, Group Discussion, Assignment, Practical)	02	--

LEARNING OUTCOMES-

- Students will be capable to apply their insight about field reporting on special beats.
- Students will be able to practice field reporting effectively and write impactful copy.

Reference Books

1. Parthasarathy, R. (1994). Here is the News: Reporting for Media, Sterling Publishers
2. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill
- 3.
4. Trikha, N.K, Reporting, Makhnallal Chaturvedi National University of Journalism and
5. Communication
6. Burns Lyntte sheridam (2013), Understanding Journalism, Sage South Asia Edition
7. Hough George A. (2006), News Writing, Kanishk Publishers, New Delhi
8. Verma M.K. (2013), News Reporting and Editing, A.P.H. Publishing Corporation, New Delhi
9. Mukherjee Siddhartha (2011), The Emperor of All Maladies
10. Saxena Sangeeta (1997), Defence Journalism in India, Manas Publication, New Delhi
11. Parth Pratim Basu and Ipshita chanda (2011), Locating Cultural Chnge : Theory,
12. Method, Process, Sage Publication

E-Resources:

- <https://journalistsresource.org/syllabi/science-reporting-environment-technology-medicine/>
- <https://earthjournalism.net/resources/reporting-on-disasters>

- <https://nidm.gov.in/pd/ncrmp/Deliverable%2014-4.pdf>
- <https://ijnet.org/en/story/science-journalist-shares-tips-reporting-food-and-agriculture>
- <https://businessjournalism.org/2015/05/five-tips-for-covering-agriculture/>
- <https://academic.oup.com/heapro/article/14/1/53/624138>

INVESTIGATIVE JOURNALISM

Course Outcome

- Understand the role of investigative reporting in modern journalism
- To learn to conduct investigative research in an ethical manner.
- To create and write excellent investigative stories for media.
- To acquire advanced investigative journalistic skills
- Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

Unit 1	Introduction to Investigative Journalism	L	T	P
1.1	Who is an Investigative Reporter, Role of an Investigative Reporter (Lecture)	05	01	--
1.2	Qualities and essentials for becoming an investigative journalist, career and opportunities (Lecture)	04	01	--
1.3	Centre for Investigative Journalism (Lecture)	04	01	--
1.4	Ethical use of sting operations (Lecture)	02	--	--
1.5	Unethical use of sting operations (Lecture)	02	--	--

Unit 2	Sources	L	T	P
2.1	Records and the Confidentiality of Source (Lecture)	05	01	--
2.2	Issues of contempt, defamation (Lecture)	04	01	--
2.3	Right to Privacy and Official Secrets Act (Lecture)	04	01	--
2.4	What is evidence? (Lecture)	02	--	--
2.5	Case Study : Panama Papers and Watergate Scandal (Lecture with PPT)	02	--	--

Unit 3	Finding and Writing Your Story	L	T	P
3.1	Research (Lecture)	05	01	--
3.2	Observation (Lecture)	04	01	--
3.3	Planning techniques (Lecture)	04	01	--
3.4	Cultivating sources (Lecture)	02	--	--
3.5	Developing the project (Lecture)	02	--	--

Unit 4	Security of Sources and Data	L	T	P
4.1	Protection of sources (Lecture)	05	01	--
4.2	Safety of journalists (Lecture)	04	01	--
4.3	Criticism of Investigative Journalism (Lecture)	04	01	--
4.4	? (Lecture)	02	--	--
4.5	1 (Lecture with PPT)	02	--	--

Unit 5	Security of Sources and Data	L	T	P
5.1	Research methods (Lecture)	05	01	--
5.2	Insight knowledge (Lecture)	04	01	--
5.3	Asking the right questions (Lecture)	04	01	--
5.4	Libel and fact checking (Lecture)	02	--	--
5.5	Writing and rewriting the report (Lecture with PPT)	02	--	--

REFERENCES :

1. A Manual For Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme

M. A. first year IInd sem : Practical I

Note : The subject for each Unit of the practical should be chosen in consultation with the practical teacher and recorded in the practical register at time to time. A separate file for each Unit & a separate CD as required for submission of practical.

No	Practical/Assignments	Marks
1	News reporting & News writing : Visit various beats such as Political, Social, Sports, Crime, Science, Court, Education, Administration, Development, Cultural, Industry, Worker, Health, Election, ZP, Collector Office, Tourism, Market, Agriculture, Traffic, Accident etc.	10
2	Attend minimum 3 press conference & Write News.	10
3	Write an Interview : One Local politician & One renowned personality of society.	20
4	Write Five articles : Literacy, Population, Unemployment, Women's Empowerment, Agriculture	20
5	Making of News paper : Reporting, Writing & news composing, page layout & submit printout. (Create 5 students group & every group has to produce at least 2 issues under the supervision of the practical teacher.)	20
5	PPT 2 : On your subject, script and presentation must. CD-1	20
	Total	100

M. A. first year Hnd sem : Practical 2

Note : The subject for each Unit of the practical should be chosen in consultation with the practical teacher and recorded in the practical register at time to time. A separate file for each Unit & a separate CD as required for submission of practical.

No	Practical/Assignments	Marks
1	Writing news : 5 for Radio, 5 for TV	10
2	Create 2 Documentary : (Social, Cultural, Natural, Historical, Rural Development) (10 minits) CD-1	20
3	Making 2 radio news bulletin. (10 minits) CD-2	10
4	Making 2 TV news bulletin. (10 minits) CD-3	10
5	Making one radio programme on current issue. (10 minits) CD-4	10
6	Making one TV programme on current issue. (10 minits) CD-5	10
7	Create every student Facebook, LinkedIn, Instagram and Twitter account. (Facebook, Instagram, LinkedIn and Twitter accounts should be started in the first week after the semester and upload the posts on current issues and submit the printout with feedback.)	20
8	Visit Radio station, Write a report.	10
	Total	100

Names of Courses and Evaluation Method

SEMESTER-III

Core Courses :- MA-3

Core Courses (C.P.) - 2

JMA-III-15- International Journalism

COURSE OBJECTIVE

- To define the nature, role and function of the international information agencies.
- To explain why information is considered wealth.
- To describe the background of the demand for NWICO.
- To distinguish between Euro- American press and Indian press.
- To introduce students to prominent global newspapers and electronic media platforms.

Unit I	Transnational News Agencies and TV Network	L	P
1.1	The Big Four—United Press International, UPI, Associated Press, AP, Reuters and Agence France Presse. (AFP) (Lecture, Analysis in Group, e-Reding)	05	--
1.2	Agencies of Other Countries—TASS, DPA, Xinhua, NAM pool, ANSA, Kyodo, IPS, APP, BSS, CNS, WAM, Lankapuvath, Dow Jones (Lecture, Group Discussion, e-Reding)	04	--
1.3	Leading Global Television Networks—BBC World, Fox News, CNN, DW, sky News, MSNBC, Al Jazeera, EuroNews, Al Arabiya, Bloomberg TV, global TV Network etc. (e-Reding, Lecture)	04	--
1.4	Emerging Ownership Patterns of Global Media and Trends of Consolidation in Global Media. (Lecture; Group Presentation, Case Studies)	02	--
1.5	Global Media Flow and Contra-Flow : Impact of Global Media Players on International Relation, Setting Global News Agenda (Lecture, Assignments, e-Reding)	03	--

Unit 2	International Press	L	P
2.1	Leading Euro-American Newspapers – The Guardian (UK), The Wall Street Journal (USA), The New York Times (USA), The Washington Post (USA), China Daily (China), The Sydney Morning Herald (Australia), The Asahi Shimbun (Japan), Dawn (Pakistan), Daily Mail, Financial Times, News Papers of Neighbouring Contries. (Lecture, Practicle, , Group Discussion, e-Reding)	05	--
2.2	Leading International Journalists Who Shaped Global Journalism – Pulitzer, Hearst, Malcolm Muggeridge, Bob Woodward, Julian Assange (Lecture, Group Discussion, Presentation)	04	--

2.3	Famous Media Wars – Pulitzer Versus Hearst, Murdoch Fiasco in UK, (Case Studies, Lecture)	04	--
2.4	Leading Anchors and Columnists Active in Global Scenario – Hamid Mir, Lary King, Opra Winfrey (Lecture; Group Presentation)	02	--
2.5	All Time Big International Stories – Watergate, Facebook Expose in Guardian, Edward Snowden, Panama Papers (Lecture, Assignments, Projects)	02	--

Unit 3	News World Information Order	L	P
3.1	Concept of Free Flow of Information, Sean Macbride Report, UN Organisation and Media- (Lecture, Presentation)	05	--
3.2	UN Organisation—ICJ – International Court of Justice, Habitat- United National Center for Human Settlements, UNCTED-United Nations Conference on Trade and Development, UNDP – United Nations Development Programme, UNEP, ODCCP – United Nation Office for Drug Control and Crime Prevention, FAO- Food and Agriculture Organisation of The United Nation, ICAO- International Civil Aviation Organisation, ILO- International Labour Organisation, IMF- International Monetary Fund, UNIDO – United Nation Industrial Development Organisation, UNESCO- United Nation Educational, Scientific And Culture Organisation, WHO- World Health Organisation, WIPO- World Intellectual Property Organisation, IAEA- International Atomic Energy Agency (Lecture, Group Discussion, Ppt)	04	--
3.3	International Women Media Foundation, Woman In Media In Developing Nations (E-Reading, Demonstration, Lecture)	04	--
3.4	International Journalist Organisation – IPI, IFJ, ICFJ, ICIJ, Reporters without Borders, EFJ. (Lecture, Presentation, Class Presentation)	02	--
3.5	New Trends In Information Sharing (Lecture, Practical)	02	--

Unit 4	Trends in Global Journalism	L	P
4.1	Social Media Giants– Threat to Mainstream Journalism, Privacy Issues (Lecture, Analysis In Group)	05	--
4.2	Convergence, Too Much Interference of Technology (Lecture, Group Discussion)	04	--
4.3	Threats to Democratization Process Through Data Control (Case Studies, Lecture)	04	--

4.4	Extreme Corporatization of Media, Macdonaldization of Media (Lecture; Group Presentation)	02	--
4.5	Loss of Journalistic Values and Re-Invention of Media (Lecture, Assignments, Presentation)	03	--

Unit 5	Global Media Systems	L	P
5.1	Media in Free Economy (Lecture, Group Discussion)	05	--
5.2	Media in Communist Countries (Lecture, Group Discussion)	04	--
5.3	Media in Dictatorships (e-Reading Demonstration, Lecture)	04	--
5.4	Media in Monarchical Systems (Lecture; Presentation)	02	--
5.5	Media in Absolute Democracies (Lecture, Class Presentation)	02	--

LEARNING OUTCOMES

- Students will be able to comprehend the concept of global media dynamics.
- Will develop a critical thinking on audience of third world countries.
- Will be able to analyze and evaluate global mass media.

• Suggested Readings :-

- Harman, S. Edward and Noam Chomsky. (1995). Manufacturing Consent, the Political economy of the mass media. RHUR.
- Howard Phillip N. (2013). Democracy's Fourth wave?: Digital Media and the Arab Spring. New York, Oxford University Press.
- Arvind M. Singhal & Everett M. Rogers (2001). India's Communication Revolution: From Bullock carts to Cyber Marts: Sage.
- Kovarik, B. (2011). Revolution in communication: Media History From Gutenberg to the Digital age. Continuum International Publishing Group.
- Kumar, J. Keval, 'Mass Communication in India. Jaico Publishing House. Bombay (New Ed)
- Castells, Manuel (2005). The Network Society, Edward Elgar Publication

• E-Resources :-

- Agence France Press: <http://afp.com>.
- Associated Press: <http://www.ap.org/>
- PTI News: <http://www.ptinews.com/>
- media.html

JMA-III-16 : Governance, Politics and Media**Course Objectives:**

- * To introduce journalism students to governance and politics.
- * To further introduce media students to ideologies and its role in shaping countries governance.
- * To acquaint the students with political science and public administration in relations to journalism.

Unit 1	Governance	L	P
1.1	Origin of the word, Types, Public governance.	02	--
1.2	Private governance, Global governance, Governance Analytical Framework, Nonprofit governance.	04	--
1.3	Corporate governance, Project governance.	04	--
1.4	Environmental governance, Land governance, Internet governance	03	--
1.5	Information technology governance, Regulatory governance, Participatory governance, Contract governance, Multilevel governance, Governance as process, As a normative concept, Fair governance, Good governance.	05	--

Unit 2	Public administration	L	P
2.1	Public administration : Definitions, History, Organizational theory, Ethics in public administration	02	--
2.2	Public administration : Private governance, Global governance, Governance Analytical Framework, Nonprofit governance.	04	--
2.3	Public administration : Policy analysis, Public budgeting, Human resource management, Political science, Overview, Modern political science.,	04	--
2.4	Public administration : Recent developments, Outline of political science, Public administration theory, Classical , New Public Management, Postmodern, Public Administration Theory Development	05	--
2.5	Public administration : Development Administration, Indian Institute of Public Administration	03	--

Unit 3	Bureaucracy	L	P
3.1	Bureaucracy : Etymology and usage	04	--
3.2	Bureaucracy : History, Ancient, Modern, Theories	04	--
3.3	Bureaucracy : Management, Definitions,	04	--
3.4	Bureaucracy : Theoretical scope, Nature of work, Etymology, Topics, forecasting	03	--
3.5	Bureaucracy : planning, organizing, commanding, coordinating, controlling, Social innovation.	03	--

Unit 4	Forms of Government	L	P
4.1	Definitions and etymology	02	--
4.2	Classifying government	04	--
4.3	Social-political ambiguity	04	--
4.4	Power distribution, Republican attributes, Constitutional Republic	03	--
4.5	Democratic republic, Parliamentary republic, Federal republic, Islamic Republic, Socialist republic, Federalism attributes, Federalism, Federal monarchy, Federal republic, socio-economic system attributes, Capitalism, Communism, Distributism, Feudalism, Socialism, Statism, Welfare state, Government of India.	05	--

Unit 5	Media	L	P
5.1	Media, Communications.	03	--
5.2	Advertising media	04	--
5.3	Broadcast media, Digital media, Electronic media	04	--
5.4	Hypermedia, Interactive media, Mass media, Multimedia, News media,	02	--
5.5	Print media, Published media, Recording medium, Social media, MEDIA Programme.	05	--

Students will be able to:

- Learn political science subject and relations it with media.
- Present an ideology of their choice, its advantage and disadvantage in relations to democracy.
- Know different forms of governments and governance structures thus inform the public through media messages.

Reference Books

1. Laxmikanth, Governance In India, Tata McGraw-Hill Education, Mumbai.
2. Harpreet Kaur, Governance and Democracy in India, Kitab Mahal, New Delhi
3. M. Laxmikanth, Indian Polity, Tata McGraw-Hill Education, Mumbai.
4. Successful Governance Initiatives and Best Practices: Experiences from Indian States, Planning Commission & Undp, New Delhi
5. Lokendra Malik & Anjum Hassan, Selected Reflections on Indian Constitutional Law and Governance, Satyam Books Pvt. Ltd., New Delhi
6. Rajni Kothari, Politics in India, Orient Blackswan, New Delhi

7. Dr. Narendra Singh, Indian Government & Politics, Ancinet Publishing House, New Delhi
8. Subrata Mukherjee and Sushila Ramaswamy, A History of Political Thought : Plato to Marx , Classic Publishers, New Dehli,
9. Ernest Barker, Political Thought of Plato and Aristotle, Pustak Mahal, New Delhi.
10. Andrew Heywood, Political theory : An Introduction, Sage, London
11. Jennings Bryant, Media Effects, Sage London
12. Graeme Burton, Media and Society: Critical Perspectives, Sage, London
13. Prakash Kulkarni , Madhyam Shrividya Prakashan, Pune, 2017

Elective Courses (Elect -2 papers out of following)

JMA-III-17 : Communication & Soft Skills (CSS)

(Service Course)

Course Objectives:

- * To introduce students communication soft skills for self-branding and career path.
- * To familiarize students with preparing a printed, audio and video, bio-data /CV.
- * To acquaint the students with the modern new trends in news story writing and presentation.
- * To accustom media students with newspapers research and new computer applications in newspaper industry.

Unit 1	Communication-I	L	P
1.1	Concept of communication, different types of communication	03	--
1.2	Interpersonal communication, intrapersonal communication	04	--
1.3	Group communication , written communication, verbal communication , non-verbal communication	04	--
1.4	Mass communication, persuasive communication , team communication	02	--
1.5	Business communication , dialogue and making effective communication.	05	--

Unit 2	Communication-II	L	P
2.1	Communication and behaviour	02	--
2.2	Body language , gestures and postures , life skills, competencies of expression	04	--
2.3	Group communication , written communication, verbal communication , non-verbal communication	04	--

2.4	Power of language , language mastery , language of communication to evoke action	03	--
2.5	Communication to involve and inspire , speech communication and media communication , message designing and interview skills.	05	--

Unit 3	Soft Skills - I	L	P
3.1	Art of listening , listening for understanding	03	--
3.2	Bridging barriers of perception and prejudgement , creating involvement to enhance understanding	04	--
3.3	Communication process , effective feedback , listening to angry people, communication in crisis	04	--
3.4	Web communication, mobile communication , interactive communication	02	--
3.5	Blog and web groups creation , developing goodwill and relationship, importance of resourcefulness.	05	--

Unit 4	Soft Skills - II	L	P
4.1	Personality and personality development	02	--
4.2	Id ,ego and superego	04	--
4.3	Emotional intelligence knowing self , self management	04	--
4.4	Ability to introspect , strengthening qualities and overcoming weaknesses	02	--
4.5	Self branding , goal setting , basic qualities of competent and influential person.	05	--

Unit 5	Soft Skills - III	L	P
5.1	Presentational skills, preparing good CV / biodata , audio and video CV	03	--
5.2	Creating blog , professional connectivity through web and social media	05	--
5.3	Power point presentation , stage communication skills	04	--
5.4	Conducting workshops and project reports	02	--
5.5	Report writing skills and graphics.	02	--

Students Learning Outcomes.

Students will be able to:

- Learn how to conduct workshop and participate in workshops
- Create a video, audio and printed CV/Resume.
- Create a blog.
- Do a stage presentation skill with the help of a projector and notes and without.
- Do a mock verbal, non-verbal, intra-personal, interpersonal, group and mass communication communication , using/applying all acquired skills

Reference Books

1. The Age of Soft Skills, Gopalswami, Pearson Education India.
2. Written Communication & Verbal, Jeff Butterfield, S, Cengage
3. Communication Skill & Soft Skills, Kumar E Surch, Pearson Education Education 2010
4. Soft Skills at Work, Beverly Amber, Cengage Learning 2008
5. Written Communication, Jeff Butterfield, Cengage Learning 2009
६. संवादकौशल्य, श्रीपाद जोशी, यशवंतराव चव्हाण महाराष्ट्र मुक्त विद्यापीठ नाशिक.
७. संवादशास्त्र सिद्धांत, सुधाकर पवार, मानसमान प्रकाशन, पुणे, २००१

JMA-III-18 : Inter Cultural Communication (ICC)**Objectives of the subject**

- * This subject provides students with an understanding of culture and traditions
- * Learn about Western and Oriental concepts of life and religion and have the clear perception of the world.
- * Assess the impact of globalization on communication and culture.
- * Understand UNESCO's role in promoting inter-cultural communication.

Unit I	Culture - I	L	P
1.1	Culture - definition - process- culture as a social institution	03	--
1.2	Value systems- primary- secondary - eastern and western perspectives.	04	--
1.3	Inter-cultural communication - definition	04	--
1.4	Inter-cultural communication - process	05	--
1.5	Inter-cultural communication - Philosophical and functional dimensions- cultural symbols in verbal and non-verbal communication.	05	--

Unit 2	Culture - II	L	P
2.1	Perception of the world - Western and Greek (Christian) varied eastern concepts (Hindu, Islamic, Buddhist, Others)	05	--
2.2	Retention of information - comparison between eastern concepts	04	--
2.3	Retention of information - comparison between western concepts	04	--
2.4	Communication as a concept in Western and Eastern culture (Dwaitha-Adwaitha- Vishishtadwaitha-chinese, Dao Tsu and Confucius- Shinto Buddhism)	03	--
2.5	Communication as a concept in Western and Eastern culture (Sufism)	02	--

Unit 3	Culture - III	L	P
3.1	Language and grammar as a medium of cultural communication - Panini, Patangali	05	--
3.2	Language and grammar as a medium of cultural communication - Prabhakara	04	--
3.3	Language and grammar as a medium of cultural communication - Mandanamisra	04	--
3.4	Language and grammar as a medium of cultural communication - Chomsky- Thoreau and others	03	--
3.5	Linguistic aspects of inter-cultural communication	02	--

Unit 4	Culture - IV	L	P
4.1	Modern mass media as vehicles of inter cultural communication	05	--
4.2	Barriers in inter cultural communication- religious	04	--
4.3	Barriers in inter cultural communication - political and economic pressures	04	--
4.4	Inter-cultural conflicts and communication	03	--
4.5	Impact of new technology on culture	02	--

Unit 5	Culture - V	L	P
5.1	Globalization effects on culture and communication	03	--
5.2	Mass media as a culture manufacturing industry	04	--
5.3	Mass media a cultural institution; mass culture typologies- criticism and justification.	04	--
5.4	Culture, communication and folk media- character, content and functions - dance and music as instruments of inter-cultural communication	05	--
5.5	UNESCO's efforts in the promotion of inter-cultural communication - other organizations- code of ethics.	02	--

Students learning Outcomes

- * Students will be able to:
- * Differentiate philosophical and functional dimension of culture.
- * Identify language as a medium of cultural communication.
- * Understand mass media as a cultural institution.
- * Foster UNESCO's effort of promoting intercultural communication through their media messages.

Reference Books

1. Communications and culture - M.R. Dua and T. Jhambhani: 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 Yun Kim, Sage Publication, New Delhi, 1994.
4. What is cultural studies and Edited by John Storey, Published by Arnold, London, 1997
5. Communication Yearbook 17/12, James Anderson 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, Ramrja 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. Desai A. R., Rural Sociology
12. Agriculture Journalism
13. Hiigvektm Anki The Third World in Global Development MacMillan London, 1982.

JMA-III-19 : Environmental Communication (EC)**Objectives of the subject**

- * This subject provides students with an understanding of the ecology and environment.
- * Learn human socio-biology concept.
- * Assess the impact of Biodiversity and ecosystem.
- * Learning global warming and Media's role in public education.
- * Understanding the concept of green journalism and its application in environmental awareness.

Unit 1	Environment	L	P
1.1	The environmental & ecology definition	05	--
1.2	Physical environment its composition - geology, soil, topography, climate & weather	04	--
1.3	Catastrophes, biotic environment	04	--
1.4	Biotic and abiotic interactions	02	--
1.5	The complexity of environment. Human sociobiology concept.	03	--

Unit 2	Environment - II	L	P
2.1	The pollution, types of pollutions	02	--
2.2	Carbon cycle, greenhouse effect, nitrogen cycle	04	--
2.3	Phosphorus cycle, Acid rains, pesticides	04	--
2.4	CFCs and ozone layer. Importance water, energy, polluted cities of the world.	02	--
2.5	Ecosystems and its importance and types. Biodiversity and its importance, global diversity, maintaining biodiversity conservation principles, ethical argument, anthropocentric arguments, role of ecology, conservation of species, conservation of ecosystems & biosphere recycling, biological controls.	05	--

Unit 3	Environment Communication - I	L	P
3.1	The environment education, need of awareness among people	03	--
3.2	Environment education formal & informal	04	--
3.3	Environment education through mass media.	04	--
3.4	Role of mass media in developing water literacy, energy literacy	02	--
3.5	Role of mass media in developing - Environment literacy, soil literacy & earth literacy.	05	--

Unit 4	Environment Communication - II	L	P
4.1	Green journalism in print	03	--
4.2	Green Journalism in electronic media i.e. TV, Radio, new media	04	--
4.3	Need of environment feature & news services	04	--
4.4	Awareness programmes such as exhibitions, lectures, educative folk art programmes, traditional media application in environment awareness.	02	--
4.5	Special environment channels, programmes of TV & radio, international organisations, websites.	05	--

Unit 5	Environment Communication - III	L	P
5.1	Developing eco-friendly life styles & mass media.	05	--
5.2	The issue of Global Warming	04	--
5.3	Global Warming and Media's Role in public education	04	--
5.4	Copenhagen Report & develop messages on mass media.	02	--
5.5	Using Social media for communication Environmental issues & local Language media & social awareness.	02	--

Students learning Outcomes

Students will be able to:

- * Formulate mass media messages on eco-friendly lifestyles.
- * Develop water, energy, environmental soil and earth literacy.
- * Analyse Copenhagen report and develop messages on mass media.
- * Create awareness and write mediaenvironmental programmes for channels

Reference Books

1. Odum E. P. : Environmental studies : The Earth as a Living planet
2. Goudie Andrew : The Human Impact : Man's Role in Environmental Change, OXford : Basil Blackwell, 1981
3. Reddy Ratna V : Environmental Movements in India : Some 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.
6. Joshi Y. G. and Verma D. K. Social Environment for sustainable Development, Jaipur, Rawat Publications.
7. Gadgil Madhav Biodiversity Reckoning with life, Hindu, Survey of the Environment, 1994.
८. एस. व्ही. दाके, पर्यावरणशास्त्र परिचय, प्रशांत पब्लिकेशन
९. संतोष शिंदे, भारतीय निसर्ग: पर्यावरण पत्रकारिता, सकाळ प्रकाशन, पुणे

JMA-III - 20 : Introduction to Socio-Economic Polity

COURSE OBJECTIVES

- To develop an understanding of core values of the Indian Constitution.
- To orient students towards understanding their surroundings to enable them to analyze issues implicit in Polity, Economy, Culture, History and other areas that concern humanity.
- To develop aptitude among students to learn and take initiatives for acquiring knowledge about issues and appropriately respond.
- To develop an understanding of world political system as well as Indian political system.
- To develop critical thinking in students about Socio- Economic and Political System.

Unit I	Indian Constitution : Basic Characteristics	L	P
1.1	Objectives, Ideals and Making of Indian Constitution, Constituent Assembly Important Debates, Last Speech of Ambedkar (Lecture, PPT)	05	--
1.2	Fundamental Rights, Fundamental Duties and Directive Principles of State. (Lecture, PPT)	04	--
1.3	Federal and Unitary Nature, Center-State Relationship (Lecture, PPT)	04	--
1.4	Election, Electoral Reforms, Role of Election Commission. (Lecture, Expert Lecture, GD)	03	--
1.5	Emergency Powers, Amendments to Constitution (Lecture, PPT)	02	--

Unit 2	Political System and Parliamentary Proceedings	L	P
2.1	Introduction to various Political Systems (America , Britain, India, Switzerland) (Lecture, PPT)	05	--
2.2	Parliamentary and Legislative Procedure in India (Lecture, PPT, Visit)	04	--
2.3	Social Security, RTI (Lecture, Expert Lecture)	04	--
2.4	Right to Privacy, RTE, Right to Food (Food Security Act) (Lecture, Expert Lecture)	03	--
2.5	Indian Judicial System, Lok Adalat, PIL (Lecture, Expert Lecture)	02	--

Unit 3	History Culture and Society	L	P
3.1	A Brief History of Modern India with Special Reference to Freedom Struggle (Lecture, Presentations)	03	--
3.2	Cultural Diversity of India (Lecture, Presentations)	04	--
3.3	Perspectives on Secularism, Communalism, Socialism and Fundamentalism, Mahatma Gandhi, M.N. Roy, Deendayal Upadhyay, Dr. B.R. Ambedkar, Dr. Ram Manohar Lohia, Jawaharlal Nehru (Lecture, Expert Lecture)	05	--
3.4	Aspects of various Social Concerns: Tribes, Castes, Minorities, Gender (Lecture, Expert Lecture)	02	--
3.5	Women Empowerment, Child Rights & Human Rights (Lecture, Expert Lecture)	03	--

Unit 4	Introduction to Indian Economy And World	L	P
4.1	Nature of Indian Economy : Nehruvian Socialism and after L.P.G (Liberalization, Privatization and Globalization). (Lecture, Case Study)	05	--
4.2	Understanding Indian Budget: Economic Growth, GDP And Inflation, Devaluation Etc. (Lecture, Ppt)	04	--
4.3	Indian Agriculture: Problems, Indian Industry: Challenges. (Lecture, Case Study)	04	--
4.4	World Trade Organization and India, World Bank, IMF, ADB. (Lecture, Ppt, Expert Lecture)	02	--
4.5	Share Market, Taxation (Direct, Indirect) (Lecture, ppt, Expert Lecture)	03	--

Unit 5	Current Affairs-Issues and International Scenario	L	P
5.1	Basics of Indian Foreign Policy (Lecture, Expert Lecture)	05	--
5.2	PANCHSHEEL, Non Aligned Movement (NAM) (Lecture, Expert Lecture)	04	--
5.3	International , Regional and Economic Grouping Such As SAA-RC, United Nations, BRICS, OPEC, African Union, ASEAN, OIC, BREXIT (Lecture, PPT, Expert Lecture)	04	--
5.4	Introduction to International Politics : Current Major Issues (Lecture, Expert Lecture)	02	--
5.5	International Organization : UNESCO, UNDP, UNEP, UNFCC, World Economic Forum, AMNESTY INTERNATIONAL, TRANSPARENCY INTERNATIONAL (Lecture, Expert Lecture)	03	--

LEARNING OUTCOMES

- Students will be able to understand The Indian Constitution better and become responsible Citizens.
- Students will get the Knowledge of Socio-Economic and Political Systems of different Countries which will deepen their Global and National understanding.
- Awareness about RTI, Parliamentary and Legislative Procedure, Judicial System etc. to equip them for responsible reporting.

Foundation Course (F.C.)**JMA-III -21 : Rural Journalism (RJ)****Objectives of the subject**

- * This subject provides students with an understanding the structure of villages
- * Learn the problems and prospects of development communication
- * Assess developmental challenges through rural journalism.
- * Learn the issues of grassroots democracy in India

Unit 1	Introduction	L	P
1.1	Nature, scope	03	--
1.2	Importance	04	--
1.3	Characteristics	04	--
1.4	structure of villages	02	--
1.5	Various problems or rural development-challenges of rural journalism.	05	--

Unit 2	Introduction - II	L	P
2.1	Panchayat Raj system and the Issues of Grassroots Democracy in India.	03	--
2.2	The philosophy behind the PRIs	04	--
2.3	Characteristics	04	--
2.4	Historical Journey in Post Independent India, Problems and Prospects.	02	--
2.5	Critical appraisal of development communication programmes in India such as SITE, Kheda, Jhabua projects.	05	--

Unit 3	Rural Development I	L	P
3.1	Major development Issues in India-agriculture	05	--
3.2	Major development Issues in India - health & family welfare population	04	--
3.3	Major development Issues in India - women empowerment, poverty	04	--
3.4	Major development Issues in India - unemployment	03	--
3.5	Major development Issues in India - energy and environment, literacy, slum development, water harvesting & management, safe drinking water, community development, urban sanitation, consumer awareness, Right to Information (RTI)	02	--

Unit 4	Rural Development II	L	P
4.1	Information needs in a rural setting	05	--
4.2	Rural newspapers	04	--
4.3	Use of traditional media for development in rural areas	04	--
4.4	Problems faced in communication in rural areas.	02	--
4.5	Problems faced in agricultural areas.	03	--

Unit 5	Rural Development III	L	P
5.1	Success stories of various rural issues	05	--
5.2	Success stories of various agro based industries	04	--
5.3	Success stories of general farmers	04	--

5.4	Success stories of vegetable farmers, fruit farmers	02	--
5.5	Government & NGOs role in rural development.	03	--

Students learning Outcomes

Students will be able to:

- * Participate in grassroots democracy.
- * Assess success stories about farmers
- * Understanding the problems faced in communicating to rural audiences.

Reference Books

1. Baric B. C., Rural Development in India,
2. डॉ. सुधीर गव्हाणे, ग्रामीण पत्रकारिता
3. द्वा. भ. कर्णिक, वृत्तसाधना
4. सुनील माळी, बातमीदारी
5. ज. पा. देशमुख, पत्रकार
6. डॉ. सुधीर इंगळे, कृषी पत्रकारितेची संकल्पना आणि प्रयोजन
7. डॉ. दिपक शिंदे, बातमी संपादन कला व कौशल्ये
8. जयदेव डोळे, ग्रामीण पत्रकारिता, य. च. म. मू. विद्यापीठ, नाशिक
9. सुरेश शहा, ग्रामीण पत्रकारिता, सुमेरू प्रकाशन

M. A. first year IIIrd sem : Practical 1

Note : The subject for each Unit of the practical should be chosen in consultation with the practical teacher and recorded in the practical register at time to time. A separate file for each Unit & a separate CD as required for submission of practical.

No	Practical/Assignments	Marks
1	Write five articles on sustainable Development Goals. (Minimum 1500 words each article)	20
2	Write five articles on Rural Development. (Minimum 1500 words each article)	20
3	Write five stories on Environment problems. (Minimum 1000 words each story)	20
4	Write five stories on different political issues. (Minimum 1000 words each story)	20
5	Write five specialized reports on various topics. (Minimum 1500 words each report)	20
	Total	100

M. A. first year IIIrd sem : Practical 2

Note : The subject for each Unit of the practical should be chosen in consultation with the practical teacher and recorded in the practical register at time to time. A separate file for each Unit & a separate CD as required for submission of practical.

No	Practical/Assignments	Marks
1	Project on news reports based on intercultural communication collect and critically evaluate at least 5 stories. (Minimum 1000 words each story)	20
2	Do critical analysis of a research paper based on Gandhi's Global influence on media. (Minimum 1500 words)	10
3	Create every student Blog. (Blog should be started in the first week after the semester and upload the posts on current issues and submit the printout with feedback.)	20
	Write five success stories in the field of agriculture. These success stories should be written by getting information through direct visit.	20
4	Identify 20 cultural symbols in verbal and non-verbal communication and brief about their meaning.	20
5	Identify 5 news stories that shows cultural influence on media and critically evaluate the same.	10
	Total	100

Names of Courses and Evaluation Method SEMESTER-IV

Core Courses (C.P.) - 2

JMA- IV- 28 - Advanced Research Methods (ARM)

COURSE OBJECTIVES :-

- To introduce students to basics of mass media research, its elements and scope.
- To enable students define areas for conducting research and teach them methods of data collection.
- To develop scientific temperament as well as train them in analyzing data.
- To impart knowledge about essential market research methods, including quantitative and qualitative techniques.

Unit 1	Concept of Research	L	P
1.1	Meaning, Definition and Elements of Research, Nature and Scope of Social Science Research. Mass Media Research and Scientific Methods. (Lecture)	05	--
1.2	Types and Approaches to Research, Steps of Research, Review of Literature. (Lecture, Reading Journals)	04	--
1.3	Formulation of Research Problem, Variables. (Lecture, Field Work)	04	--
1.4	Research Design and its Types. (Lecture)	02	--
1.5	Hypothesis and its Types. (Lecture, Group Discussion)	03	--

Unit 2	Research Methodology	L	P
2.1	Sample and Sampling-Meaning, Types and Problems. (Lecture, Assignment)	05	--
2.2	Primary Sources of Data Collection Methods - Questionnaire, Schedule, Interview and Observation Method, Secondary Data. (Lecture, Field Work)	04	--
2.3	Secondary Sources of Data Collection Methods. (Lecture, Report Reading and Studies)	04	--
2.4	Case Studies, Content Analysis, Clinical Studies. (Lecture, Field Work)	02	--
2.5	Reliability, Validity and Objectivity in Research. (Lecture)	03	--

Unit 3	Communication Research	L	P
3.1	Nature and Importance of Communication Research in India (Lecture)	03	--
3.2	Communicator/ Source analysis, Message analysis, Channel analysis and Audience Analysis. (Lecture, Group Discussion)	04	--
3.3	Process and Impact Analysis, Thematic Analysis, Image Analysis, Perception Analysis. (Lecture, Assignment)	04	--
3.4	Media Research, Public Opinion Research, Pre-Poll and Exit Poll Surveys: Legal Implications (Lecture, Field Visit, Group Discussion)	02	--
3.5	TRP and TAM, Feedback and Feed Forward Researches, Real News V/S Fake News V/S Social Media Researches. (Lecture, Group Discussion)	05	--

Unit 4	Communication Survey Research	L	P
4.1	Uses of Communication Survey Research (Lecture)	05	--
4.2	Uses of Different Communication Research Methods in CSR (Lecture)	04	--
4.3	Processing a CSR Proposal and a Report (Lecture, Field Work, Assignment)	04	--
4.4	Scheduling, Activities and Budgetary Requirements for CSR Proposal (Lecture, Field Work, Group Discussion)	02	--
4.5	Advertisement and Market Research and Pareto Chart (Lecture, Field Work)	05	--

Unit 5	Data Analysis	L	P
5.1	Attitude Measurement – Thurstone, Likert, Guttman, Semantic Differential Scales, Rating Scales, Levels of Measurement (Lecture, Assignment)	05	--
5.2	Tabulation and Classification, Graphic and Diagrammatic Representation of Data. (Lecture, Workshop)	04	--
5.3	Mean, Median, Mode, Standard Deviation, Analysis of Variance, Correlation. (Expert Lecture)	04	--
5.4	Preparation of Bibliography and Index in Report Writing, Research Software. (Software Expert Lecture)	02	--
5.5	Ethical Perspectives of Mass Media Research. (Lecture, Workshop)	03	--

Practical/Projects/Assignments:

- Identify 5 Research Problem in the field of Media.
- Develop a Research Design for any one Research Problem identified.
- Prepare structured questionnaire for data collection.
- Apply your learnings to conduct a communication research in the field of Media and prepare a Research Project. Suggested Readings:
- Arthur, A. Berger (1996), Media Research Techniques, Sage Publication, New Delhi
- Fink, Arlene & Kos, J.B. (2005), How to Conduct surveys, A step-by-step guide, 3rd editions, university of California, Sage publication.
- Hansen Anders: Cottle Simon; New bold chris (1998), Mass Communication research Methods, New York University press.
- Kerlinger, Fred N. (1969), Foundation of Behavioral Research, Holt, Rinehart & Winston of Canada Ltd.
- Roger D. Wimmer & Joseph R. Dominick: Mass Media Research-Processes, Approaches.
- Susanna, Harning Priest: Doing Media Research; An Introduction, Sage Publications.

E-Resources:

- www.mdpi.com
- www.researchgate.net
- www.studyinternational.com
- www.technicianonline.com
- www.omicsonline.org
- www.simplilearn.com
- hindi.webdunia.com
- hindi.mapsofindia.com
- <https://readerblogs.navbharattimes.indiatimes.com>
- <https://www.jagran.com>
- <https://www.hindikunj.com>
- <https://scholarcommons.scu.edu>

JMA - IV- 29 : Review of Literature (RL)**Course Objectives:**

- * To introduce students classification of literature.
- * To train students Bibliography, webliography and referencing
- * To acquaint the students with review of literature
- * To familiarize media students with Review of bulletins, other reports published by United Nations agencies.

Unit I	Concept	L	P
1.1	Concept	05	--
1.2	Significance of review of literature in media research	04	--
1.3	its relevance and to the present conditions.	04	--

Unit 2	Concept	L	P
2.1	Creating working bibliography	05	--
2.2	classification of literature	04	--
2.3	new type of presentation.	04	--

Unit 3	Concept	L	P
3.1	Writing report on review of literature, data analysis	05	--
3.2	Presentation of useful quotations and extracts from books and journals	04	--
3.3	Brief Introduction to websites and use of content reflected in websites	04	--
3.4	Review of bulletins	02	--
3.5	Review of encyclopedia and other reports published by global agencies like UNO, UNESCO, UNDP and World Bank.	02	--

Students Learning Outcomes.

Students will be able to:

- Write a book review, importance news websites reviews.
- Do a literature review.
- Identify important authentic websites, agencies and govern reports for research.

M. A. first year IVth sem**JMA-IV-30 : Practical 1**

No	Practical	Marks
1	Research Paper (Two) In Collaboration with Research Guide	50
	Total	50

M. A. II year IVth sem**JMA-IV-31 : Practical 2**

No	Dissertation	Marks
1	Such dissertation shall be submitted in three copies and one CD by the candidate with signature of the approved guide before the date of commencement of the Theory examination of 4th semester.	120
2	Viva-Voce of Dissertation	80
	Total	100

Dr. 00
2018/10/12