



**SHIVAJI UNIVERSITY, KOLHAPUR**  
**Syllabus For**  
**M.A. (Mass Communication & Journalism)**  
**Implemented from June, 2005**

**Objectives of the Course :**

1. To extend new communication skills i.e. ICT's (Information Communication Technology ) to the Rural Studetns.
  2. To provide Radio and TV production education for regional students.
  3. To cater to needs of Marathi as well as English and Hindi Channels operated in Western region.
  4. To develop internet awareness among media users.
1. Year of Introduction of the syllabus – the new course suggested by UGC M.A. (Mass Communication) will commence from June, 2005.
  2. Workload of the teacher –
    - 2.1 The two years M.A. Mass Communication course can be divided in four semesters as suggested by UGC.
    - 2.2 Each paper of semester will have five lecturers per week. The total workload of each semester will be 25 lecturers ( 5 subjects x 5 period per week = 25)
    - 2.3 At once teaching of only two semester can be completed. First and third semesters, second and fourth semester.
    - 2.4 Theory papers will be having 50 marks and practicals will be 50 marks for each paper. So there will be equal distribution of theory and practical.
    - 2.5 Each Theory paper will be supported by special practical assignment.
    - 2.6 At present there are three faculty members – One Reader + Two Lectures. And their present workload of the present two courses is given below :

	Total workload
B.J.C. 11 x 5 = 55	65
B.J.C. 2 x 5 = 10	
(Practical (200 Marks )	
M.J.C. 10 x 5 = 50	
M.J.C. 3 x 5 = 15	
(Practical (300 Marks)	65
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	130
	- 42
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Remaining 88 periods of workload is covered by Contributory Lecturers	88

2.7 As two Semester will operate same time the work load of new course per week will be 50 periods. This work load will be covered by inviting contributory lecturers.

**3. Nature of question paper, with scheme of marking.**

3.1 There will be five questions, four essay types having internal choice and one will be based on short notes.

3.2 Each question will have weightage of ten marks.

3.3 There will be practical examination of fifty marks for each paper.

3.4 For theoretical base papers there will be two tutorials , two test and one seminar. Total 50 marks.

3.5 Four practical oriented papers five items will be suggested for final media production.

**4.1. Eligibility of Admission to this course.**

Candidate holding Bachelor's degree of three year or more duration such as degree in medicine, engineering, agriculture nursing etc. from a recognized Indian University or an equivalent degree from a foreign university should be eligible to apply for admission to the master's degree course in mass Communication.

4.2 There will be separate entrance examination for all the student seeking admission to MA Mass Communication Course. The entrance will be conducted by the University on the date declared in the notification will be held on the following syllabus

1)	Current Affairs	- 20
2)	Communication Skills	- 30
3)	Knowledge about the Mass media.	- 30
4)	Aptitude Test	- 20
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	TOTAL	- 100 Marks

4.3 The state reservation policy will be followed as it is declared from time to time. Admissions will be given on merit in the entrance exam.

**5. Eligibility of Teachers to this Course.**

For regular Faculty - As per UGC Rules.

Guest Faculty persons having expertise in the related subjects will be invited as guest lectures. Persons working in media will be preferred.

**6 Standard of passing**

6.1 Those who gets fifty percent will be declared as pass candidate.

6.2 Those who gets more than 55% marks students will be declared as B+ or higher second class.

- 6.3 Those who secured more than sixty percents marks can be declared as first class.
- 6.4 Those candidates who secured more than 70% marks will be declared distinction.
- 6.5 A candidate can have two chances for improvement

	50%	Aggregate
Minimum Passing	40% Theory	Practical
In individual Heads	50%	50
And aggregate	40%	40

Theory and practical will be separate heads.

Strength of the students.

Strength of each class in each Semester will be thirty.

Fees –Rs. 17,000/- x 30= Rs. 5,10,000-00

And other regular fees.

## Practical

## Practical (First Semester)

Paper I .Principles of Mass Communication	[50 Marks]
	Marks
1. 2 Class Test	20
2. 2 Tutorial	10
3. 1 Seminar	20
Part II Development of Media	
1. Report history of one newspaper	10
2. Critical study of mistakes in newspapers	10
3. Current social issues and role of newspaper! NGO a field report	10
4. A report on art, paintings, co-operative and Agricultural in South Maharashtra	20
Paper III Reporting and EditinG	
1. Writing a depth news on development	10
2. Political Reporting	10
3. Interview of two prominent persons	20
4. Use of Page Maker for lay-out of newspapers. magazine	
Paper V Advertising and Public Relations	
1. Collections of five different types of advertising published in newspapers or magazines	10
2. Writing in Case Study of one Advertising Agency	10
3. Case Study of one business, co-operative institute, financial, corporate industrial PR	20
4. Preparing a plan of House Journal or annual report of any organization	10

(Second Semester)  
Paper I

Development Communication.

	Marks
I. Visit to a village and preparation of social development plan	10
2. Two agricultural and rural development stories	20
3. Writing a report sustainable development	
II. Communication Research	
• A Study of concept in communication research such as feedback, impact study, behavioural studies	10
2. Preparing two content analysis report	20
3. Study of two electronic media channels based on survey	-
III. Media Law and Ethics	
1. Study of law of defamation based on two 20 cases in AIR	
2. Recent Cyber Laws implications	10
3. Study of fundamental rights special reference to 'freedom of Expression'	10
4. Media ethics problems the role of Press Council of India	10
IV. International Communications	
1. Report on working of two international News Agency	10
2. Report on recent efforts by UNESCO for development of mass media	20
3. Study of World Bank report with special reference to Mass Media	20

**V Media Management**

	1. Preparing a media management report of language newspaper	10
	2. Preparing a media management report on a Radio or TV TV channels	20
	3. Preparing a plan for collaboration with foreign media	20
	Third Semester	
Paper I	Print Media	
	1. Five assignments of various field studies	10
	2. Preparing one each type of reporting such as feature writing, Sports events, Commerce news, Court and legislature	20
	3. Preparing to lab Journals of different sizes of his! her own liking	20
Paper II	1. Preparing one regional News bulletin	IC)
	2. Preparing one features one story and one discussion based programme	20
	3. Development of voice culture	20
Paper III	1. Preparing TV news cast -15 minutes	20
	2. Preparing a TV document or serial or discussion based programme	20
	3. Preparing a CD a based on anchoring	
Paper IV	Advertising II	
	1. Planning a media campaign and preparing a budget for it	20
	2. Production of advertisement for radio or TV or newspaper	20
	3. Presenting two market survey and product analysis reports	10
	4. Preparing one advertising research evaluation report	
Paper V	Public Relations! Corporation Communication	
	1. Preparing one corporate PR report to solve specific problem in crisis	20
	2. Disaster management communication strategy one report	20

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|--|----|
| 3. Developing a new PR plan for agro industrial company by using ICT | 10 |
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#### Fourth Semester

#### Paper .I .New Media Tecimology

1. Searching and downloading of information.
2. Establishing e-mail address.
3. Accessing (receiving) sending and replying e-mail.
4. Sending and forwarding e-mail to multiple recipient.
- > Chatting over Internet.
6. Networking with special interest groups.
7. Designing home pages.
8. Creating electronic newspaper
9. Creating Internet ads, and
10. Establishing and analysing hits and eyeballs.

Any five items of the choice of the candidate.

#### Paper II Inter Cultural communication

One Seminar	10
Two Test	20
Two Tutorial	20

#### **Paper III Three (O) A – Environmental Communication**

- |   |    |
|---|----|
| 1. Preparing a report on MSW Municipal Solid Waste Management of as town    | 20 |
| 2. Preparinu a programme on Radio for echo protection                       | 10 |
| 3. PreparingaTV programme/ Advertising Campaign for Environmental education | 10 |
| 4. Preparing environmental report for Newspaper as magazine                 | 10 |

#### Three (0) B— Agricultural Journalism

1. A field report of development communication problem in village
2. Preparing a farm news for TV channels
3. Editing an agricultural periodicals

4. Designing agricultural news page

5. Arranging interviews of ideal farmer

Three (0) C- Women and Media

- |   |    |
|---|----|
| 1. Two interviews of feminists activists!<br>women journalist                 | 20 |
| 2. A story on women s co-operative institution                                | 10 |
| 3. Empowerment of women social, cultural<br>and economics aspects one feature | 10 |
| 4. Women images in media and advertising<br>one social survey                 | 10 |

Dissertation:

120 Marks for script and 80 marks for viva-vice.

**Attachment**



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**PROPOSED COURSE STRUCTURE**

The Committee has worked out the following four-semester programme for M.A. Mass Communication.

**First Semester**

1. Principles of Mass Communication
2. Development of Media
3. Print Media-I (Reporting and Editing)
4. Electronic Media (Radio and Television)
5. Advertising and Public Relations/Corporate Communication

**Second Semester**

1. Development Communication
2. Communication Research
3. Media Law and Ethics
4. International Communication
5. Media Management

**Third Semester**

1. Print Media- II
2. Radio
3. Television
4. Advertising
5. Public Relations/Corporate Communication

**Fourth Semester**

1. New Media Applications
2. Inter-cultural Communication
3. Environmental Communication, Women and Media.
4. Dissertation
5. Attachment

## **FIRST SEMESTER**

### **Paper I**

#### **PRINCIPLES OF MASS COMMUNICATION**

Nature and process of human communication, functions of communication, verbal and non-verbal communication, intra-personal, inter-personal, small group, public and mass communication.

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, convergent and gate-keeping, communication and socialization.

Nature and process of mass communication, media of mass communication, characteristics and typology of audiences.

Media systems and theories: authoritarian, libertarian, socialistic, social-responsibility, development, participatory. Mass media public opinion and democracy. Media and Mass culture and its effects. Media organizations, media content, market driven media effects, of Indian Communication Theory skyvasion, cultural integration and cultural pollution.

Issues of media monopoly – cross-media ownership;

Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE. and Importance of Folk media.

### **Paper II**

#### **Development of Media**

##### **Print**

Language and society-development of language as a vehicle of communication – invention of printing press and paper – pioneer publications in Europe and USA.

Early communication systems in India – development of printing – early efforts to publish newspapers in different parts of India. with special reference to Maharashtra in general and Kolhapur in particular.

Newspapers and magazines in the nineteenth century – first war of Indian Independence and the press – issues of freedom, both political freedom and press freedom.

Both of the Indian language press – contribution of Raja Ram Mohan Roy : A brief history of Marathi press since 1832, covering major newspaper and editors in Maharashtra and South Maharashtra.

The Indian press and freedom movement- Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.

Journalism in Indian languages social reform movement & Newspapers, history of the language journalism of the region. Satya Shodhak Press, Dalit Press its social importance.

The press in Indian after Independence; social, political and economic issues and the role of the Indian press problems and prospects and Marathi press women emancipation, Language press and Agro-Industrial development in south Maharashtra Globalization and the changing role of the press.

### **Radio**

Development of radio as a medium of mass communication – technology innovations; history of radio in India – radio as an instrument of propaganda during the World War II., March role of Rudi in community development community Radio and new experiments. Emergence of AIR – commercial broadcasting – FM radio, - state and private initiatives. Farm Forum, population control and Environment Education.

### **Television**

Development of television as a medium of mass communication – historical perspective of television in India – satellite and cable television in India and development of local channels.

### **Films**

Early efforts – film as a mass medium; historical development of Indian films origin and development Marathi films with special reference to Kolhapur silent era – talkies – Indian cinema after Independence; parallel cinema – commercial cinema; documentaries – issues and problems of Indian cinema.

### **Folk media**

Traditional media in India – regional diversity – content – form – character – utility – evaluation – future, Traditional folk media in Maharashtra such as Bharud, Kirtan, Loknatya, Dashavatar. The origin and development of Marathi Journalism Theatre (Rangobhumi).

### **New Media**

Development of new media; convergence – Internet – on line.

## **Paper III**

### **Print Media – I (Reporting and Editing)**

#### **Reporting**

News: definition, concept, elements, values, sources, lead writing its, kinds reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.

Interviewing – kinds, purposes, techniques.

Interpretative reporting – purposes, techniques.

Investigative reporting – purposes, sources, styles, techniques. Columns – development, criticism, reviews, feature writing, news analysis, backgrounding.

- Political reporting
- Legislative reporting
- Diplomatic reporting
- Scoops and exclusive and specialized reporting – science, sports, economic, development, commerce agriculture and co-operation gender, and allied areas reporting for magazines.

Editing : Meaning, Purposes, symbols, tools, lead, body, paragraphing.

- Proof reading, meaning, symbols, purposes.
- News desk, editorial department set-up, news flow, copy management and organization.
- Headlines – techniques, styles, purposes, kinds of headlines. Dummy page-make-up, on computer layout, principles of photo editing.
- Magazine editing, layout, graphics. Recents trends in Magazines edition use of VDT (Visual Display Techniques by using page maker) on line reporting and editing in the cyber age.

#### **Paper IV**

##### **Electronic Media (Radio and Television)**

Evolution and growth of electronic media : radio, television and Internet. Characteristics of radio, television and Internet as medium of communication – spoken, visual and multiple versions of information through links. Principles and techniques of audio-visual communication – thinking audio and pictures, grammar of sound, visuals and web production, web services web designing and content analysis of the web page Technology and skills of linear and non-linear systems of audio-visual communication – sound construction and picture formation through a wide range of microphones, sound – recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure through field visits). Transmission of sound, images and data through microwave, satellite, cable and television technologies.

Infrastructure, content and flows on Internet, with specific reference to India – reach and access to personal computers and Internet connectivity. Newspaper, magazine, radio, television and on Internet web Newspaper and editing web page updating web page.

#### **Paper V**

##### **Advertising and Public Relations**

###### **Advertising**

Evolution and growth of advertising –definitions of advertising – relevance of advertising in the marketing mix – classification of advertising – various media for advertising – national and global advertising scene – socio-economic effects of advertising.

Ad agency management, various specialist departments in an ad agency : (account planning, account servicing, creative, media planning, and public Relation HRD, etc.)

Client related issues and the process, business development, pitching for accounts – agency – client interface: the parameters – creative and media briefing process, agency – media interface, agency revenue earning and sources, agency audit, study of local ad agency functioning and its impacts.

Mass media laws concerning advertising – apex bodies in advertising AAI, ASCI etc.), ASCI and its code of conduct, case studies from ASCI.

### **Public Relations and Corporate Communication**

Evolution and history of public relations – definitions of PR, PR, and allied disciplines (publicity, propaganda, public affairs, lobbying etc.).

Symmetrical and asymmetrical theories of PR – law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).

Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) – publics in PR, PR tools (interpersonal, mass media and selective media) – PR in industry (public sector, private sector and multinational and local industry) – PR in central and state governments PR in Co-operative, defence, education and the functioning of various media units of the state and Union governments.

Writing for PR : Internal publics (house journals, bulletin, boards, open houses, suggestion, boxes, video magazines, etc. )

Writing for media (Press release/backgrounder, press brief, rejoinders, etc.)

Preparing PR. material for the PR Campaign planing.

## **SECOND SEMESTER**

### **Paper I**

#### **Development Communication**

Development : meaning, concept, process and models of development - theories – origin – approaches to development, problems and issues in development, characteristics of developing societies, development dichotomies, gap between developed and developing societies. Development issues on national and regional and local level.

Development communication: meaning – concept – definition – philosophy – process – theories – role of media in development communication – strategies in development communication – social cultural and economic barriers – case studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication – diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture.

Development support communication: population and family welfare – health – education and society – environment and development – problems faced in development support communication.

Concept of extension, its nature scope and significance for rural development. Developmental and rural extension agencies : governmental, semi-government, non-governmental organizations problems faced in effective communication, micro – macro – economic frame work available for actual developmental activities – case studies on development communication programmes. A case study regarding agro-industrial development in the Kolhapur region.

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television. Special efforts to develop depth coverage regarding various efforts made by NGO in Maharashtra.

## **Paper II**

### **Communication Research**

Definition – elements of research – scientific approach – research and communication theories – role – function – scope and importance of communication research – basic and applied research.

Research design components – experimental, discriptive, exploratory quasi-experimental, bench mark, longitudinal studies – simulation – panel studies – correlational designs.

Methods of communication research – census method, survey method, observation method – clinical studies – case studies – content analysis.

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Media research – evaluation, feedback – feed forward – media habits – public opinion surveys – pre-election studies and exit polls.

Report writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and non-parametric – uni-variate – bi-variate – multi-variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports / project reports / dissertations / theses. Ethical perspectives of mass media research.

### **Paper III**

#### **Media Law and Ethics**

**Media Law:** Constitution of India: fundamental rights – freedom of speech and expression and their limits – directive principles of state policy, provisions of declaring emergency and their effects on media – provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

Specified press laws: history of press laws in India – Contempt of Courts Act 1971 – civil and criminal law of defamation – relevant provisions of Indian Penal Code with reference of edition, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-a-vis right to information – Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955; - Cinematography Act, 1953; Prasar Bharati Act; WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act – information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

**Ethics :** Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media – role of press and / or media councils and press ombudsmen in the world – Press Council of India and its broad guidelines for the press – codes suggested for the press by Press Council and Press Commissions and other national and international organizations – and codes for radio, television, advertising and public relations.

Accountability and independence of media.

### **Paper IV**

#### **International Communication**

Political, economic and cultural dimensions of international Communication – communication and information as a tool of equality and exploitation – international news flow – imbalance – media growth – international, regional and internal disparities.

Communication as a human right – UNO's Universal Declaration of Human Rights and communication – international news agencies and syndicates, their organizational structure and functions – a critique of western news values.

Impact of new communication technology on news flow – satellite communication – its historical background – status – progress – effects –

information super highways – international telecommunication and regulatory organizations – UNESCO's efforts in removal imbalance in news flow – debate on new international Information and Economic Order – MacBride Commission's report – non-aligned news agencies news pool – its working, success, failure.

Issues in international communication – democratization of information flow and media systems – professional standards; communication research – telecommunication tariffs; information- prompted cultural imperialism – criticisms; violence against media persons; - effects of globalization on media systems and their functions; transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

## **Paper V**

### **Media management**

Principles of media management and their significance – media as an industry and profession.

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains). Policy formulation – planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (Sales promotion – including pricing and price – war aspect)' advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons.

Editorial – Response system. Role of ILNA in the solvikul problems of language newspapers.

Economics of print and electronic media – management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience.

Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques – human research development for media.

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure. The pros and cons of FDI in Indian newspaper industry.

## **THIRD SEMESTER**

### **Paper I**

#### **Print Media – II**

**Reporting :** this segment will mainly consist of practicals in various areas of reporting enumerated in the first semester. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court legislative and other allied areas of reporting, will also be evaluated by internal/external faculty.

**Editing:** Similarly, not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, mini/lab newspapers and magazines and do page make-up and lay-out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing.

### **Paper II**

#### **Radio**

##### **Radio Journalism and Production :**

Radio programme production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources – news production.

Using sound bytes and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes – formats of radio programmes – studio interviews – studio discussions- phone-in programmes – O.B. production of sporting and mega events.

**Writing for radio:** Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter’s copy-compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

**Radio reporting:** Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary.

Voice training – effective use of voice – enunciation, flow, pronunciation, modulation; Radio Interviews - preparing and planning types of interviews on radio, on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

### **Paper III**

#### **Television**

##### **Television Journalism and Production**

Visual communication – communicating with still pictures and video – shooting with TV camera – camera mounting. Colour balance, basic shots and camera movement.

Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries.

Studio lighting – three point lighting – high key and low key lighting; properties, studio sets and make-up.

Video editing techniques – cut, mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries – planning studio programmes – cue's and commands – formats of TV programmes – studio interview – studio discussion – studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production.

Writing for television: Writing to still, writing for video, reference visuals to words.

TV news writing; marking copy in production language.

Writing for television programmes – research, visualization and production script.

Television reporting: visualising news / ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories.

Television news editing: planning, production and compilation of news programmes – writing lead-in/intro to news packages – headlines writing, teasers and promos.

Television anchoring: voice broadcast skills – enunciation, flow, modulation – facing a camera – eye contact – use of teleprompter; live studio and field interviews – moderating TV studio discussions; anchoring chat shows and cross-fire.

### **Paper IV**

#### **Advertising – II**

Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.).

Consumer in economic theories, models of consumer behaviour.

Brand management: definition, concepts and evolution of brand management – component of a brand: strategy and structure – brand equity, image and personality – corporate brand. Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy – debriefing of campaigns.

Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces.

Media characteristics – defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

Advertising research: scope and objectives – research as a decision making tool. Market research and advertising – types of research: target marketing research, positioning research – pre-test research, post test research, audience research, methods of analyzing research (physiological / life style research, psycho-physiological research.)

## **Paper V**

### **Public Relations/Corporate Communication (CC)**

Strategic public relations / CC and management: defining strategy and its relevance in public relations and corporate communication; campaign planning, management and execution – role of PR/CC in crisis communication and disaster management.

Defining stakeholders and media selection – study of symmetrical and asymmetrical models in handling crises.

Building a distinct corporate identity: concepts, variables and process – making of house styles (logo, lettering and process)

Media relations: organizing press conferences, facility visits, press briefs – proactive and reactive media relations – ethical aspects in media relations – role of technology in PR./CC.

## **FOURTH SEMESTER**

### **Paper I**

#### **New Media Technology**

Communication Technology (CT): concept and scope

CT and IT: similarities and differences – telephony – electronic digital exchange, C-Dot- Pagers, Cellular Telephone.

Internet: LAN, MAN, WAN, E-mail, Web

Ownership and administration of Internet, ISPS, WAP, types of Internet connections: Dial-up, ISDN, lease-line.

Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP.

WEB PAGE, Websites, Homepages.

Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, advertising on Internet.

Web page development, inserting, linking, editing, publishing, localing, promoting and maintaining a website.

Cyber Journalism: on-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT. Cyber laws in India and recent rule regarding media convergence.

## **Paper II**

### **Inter-Cultural Communication**

Culture – definition – process – culture as a social institution – value systems – primary – secondary – eastern and western perspectives.

Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.

Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha – Vishishtadwaitha – Chinese (DaoTsu and Confucius – Shinto Buddhism) and also Sufism.

Language and grammar as a medium of cultural communication – Panini / Patanjali – Prabhakara – Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter-cultural communication.

Modern mass media as vehicles of inter-cultural communication – barriers in inter-cultural communication – religious, political and economic pressures; inter-cultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institution; mass culture typologies – criticism and justification.

Culture, communication and folk media – character, content and functions – dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of intercultural communication – other organizations – code of ethics, study some intercultural centres such as Ellora, Bahubai and Temples of sktipithas such as Mahalaxmi, Tulja Bhavani and Renuka, Mahur and

Intercultural centres such as Pandarpur, Alandi intercultural spirituals centres such as Shirdi, Segaw, Akkalkot.

### **Paper III**

**Specialization** – Any one of the following:

III(O) A : Environmental Communication

III(O) B : Rural and Agricultural Journalism

III(O)C : Women and Media.

#### **4. Dissertation**

Every student will have to do a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

#### **5. Attachment**

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations / corporate communication, or any other identified by the students and faculty jointly / individually facilities for which are easily available locally or regionally.

### **Elective Papers**

#### **Specialisation**

One among the Three

#### **III(O) A : Environmental Communication**

1. Definition, Nature and Scope, Need of Environmental Communication
2. Man Eco – System and Culture from ancient to modern times.
3. Eco-System and its Types of Environmental Pollution Land, air, water and more.
4. Ecology and Society need of public Education through media.
5. Relevance of eco-education and mass media
6. Rethinking of eco-education through media impact of Environment on Human development.
7. Human behaviour and Environmental Education through media.
8. Eco-education from Stockhome, Reo-De-janew and Johansberg.
9. Bio-diversity health Problems and Social issues regarding pollution and media social respectively.
10. Urbanization and Industrialization and Communication strategy waste management and medias respectively.
11. Sustainable development and New Communication media Environmental issues and local media.

### **III(O) B : Rural and Agricultural Journalism**

1. Need of Rural and Agricultural communication Nature Scope and significance.
2. The Changing Scope of Indian village and agro – head development.
3. Traditional and Folk media's role in the present times the effect of new media on rural development.
4. The use of application of new Technology in agriculture diffusing innovates acceptance and adoption.
5. Different communication media for agriculture and rural development need of co-ordination.
6. Types of various development of infrastructure scope and elements used for R.D.
7. Govt. efforts to promote agriculture development and NGO's role in Rural development ideal village scheme in Maharashtra study of Ralegon Siddhi and use success stores.
8. Water shed Development and village life New communication model for water conservation. The role of co-operative moment in rural development and credit support for agro development.
9. Changing crop problems and use of new media. The Role of agro channel and Farm from Radio.
10. The agricultural development schemes in the age of globalisation in Maharashtra.

### **III(O) C: Women and Media**

1. The women's right as human rights – Beijing conference and changing scenario regarding women's development.
2. The Status of women in India changing dimension from ancient to modern times.
3. Womens developments movements from Raja Ram Mohan Ray to Dr. B. R. Ambedkar. The Study of present women movements with reference to India & Maharashtra.
4. Womens empowerment movements and various and women organization in western India.
5. Portrayal of Women in the print media working women and her problems women and Elite class women and Political reservations.
6. Women in audio visual media, women and Radio.
7. Women Images in Television T.V. serials and womens Role Priya Tendulkars Rajani and Khani Ghar Ghar ki.
8. A special study of women based serial. Such as Saus Bhi Kabhi Bahu Thi
9. Women in Advertising Ethical issues and code of conduct regarding mass media.
10. Women's problems and media's responsibility in new millennium.

## **Books Recommended :**

### **Paper I - Principles of Mass Communication**

1. Mcquail Denis, Mass Communication, Theory, Sage Publication., London.,1995
2. Agee Emery & Ault, An introduction to Mass Communication, Harper Raw, Newyork, 1990.
3. Defleur M. L. Everette, Dannis, understanding, Mass-Communication Goyal Sa , New Delhi - 1991.
4. Watson James and Annee Pill, A Dictionary of Communication and media studies Edward Arnold Publication, London, 1984.
5. Bitter John R - Mass Communication, An Introduction Prentice Hall Engle wood Cliffs, New Jercey, 1986.
6. Defleur M. L. & S. Ball - Rokech, Theories of Mass Communication, Longman, New York, 1987.
7. Kumar Keval J. Mass Communication, In India Jayco, 2001.
8. Malhan P. V. Communication Media Yesterday, Today & Tommorrow, 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 Shastra, Mansamman Prakashan, Pune
13. जोशी श्रीपाद भालचंद्र, जनसंवाद आणि जनमाध्यम, सैध्दांतिक संकल्पना, मंगेश प्रकाशन, नागपुर
14. दातार सुषमा, संवाद विश्व, सदाशिवपेठ, पुणे.

## **II Development of Media**

- (1) Natrajan J. History of Indian Journalism Part-II Report I press commission publication Division, 1955.
- (2) Partha Sarathy Ranga Swamy, Journalism in India sterling, New Delhi, 1989.
- (3) Rau Chalapati, The Press, NBT N, Delhi, 1971.
- (4) Bhargava Motilal, The Role of Press in Freedom Movement Reliance, Publication, New Delhi, 1987.
- (5) कानडे रा.गो., मराठी नियतकालीकांचा इतिहास, कर्नाटक, मुंबई, १९३८.
- (6) लेले. रा. के., मराठी वृत्तपत्रांचा इतिहास, कॉन्टीनेटल, पुणे , १९८४
- (7) जोशी वि.कृ. व लेले रा. के. वृत्तपत्रांचा इतिहास, युगवाणी वाई, १९५१.
- (8) डॉ. धारूरकर वि. ल. , शोध माध्यमांचा , शुभदा प्रकाशन, औरंगाबाद
- (9) डॉ. पानतावणे गंगाधर, पत्रकार डॉ. बाबासाहेब आंबेडकर अभिजित प्रकाशन, पुणे
- (10) डॉ. धारूरकर वि. ल., माध्यम दृष्टीक्षेप, चैतन्य प्रकाशन, औरंगाबाद, २००१.
- (11) डॉ. सुधाकर पवार,, ओळख भारतीय पत्रदृष्टी, ,पुणे.

### III Repormy & editing

- (1) Harris J. Leiter & S. Johnson, The complete Reporter MacMillan Publication, New York, 1977.
- (2) Hodgson F. W. Modern Newspapers practice Heinemann London, 1984.
- (3) Johnson S & Harris J. The Complete Reporter MacMillan Publication, New York, 1961.
- (4) Mansfield F. J. Mansfield's complete Journalist - A study of the Principles and Practice of Newspaper Making, Third Edition , 1982.
- (5) Mollenhoff Clark R. Investigative Reporting Macmillan Publication, New York, 1981.
- (6) Pooter Bruce & Ferris Practice and Journalism Prentice Hall, New Jercey, 1988.
- (7) ताम्हाणे चंद्रकात , वार्ता, संकाम पॉप्युलर, पुणे, १९७९
- (8) पवार सुधाकर वृत्तपत्र व्यवसाय, काल, आज , उद्या, नाशिक , १९८५
- (9) कुलकर्णी एम. के. वार्ता विहार, टि म वि पुणे
- (10) डॉ. धारूरकर वि. ल. वृत्तलेखन स्वरूप व सिध्दी चैतन्य प्रकाशन
- (11) डॉ. गव्हाणे सुधीर ग्रामीण पत्रकारिता प्रचार प्रकाशन, औरंगाबाद
- (12) Berner Thomas, Editing, Hold Rinehart and Winston, Nework, 1985
- (13) Butcher Judith Copy Editing Cambridge London, 1983
- (14) Evans H. News Headlines, N.C. for T. J. , New Delhi, 1974.
- (15) George T.J.S. Ed.mg, IIMC , New Delhi, 1989.
- (16) Gebson MartinL Editing in the Electronic Era, Prentice Hall Newyork,
- (17) Rogers Jeoffery, Editing for Print, Macdonald & Co., London, 1985.
- (18) Rystross Kenneth , The Why who and How of the Editorial Page Random House, New York, 1983.
- (19) Stovall James G. Self Charise and Mullins, On Line Editing, Prentice Hall, New Jercey, 1984.
- (20) डॉ. धारूरकर वि. ल., संपादन कला व शास्त्र, चैतन्य प्रकाशन, औरंगाबाद,
- (21) गोखले अरविंद, संपादन, टि. म. वि., पुणे.
- (22) डॉ. पवार सुधाकर, उपसंपादकाचा, मित्र, दास्ताने रामचंद्र, पुणे
- (23) कर्णिक द्वा. भ. संपादकाचे, जीवन , किलोस्कर, पुणे

### Paper IV Electronic Media

- (1) Awasthy G. C. Broadcasting in India, Allied Publication, New Delhi. 1965.
- (2) Chatterji P.C., Broadcasting in India, Sage Publication, New Delhi, 1987.
- (3) Horace Newcomb (ed) Television - the Criteral view ( fourth edition) Oxford University, Press, 1987.
- (4) Hunter J. K. & Gross L. S. BroadCast, News, The Inside Out, C. V. Mosby Co. St. Lous, 1980.Luthra H. R., Indian Broadcasting, Publication, Division Govt. of India, 1986.
- (5) Sondhi, Beyond Mass Communication, New Delhi., 1986.
- (6) Ahuja B. N. , Audio Vishal Journalism,
- (7) डॉ. धारूरकर वि. ल. दूरदर्शन आणि लोकसंस्कृती चैतन्य प्रकाशन, आरंगाबाद

- (8) दिक्षित वरुण, जनमाध्यम और पत्रकारिता
- (9) Bhatt S.C. Broad Cast Jour Basic Principles
- (10) आकाशानंद, चित्रवाणी माध्यम

#### **V Advertising and public Relations.**

- (1) Burton PW, Advertising Copy writing Greiedin Ohio
- (2) Borden & Marhall, Advertising Management, Taraporewala,
- (3) Burke J. D., Advertising in the Market Place Megraw Hill
- (4) Wright Warner, Advertising, McGraw Hill
- (5) Gloag J.C. Advertising in Modern Life Heinaman
- (6) Rege G. M. Advertising Art and Ideas, Bombay, 1985
- (7) Chavahan J. S. and Mulhan P. N., Essentials of Advertising Oxford and IBH Publication Co.,
- (८) रे.गे. ग.म. जाहिरात कला व कल्पना
- (९) क्षीरसागर रा. ना. जाहिरात विक्रय कला
- (१०) धारवाडकर उपेंद्र जाहिरात ६५ वी कला
- (11) Bhal, Sushil: Making PR work, Wheeler, New Delhi.
- (12) Black Sam, Practical Public Relation, Pitman, 1976
- (13) Cutlip and Centre: Effective Public Relation, Prentice Hall, 1982
- (14) Ghosh Subir, Public Relations Today, Rupa, Calcutta.
- (15) Jethwani, Verma, Sarkar : Public Relations : Concept, Strategies, Tools Sterling, New Delhi, 1994.
- (16) John Marston : The Nture of Public Relation, McGraw Hill, 1963.
- (17) Kaul J. M. Public Relation in India, Naya Prakash, Calcutta.
- (18) Lesly Philip : Leslyis Handbook of Public Relation and Communication American Management Association, New York , Forth edition.
- (19) Mehta D. S. Handbook of Public Relations in India, Allied Publishers, New Delhi.
- (२०) वि. ल. धारूरकर - जनसंपर्क मीमांसा, रामराज्य प्रकाशन, आरंगाबाद
- (२१) पुरी सुरेश - जनसंपर्क संकल्पना आणि सिध्दांत, विमुक्तजन प्रकाशन, आरंगाबाद, १९८४
- (२२) पत्की वि वा , जनसंपर्क राजहंस प्रकाशन जाधव सौदागर, जनसंपर्क
- (२३) जाधव सौदागर, जनसंपर्क,

#### **Second Semester**

#### **I Development Communication**

##### **Reading List**

- (1) Fernandes, Walter : Development with People, Indian Social Institute, New Delhi, 1988.
- (2) Jayaweera N. & Amunugama S. : Rethinking Development Communication, AMIC, Singapore, 1988.
- (3) Kumar, Keval J. : Communication and Development : Communication Research Trends, Vol. 9, No. 3, 1988.
- (4) Hoogvelt Ankie : The Third World in Global Development, Macmillan, London, 1982

- (5) Hornik, Robert C : Development Communication : Information Agriculture and Nutrition in Third World, Longman, London/ NY, 1988.
- (6) Melkote Srinivas : Communication for Development in the Third World - Theory and Practive, Prestice - Mall, New Delhi, 1991.
- (7) Sondhi, Krishan : Communication, Growth and Public Policy Breakthrough, New Delhi, 1983.
- (८) Schramm, Wilbur : Mass Media and National Development, Stanford UP, Stanford, 1964.
- (९) डॉ. धारूरकर वि. ल. विकास संवादाची नवी क्षितीजे चैतन्य प्रकाशन, २००१

## **Paper II Communication Research**

१. भांडारकर पु.ल., सामाजिक संशोधन पध्दती, महाराष्ट्र ग्रंथनिर्मीती मंडळ, नागपुर
२. संत दु.का, संशोधन पध्दती आणि प्रक्रिया महाराष्ट्र ग्रंथ भांडार, कोल्हापूर
३. डॉ. धारूरकर वि. ल., शोध माध्यमांचा, शुभदा प्रकाशन, औरंगाबाद

## **III Media Law & Ethics**

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

## **Paper IV : International Communication**

- (१) भारतीय समाजविज्ञान कोश, संपादक स.मा. गर्गे, १९८६ प्रकाशन स मा गर्गे, पुणे
- (२) आंतरराष्ट्रीय संबध आणि राजकारण प्रा. शरद वराडकर, विद्या प्रकाशन, नागपुर १९९१
- (3) International Flow of News An Annotated Bibliography Edited by Hamid Mowlana UNESCO Paris, 1985
- (4) Indias Information Revolution By Arvind Singhal and Everett Rogers, Bage Publications, New Delhi, 1989
- (5) International Encyclopedia of Communication Vol 1/2, Oxford University Press, New York, 1989
- (6) Mass Media International Relations and Non-alignment By Regina Mulay, deep and Deep Publications, New Delhi, 1987.
- (7) The News papers and Internation History By Anthony Smith, Published by Thomes and Hudson, London, 1979
- (8) Introduction to Telecommunication, Anu Gokhale First Reprint 2001 By Thomson Asia, Ltd., Singapore
- (९) जनसंवाद आणि जनमाध्यम - सैध्दांतिक संकल्पना डॉ. श्रीपाद भालचंद्र जोशी, श्री मंगेश प्रकाशन, नागपुर, २०००
- (10) International Relations By Prakash Candev and Arora Published by Cosmas Boowve, New Delhi, 1990.

- (11) Research in Mass Media By S. R. Sharma, Radha Publications, First Published in 1996.
- (12) International Encyclopedia of the social science, Editor David Sills, Volume - 3, The Macmillan company and the Frees Press.

#### **Paper V : Media Management :**

- (1) Ruckerr L. W. and Williams Newspaper organisation and management, Iowa University Press, 1961-
- (2) Kothari Gulab Newspaper Management in India, New Delhi 1995.
- (3) Sindhvani Trilok, Newspaper Economics Management,
- (4) I. A. guide for Newspapers, R. N.I. New Delhi
- (5) Goulden John, Newspaper Management, London, 1967\_
- (6) Mehra Newspaepr management in the Multi media age, 1988
- (7) Lingam TNM Circulation Problems in Indian Newspaper PII, New Delhi
- (८) शेंवडे अनंत, समाचार पत्र व्यवस्थापन, मं.प्र.हिंदी प्रचार सभा, भोपाल
- (९) जैन सुकुमार, समाचार पत्र, संगठन और प्रबंधन, मुंबई १९८५
- (१०) चतुर्वेदी प्रेमानंद, समाचार पत्र प्रबंध

### **III SEMESTER**

#### **Paper I - Print Media - II**

- 1) Hohenberg John - The Professional Journalist St Prentice Hall Oxford, 1985
- 2) Kamath MV Handbook Professional Journalism Vikas, New Delhi,
- 3) Kamath MV for Indian Journalist, Vikas New Delhi, Handbook
- 4) Mott A. New Survey of Journalism, USA
- 5) Bond FF An Introduction to Journalism MacMillan Co.,
- 6) Dodge J., The Practice of Journalism, Heineman London.
- 7) Wolsley Roland, Journalism in Modern India, Asia London
- 8) Ahuja B. N. The Theory & Practice of Journalism, Surjeet, New Delhi.
- ९) सातोसकर पत्र विद्या सागर, साहित्य गोवा.
- १०) धारूरकर वि. ल. आजकालची पत्रकारीता, रामराज्य प्रकाशन
- ११) गोखले ल. ना. पत्रकारीतेचा स्वभाव, पुणे विद्यापिठ
- १२) गव्हाणे सुधीर पत्रकारिता विचार व व्यवहार, प्रवाह प्रकाशन, कोल्हापूर

#### **II Radio**

- (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.
- (8) Rivers Wlliams and work Alison Writing for the Media.
- (9) Carl Warren, Radio News Writing and Editing
- (10) Report L. Hillard Radio Broadcasting.

### **Paper III - Television**

- 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) Ovlngel 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) Walterrs RogersL Writing Random Huse, 1989.
- १०) डॉ. कृष्णकुमार, सूचनातंत्र प्रसारणमाध्यम, मंगल दीप प्रकाशन, जयपुर

### **IV – Broad cost Public Relations / Corporate Communication**

- (1) Wilcox, Auld and Agee  
Public Relations strategies and Tactics Horper and Raw 1986.
- (2) Arya Asoka, Dynamics and, PR Manus, 1993
- (3) Black Sam, Practical Public Relations Isac Pitam, 1970.
- (4) Burton Paul, Corporite Public Relations, Reinhold New York, 1966.
- (5) Lesly Philips, Lesley's Handbook of PR and Communication, American Management Association, New York.
- (6) PR in India Hydrabad, 1993
- (7) Jetwani, Varma, and Sarkar, PR concept and strategies tools, sterling, 1994
- (8) Kaul J. N. PR in India, New Delhi.
- (9) Moore Frazier and Carfield : Public Relations Principles, Cases and problem, Richard Irwin, 1977 (Seventh Edition)
- (10) Paul Burton :Corporate Public Relations, Reinhold, NY, 1966.
- (11) Reddi Narasimha C.V. Public Relations Socceity of India - An introduction, PRSI, Hyderabad.
- (12) Reddi Narasimha C.V. : How to be a good PRO - The Guide to Public Relations, Sharada Prakashan, Hyderabad.
- (13) Public Relations Case Studies - (Indian Scene Volume I-II, IFPR, New Delhi.
- (14) Sahai Baldeo : Public Relations : A scientific Approach, Scope, New Delhi 1980.
- (15) Sengupta Sailesh : Management of Public Relations and Communication, Vikas, New Delhi. 1997.

### **IV Semester Paper No. I**

#### **New Media Applications.**

- 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.
- ६) आपटे मोहन, इंटरनेट माहितीचा कल्पवृक्ष, अ १ , राजहंस, प्रकाशन पुणे
- ७) आपटे मोहन, शतक, शोधांचे
- 8) Peter Zorkoczy, Information Technology, An Inrtroction, East-West Press, New Delhi, 1989
- 9) Pande Sudhir Handbook of Satellite Communication, Authors Press, New Delhi 2000
- 10)Parekh Harsha, Internet, Knowledge work, Mumbai 1999.

### **Semester IV Paper II**

#### Inter-cultural Communications

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.
९. पां. स. माने, भारतीय संस्कृती
१०. जोशी महादेव शास्त्री, भारतीय संस्कृती कोष
11. SomorLed Leyed, Press in Developing Countries, Allied Publication, New Delhi.
12. Paul Heas and pull B.R. & Dighe Anita Mass Media and Village life , Sage Publication, New Delhi.
13. Desai A. R., Rural Sociology
14. Agriculture Journalism
15. Hiigvektm Anki The Third World in Global Development MacMillan London, 1982.

### **Fourth Semester :**

#### **Paper III**

##### **Environmental Communication (Reading list)**

1. Odum E. P. : Environmental studies : The Earth as a Living planet
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