

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABD.



Circular/SU./Interdisciplinary Studies/Curriculum- PG/NEP/11/2023

It is hereby inform to all concerned that, on recommendation of Dean, Interdisciplinary Studies, the Hon'ble Vice-Chancellor has accepted the following Curriculum of Post Graduate Two Years Degree Courses as per the Norms of National Education Policy-2020 under the Faculty of Interdisciplinary Studies run at the affiliated Colleges, University Department's & Sub-Campus, Osmanabad in his emergency powers under Section-12[7] the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council as appended herewith.

Sr.No.	Name of the PG Curriculum	Semester
1.	M.A. Home Science (for all Affiliated Colleges)	Ist to IInd
2.	M.A. Music (for all Affiliated Colleges)	Ist to IVth
3.	M.S.W. (Master of Social Work) (for all Affiliated Colleges & University Department)	Ist to IVth
4.	M.A. Library & Information Science (M.Lib.&Inf.Sci.) (for all Affiliated Colleges & University Department)	Ist to IVth
5.	M.A. Journalism & Mass Communication (M.A.J&MC) (for all Affiliated Colleges & University Department)	Ist to IVth
6.	M.F.A. Painting (Painting/Portraiture/Print Making-Graphic) (for all Affi.Coll. & Uni.Dept.)	Ist to IVth
7.	M.F.A. Applied Art (Illustration/Visualization/Typography) (for all Affi.Coll. & Uni.Dept.)	Ist to IVth
8.	M.F.A. - By Research Applied Art (Illustration/Visualization/Typography/Photography) (for University Department)	Ist to IVth
9.	M.F.A. - By Research Painting (Painting /Portraiture /Print Making) (for University Department)	Ist to IVth
10.	M.A. Yoga (for University Department)	Ist to IVth
11.	M.A. (Music) (for University Department)	Ist to IVth
12.	M.P.A. (Stage Craft Specialization) (for University Department)	Ist to IVth
13.	M.P.A. (Acting Specialization) (for University Department)	Ist to IVth
14.	M.P.A. (Production & Direction Specialization) (for University Department)	Ist to IVth
15.	M.P.A. (Folk Theatre Specialization) (for University Department)	Ist to IVth
16.	M.P.A. (Creative Dramatics Specialization) (for University Department)	Ist to IVth
17.	M.A. Liberal Arts (Master of Liberal Arts) (for University Department)	Ist to IVth
18.	M.A. Theatre Arts (Master of Theatre Arts) (for University Department sub-Campus, Osmanabad)	Ist to IVth

This revised Curriculum shall be applicable from the Academic year 2023-2024 and onwards in all Affiliated Colleges, University Departments & Sub-Center, Osmanabad.

This is also available on the University website www.bamu.ac.in

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

University Campus,
Aurangabad-431 004.

REF.No.SU/All.PG.Curr.12(7)./NEP/2023-2024/

Date:- 08-08-2023.

8842-9392*

Deputy Registrar,
Academic Section

Copy forwarded with compliments to:-

- 1] The Head, all concerned Departments,
Dr. Babasaheb Ambedkar Marathwada University Aurangabad & Sub-Center,
Osmanabad.
- 2] The Principals, all affiliated Colleges, Dr. Babasaheb Ambedkar Marathwada
University.
- 3] The Principal, Government College of Art & Design, Aurangabad.
- 4] 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.

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



**University Department of Mass Communication & Journalism
(UDMCJ)**

**Master of Arts (Journalism & Mass Communication)
M. A. (JMC)**

(Designed as per the NEP)
July, 2023

Curriculum

With Effective From Academic Year 2023-24

Dr. C. P. Sule
Dean, IDS.

Master of Arts (Journalism & Mass Communiation)
M. A. (JMC)
Structure & Scheme of Examination
 FOUR SEMESTER TWO YEARS PROFESSIONAL COURSE OF 88 CREDITS

First Semester

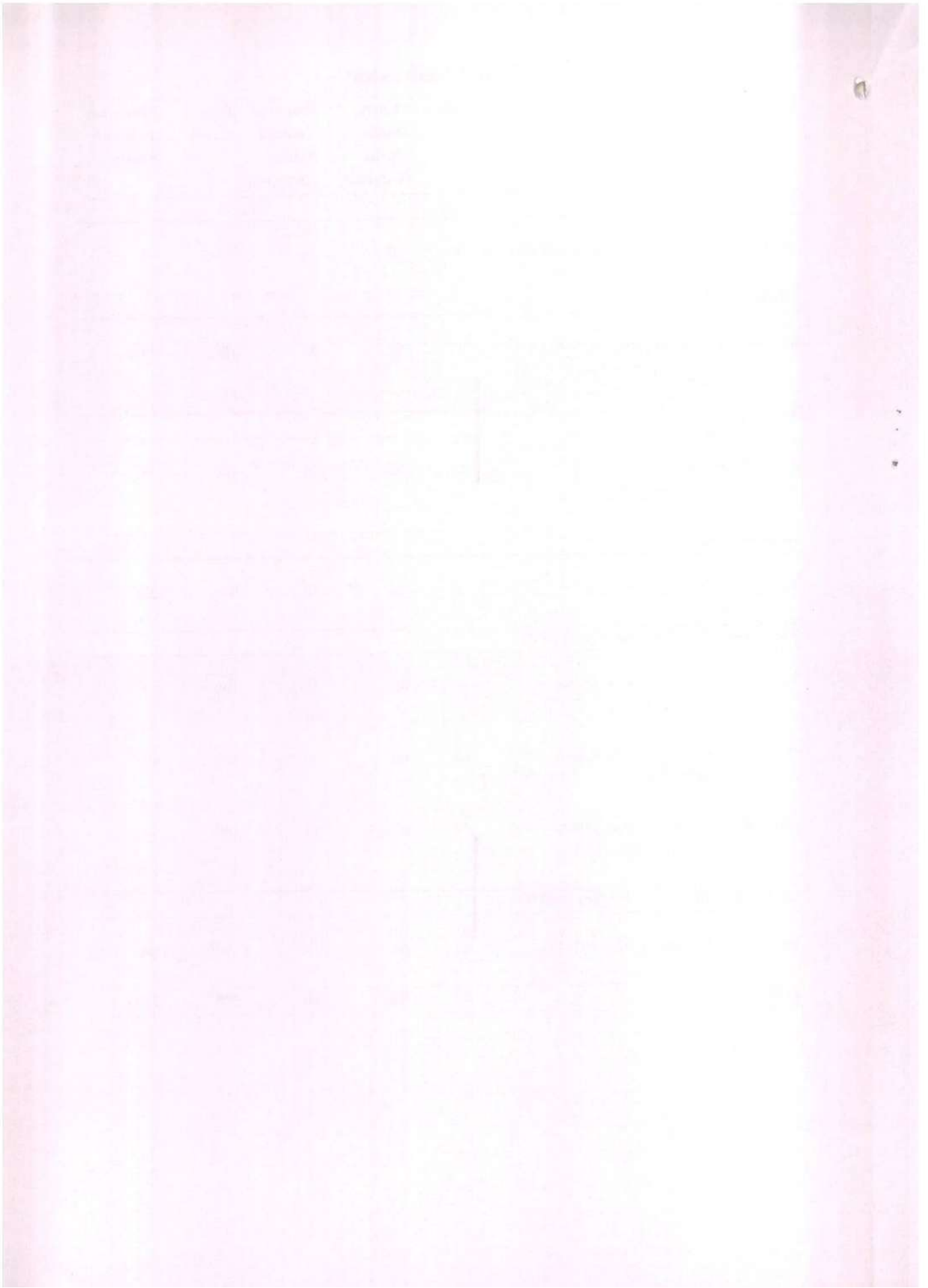
Paper No.	Paper Name	Credit	Theory Marks Marks (External)	Practicle/ Tutorial Marks Marks (Internal)	Total Marks	Minimum Passing Marks
Mandatory-1						
JMA-I-01 :	Principles of Mass Communication Theories (PMCT)	04	60	40	100	40
Mandatory-2						
JMA-I-02 :	Introduction to Print Journalism (IPJ)	04	60	40	100	40
Mandatory-3						
JMA-I-03:	Media Laws & Ethics (MLE)	04	60	40	100	40
Mandatory-4						
JMA-I-04:	(Activity/Practicle)	02	00	50	050	20
Elective-1 : (Select any one from Basket)						
JMA-I-05 :	Basics of Public Relations & Corporate Communication (BPRCC)	04	60	40	100	40
JMA-I-06:	Basics of Media Management (BMM)	04	60	40	100	40
JMA-I-07:	Specialzed Reporting (SR)	04	60	40	100	40
Research Methodology-RM-1						
JMA-I-08:	Advanced Research Methods (ARM)	04	60	40	100	40
TOTAL		22	300	250	550	220

Second Semester

Paper No.	Paper Name	Credit	Theory Marks Marks (External)	Practicle/ Tutorial Marks (Internal)	Total Marks	Minimum Passing Marks
Mandatory-5						
JMA-II-09 :	Basics of Reporting & Editing (BRE)	04	60	40	100	40
Mandatory-6						
JMA-II-10 :	Mobile Journalism (MJ)	04	60	40	100	40
Mandatory-7						
JMA-II-11:	Basics Of Advertising (BA)	04	60	40	100	40
Mandatory-8						
JMA-II-012:	(Activity/Practicle)	02	00	50	050	20
Elective-2 : (Select any one from Basket)						
JMA-II-13 :	Investigative Journalism (IJ)	04	60	40	100	40
JMA-II-14:	Inter Cultural Communication (ICC)	04	60	40	100	40
JMA-II-15:	Basics of Radio & Television (BRT)	04	60	40	100	40
On Job Training / Field Project (OJT/FP)						
JMA-II-16:	On Job Training	04	60	40	100	40
TOTAL		22	300	250	550	220

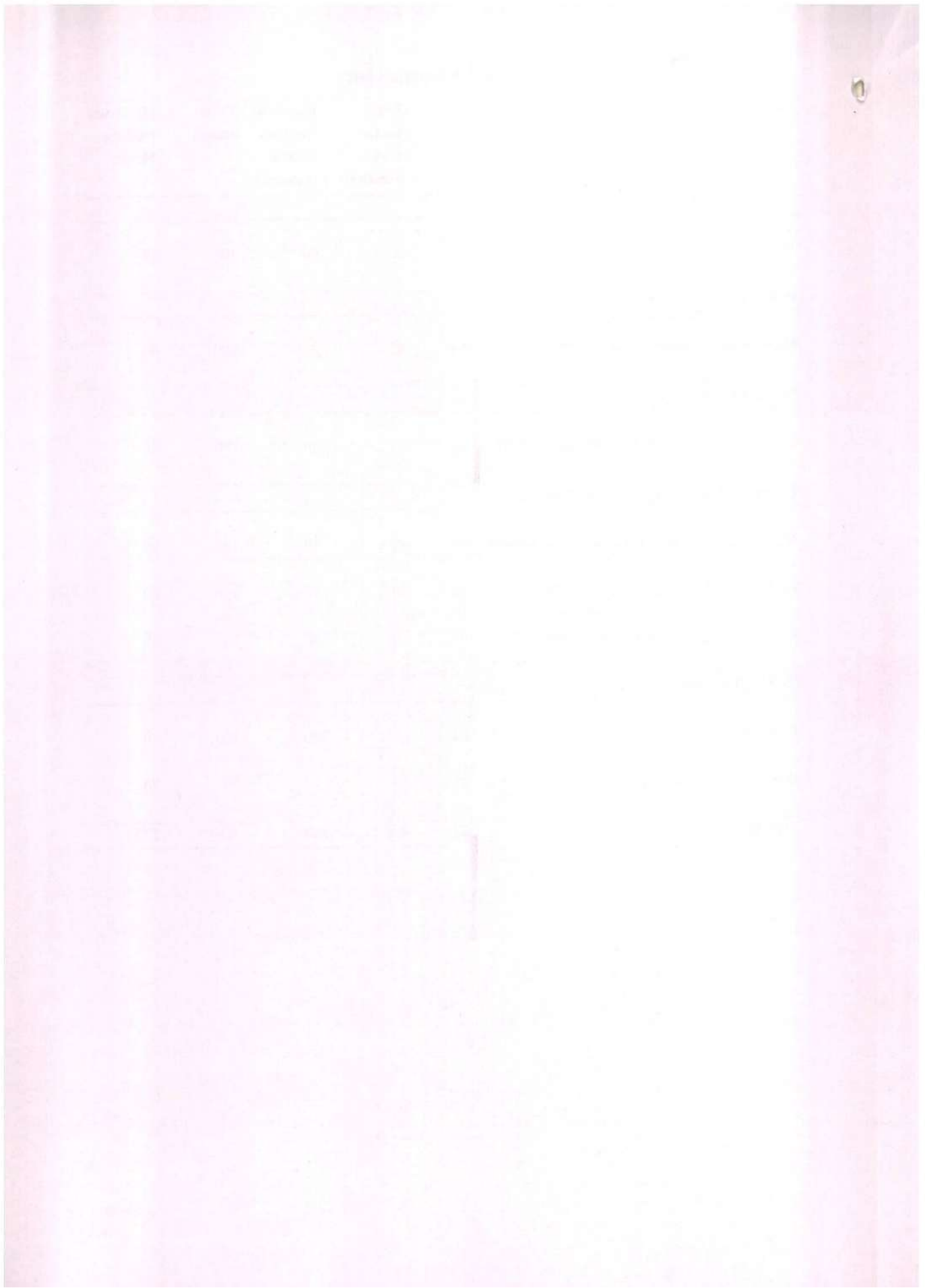
Third Semester

Paper No.	Paper Name	Credit	Theory Marks Marks (External)	Practicle/ Tutorial Marks Marks (Internal)	Total Marks	Minimum Passing Marks
Mandatory-9						
JMA-III-17 :	Basics of New Media (BNM)	04	60	40	100	40
Mandatory-10						
JMA-III-18 :	Media monitoring & News Analysis (MMNA)	04	60	40	100	40
Mandatory-11						
JMA-III-19:	Governance, Politics & Media (GPM)	04	60	40	100	40
Mandatory-12						
JMA-III-20:	(Activity/Practicle)	02	00	50	050	20
Elective-3 : (Select any one from Basket)						
JMA-III-21 :	Copy Writing & Media Issues (CWMI)	04	60	40	100	40
JMA-III-22:	Communication & Soft Skills (CSS)	04	60	40	100	40
JMA-III-23:	Visual Communication & Photography (VCP)	04	60	40	100	40
On Job Training / Field Project (OJT/FP)						
JMA-III-24 :	Research Project (RP-1)	04	60	40	100	40
TOTAL		22	300	250	550	220



Fourth Semester

Paper No.	Paper Name	Credit	Theory Marks Marks (External)	Practicle/ Tutorial Marks Marks (Internal)	Total Marks	Minimum Passing Marks
Mandatory-13						
JMA-IV-25 :	Radio Production (RP)	04	60	40	100	40
Mandatory-14						
JMA-IV-26 :	Video Production (RP)	04	60	40	100	40
Mandatory-15						
JMA-IV-27:	Docuementory Production (DP)	04	60	40	100	40
Elective-4 : (Select any one from Basket)						
JMA-IV-28 :	Human Rights and Media (HRM)	04	60	40	100	40
JMA-IV-29:	Media and Audiences (MA)	04	60	40	100	40
JMA-IV-30:	Political Communication (PC)	04	60	40	100	40
Research Project-2 (RP-2)						
JMA-IV-31 :	Dissertation	04	--	100	100	40
JMA-IV-32 :	Vivo-Voice :	02	50	--	50	20
TOTAL		22	290	260	550	220



Names of Courses and Evaluation Method SEMESTER-I

Mandatory-1

JMA-I-01 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 of speech and expression

Unit 1	Principles of Mass Communication
1.1	Introduction to Mass Communication Nature and process of Human Communications, Defining Communication, Scope, Importance, Need, Functions of Communications, Elements and Importance of Communication.
1.2	Types of Communications, Verbal & Non Verbal Communication. Intrapersonal Communication, Small Group, Public Communication.
1.3	Communication principles, Models SMR, SMRC.
1.4	Socialization, Communication responsibility, Process of Mass Communication, Media Communication.
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.

Unit 2	Models of Communication in Development
2.1	Introduction of Aristotle's Model, Lasswell's Model
2.2	Introduction of Shannon - Weaver; as good.
2.3	Introduction of Willbur Schramm's interactive Model, Development of Mass Communication Models and thoughts.
2.4	Introduction of Newcomb's Model of Communication
2.5	Introduction of Berlo's Model, spiral of silence model and Ecological Model's

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

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Unit 4	National Communication Theories
4.1	Introduction of Democratic Participant Theory Indian Communication Theories : concept and process New Communication Technology.
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.
4.3	Agenda setting, socialization, Dependency theory. Audience - concept and characteristics; Audience as public, as market : media effects and audience; Media content and Audience.
4.4	Public opinion and Democracy, Indian culture communication Audience Types; Rural, Urban, Local, Regional. National, International / Global; gender classification Audience structure and formation.
4.5	Role of Communication in National integration, social learning and persuasion theories, social learning theory.

Unit 5	International Communication Theories
5.1	Introduction of Political, Economic, Cultural dimensions of International Communication New world information and communication order (NWTCO), Macbride Commission Report.
5.2	Communication as human right, Universal Declaration of rights. Media imperialism, mass communication & modernization, Globalization.
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.
5.4	MacBride commission satellites and New Asian perspective of communication.
5.5	Group Communication, Disaster Management communication, International Communication Theories.

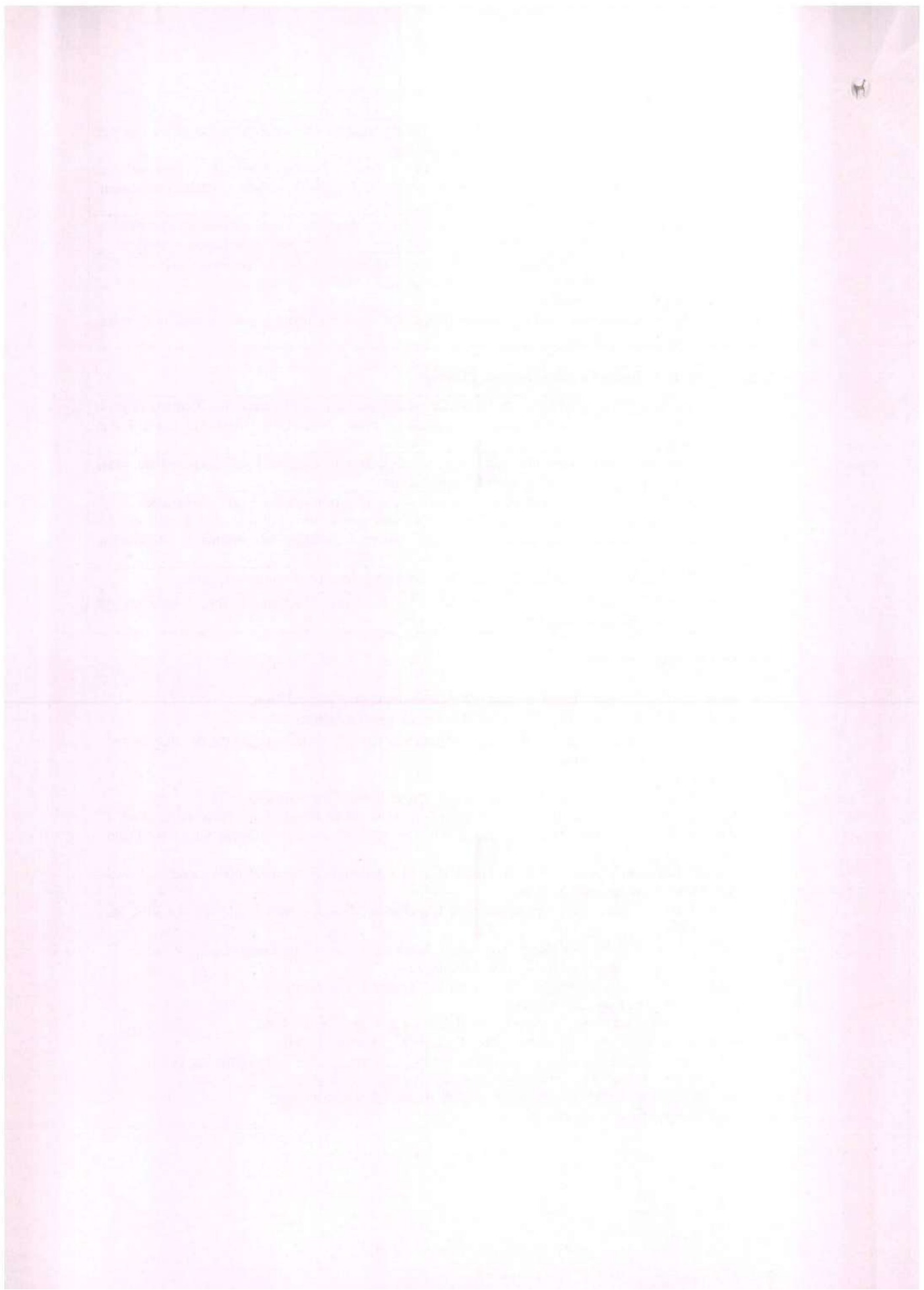
Students Learning Outcomes.

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
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 सुषमा, संवादविश्व, सदाशिवपेठ, पुणे.



Mandatory-2

JMA-I-02 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.

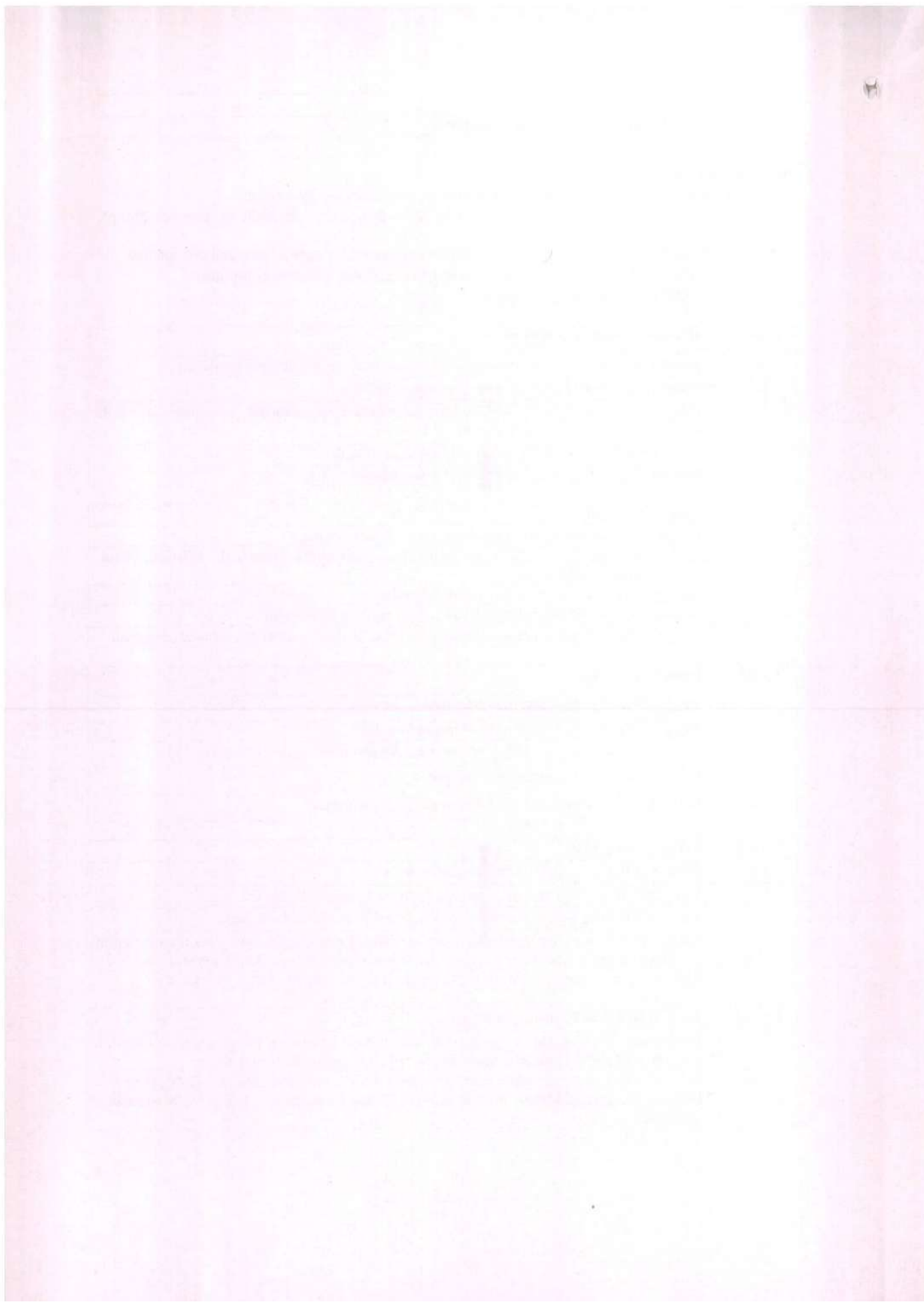
Unit 1	History of Print Journalism
1.1	Introduction History of Journalism in Pre- independence & after independence
1.2	Technology Development of print journalism in India
1.3	History of Journalism in Maharashtra contribution of eminent journalism Dr. B.R. Ambedkar Mahatma Gandhi, Lommany Tilak etc.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

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

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

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

Unit 5	Present situation of print journalism
5.1	Evolution & development to present situation of print journalism Indian press contribution of national development ,National leaders, Political parties & Newspapers
5.2	Role of the Language press with emphasis on Marathi Newspapers & Magazines : Darpan, Prabhakar, Kesari, muknayak, Bahishkrut Bharat,Sakal, loksatta , Maharashtra times,etc.



5.3	Role of Mass in social ,economic Industrial, Agricultural Educational health & Political situation Development& Social issues Maharashtra & India.
5.4	Problems & situation of Small ,medium state & District level news paper
5.5	Policy of district level Newspapers & magazine & Weekly .state and center government media policy. Emergency and War situation & Press Currant trends in Journalism.

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 Jercey, 1988.
7. Berner Thomas, Editing, Hold Rinehart and Winston, Nework.
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 Newyork,
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. गव्हाणे सुधीर, ग्रामीण पत्रकारिता, प्रचार प्रकाशन कोल्हापूर,
१५. ताम्हाणे चंद्रकांत, वार्ता संकलन, पॉप्युलर प्रकाशन पुणे, १९७९
१६. पवार सुधाकर, वृत्तपत्र व्यवसाय, काल-आज-उद्या
१७. कुलकर्णी एम. के., वार्ताविहार, टिळक महाराष्ट्र विद्यापीठ, पुणे
१८. धारूरकर वि. ल., वृत्तलेखन स्वरूप व सिद्धी, चैतन्य प्रकाशन, औरंगाबाद
१९. डॉ. पटेल जी. एच., मराठी वृत्तपत्रे आणि सामाजिक आंदोलन, स्वाभिमान प्रकाशन, औरंगाबाद. २००४
२०. धारूरकर वि. ल., संपादन कला व शास्त्र, चैतन्य प्रकाशन, औरंगाबाद.
२१. गोखले अरविंद, संपादन, टिळक महाराष्ट्र विद्यापीठ, पुणे
२२. पवार सुधार, उपसंपादकाचा मित्र, दास्ताने रामचंद्र, पुणे

Mandatory-3

JMA-I-03 : 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.

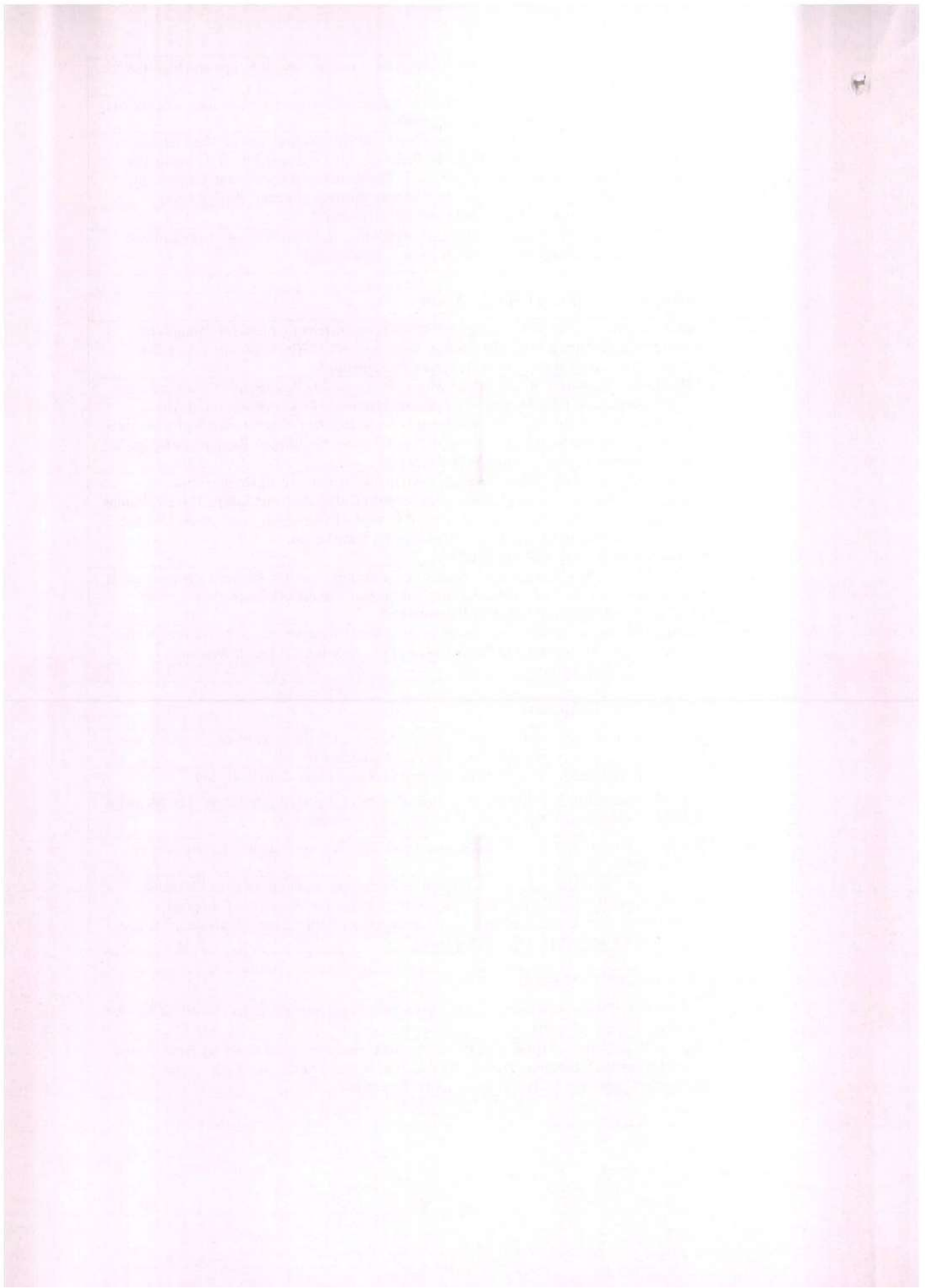
Unit 1	Introduction of Media Law
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1.1	Introduction of Indian constitution y Media laws: Concept Nature, Scope and Significance of India (Lecture)
1.2	A Brief History of Media Laws With Special Reference Statutory Regulations, Gaging Act, Vernacular Press Act and Other Laws. (Lecture)
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)
1.4	Right to privacy: Concept, Scope and Limitations (Lecture)
1.5	Press & Privilege of Parliament and State Legislatures, Relation between Legislature & The Press, Constitutional Provisions. (Lecture, Assignment)

Unit 2	Main provision IPC & CrPC for Media
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)
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, Espert Lecture, Assignment)
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, Espert Lecture, Assignment)
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)
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, Espert Lecture)

Unit 3	Acts Related To Media-I
3.1	Why Contempt of Court Law? Brief History, Meaning: Civil Contempt of Court, Criminal Contempt of Court. (Lecture, Expert Lecture, Assignment)
3.2	Copy Right Act 1957: Concept, No Copyright in News, Ideas & Information.
3.3	Working Journalists Act 1955: Need & Significance of Working Journalists Act, Meaning of Working Journalists Act. (Lecture, Assignment/Presentation)
3.4	Right to Information Act 2005: Background and Significance. (Lecture, Espert Lecture, Assignment)
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)

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



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)
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)
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)

Unit 5	Media Code & Ethics
5.1	Concept & Significance of Media Ethics, Ethics and The Law, cyber law & media. (Lecture, Presentation)
5.2	Ethical Values for Media Person, Values and Ethics of Journalism (Objectivity, Truth and Impartiality Balance and Independence), (Lecture, Presentation)
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)
5.4	All India Radio (AIR) Code & Ethics for Election Coverage Doordarshan Commercial Code & Ethics. (Lecture, Presentation)
5.5	Paid News- Fake News in The Context of Elections (Lecture)

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.

Mandatory-4

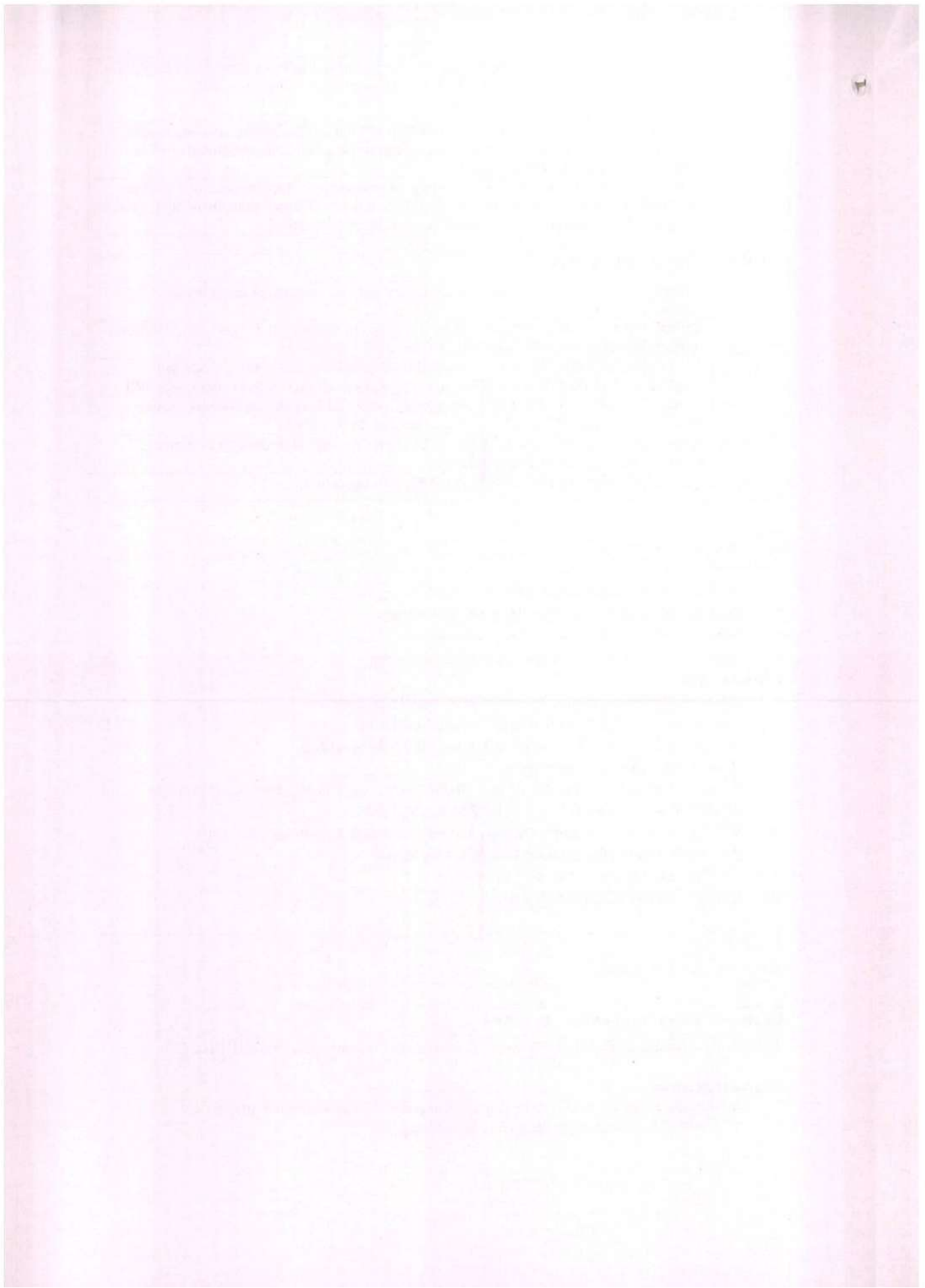
JMA-I-04: (Activity/Practicle)

Elective-1 : (Select any one from Basket) -I

JMA-I- 05 : 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.

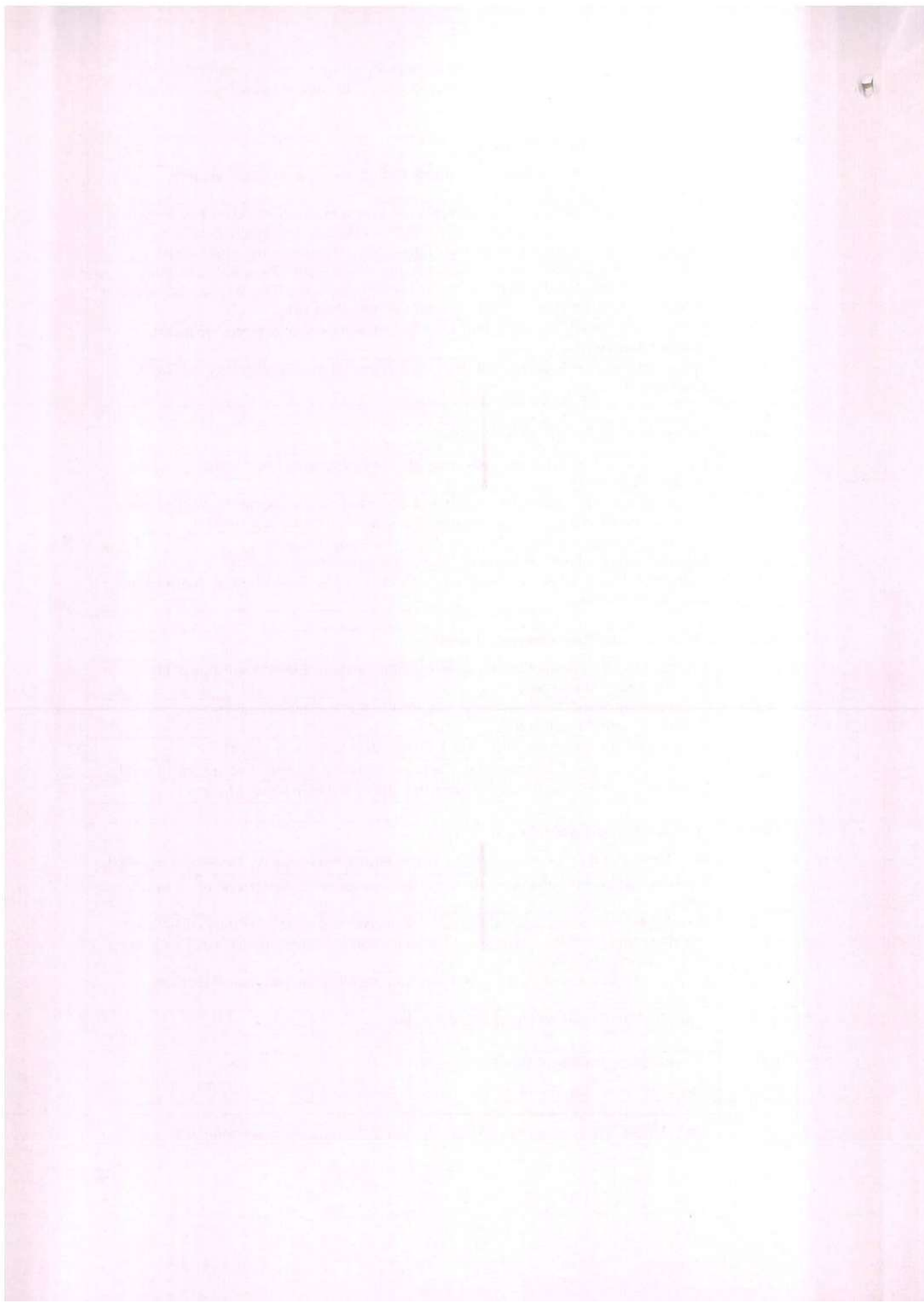
Unit 1	Introduction to Public Relations
1.1	Brief History of Public Relation-Concepts Definitions, Role, Scope, Functions, New emerging trends. (Lecture)
1.2	Types of Public Relations: Public, Government, Private and Service Sector P.R. Image Building, Brand Promotion, Informational and Crisis Management Public Relations & C.C. group Industrial & co-operative sector political sector. (Lecture, Group Discussion)
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)
1.4	Publicity and Advertising, Sales Promotion and Marketing print & electronic media. (Lecture, Field work).
1.5	Public Relations and Persuasion. Role of New communication Technology in PR&CC. (Lecture)

Unit 2	Role and Function of Public Relations
2.1	Introduction of P.R. in Central and State Governments-Role and Functions. (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)
2.3	Difference between In-House PR and a PR Consultancy. (Lecture)
2.4	Writing for Public Relation, Concept of CSR (Lecture, Writing Practice)..
2.5	Publicity in Print Media, TV, Radio, Films, Outdoor Media, New Media & Social Media (Lecture, Field work)

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

Unit 4	Corporate Communication-1
4.1	Brief History of C.C. Definitions, Role, Scope, Structure, Function & New emerging trends.
4.2	The Role and Importance of C.C. in co-operative sector media & Relation of Co-operative sector.
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.
4.4	Corporate Governance, Industry group corporate organization, corporate Reputation corporate Identify.
4.5	Corporate Advertising corporate Brand Building.

Unit 5	Corporate Communication-2
5.1	Corporate Social Responsibility & Sustainable Development.
5.2	Financial Markets & Communication. Investor Relation.
5.3	Trade Media & its relevance in C.C. elements of a corporate communication plan.



5.4	Managing Internal Communication objectives & Need Internal of external publics Employee Communication.
5.5	Internal & External Communication & activity policy motivation Executive Communication Use of types of Media for Communication.

Students Learning Outcomes.

Students will be able to :

- Create media mix messages for multimedia.
- Participate in one month internship in CSR or PR office.
- Write articles for house journals.

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 RogersL Writing Random Huse, 1989.

Elective-1 : (Select any one from Basket)-2

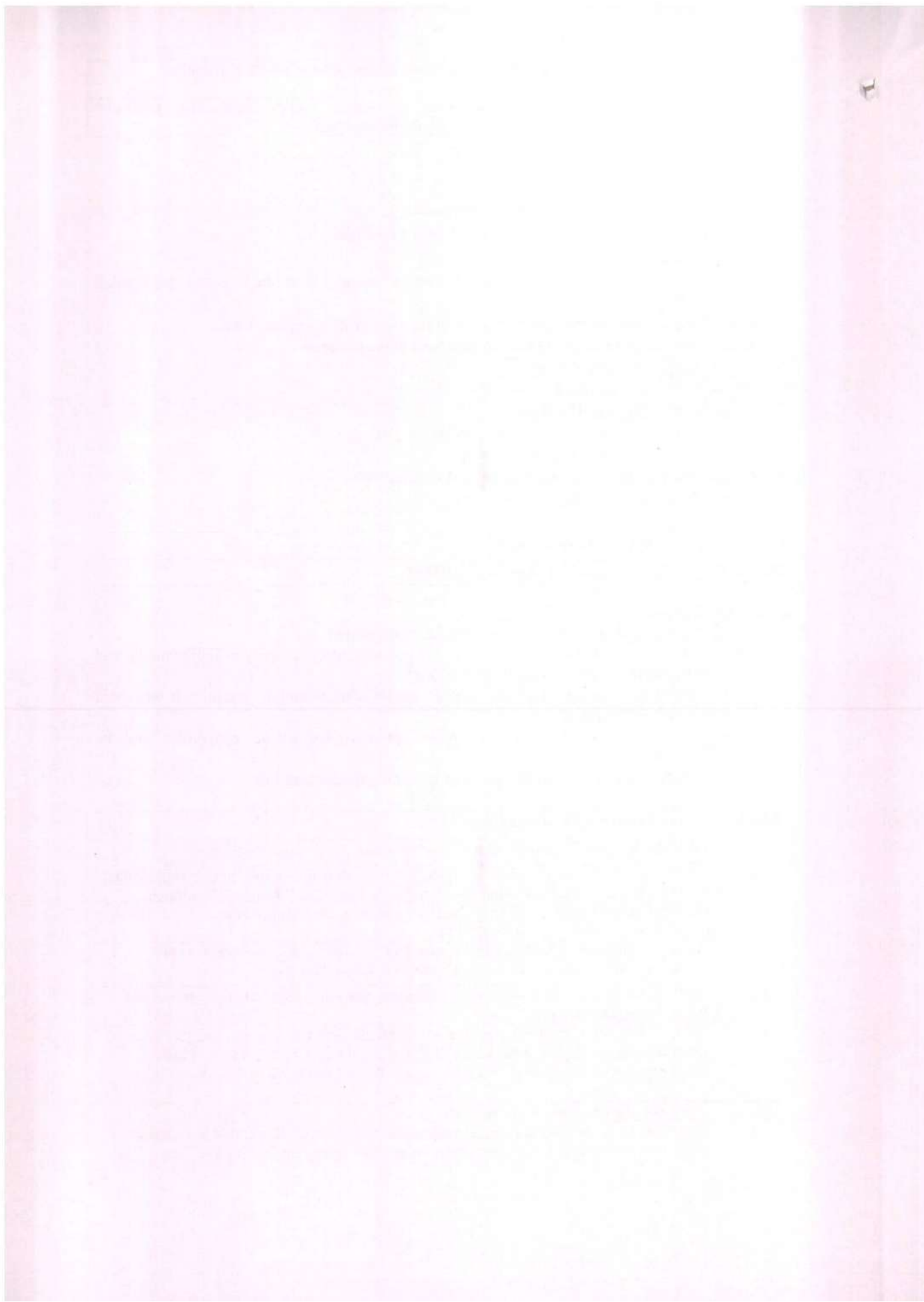
JMA-I- 06 : Basics of Media Management (BMM)

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 terns 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
1.1	Principles of Media Management and Their Significance. (Lecture, Field Work)
1.2	Ownership Patterns of Media in India – Sole Propri- etorship, Partnership, Private Limited Companies, Public Limited Companies, Trusts, Co-Operatives, Religious Institutions (Societies) and Franchisees (Chains) and Chain News paper Management. (Lecture, Field Work, Gourp Discussion
1.3	Policy Formulation – Planning and Control; Problems, Processes and Prospects of Launching Media Ventures (Lecture, Field Work, Gourp Discussion.
1.4	Media as an Industry, Size and Growth Prospects, Scope as a Profession (Lecture, Field Work, Gourp Discussion)
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, Gourp Discussion, Presentation

Unit 2	Strategic and Personnel Management
2.1	Hierarchy, Functions and Organizational Structure of Different Departments – General Management, Finance, Circulation (Sales Promotion – Including Pricing and Price – War

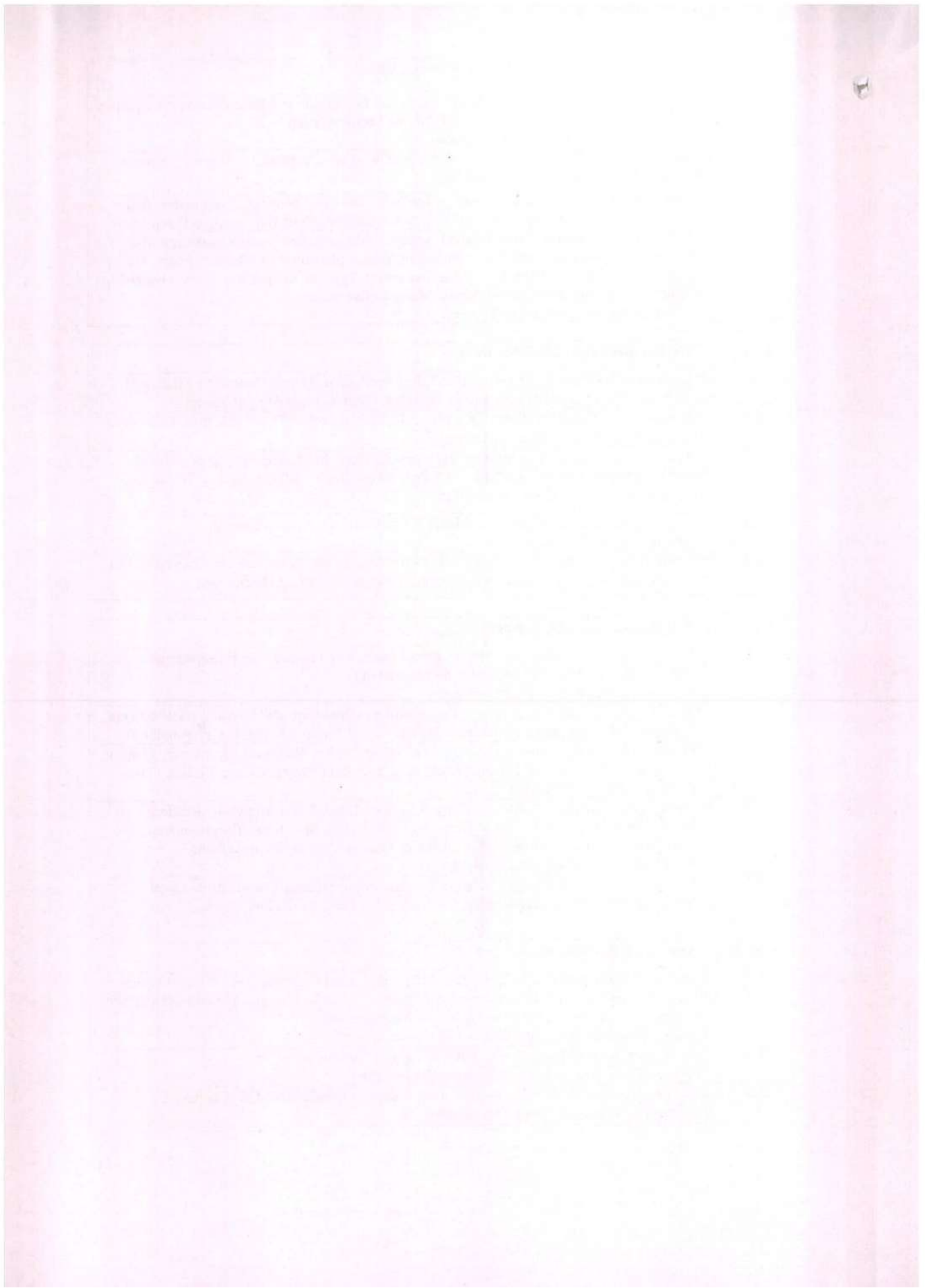


	Aspect). (Lecture, Field Work, Group Discussion)
2.2	Advertising (Marketing), Personnel Management, Production and Reference Sections; Apex Bodies: DAVP, INS, ABC & Industrial, Private Sector relation. (Lecture, Field Work, Group Discussion)
2.3	Changing Role of Editorial Staff and Other Media Persons, Editorial – Response System. (Lecture, Field Work, Writing Practice)
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)
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, Types of Ownership, Cross Ownership of Media – Meaning and Current Status, Media Convergence (Lecture, Field Work, Writing Practice)

Unit 3	Management and Administration
3.1	Programme Production – Planning, Execution, Production Terms, Control Practices and Procedures & Business Administration. (Lecture, Field Work, Writing Practice)
3.2	Scheduling, Transmitting, Record Keeping, Quality Control and Cost Effective Techniques. (Lecture, Field Work, Group Discussion)
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)
3.4	Human Resource Development for Media & Media Development resources. (Lecture, Group Discussion)
3.5	Foreign Equity in Indian Media (Including Print Media) and Press Commissions on Indian Newspaper Management Structure. (Lecture, Field Work, Group Discussion)

Unit 4	Entrepreneurial Management
4.1	Basic Elements of Entrepreneurship in Print Media, Key Functions of Entrepreneurs. Concepts and Theories of Motivation and Leadership. (Lecture, Group Discussion, Presentation)
4.2	Identifying and Evaluating Business Opportunities – Need for SWOT Analysis. Preparing Business Plan. Importance of Business Plan. (Lecture, Group Discussion, Presentation)
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)
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)
4.5	ISO 9000 Certification/ Market Research & Marketing Strategy Formulation, Legal Procedures of Licensing Registration for Print, Broadcast and Digital (Lecture)

Unit 5	Analysis and Management
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, Group Discussion, Presentation)
5.2	Functions of Brand Management, Advertising and Promotions. (Lecture, Field Work, Group Discussion, Presentation)
5.3	Training, Research, Reference Section, Corporate Communication, CRM and MIS Departments (Lecture, Group Discussion)



5.4	Recent Trends in Indian Media Management Scene: Global Competition in Indian Media Scene Foreign Media Industries in India. (Lecture, Group Discussion, Presentation)
5.5	Inventory Management (Raw and Finished Product) Purchase Management, Issues Involved in Importing of News-print and Machines (Lecture, Presentation)

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 Greed in Ohio
2. Borden & Marshall, Advertising Management, Taraporewala,
3. Burke J. D., Advertising in the Market Place McGraw 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.
8. रेगे ग. म., जाहिरात कला व कल्पना
9. क्षीरसागर रा. ना., जाहिरात विक्रय कला
10. धारवाडकर उपेंद्र, जाहिरात ६५ वी कला

Elective-1 : (Select any one from Basket) -3

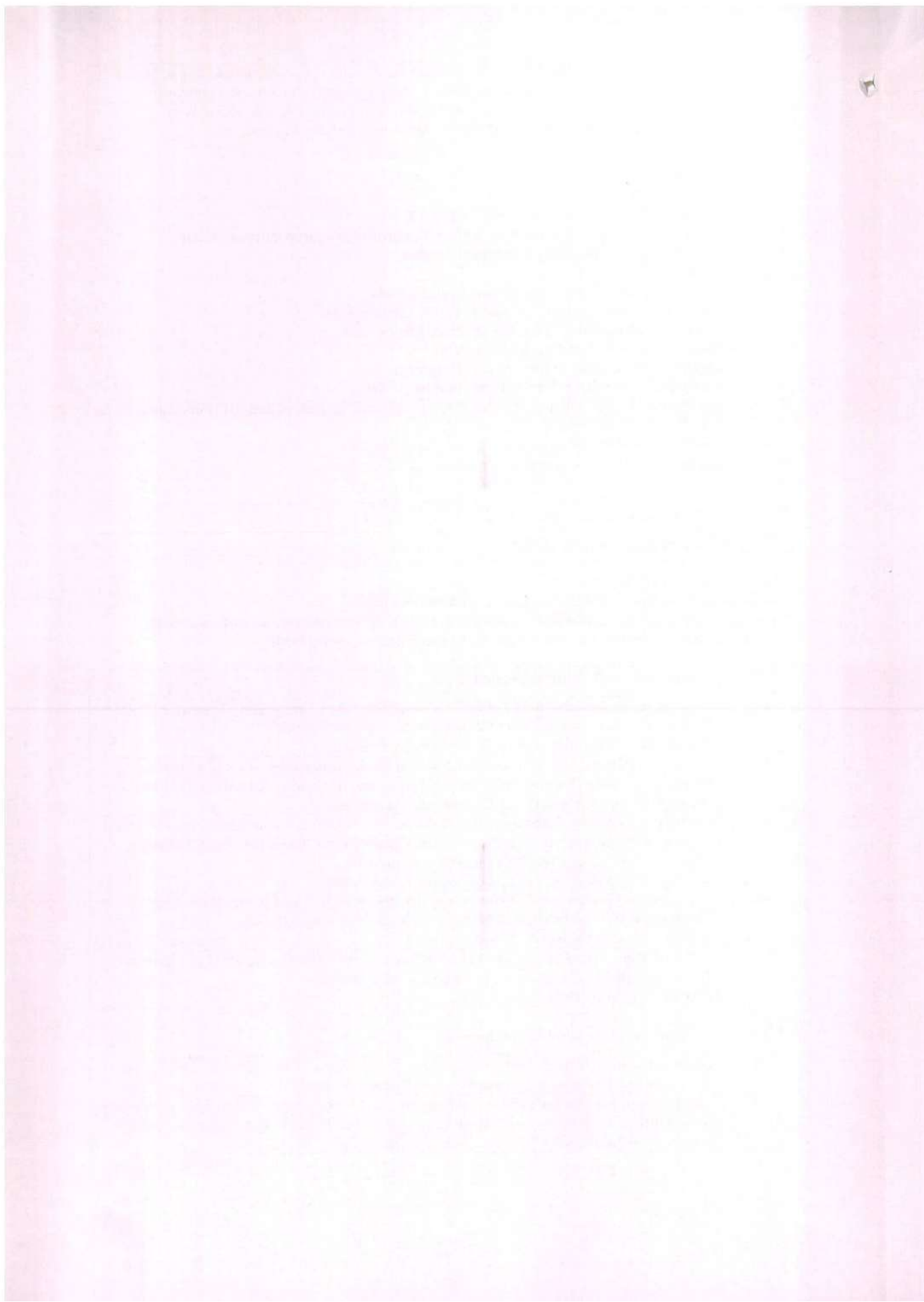
JMA-I-07 : Specialized Reporting (SR)

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
1.1	Political Reporting-Important Political Events, Indian Democracy, Party System, Political Parties- Structure, Ideologies and Programmes, Coalition Politics (Lecture, Demonstration, Group Discussion, Assignment)
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)
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)
1.4	Reporting on Governmental Bodies- Central and State, PMO, CMO, President, Vice President and Governor Offices, Ministries, Government Organizations. (Lecture, Group Discussion, Assignment)
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)

Unit 2	Crime, Accident and Legal Reporting
2.1	Crime Reporting : Sources and Related Laws, Knowledge of Police System, Terminology of Legal Processes (Lecture, Demonstration, Group Discussion)
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)



2.3	Reporting Conflict: Armed and Social Conflicts, Region, Community and Human Rights (Lecture, Demonstration, Group Discussion)
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)
2.5	Defence and War Reporting, Reporting on Terrorism, Maoism, Naxalism and Soon. (Lecture, Demonstration, Group Discussion)

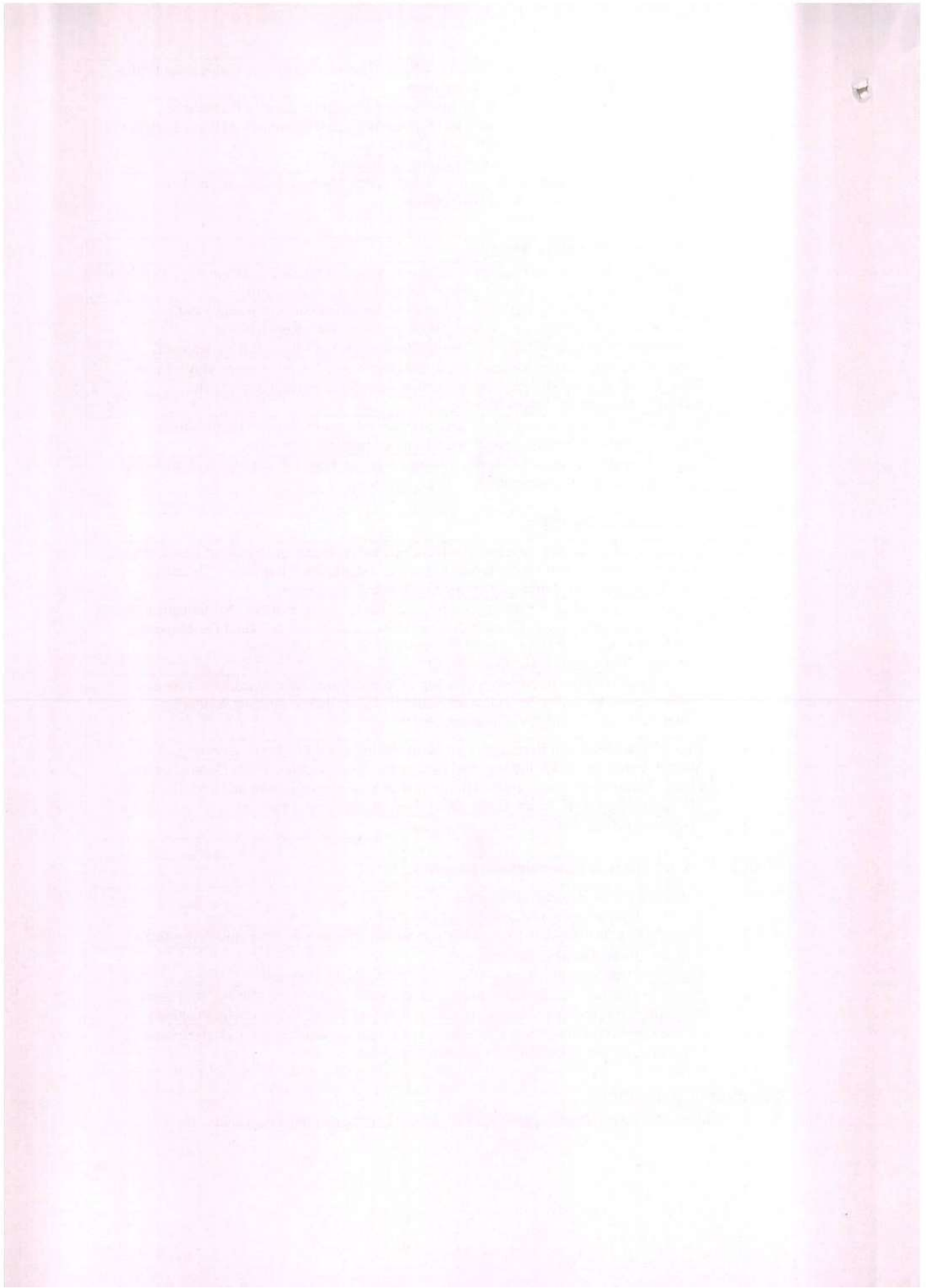
Unit 3	Science & Technology Reporting
3.1	Reporting on Science, Technology & Research, Scope of Science & Technology Reporting, Science Project, Organizations (Lecture, Demonstration, Assignment)
3.2	Environment Reporting - Research and Reports, Organization, Government Policy, Environmental Pollution, Eco System, Biodiversity, Environmental Laws, Environmental Issues, Weather Reporting (Lecture, Group Discussion, assignment)
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)
3.4	Education Reporting – School Education, Higher Education, Educational Institutes, Education Policy (Lecture, Group Discussion, Assignment, Practical)
3.5	Travel Reporting-Scope of Travel Reporting, Tools of Travel Reporting, Style of Travel Writing. (Lecture, Demonstration)

Unit 4	Development Reporting
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)
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)
4.3	Local Administration Reporting – Municipal Corporations, Panchayats, Development Authorities (Like- Delhi Development Authority, Bhopal Development Authority, Collectorate etc. (Lecture, Assignment, Practical)
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)
4.5	Data Journalism, Mobile Journalism (Mojo)

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

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. Trikha, N.K, Reporting, Makhnalal Chaturvedi National University of Journalism and
4. Communication
5. Burns Lyntte sheridam (2013), Understanding Journalism, Sage South Asia Edition
6. Hough George A. (2006), News Writing, Kanishk Publishers, New Delhi
7. Verma M.K. (2013), News Reporting and Editing, A.P.H. Publishing Corporation, New Delhi
8. Mukherjee Siddhartha (2011), The Emperor of All Maladies
9. Saxena Sangeeta (1997), Defence Journalism in India, Manas Publication, New Delhi
10. Parth Pratim Basu and Ipshita chanda (2011), Locating Cultural Chnge : Theory,
11. Method, Process, Sage Publication

Research Methodology-RM-1

JMA-I-08: Advanced Research Methods (ARM)

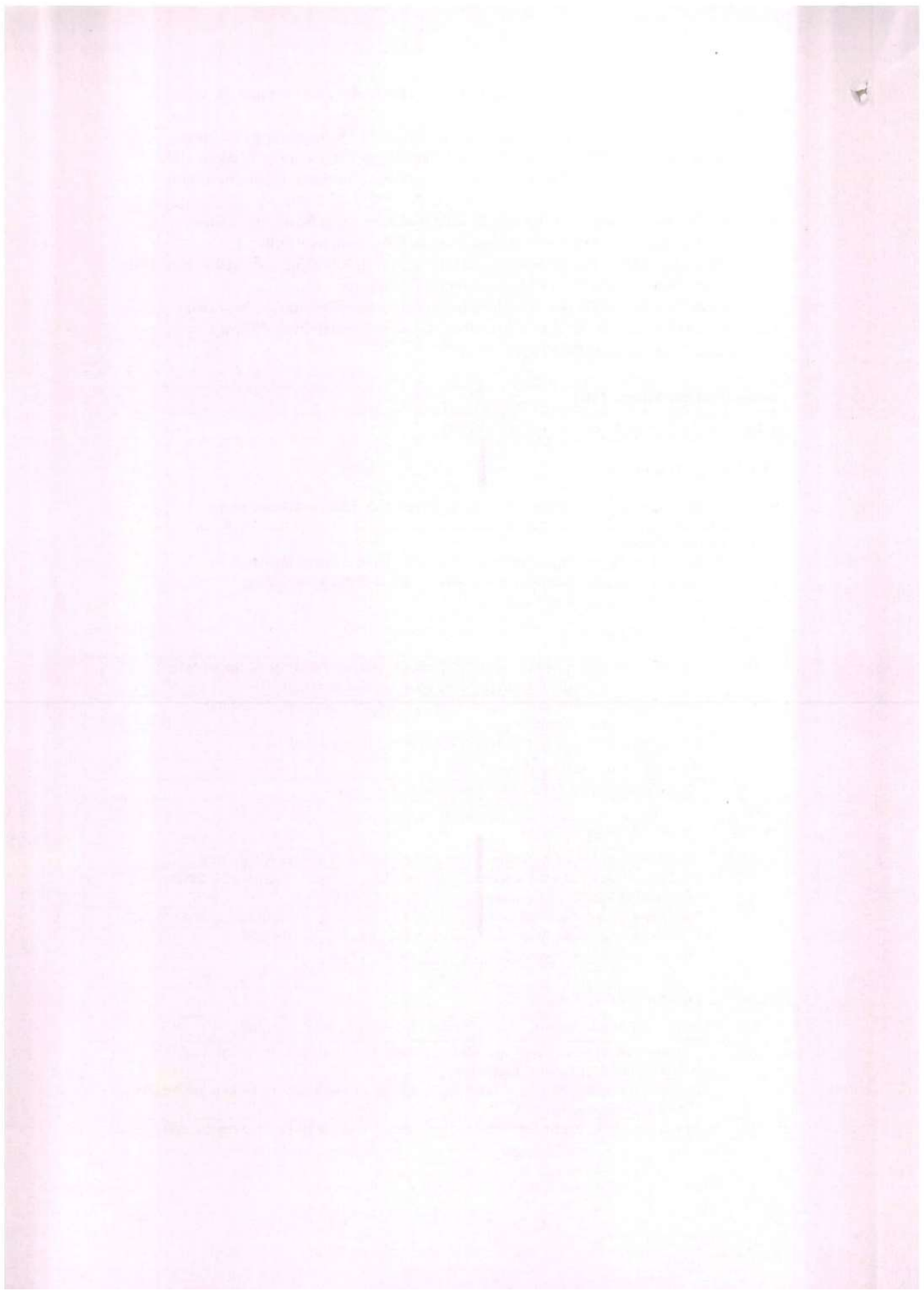
COURSE OBJECTIVES :-

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

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

Unit 3	Communication Research
3.1	Nature and Importance of Communication Research in India (Lecture)
3.2	Communicator/ Source analysis, Message analysis, Channel analysis and Audience Analysis. (Lecture,Group Discussion)
3.3	Process and Impact Analysis, Thematic Analysis, Image Analysis, Perception Analysis. (Lecture, Assignment)
3.4	Media Research, Public Opinion Research, Pre-Poll and Exit Poll Surveys: Legal



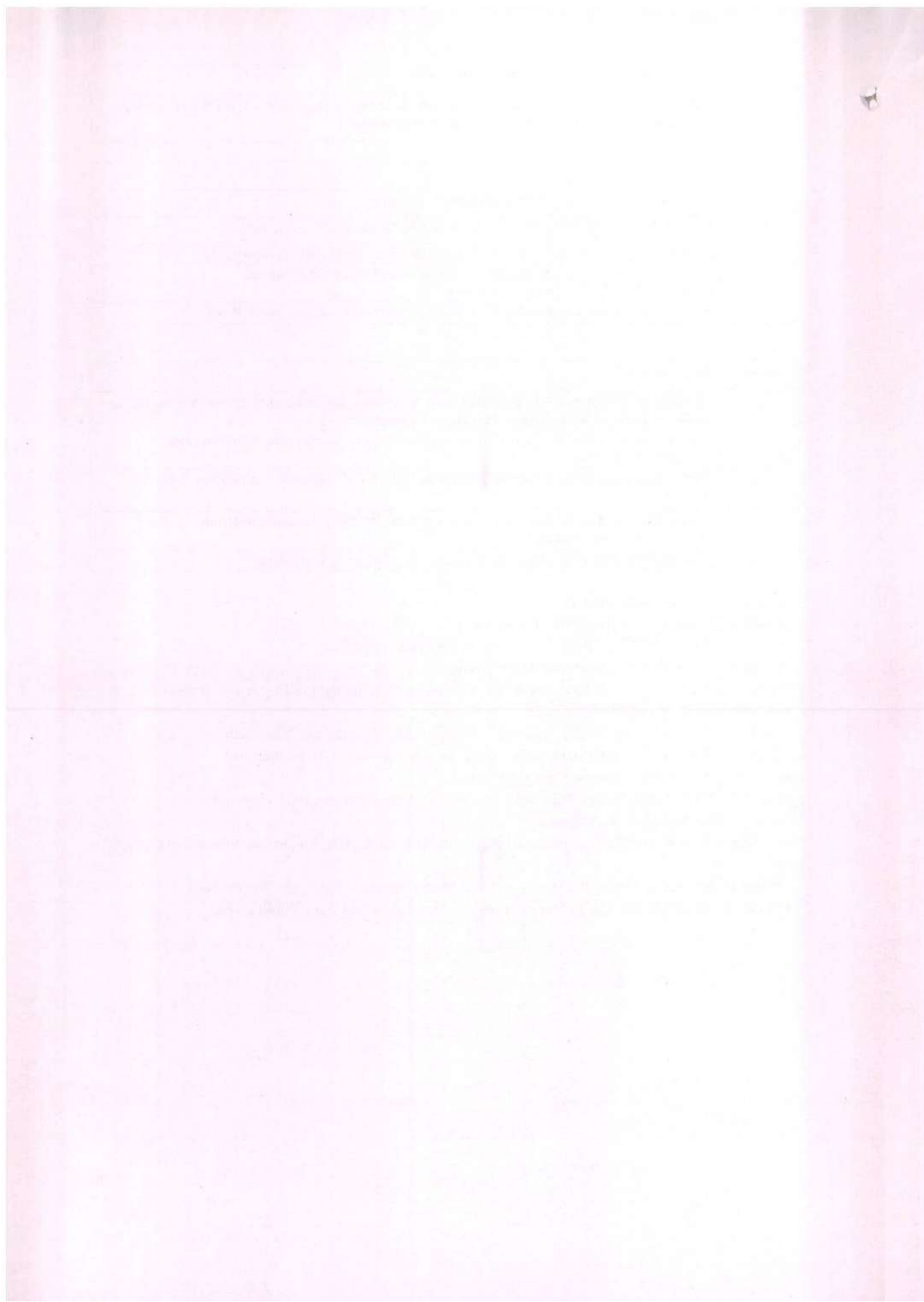
	Implications (Lecture,Field Visit,Group Discussion)
3.5	TRP and TAM, Feedback and Feed Forward Researches, Real News V/S Fake News V/S Social Media Researches. (Lecture, Group Discussion)

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

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

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.



Names of Courses and Evaluation Method SEMESTER-II

Mandatory-5

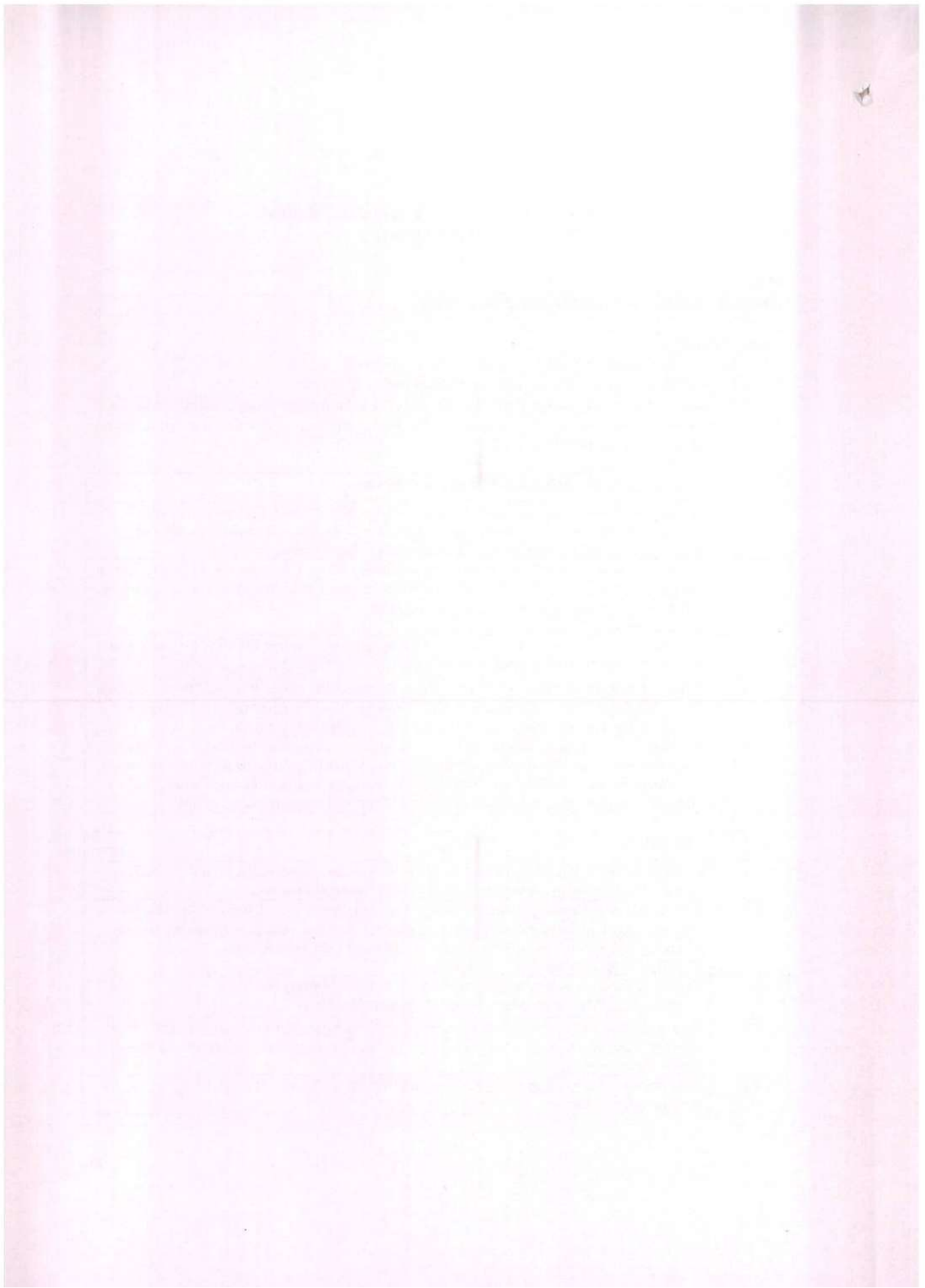
JMA-II-9 : Basics of Reporting & Editing (BRE)

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
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)
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)
1.3	Structure of News Report- Headline, Intro, Body, Byline, Dateline Etc., Type of Intro and Headline (Lecture, Group discussion, Practical, Assignment)
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)
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)

Unit 2	Reporting
2.1	Concept and Principle of Reporting, Truth and Accuracy, Independence, Fairness and Impartiality, Humanity, Accountability (Lecture, Group discussion)
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)
2.3	Reporting for Newspaper, Magazine, Radio, TV, News Agency, Web (Lecture, Special Lecture/ Workshop, Assignment, Practical)
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)
2.5	Essentials for a Good Reporter, Qualities and Characteristics of a Reporter (Lecture, Assignment)



Unit 3	Types of Reporting
3.1	Investigative, Descriptive, Interpretative and Objective Reporting (Lecture, Assignment, Practical, Case Study)
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, Assignment, Practical, Meeting With The Professionals)
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)
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)
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)

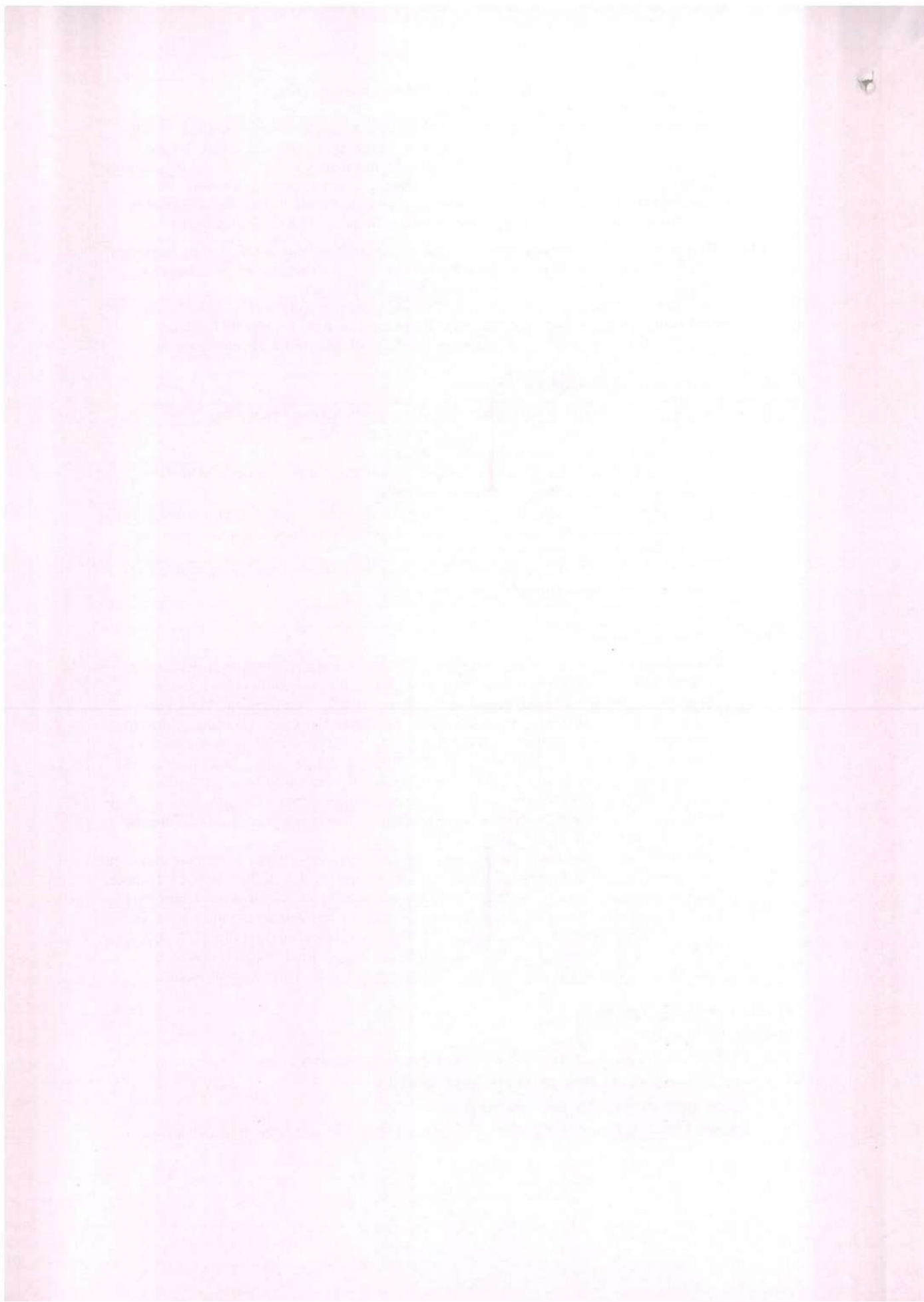
Unit 4	Concept and Principles of Editing
4.1	Editing : Concept and Significance (Class room lecture, Group Discussion)
4.2	Editorial Values : Objectivity, Facts, Impartiality and Balance (Class room lecture, Group Discussion, Tutorial)
4.3	Understanding the Publication – its Audience and Demography, Cultural and Social (Class room lecture, Group Discussion, Tutorial/PPT)
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)
4.5	Editing Symbols/Proof Reading Symbols and how the Computer has Revolutionized Editing (Class room lecture, PPT, Practical)

Unit 5	Editing Process
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)
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)
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)
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. (lecture, Workshop, Practical, Tutorial, assignment)
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)

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, प्रसन्नकुमार 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.

Mandatory-6

JMA-II-10 : Mobile Journalism (MJ)

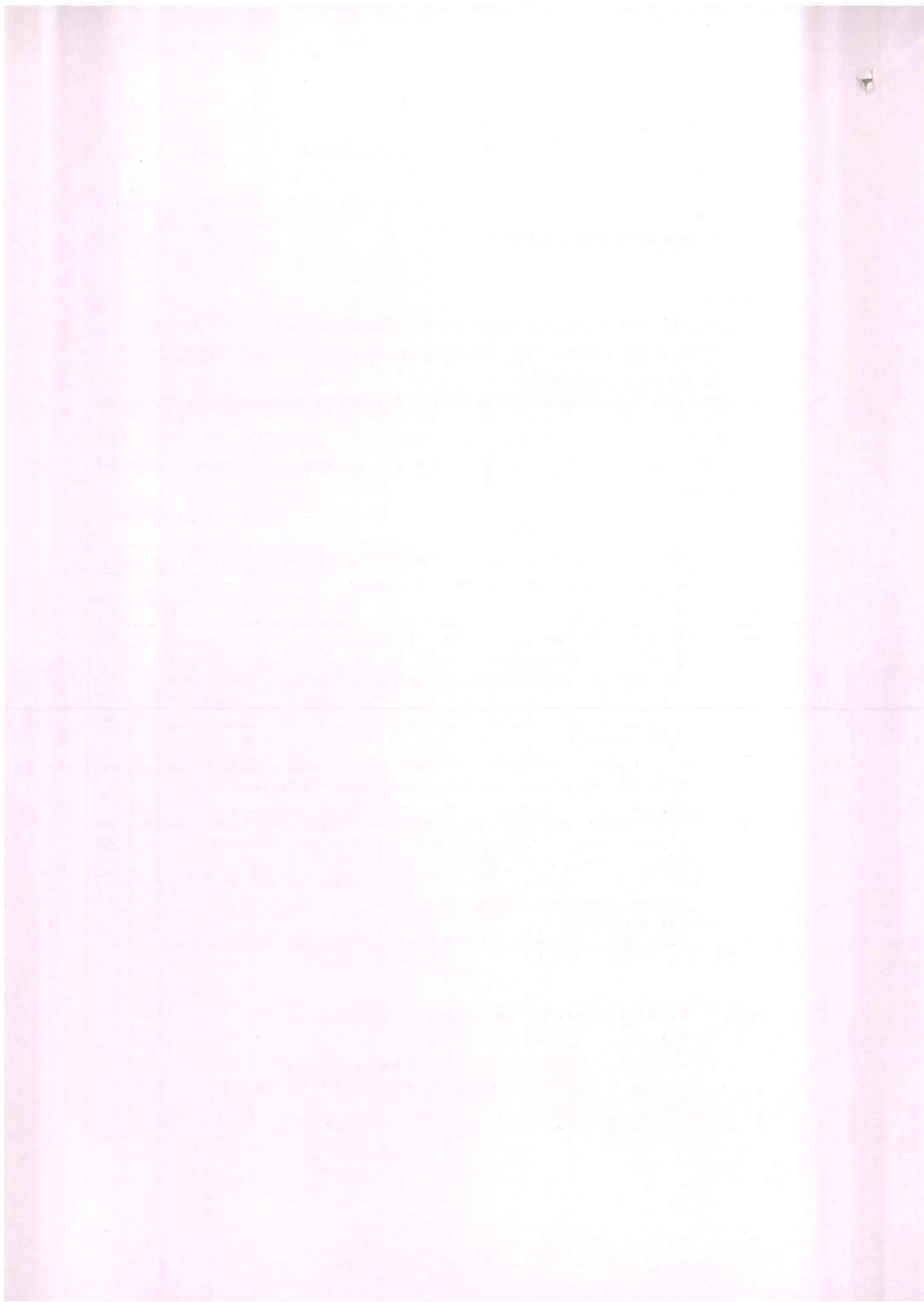
Objectives :

- This course will introduce students to the use of mobile technology in journalism. It will help students become adept with using hand-held smart phone technology for news-gathering and reporting.
- This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.

Unit 1	THE STATE OF MOBILE
1.1	How mobile has influenced modern journalism (Lecture)
1.2	Mobile centric reporting and editing (Lecture)
1.3	Mobile as a 'Newsroom'. (Lecture)
1.4	Branding of News using social media (Lecture)
1.5	Mobile News catering to Niche beats, Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications (Lecture)

Unit 2	Mobile Journalism
2.1	News Workflow and Mobile Journalism : How to identify the seven basic steps of mobile reporting, How to create and share branded mobile journalism content. (Lecture)
2.2	News Workflow and Mobile Journalism : How to use two simple mobile apps to make an audio or video documentary, or a narrated photoessay, How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. (Lecture)
2.3	Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences) (Lecture)
2.4	Blog set-up (Lecture)
2.5	Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc) (Lecture)

Unit 3	DESIGNING FOR THE MOBILE EXPERIENCE
3.1	Designing 1. How good design is intuitive, making something immediately usable. 2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. 3. How mobile design differs from established desktop design. (Options and choices for your content).



	4. About best practices for process: How design, development and content best work together. 5. About Mobile Analytics: What is your audience using? (Lecture)
3.2	Social Newsgathering and Listening : creation of story ideas, News Sources and Content (Lecture)
3.3	Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) (Lecture)
3.4	Going Viral : being the Scavenger and Mobile Journalist (Lecture)
3.5	M-learning: learning the Art of News Audit (Lecture)

Unit 4	Mobile News Product Development
4.1	Different mobile development approaches and their benefits as well as weaknesses (Lecture)
4.2	Responsive vs. mobile apps vs. mobile-optimized Sites (Lecture)
4.3	How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) (Lecture)
4.4	The Digital Skeleton : understanding placing, timing and generation of News story, Fake News (Lecture)
4.5	Social Media Policies and Ethics, Verification and Authenticity of information (Lecture)

Unit 5	Future of Mobile Journalism and M-Learning
5.1	About the evolution of wearable (Lecture)
5.2	About the rise of Google Glass (Lecture)
5.3	About Glass Journalism (Lecture)
5.4	About augmented reality storytelling and journalism : Emerging Forms of News management : 360 degree videos, wearable, accessories etc, Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning (Lecture)
5.5	About augmented reality storytelling and journalism : Studying Social Media Analytics, M-learning the future of Newsrooms (Lecture)

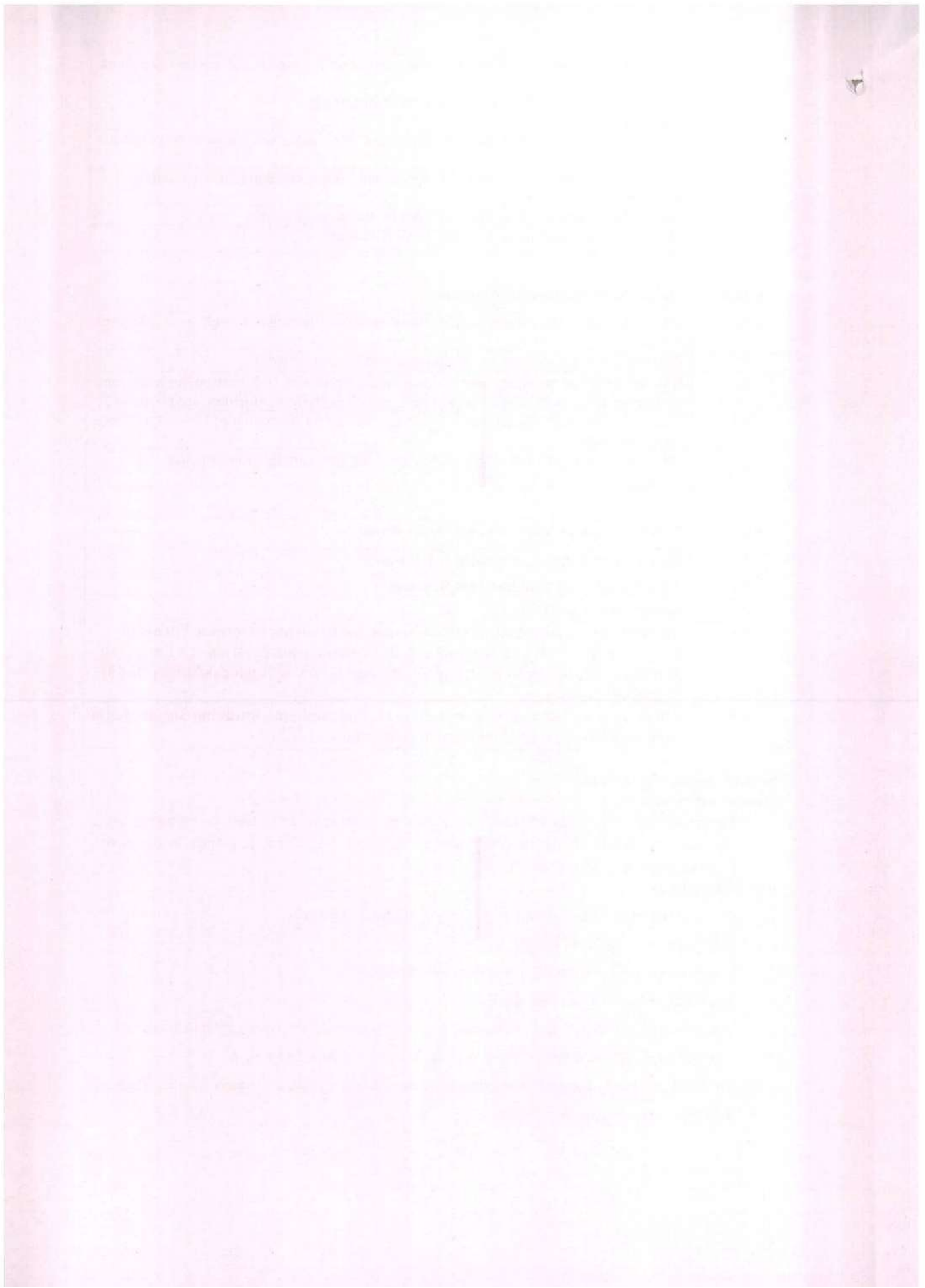
Students Learning Outcomes.

Students will be able to :

The course will make students well-versed with use of mobile technology for gathering news, reporting and editing. It will impart necessary skills for use of mobile phones in composing pictures, audio and video recording.

REFERENCES :

1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin
4. The Internet Book, Comer Douhlaas E .
5. The Information Society: An Introduction, Arn and Mattelart. 2003 by Sage Publications Ltd
6. Designing Interactive Websites, Mohleo James L and Thompson Learning 66
7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, Stephen Quinn



8. The Mobile Journalism Handbook Routledge text books.
9. A Field Guide for Mobile Journalism Volume 1: Producing photographic stories with smart phones and tablets

Mandatory-7

JMA-II-11 : Basis of Advertising (BA)

Course Objectives:

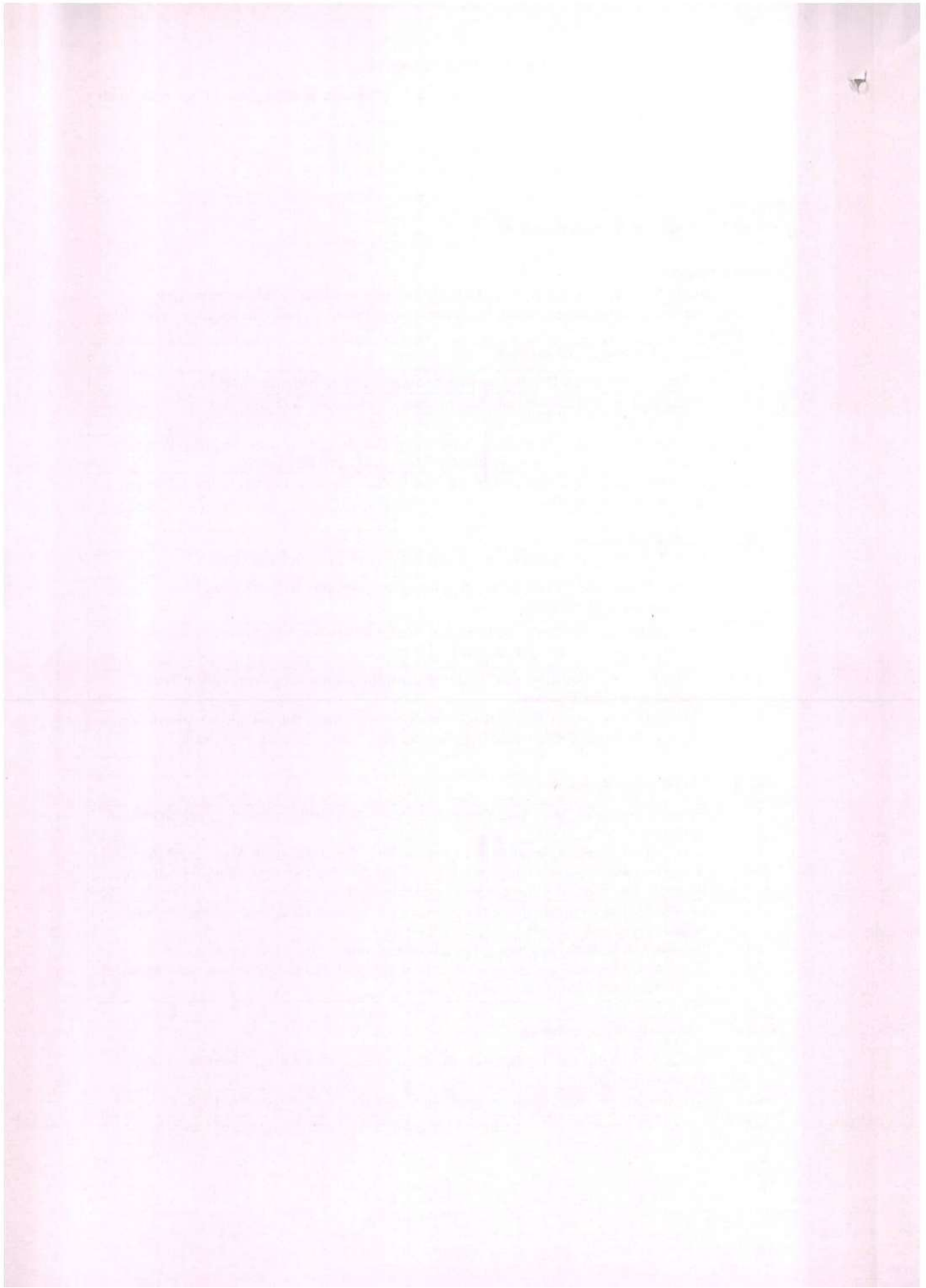
- * To give the knowledge & importance of advertising without which no media can survive.
- * Introduction of advertising, creativity, brand management, media planning & advertising planning.

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

Unit 2	Art of Advertising
2.1	Ad. Agency-Types, Structure and Functions. (Lecture, Group Discussion)
2.2	Art of Developing Effective Copy and Importance of Copy Writer/Writing. (Lecture, Writing Practice)
2.3	Layout-Importance, Steps and Principles of a Good Lay out, Visuals-its Importance, Global Trends. (Lecture, Field work)
2.4	Copy Elements-Headline, Sub Heads, Slogans, Body Copy, Logo etc., Global Trends. (Lecture, Writing Practice)
2.5	Industrial Advertising, Retail Advertising, Corporate Advertising, Political Advertising, Social Marketing, Professional Organization and Ethics. (Lecture, Field work,)

Unit 3	Marketing Research
3.1	Nature & Scope of Marketing Research, Types of Research Methodology, Definition of Research.
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.
3.3	Data & Sources : Primary data and Secondary data, qualitative & methodologies, Data collection methods & tools.
3.4	Introduction to Web Analytics Overview of Marketing, types of research issues.
3.5	Introduction to some marketing & advertising Research firms. Advertising planning, Media planning, Brand Management research issue.

Unit 4	Advertising Research -I
4.1	The Nature of Advertising Research. Research issue, Definition of Advertising research, Research Design.
4.2	Contribution of Research to communication planning & other Agency Functions.
4.3	Process of Advertising Research, Need of Advertising Research, Types of Research



4.4	Advertising research, Positioning Research, Audience research, Target Market Research, Audience Tracking, Customer Research.
4.5	Ad-effectiveness studies : Recall, Awareness Comprehension Likeability & Empathy.

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

Students Learning Outcomes.

Students will be able to:

- Design an advert and present it. Rebrand a product and create new advertisement.
- Do readership survey and thus plan for advertisement.
- Create own brand and market it, create a media adv.

Reference Books

१. चौफेर, माधव गडकरी, श्रीविद्या प्रकाशन, पुणे
२. फीचर रायटींग, प्रसन्नकुमार अकलुजकर, श्रीविद्या प्रकाशन, पुणे
३. पत्रकारिता: विचार व व्यवहार, डॉ. सुधीर गव्हाणे
४. Fundamentals of Journalism, Spencer, McGraw Hill.
५. The Complete Reporter, Johnson, Harris, McMillan.

Mandatory-8

JMA-II-12: (Activity/Practicle)

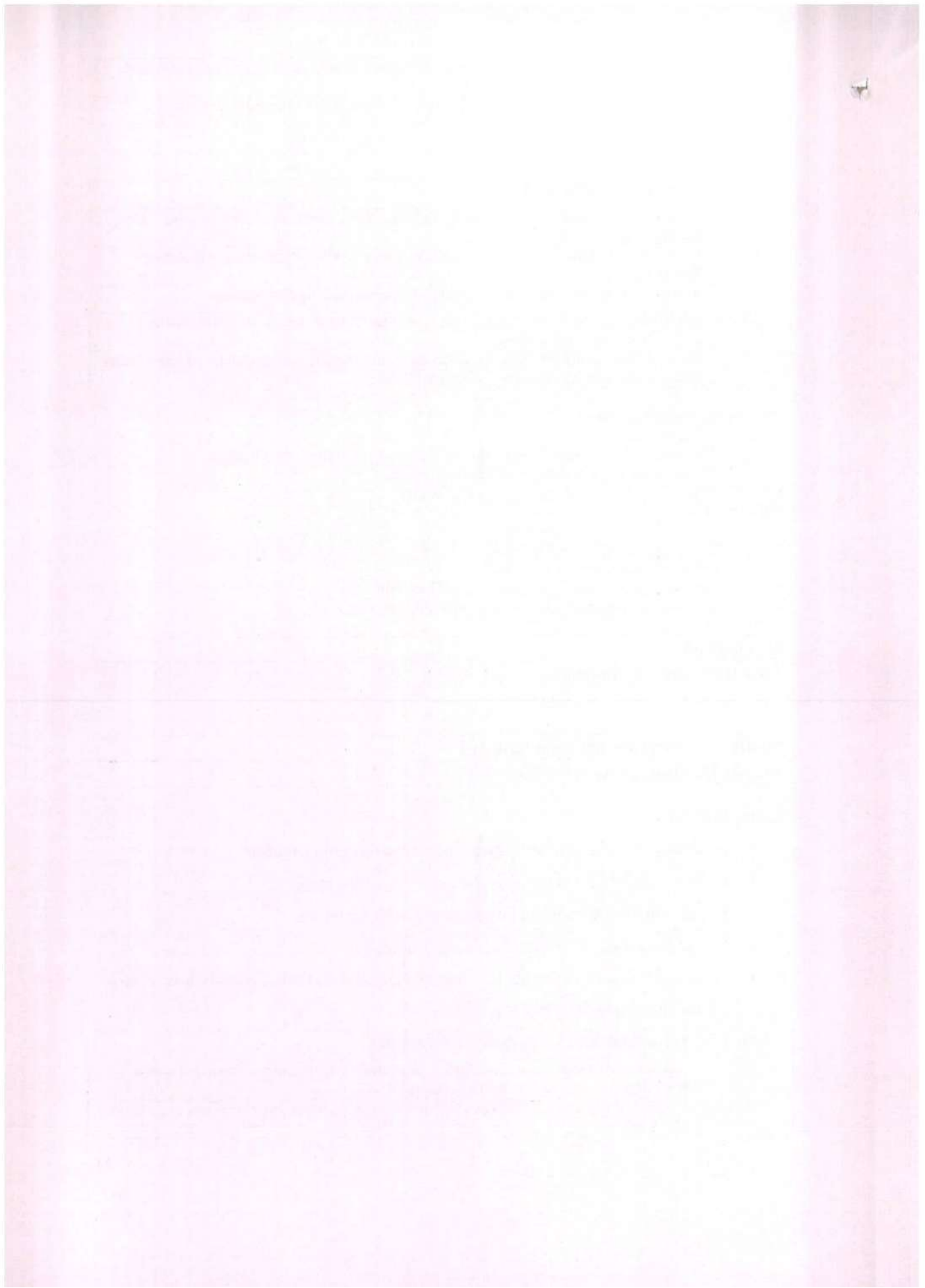
Elective-2 : (Select any one from Basket)-1

JMA-II-13: Investigative Journalism (IJ)

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
1.1	Mission and objectives of investigative journalism Who is an Investigative Reporter, Role of an Investigative Reporter (Lecture)
1.2	Qualities and essentials for becoming an investigative journalist, career and opportunities (Lecture)



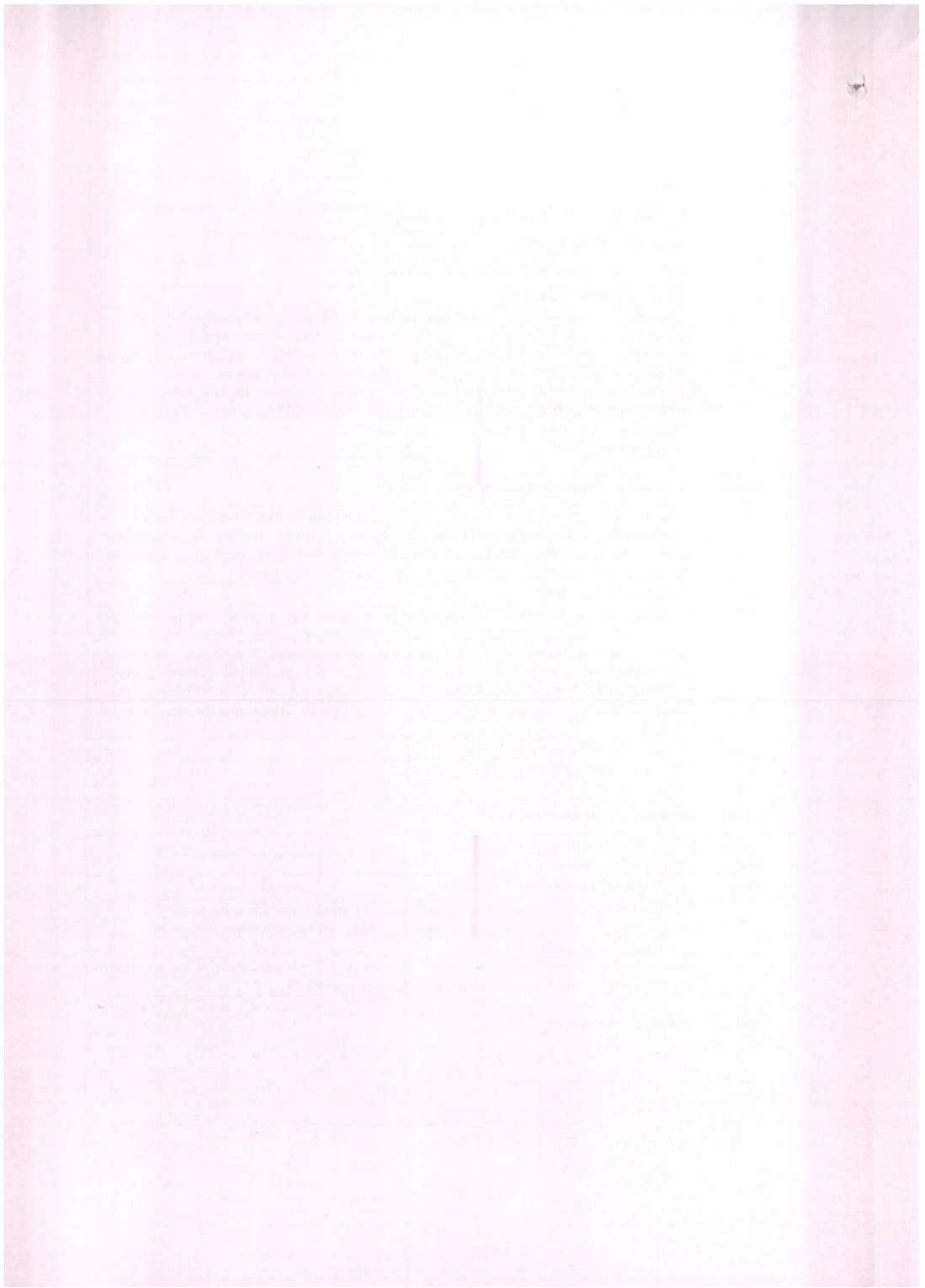
1.3	Centre for Investigative Journalism (Lecture)
1.4	Ethical use of sting operations (Lecture)
1.5	Unethical use of sting operations (Lecture)

Unit 2	Sources
2.1	Records and the Confidentiality of Source (Lecture)
2.2	Issues of contempt, defamation (Lecture)
2.3	Right to Privacy and Official Secrets Act (Lecture)
2.4	What is evidence? (Lecture)
2.5	Case Study : Panama Papers and Watergate Scandal, Working on Investigative story. Accessing the information; Building own database; Data mining and dealing with numbers; Researching with the data and un-locking the secrets; Using trustworthy human sources for leading towards the big story; Evaluating the human sources. experts, Whistleblowers, Gatekeepers and Door-openers, Spin Doctors, Lobbyists' Protecting sources and protecting yourself; Interviewing the right people for generating detailed insights; Overcoming the legal and ethical issues. (Lecture with PPT)

Unit 3	Finding and Writing Your Story
3.1	Understanding importance of reading and researching for investigative journalism; Topics and approaches appropriate for investigative reporting Tinking for investigative story ideas; Use of digital and social media to monitor news breaks and leads; Verifying hints, rumours and facts, Generating a concrete story idea. (Lecture)
3.2	Observation (Lecture)
3.3	Planning the investigation. Making a plan to work and execute; Asking the right questions to you and probing the sources; Pitching story idea, preparing budget and getting approval; Moving forward from and idea to hypothesis; Source mapping Primary and secondary sources, Human sources and paper sources. Digital sources an crowd sourcing; Managing the time; Involving the team; Recognising reliable sources; Securing the information and data; security measures while investigating a story. (Lecture)
3.4	Cultivating sources (Lecture)
3.5	Developing the project (Lecture)

Unit 4	Security of Sources and Data
4.1	Protection of sources (Lecture)
4.2	Safety of journalists (Lecture)
4.3	Criticism of Investigative Journalism (Lecture)
4.4	Difference between investigative journalism and routine journalism; Roles and responsibilities of an investigative journalist; Skills and personal qualities of an investigative journalist (Lecture)
4.5	Investigative journalism and its impact on society; History of investigative journalism in India and its contemporary relevance. (Lecture with PPT)

Unit 5	Security of Sources and Data
5.1	Research methods (Lecture)
5.2	Insight knowledge (Lecture)
5.3	Asking the right questions (Lecture)
5.4	Libel and fact checking (Lecture)



5.5	Writing and rewriting the report, Writing In-depth. Shaping story's details into an interesting narrative through evidence based reporting; Updating facts' Using quotes from relevant and prominent people; Thinking Visually : Using graphs, charts, diagrams and explainers for investigative story; Writing to broadcast; Choosing the perfect format and. (Lecture with PPT)
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REFERENCES :

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

Elective-2 : (Select any one from Basket)-2

JMA-II-14: Inter Cultural Communication (ICC)

Objectives of the subject

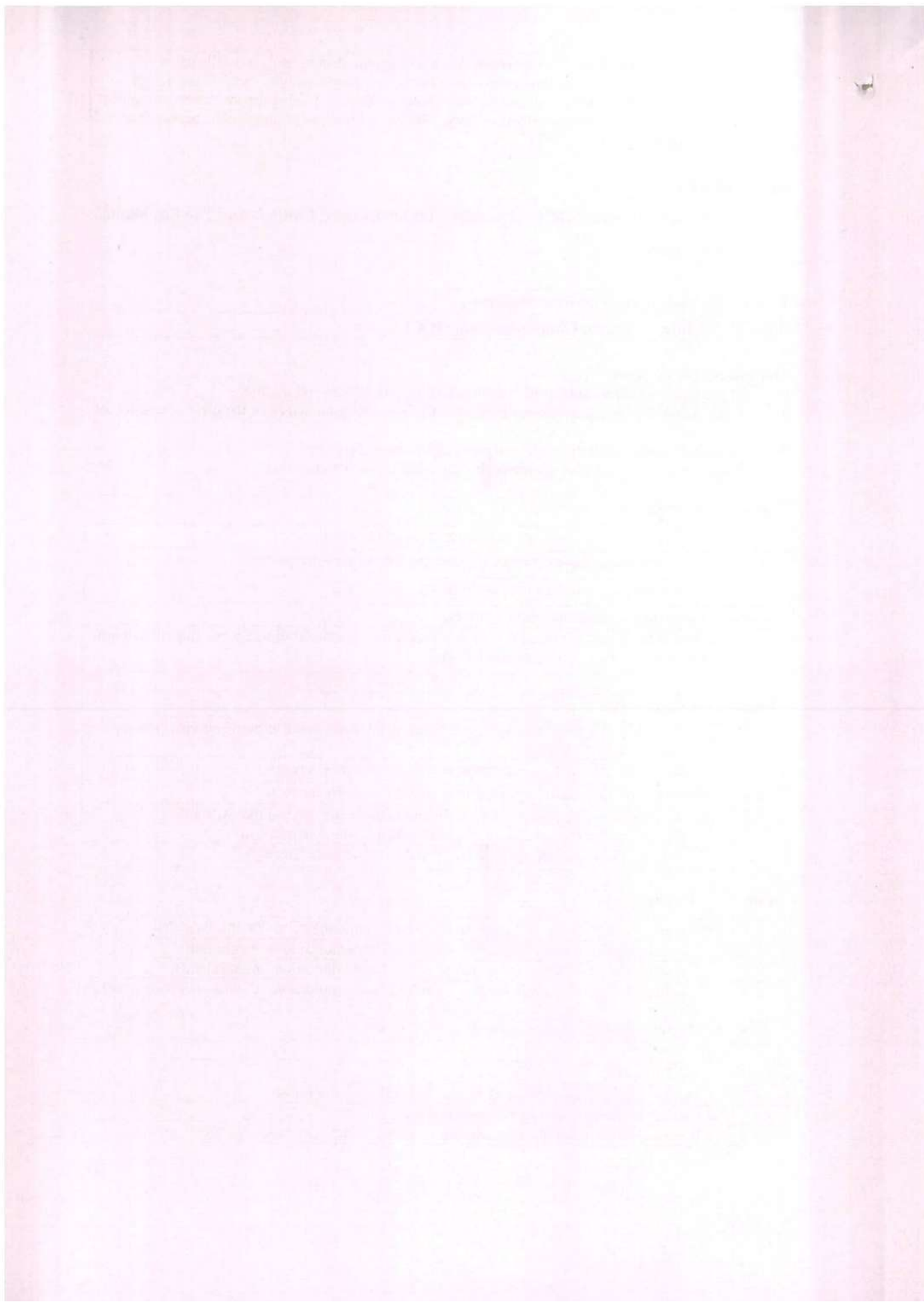
- * This subject provides students with an understanding of culture and traditions
- * Learn about Western and Oriental concepts of life and religion and have the clear perception of the world.
- * Assess the impact of globalization on communication and culture.
- * Understand UNESCO's role in promoting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

Unit 1	Culture - I
1.1	Culture - definition - process- culture as a social institution
1.2	Value systems- primary- secondary - eastern and western perspectives.
1.3	Inter-cultural communication - definition
1.4	Inter-cultural communication - process
1.5	Inter-cultural communication - Philosophical and functional dimensions- cultural symbols in verbal and non-verbal communication.

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

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

Unit 4	Culture - IV
4.1	Modern mass media as vehicles of inter cultural communication
4.2	Barriers in inter cultural communication- religious
4.3	Barriers in inter cultural communication - political and economic pressures



4.4	Inter-cultural conflicts and communication
4.5	Impact of new technology on culture

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

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. Manonmani Galgotia publishing House, New Delhi, 1997
2. Mass Communication Theory By Denis Mcquail, Sage Publication, London, 1994.
3. Methods for intercultural Research Edited by William B. Gudykunst Yong 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 1/12, James Andersan Sage Publication, 1989.
6. International Encyclopedia of Comm. Vol. 2, Oxford University Press, New York, 1989.
7. Cross cultural Communication By N.L. Gupta, Concept publishing company, New Delhi, 1998.
8. Dr. Dharurkar, V. L. Mass Communication and Culture, Ramrjya 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.

Elective-2 : (Select any one from Basket)-3

JMA-II-15: Bacis of Radio & Television (BRT)

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
1.1	Nature and Characteristics of Radio as a Medium of Mass Communication, Strengths and Limitations (Lecture, Assignment)

Dr. C.P. Senapati
May 10/2



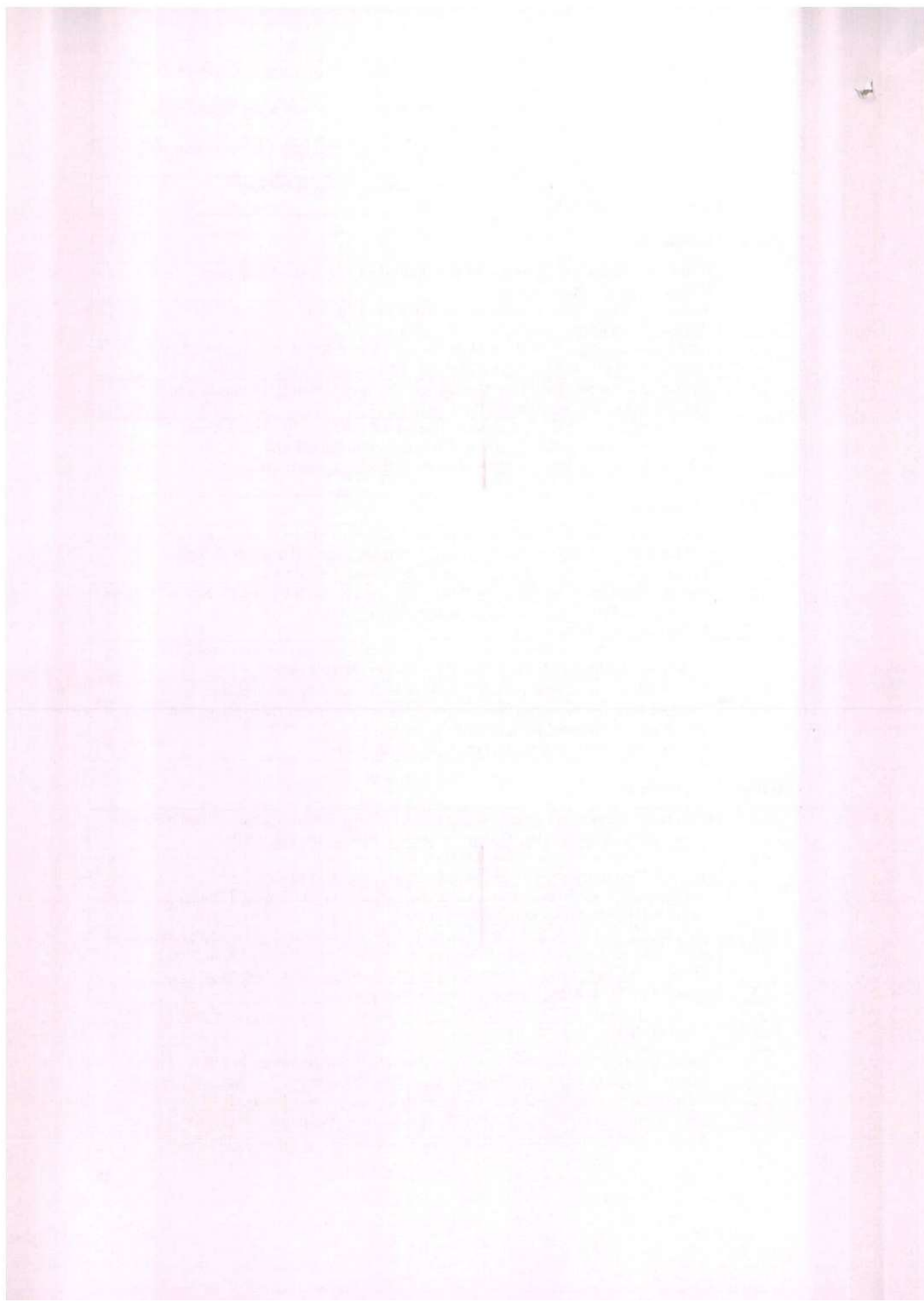
1.2	Radio Broadcasting-Types of Propagation-AM, SW and FM. Knowledge About Electromagnetic Spectrum. (Lecture, Assignment)
1.3	Concept of Public Service Broadcasting- Characteristics, Structure and Management. (Lecture, Group Discussion, Assignment)
1.4	Commercial Broadcasting of AIR and Vividh Bharti, Local Radio, Private Commercial Radio. (Lecture, Assignment)
1.5	Radio and Rural Development, Community/Campus Radio, HAM Radio (Lecture, Assignment)

Unit 2	Radio - II
2.1	Radio News Room and News Studio, Familiarization with Radio Equipments (Lecture, Demonstration, Practical)
2.2	Structure of Radio News Bulletin, News Writing and Editing. (Lecture, Demonstration, Assignment, Practical)
2.3	Art of News Reading, News Based Formats and Current Affairs Programmes, Radio Commentary, Radio Jockey (Lecture, Demonstration, Assignment, Practical)
2.4	Production Crew and Their Functions: Role of Producers, Production Planning and Execution. (Lecture, Assignment, Practical)
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)

Unit 3	Television-I
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)
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)
3.3	Programme Production Process of TV: Pre-Production, Production, Post Production, Editing and Packaging (Lecture, Group Discussion, Assignment)
3.4	News Anchoring/Presentation (Lecture, Demonstration, Assignment, Practical)
3.5	Different Types of News-Based Programmes: Interviews, Panel Discussions, Talk Shows, Vox Populi, Production, Planning and Coordination (Lecture, Demonstration, Group Discussion, Assignment)

Unit 4	Television-II
4.1	Camera Operation (Shots, Angle, Movements, Lighting, Set Designing, Audio Properties etc. (Lecture, Demonstration, Group Discussion, Assignment, Practical)
4.2	TV Documentaries, Types of Documentaries (Lecture, Demonstration, Group Discussion, Assignment, Practical)
4.3	Live Coverage, Narration and Voice over, News Rundown, PTC/Walk Through. (Lecture, Demonstration, Assignment, Practical)
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)
4.5	Cable TV, DTH and Pay Channels. (Lecture, Assignment)

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



5.5	Non Fiction Script Writing, Biopic, Docu-drama, Educational, Ad Films, Corporate and Insitutional Films (Lecture, Demonstration, Practical)
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Course 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, Rineheast 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.
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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. Ovlngel 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 RogersL Writing Random Huse, 1989.

OJT/FP

JMA-II-016: On Job Training

Third Semester

Mandatory-9

JMA-III-17 : Basis of New Media (BNM)

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

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

Unit 3	New Media -3
3.1	E-Commerce : Market size and growth, Infrastructure, Funding
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
3.3	Mobile Journalism: Concept of Mojos, Mobile Newspaper
3.4	Mobile Journalism: Different Mobile Aaps, Use of Smartphone's, tablets devices.

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

Unit 5	Social Media -2
5.1	Impact of social media on mainstream media.Cyber world : Cyber crime, E-Paper, online newspapers.
5.2	Social Media Photography, Images sizes. Photo and Video sharing sites. (Lecture, Demonstration, Group Discussion, Assignment, Practical)
5.3	Mobile video hosting Email Services: Outlook, Yahoo Mail, Gmail. Streaming Media : Online Streaming.
5.4	Using blogs, audio, video, photos, animations, and digital maps.
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.

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 Introduction, 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.
९. आपटे मोहन, इंटरनेट माहितीचा कल्पवृक्ष, राजहंस प्रकाशन, पुणे
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12. www.socialmediatoday.com
13. Guy Kawasaki- The Power of Social Media: Power Tips for Power Users.
14. Peter K. Ryan, -Social Networking: Digital and Information Literacy. (2011), The Rosen Publishing Group, Inc. New York.
15. Quinn Stephen : Convergent Journalism: The Fundamentals of MultiMedia Reporting, 2005, Peter Lang Publishing, New York.
16. Raj Anand, Recruitment With Social Media (2010): Social Media's Impact on Recruitment and HR. Boston MA, USA.
17. Elizabeth Woyke, The Smartphone: Anatomy of an Industry, The New Press, New York (2014)
१८. विजया पाटील, सोशल मिडीया, मुक्ता पब्लिशिंग हाऊस प्रा. लि.
१९. प्रफुल्ल सुतार, सोशल मिडीया, मल्टीव्हर्सिटी प्रकाशन

Mandatory-10

JMA-II-18 : MEDIA MONITORING & NEWS ANALYSIS

Course Objectives:

- To develop a comprehensive understanding of media monitoring and news analysis techniques.
- To explore the role and importance of media monitoring in contemporary media landscapes.
- To develop skills in collecting, analyzing, and interpreting news data from various sources.
- To examine the ethical considerations and challenges associated with media monitoring.
- To understand the impact of media monitoring on decision-making processes in organizations.

Unit 1	Introduction to Media Monitoring and News Analysis
5.1	Understanding the importance of media monitoring and news analysis
5.2	The role of media in society and its impact on public opinion
5.3	Introduction to media monitoring tools and techniques
5.4	Identifying and selecting relevant media sources
5.5	Basics of data collection and organization

Unit 2	Media Monitoring Strategies
5.1	Defining monitoring objectives and goals

5.2	Developing a comprehensive media monitoring plan
5.3	Choosing appropriate keywords and search terms
5.4	Monitoring traditional media (newspapers, television, radio)
5.5	Monitoring online media (websites, blogs, social media platforms)

Unit 3	News Analysis Techniques
5.1	Introduction to news analysis methodologies
5.2	Content analysis : examining media content and themes
5.3	Sentiment analysis: understanding public sentiment towards specific topics
5.4	Statistical analysis of media data
5.5	Qualitative analysis methods for media content

Unit 4	Media Monitoring for Reputation Management
5.1	Understanding the role of media monitoring in reputation management
5.2	Identifying and monitoring key stakeholders
5.3	Tracking and analyzing brand mentions and sentiment
5.4	Media monitoring for competitive intelligence
5.5	Responding to media coverage and managing public perception

Unit 5	Reporting and Insights
5.1	Effective reporting and visualization of media monitoring data
5.2	Presenting key findings and insights to stakeholders
5.3	Creating actionable recommendations based on analysis
5.4	Incorporating media monitoring into strategic decision-making
5.5	Identifying emerging trends and predicting future media coverage

Course Outcomes :

By the end of the course, students will be able to :

- Demonstrate a solid understanding of media monitoring concepts and their applications.
- Apply various media monitoring techniques to collect and analyze news data.
- Evaluate the credibility and reliability of news sources through critical analysis.
- Utilize media monitoring tools and software effectively for data collection and analysis.
- Develop strategies for effective news monitoring and analysis in different contexts.
- Communicate findings and insights from media monitoring and news analysis effectively.

Reference Books :

1. Media Analysis Techniques" by Arthur Asa Berger
2. Media Monitoring : A Guide to Effective Media Evaluation" by William P. Eveland
3. News Analytics: A Guide to News Analysis and Text Mining" by Shasha Deng and Neil Thurman
4. Data Journalism Handbook" by Jonathan Gray, Liliana Bounegru, and Lucy Chambers

5. The New Ethics of Journalism : Principles for the 21st Century" by Kelly McBride and Tom Rosenstiel
6. Media Ethics : Issues and Cases" by Philip Patterson and Lee C. Wilkins
7. Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches" by Arthur Asa Berger

Mandatory-11

JMA-III-19 : Governance, Politics & Media (GPM)

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

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

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

Unit 4	Forms of Government
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4.1	Definitions and etymology
4.2	Classifying government
4.3	Social-political ambiguity
4.4	Power distribution, Republican attributes, Constitutional Republic
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.

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

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

Mandatory-12

JMA-II-20 : (Theory/Activity/Practicle)

Elective-3 : (Select any one from Basket)-I

JMA-III-21 : Copy Writing & Media Issues (CWMI)

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
1.1	Significance of Issue Based Writing (LECTURE, GROUP DISCUSSION)
1.2	Idea, Ideology and Media (THEORY and LECTURE)
1.3	Formats of Writing-News, Feature, Article, Editorial etc (LECTURE, DEMONSTRATION and PRACTICAL)
1.4	Economical, Political, Cultural and Social Issues (THEORY and LECTURE)
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)

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

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

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

Unit 5	CURRENT MEDIA ISSUES
5.1	Yellow Journalism, Paid News and Credibility of Media Houses. (LECTURE, ASSIGNMENT)
5.2	Social Media and Fake News

	(LECTURE, PRACTICAL, ASSIGNMENT, GROUP DISCUSSION)
5.3	Ethical Media and News Credibility (LECTURE, GROUP DISCUSSION, ASSIGNMENT)
5.4	Cross Media Ownership. (LECTURE, GROUP DISCUSSION, ASSIGNMENT)
5.5	Press Associations; National and International. (LECTURE, ASSIGNMENT)

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 :

1. McWhorter Kathleen T. (2016), Reading and Writing About Contemporary Issues
2. Ackley Katherine Anne (2005), Perspectives on Contemporary Issues
3. Mearsheimer John (2001), The Tragedy of Great Power Politics
4. John Baylis, Patricia Owens and Steve Smith (1997), The Globalization of World Politics
5. Kennedy Paul (1987), The Rise and Fall of the Great Powers

Elective-3 : (Select any one from Basket)-II

JMA-III-22 : Communication & Soft Skills (CSS)

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
1.1	Concept of communication, different types of communication
1.2	Interpersonal communication, intrapersonal communication
1.3	Group communication , written communication, verbal communication , non-verbal communication
1.4	Mass communication, persuasive communication , team communication
1.5	Business communication , dialogue and making effective communication.

Unit 2	Communication-II
2.1	Communication and behaviour
2.2	Body language , gestures and postures , life skills, competencies of expression
2.3	Power of language , language mastery , language of communication to evoke action
2.4	Communication to involve and inspire, speech communication and media communication
2.5	Message designing and interview skills.

Unit 3	Soft Skills - I
3.1	Art of listening , listening for understanding
3.2	Bridging barriers of perception and prejudgement , creating involvement to enhance understanding

3.3	Communication process , effective feedback , listening to angry people, communication in crisis
3.4	Web communication, mobile communication , interactive communication
3.5	Blog and web groups creation , developing goodwill and relationship, importance of resourcefulness.

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

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

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, मानसन्मान प्रकाशन, पुणे, २००१

Elective-3 : (Select any one from Basket)-III

JMA-III-23 : Visual Communication & Photography (VCP)

Course Objectives :

- To synthesize a comprehensive view of principles involved in Visual Communication.

- To appreciate and express the cultural significance of photography as visual art and understand its evolution and purposes.
- To develop an awareness of compositional and organizational strategies for the effective deployment of formal elements of visual art.
- To read visual texts with a deep knowledge of visual history and theory.
- To create an ability of situating the content and form of the visual representation of thematic context.

Unit 1	Historical Background and Basics of Visual Communication
1.1	Brief history of the visual arts from the caveman to modern man.
1.2	Skills of artistic schools of thought and Intertextuality in art in relation to culture.
1.3	Concept and History of Visual Communication, Human Eye and Visual Process, Visual culture and Information Education Communication
1.4	Theories of visual communication - Gestalt Theory of visual communication
1.5	Perceptual theory of Visual communication, Semiotics and cognitive approach in visuals

Unit 2	Theories of Visual Communication
2.1	This unit will put emphasis on theories, semiotics and the study of signs. Through semiotic theories improve critical thinking skills, and learn to use semiotics to think logically and to analyze visual media in context of culture.
2.2	Fundamentals of Design: Definition. Approaches to Design, Centrality of Design, Elements of Design.
2.3	Principles of Visual and other Sensory Perceptions.
2.4	Colour psychology and theory (some aspects), Definition, Optical/Visual Illusions, etc.
2.5	Various stages of design process, Learning skills to read signs and signifier in visuals for social messaging.

Unit 3	Photography as Visual Communication
3.1	Introduction to photography, Camera-structure and function of camera.
3.2	Characteristics of light, Sources of Light-Nature, Artificial and Available..
3.3	Lighting techniques-three-point lighting.
3.4	Exposure-focusing, aperture, shutter speed.
3.5	Kinds of light indoor and outdoor-Electronic flash and artificial lights, Light meters.

Unit 4	Camera Compositions and Accessories
4.1	Camera lenses and accessories.
4.2	Basic shots, angle, and view.
4.3	Composition.
4.4	Role of photographic image in visual communication.

4.5	Basics of photojournalism, photo-features, photo-essays, writing captions, visual storytelling.
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Course outcomes :

The Learning Outcomes of this course are as follows :

- After studying this course, students will be able to acquire knowledge of the cultural and historical importance of the visual medium.
- After studying this course, students will be able to explore the fundamentals and underlying theories of Visual Communication.
- After studying this course, students will be able to develop a thorough knowledge of concepts, and skills in creating photographs.
- After studying this course, students will be able to learn to identify and analyze semiotics in photographs.
- After studying this course, students will be able to develop a craftsmanship in creating aesthetically pleasing photographs.

Reference books :

1. Barnes, Susan B. An Introduction to Visual Communication: From Cave Art to Second Life, Peter Lang Pub, 2011.
2. Berger, Arthur Asa, Seeing is Believing: An Introduction to Visual Communication, McGraw-Hill Education, 2012.
3. Lester, Paul Martin, Visual Communication: Images with Messages (6ed), Cengage Learning, 2013.
4. Photography : A Critical Introduction - edited by Liz Wells London, Routledge, Oxon, 2015.
5. Farrell, I. Complete Guide to Digital Photography, Quercus Publishing, UK, 2014.
6. Mandav, Pradeep, Visual Media Communication, Authors Press, 2001.
7. Williams, Rich, Visual Communication: Integrating Media, Art, and Science, Routledge, 2007

RP-1

JMA-III-24 : Research Project (RP-1)

Fourth Semester

Mandatory-13

JMA-IV-25 : Radio Production (RP)

Course objectives :

To learn about different formats of radio and to understand pre-production, production and post production techniques of radio.

Unit 1	Broadcast Production Techniques
1.1	Working of a Production Control Room & Studio : Types and functions
1.2	Acoustics
1.3	Input and output chain
1.4	Studio console
1.5	Personnel in Production process – Role and Responsibilities

Unit 2	Gathering sound
2.1	Sound recording and sound mixing (basic principles for sound editing)
2.2	Voice reports
2.3	Vox populi for radio
2.4	Audio byte, news links and running order
2.5	Sound recording machines (introduction to working on different devices used for sound recording like Marantz, H1N1 Zoom, Pocket recorders etc)

Unit 3	Stages of Radio Production
3.1	Pre-production – pitching ideas
3.2	Pre-production – research for a peg
3.3	Pre-production –writing a radio script
3.4	Production–Creative use of Sound; Listening, Recording, using archived sounds (execution, requisite, challenges)
3.5	Post-production

Unit 4	Digital Editing
4.1	Understanding & packaging radio content for digital media
4.2	Learning a sound editing software like Audacity or Adobe Audition
4.3	Creative use of Sound Editing using sound effects
4.4	Transitions and the use of silence

4.5	Digital editing of sound and audio compression
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Unit 5	Broadcast Formats
5.1	Public service advertisements
5.2	Jingles, Radio magazine
5.3	Interview, Talk Show, Discussion
5.4	Feature, Documentary
5.5	Podcast

Course outcomes :

- Student will be able to identify various radio formats.
- Understand broadcast production techniques.
- Learn recording and editing of radio program in close tandem with the teacher by understanding the techniques unique to radio production.

Essential Readings :

1. Aspinall, R. (1971) Radio Production, Paris: UNESCO.
2. Flemming, C. (2002) The Radio Handbook, London: Routledge.
3. Keith, M. (1990) Radio Production, Art & Science, London: Focal Press.
4. Mc Leish, R. (1988) Techniques of Radio Production, London: Focal Press.
5. Nisbett, A. (1994) Using Microphones, London: Focal Press.
6. Reese, D.E. & Gross, L.S. (1977) Radio Production Work, London: Focal Press.
7. Siegel, E.H. (1992) Creative Radio Production, London: Focal Press.
8. Pannu p, Tomar Y (2011) Communication Technology for Development, IK International Publishing House.
9. Waddell Gebre E. (2013) Complete Audio Mastering - Practical Techniques, Tab Books
- 10 Valerie Geller (2015), Beyond Powerful Radio, A Communication Guide to the Internet Age, Routledge

Mandatory-14

JMA-IV-26 : Video Production (VP)

Course objectives :

- The course will help students to learn to operate a video camera.
- Capture well composed video images.
- Capture great sound.
- Edit video and audio into a compelling story.

Unit 1	Understanding camera
1.1	Video equipments and components
1.2	Lens, Imager, Recorder, Memory card.
1.3	Camera angle
1.4	Framing of shot
1.5	Camera movement, Lighting

Unit 2	Classification of video programs
2.1	Fiction - short film
2.2	Fiction - TV Serial
2.3	Non fiction - News reel
2.4	Non fiction - Documentaries, Docudrama
2.5	Non fiction - Participatory video

Unit 3	Scripting for video production
3.1	Conceptualisation, research, reece, scripting, Shooting script.
3.2	Scripting for fiction
3.3	Scripting for non fiction
3.4	Scripting for news reel
3.5	Scripting for documentary and documentary, docudrama

Unit 4	Production
4.1	Scheduling
4.2	Location
4.3	Set design
4.4	Filming
4.5	Managing sound

Unit 5	Post production
5.1	Types of editing - linear and non linear
5.2	Editing camera footage edit
5.3	Editing soundtrack
5.4	Visual special effects
5.5	Computer generated imagery (CGI)

Course outcomes :

Through readings, instruction, practice, and projects, students will develop skills in contemporary video technology, operating cameraaudio, lighting and other television production equipment. It will also help them improve knowledge about language of film,

including shots composition and continuity editing. They will gain a better understanding of storytelling in narrative and non-narrative video production.

Reference books :

1. Broadcast News : Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
2. Television Journalism by Ivor Yorke, Routledge.
3. Pannu P, Tomar YA. Communication Technology for Development (Chapter 18,19). IK International Publishing House (2011)
4. An introduction to writing for Electronic Media : Scriptwriting Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007

Mandatory-15

JMA-IV-27 : Documentary Production (DP)

Course objectives :

- This course will enable the students to learn basics of the non-fiction documentary form.
- Learn how documentary has been used in journalism, learn the history of documentary and Indian documentary history, conceptualize.
- Script and direct a short documentary film.

Unit 1	Understanding the Documentary
1.1	Introduction to the debate on realism
1.2	Six Modes of Documentary Representation : Participatory, Expository, Observational, Performative, Reflexive, and Poetic
1.3	Camcorder Cults, Documentary.
1.4	Defining the Subject/Social Actor/Participant
1.5	Ethical Debates in the Documentary Encounter

Unit 2	Documentary Production : Pre-Production
2.1	Researching the Documentary
2.2	Research : Library, Archives, location, life stories, ethnography
2.3	Writing a concept : telling a story
2.4	Writing a Treatment, Proposal and Budgeting
2.5	Structure and scripting the documentary

Unit 3	Documentary Production: Production
3.1	Documentary Sound
3.2	Documentary Cinematography – a responsive filmic encounter
3.3	Shooting Schedule
3.4	Shot Breakdown

3.5	Call list
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Unit 4	Documentary Production: Post-Production
4.1	Grammar of editing
4.2	Use of editing in Transitions: Scenic Realism
4.3	Use of editing in Transitions : Sound Effects
4.4	Use of editing in Transitions: Visual Effects

Unit 5	Historical Context
5.1	Documentary Movement of India : History
5.2	Documentary Movement of India : Evolution
5.3	Documentary Movement of India : Growth
5.4	Distribution and Exhibition Spaces (Traditional and Online)
5.5	Funding of a documentary- Sponsors, Public service funding, Crowd funding

Course outcomes :

Through readings, instruction, practice, and projects, students will: learn to develop skills in documentary form; improve knowledge about language of documentary film, including shots composition and editing. It will also help them gain a better understanding of storytelling in documentary production.

Reference books :

1. Charles Musser "Documentary" in Geoffrey Nowell Smith ed The Oxford History of World Cinema Oxford University Press: 1996, 322-333
2. Michael Renov "The Truth about Non Fiction" and "Towards a Poetics of Documentary" in Michael Renov ed. Theorizing Documentary AFI Film Readers, New York and London: Routledge: 1993, 1-36
3. Trisha Das How to Write a Documentary
4. A History of the Indian Documentary Film, Sanjit Narwekar, 1996.
5. Nichols, Bill (2001) Introduction to Documentary, Indiana University Press: Bloomington.
6. Lancaster, Kurt (2010) DSLR Cinema Crafting the Film Look With Video, Focal Press
7. Hampe, Barry (2007) Making Documentary Films and Videos, Holt Paperbacks
8. Fitzgerald, Jon (2017) Film making for Change, Michael Wiese Productions

Elective-4 : (Select any one from Basket)-I

JMA-IV-28 : Human Rights and Media (HRM)

Course Outcomes :

- The course intends to educate the learner about the history and philosophy of human rights.

Dr. C. P. Sahasrabudhe
Don, JDS

- It is aimed to make the student aware about the role of media in human rights promotion.
- The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism.
- The student will learn the intricacies of web based and social media based human rights journalism.
- The course will also highlight the contemporary human rights issues and their relation to media.

Unit 1	Concept
1.1	Scope and need of Human Rights
1.2	Human rights in early ages
1.3	Law terms in Human Rights
1.4	Law phrases in Human Rights
1.5	Law uses in Human Rights

Unit 2	Human Rights and Media
2.1	Human Rights and Democracy
2.2	Human Rights & Education
2.3	Human Rights and environmental air and water pollution.
2.4	Human Rights and Communal Riots
2.5	Human Rights in the terrorized areas

Unit 3	Human Rights and women-Child
3.1	Human Rights and Crimes against women
3.2	Human Rights of Accused persons
3.3	Human Rights and child labour, bonded labour
3.4	Human Rights and death
3.5	Torture in police lockups

Unit 4	Commissions
4.1	State Commission for Human Rights
4.2	National Commission on Human Rights
4.3	Human Rights and right to freedom of speech and expression

Unit 5	Contemporary human rights issues
5.1	Contemporary human rights issues : Global & National
5.2	Media activism
5.3	Social media and Human rights

5.4	Fake News, propaganda, and its effects on human rights reporting
5.5	Open-source investigation in journalism : tools and applications.

Course Outcomes :

- The course intends to educate the learner about the history and philosophy of human rights.
- It is aimed to make the student aware about the role of media in human rights promotion.
- The course will acquaint the learner about the tools and techniques of human rights reporting and nuances of human rights journalism.
- The student will learn the intricacies of web based and social media based human rights journalism.
- The course will also highlight the contemporary human rights issues and their relation to media.

Reference books :

1. Human Rights, A.N. Sen, 2005, Sri Sai Law Publications, Faridabad.
2. Protection of Human Rights, Khwaja Abdul Muntaqim, 2004, Law Allahabad Publishers.

Elective-4 : (Select any one from Basket)-II

JMA-IV-29 : Media and Audiences (MA)

Course Objectives :

- This paper will familiarize the students with the kind of audience of each medium.
- It will also enable them to understand the profile and needs of audiences through theoretical perspectives.

Unit 1	Understanding Media Audiences
1.1	Who are the media audiences? (critical perspective.)
1.2	History of Early Audiences
1.3	Parameters of audiences – politics, religion, race, class, gender, nation
1.4	Homogenous and heterogeneous audiences
1.5	Contesting 'Audiences'

Unit 2	Historicizing Media Audiences
2.1	Audiences in pre-industrial era
2.2	Audiences in mass society
2.3	Audiences as Citizens (Public Opinion, Media, Politics and Democracy)
2.4	Nature and characteristics of audiences - print
2.5	Nature and characteristics of audiences - radio, television, cinema

Unit 3	Sociology of Media Audiences
3.1	Passive and Active Audience - Perspectives
3.2	Ball-Rokeach and DeFleur's dependency theory
3.3	Symbolic Interactionism, interpretive communities
3.4	Post-modern audiences, Commodification of audiences, Children as audiences
3.5	Audience ratings and measurement and ethnographies

Unit 4	New Media Audiences
4.1	'Old' audiences to 'New' media audiences – mass to interactive
4.2	Mapping Audiences of Digital Technologies - Music, Books, TV, Films, Video Digital
4.3	news audience – active, interactive, creative
4.4	News curation
4.5	News aggregators

Unit 5	Contemporary Issues
5.1	New media ecosystems : 'audience' subjectivity to 'user subjectivity'
5.2	Issues of piracy
5.3	Referencing and plagiarism, tracking audiences
5.4	Data mining, authenticity
5.5	Challenges for critical audience research

Course Outcomes :

Through this paper the student is grounded to generate content and messages for different audiences on various media platforms.

Essential Readings :

1. Media Studies : Content, Audiences, and Production, edited by Pieter Jacobus Fourie, JUTA, 2006
2. Media Audiences : Effects, Users, Institutions and Power, edited by John L. Sullivan, Sage, 2012
3. The Handbook of Media Audiences, Virginia Noghtingale, Blackwell, 2011
4. Media and Audiences : New Perspectives, Karen Ross and Virginia Nightingale, OUP, 2003
5. Satellite Television : An Impact on Social Participation, Sabharwal, Tarjeet, ISBN 978-81-8457-064-9, Kanishka Publishers, 2008

Elective-4 : (Select any one from Basket)-III

JMA-IV-30 : Political Communication (PC)

Course Objectives :

- To understand the theoretical foundations and key concepts of political communication.
- To analyze the role and impact of mass media, social media, and emerging communication technologies on political processes.

- To explore the strategies and tactics employed by political actors to shape public opinion and gain support.
- To critically evaluate the ethical challenges and implications of political communication in democratic societies.
- To develop effective communication skills for engaging in political discourse and promoting informed civic participation.

Unit 1	Introduction
1.1	Introduction to Political Communication
1.2	Overview of political communication : definitions and scope
1.3	Historical perspectives and the evolution of political communication
1.4	Theories and models of political communication
1.5	The role of media in shaping political narratives

Unit 2	Media and Politics
2.1	Mass media and political campaigns
2.2	The impact of social media on political communication
2.3	Media effects on public opinion and voting behavior
2.4	Fake news, misinformation
2.5	The role of fact-checking

Unit 3	Political Persuasion and Messaging
3.1	Persuasive communication in political campaigns
3.2	Political advertising and propaganda techniques
3.3	Framing and agenda-setting in the media
3.4	Speeches, debates
3.5	Public speaking in politics

Unit 4	Ethics in Political Communication
4.1	Ethical challenges in political messaging
4.2	Media bias
4.3	Objectivity
4.4	Privacy, surveillance, and data in political campaigns
4.5	The role of journalists and media organizations in a democratic society

Unit 5	Contemporary Issues
5.1	New media ecosystems : 'audience' subjectivity to 'user subjectivity'
5.2	Issues of piracy
5.3	Referencing and plagiarism, tracking audiences
5.4	Data mining, authenticity
5.5	Challenges for critical audience research

Course Outcomes :

Students should be able to :

- Demonstrate a comprehensive understanding of the theories and principles that underpin political communication.
- Analyze and assess the influence of different media platforms on political campaigns and public opinion.
- Identify and evaluate various persuasive communication strategies used in political contexts.
- Discuss and debate the ethical considerations and dilemmas in political communication.
- Engage in constructive political dialogue and contribute to informed civic engagement.

Reference Books :

1. Edward S. Herman, and Noam Chomsky, (2002) Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books, New York.
2. Seator, Jean. (1998). Politics and the Media, Blackwell.
3. Gunther, Richard. (2000). Democracy and the Media, Cambridge
4. Harold Laswell; The Theory of Political Propaganda
5. Craig Calhoun: The Modern discourse of identity.
6. Abir Chattopadhyay, Communication, Media and Cultural Studies; Progressive Publishers.

Research Project-2

JMA-IV-31 : Dissertation

JMA-IV-32 : Vivo-Voice

Dissertation :

- A Dissertation shall be based on selection of a research problem and a research & analysis there upon under faculty supervision.

Mode of Evaluation :

- Evaluation will be based on final output (Dissertation) carrying 150 marks.
- 100 marks evaluation will be done by the course supervisor & 50 Marks by an external examiner.
- Vivo-Voice will be done at the end of the semester carrying 150 marks.