



SHIVAJI UNIVERSITY, KOLHAPUR

M.A. MASS COMMUNICATION

**CHOICE BASED CREDIT SYSTEM - (CBCS)
Part-II Sem III and IV**

Revised Syllabus

(INTRODUCED FROM JUNE 2020 ONWARDS)

M.A. MASS COMMUNICATION SHIVAJI UNIVERSITY

SEMESTER-III

Gender and Media
MCC-5 Core/ Compulsory Papers **24 LECTURES**

UNIT I (7 lectures)

The women's right as human rights – Role of UN in Women's Empowerment ,UN World Conference on Women ,Beijing conference and changing scenario regarding women's development. The Changing Status of Indian women in India from ancient to modern and post globalization era.

UNIT II (7 lectures)

Women's Social Reforms -Raja Ram Mohan Ray to Dr. B.R.Ambedkar, Feminist movement and its issues. Women's NGO and organization in India and Westernn Maharashtra

UNIT III (7 lectures)

Portrayal of Women in Advertisement ,Prohibition of Women Indecent Representation Act 1986 Women in Print, Radio, Television, Digital Media, Advertising ,Cinema. Ethical issues and code of conduct regarding mass media. Women's problems and media's responsibility in new millennium. Women portrayal in Print, Television and Film. Women Issues in Media Women based serials in Television, Women's Program on Radio.

UNIT IV (7 lectures)

Research on Gender and Media, Global and National Research in Gender and Media, Types of Research in Gender and Media

DIGITAL JOURNALISM
MCC-6- Core/Compulsory Papers : 24 LECTURES

Unit-I (7 lectures)

Understanding the digital media/Digital media in India, Digital Natives, Digital Immigrant, Cate-cat Theory, Metaphors of Internet, Digital identity, digital subjectivity, Web 1.0, Web 2.0, Web 3.0, mobile phones and convergence of technologies

UNIT II : (7 lectures)

State and Citizenship in a Cyber Society

Idea of the State, Modern State in Transition, Information and Technology Act 2000, Arab Spring, Anti-Corruption Crusades, Aadhar, State Surveillance, Wiki Leaks, Case study of mobile phones in India Digital Security, Online Violence against Journalist.

UNIT-III (7 lectures)

Political Economy of Digital Media SOPA and PIPA Debates, State Intervention on digital Content in Google, twitter and Facebook in India. Fair use in Higher Education and publishing Industry.

UNIT-IV (7 lectures)

Rights Discourse in Digital Media, Digital Broadcasting, Digital Platforms of Media –NETFLIX, Digital Audiences, Fake News, Disinformation and misinformation. Digital Media fact verification, impact of digital media on society, social behavior and media.

Science Journalism
DSEMC-13 Elective/Optional Papers

24 LECTURES

UNIT I(7 lectures)

Definition of Science Journalism, Importance and scope, Science Journalism in India, issues in Science Journalism, Skills of Science Reporting, Reporting on Bioethics, medicine and health, Biotechnology, genetic engineering, crops biosphere and biodiversity, science columns in newspapers, science magazines, science programs on Radio and Television, Prominent science reporters in India, Blogs on Science.

UNIT II (7 lectures)

Communicating science and technology :Scientist and Media ,scientist and their invention and discoveries, reporting of science seminars ,conference, lectures, fairs and exhibitions, science journals.

UNIT III (7 lectures)

Environment and Climate Change –Intergovernmental panel and climate change-various conference on climate change, Johannesburg declaration on Sustainable development ,Measures to curb global climate change-reduce natural and manmade disasters.

UNIT IV (7 lectures)

Health Communication-Advancement of Health science, health reporting-malnutrition, diseases, epidemics, public awareness about epidemics, effects of pollutions, water and sanitation, ethics in health reporting.

Sports Journalism
DSEMC-14 Elective/Optional Papers

24 LECTURES

UNIT-I (7 lectures)

Definition of Sports News, Characteristics of Sports Journalist, Sports Journalism: Trends and Theories. Various events of sports and their fields or areas. Stadiums Indoor and outdoor games. Sports Magazines, Sports Coverage in Media. Sports commentators, Anchors.

UNIT – II (7 lectures)

Analysis of Sports News, Sports News for Television and Radio. Writing for magazines and cyber media. Introduction of Sports Photo Journalism, Methods of Photography and videography, Selection of visuals, visuals in Mass Communication and its Impact.

UNIT – III (7 lectures)

Heading of Sports News: Theories and Importance, Types of Sports Headings. Audio-visual mediums for sports, audio editing, technology audio recording Affairs related to various sports and events. National and international games. Olympics and Asian games etc. Law related to sports and important decisions, ruling and guidelines in sports.

UNIT - IV (7 lectures)

Sports Journalism: Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism Information related to various Authorities, academies and structure of various sports departments. Changes in rules and new amendments for the different games. New records, achievements, awards and statistics of games

Advances in Advertising Theory and Practices

DSEMC-15 Elective/Optional Papers

24 LECTURES

UNIT I (7 lectures)

History and evolution of advertising, Role of advertising in Marketing Mix, Ad Concepts, Definition and elements of an Ads, Objectives, Need and importance, Maslow's Need of Hierarchy,

UNIT II (7 lectures)

Above the line advertising, Below the line advertising, AIDA, DAGMAR, Brand Recall, Brand Image/personality, Logo, trademark, slogans, Corporate communication and Advertising, Creativity in Advertising.

UNIT III (7 lectures)

Techniques for advertising, Advertising budget, Different medium and types of ads, Agency Set up and Job flow, Creative Brief and Copywriting, Advertising appeals, Evaluation/Effects of Ads, Ethics and Laws in ads.

UNIT IV (7 lectures)

Research in Advertising, Global Advertising and its consumers, Women Portrayal in Advertising-positive, negative.

Documentary Production
DSEMC-16 Elective/Optional Papers 24 LECTURES

Unit-I (7 lectures)

Definition meaning and history of documentary, Primitive Cinema, the origin of Documentary, John Grierson and documentary film movement. Types of Documentary, Characteristics of documentary, Robert flaberty and Nanook of the North.

Unit-II (7 lectures)

Documentary as distinguished from other formats, documentary and docudrama, Subjects of Documentary, Documentary and Autobiography, Social Documentary and Propaganda films. Fiction Films and Documentary, Mockumentary, Poetic Documentary and Dziga Vertoy.

Unit-III (7 lectures)

Writing for Documentary, Recording Audio and Video for Documentary, Interview for Documentary, Radio Documentary. The beginnings of Television Documentary. Indian Documentary-pre independence era. Documentary in the Digital age. Indian scenario-Anand Pathvardhan,C Sharatchandra,Atul Pethe (Kachara akaundi & SEZ)

Unit IV (7 lectures)

Documentary production, editing and documentary, Narration for documentary, Collecting facts for documentary, Reshaping Reality, Directing the Documentary, Past and Post scenario of Documentary in World

Introduction to Film Theories
DSEMC-17 Elective/Optional Papers

24 LECTURES

UNIT I (7 lectures)

Film theory – form and function, Film analysis, History of World Cinema, film critics, Hollywood.

UNIT II (7 lectures)

History of Indian Cinema, The Hindi film industry, Regional cinema in India, Film Society Movement, Film Festivals, Film awards, Censor Board, Cinematography act, children film society.

UNIT III (7 lectures)

German expressionism, Soviet Montage, Italian neo realism, French new wave cinema, Japanese Cinema, New Iranian Cinema, Korean Cinema, Digital Aesthetics, Music and choreography in Indian Cinema, Indian and global cinema in the context of globalization, Types of film theory- Apparatus theory, Auteur theory, Feminist film theory, Formalist film theory, Genre studies, Marxist film theory, Philosophy of language film analysis, Psychoanalytic film theory, Queer theory, Schreiber theory, Screen theory, Structuralism film theory

UNIT IV (7 lectures)

Prominent film directors, women film directors, film distribution, digital transmission of films.

CSR and Media
DSEMC-18 Elective/Optional Papers **24 LECTURES**

UNIT I (7 lectures)

Sustainable CSR Concept and Evaluation-Fundamental concept of CSR, the ideologies, philosophy and evolution of CSR, Social responsibilities of companies, History and evolution at the Global and the local level. Concept of sustainable CSR, approaches, Rules, International standards and certifications. Indian context and perspective, guidelines, rules and regulations. CSR and triple bottom line: People, Planet, and Profit. Globalization, CSR changing trends and perspectives

UNIT II (7 lectures)

Business Strategy and Social Responsibility. Company's reputation, brand and trust building through a strategic approach. Sustainability and Corporate Social Responsibility Rigorous sustainability reporting process .CSR an agent for change, scientific reporting processes, measurement of performance and support the development of strategies.CSR projects and networking with Government, NGO's/ NPO's/ social organizationsNeed assessment, survey/ research, project designing/ development. CSR- training & development, and fund management Company law's CSR legal provisions, rules and regulations, mandatory compliance and its implications

UNIT III (7 lectures)

Constitution, role and functions of Corporate Social Responsibility Committee ,CSR policies, activities and focus areas –i.e. Eradicating extreme hunger and poverty; Promotion of education; Promoting gender equality and empowering women; Reducing child mortality and improving maternal health; Combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases Ensuring environmental sustainability Employment enhancing vocational skills,Social business projects

UNIT IV (7 lectures)

Corporate Governance and CSR: Good Governance and its need .The board and CSR committee Structure ,role -Economic aspects of sustainable development,Organizational governance and CSR. Recognize the key elements of good governance and links to stakeholders engagement .Disclosures of relevant information to the community & Relationship with relevant authorities , documentation and mandatory compliance. Role of Governments, NGO/ NPO's, PPT model and social organizations in CSR .Principles and practice of good governance –Transparency/ Accountability/ Stakeholder concerns.

Film Appreciation
GE MC-5 Generic Elective

24 LECTURES

Unit I (7 lectures)

Evaluating Films, Books vs. Movies Elements of a Film From Theaters toNetflix to iPhones Home Video Revolution The Current Film Landscape. Film and Its Impact on Society Film: Beyond Entertainment Social Media Movies and Escapism Censorship and Hollywood Television and Censorship.

Unit II (7 lectures)

Elements in Film Story Time vs. Plot Time Conflict and Themes and Symbolism Metaphor and Allegory Irony.

Unit III (7 lectures)

Westerns and Gangster Films Mysteries and Film Noir Horror, Fantasy and Science Fiction Romantic Comedy Musicals and Documentaries. The Actor Types of Acting Types of Actors and Casting Auditions The Actor's Role in Shaping a Film Define Mise en Scène Identify settings, props and costumes .Identify components of the camera, lens and their uses Identify aspects of framing Recognize types of special effects

Unit IV (7 lectures)

Editing The Basics From Frames to Acts Manipulating the Audience Classical Editing Style Rhythm and Pacing Identify the basics of editing Popular and Analytical Criticism Levels of Meaning Explicit and Implicit Content Approaches to Analysis and Interpretation Criticism: Weighing the Balance Define a critic Identify popular and analytical criticism

LECTURES

Unit I (7 lectures)

Characteristics of Media Writing, media audiences, basic news, writing a news story, editing, proof reading ,writing style books for online and offline. Language as a communication tool.Knowledge of grammar and punctuations in .Types of feature writing-structure of feature writing,editorial writing,letters to the editor,book review,film review,interview,writing a article in magazine.

Unit II (7 lectures)

Writing for Radio-Characteristics of radio,Radio programmes,radio news,radio features,radio interview,radio documentaries.Television Reporting,Skills,Understanding deadlines,Gathering information ,news sources,planning and designing visuals and graphics

Unit III (7 lectures)

Writing for Television-Characteristics,Television programmes,writing news script,Writing for television programmes,Scripting

Unit IV (7 lectures)

Writing for Public Relations-Press Release, Press note, house Journals etc. and advertising ,advertising copy for print media-print advertising, pamphlets, leaflets, brochures, classified, display advertising, advertising campaign, radio advertising, television advertising, online advertising, writing for e-magazine, writing for web, technical writing, copy writing, profile writing, blog writing

M.A MASS COMMUNICATION,SHIVAJI UNIVERSITY
SEMESTER-IV

Intercultural Communication

MCC-7 Core/Compulsory Papers: 24 LECTURES

Unit I (7 lectures)

Culture – definition – process – culture as a social institution – value systems –
– Eastern and Western perspectives. Culture and Media, Culture symbols in Verbal and Non
verbal Communication. Inter-cultural communication – definition – process – philosophical and
functional dimensions . Perception of the world – Western and Greek (Christian) – varied eastern
concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between
Eastern and Western concepts.

Unit II (7 lectures)

Communication as a concept in western and eastern cultures (Dwaita – Adwaita –
Vishishtadwaita – 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.

Unit III (7 lectures)

Modern mass media as vehicles of inter-cultural communication – barriers in intercultural
communication – religious, political and economic pressures; intercultural 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.

Unit IV (7 lectures)

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 centers such as Ellora, Bahubai and
Temples of sktipithas such as Mahalaxmi, TuljaBhavani and Renuka, Mahur and
Intercultural centers such as Pandharpur, spirituals centers such
As Shirdi, Shegaw, Akkalkot.

Environmental Communication
MCC- 8 Core/Compulsory Papers :

24 LECTURES

Unit I (7 lectures)

Definition, Nature and Scope, Need of Environmental Communication, Man Eco – System and Culture from ancient to modern times. Eco-System -Types of Environmental Pollution Land, air, water and more.

Unit II (7 lectures)

Ecology and Society need of public Education through media. Relevance of eco-education and mass media. Rethinking of eco-education through media impact of Environment on Human development.

Unit III (7 lectures)

Human behaviour and Environmental Education through media. Eco-education from Stock home, Rio-De-a new and Johansberg. Bio-diversity health Problems and Social issues regarding pollution and media social respectively.

Unit IV (7 lectures)

Urbanization and Industrialization and Communication strategy waste management and medias respectively. Sustainable development and New Communication media Environmental issues and local media.

Data Journalism
DSEMC-19 Elective Papers

24 LECTURES

Unit I (7 lectures)

Definition of Data Journalism, History of Data Journalism, Role of Data Journalist and Story Writing based on inquiries, Data Driven Journalism, Examples of Data Driven Journalism.

Unit II (7 lectures)

Methodology and Statistics for Journalists variables, Measurements, Testing The Hypothesis, Spreadsheets-inputting numbers and test, calculation and graphics, pivot tables, importing google doc, google refine.

Unit III (7 lectures)

Interpreting data, sorting data-tools and techniques, analyzing data testing and conclusion, visualization of data-info graphics, bubble plots, interactive visualization.

Unit IV (7 lectures)

Data Journalism in India. Case Studies of Data Journalism in Global and National Levels, Wiki leaks(Afghan war, logs, panama papers)

Mobile Journalism
DSEMC-20 Elective Papers

24 LECTURES

Unit I (7 lectures)

(MOJO) Mobile Journalism – Definition of Mobile Journalism, importance of mobile journalism in changing era, Mobile Generation, the state of mobile, mobile influence on Journalism.

Unit II (7 lectures)

Basic steps in Mobile Reporting, Mobile Journalism content, Mobile apps for reporting, audio and video mobile applications, advantages of Mobile Journalism, Impact of Mobile on Society.

Unit III (7 lectures)

Planning-Scripting-Shooting-Editing-Publishing -Content Gathering for mobile journalism-news gathering, verification, editing etc, using technology and apps for content creation and editing, Platforms Of Media, Future of MoJo reporting, Mobile Regulation authorities –ITL, TRAI, MIB, AIMCR., Ethics in Mobile Journalism, Citizen Journalism.

Unit IV (7 lectures)

MoJo Apps, Various apps for photo shooting, photo editing-Adobe Photoshop Express, Snapseed, Pics Art etc. Video shooting and video editing-Cinema FV-5, imovie, wevideo, kinemaster, pinnacle studio, Live streaming, New trends in MoJo Apps.

Global Journalism
DSEMC-21 Elective/Optional paper

24 LECTURES

UNIT I

History Of Global Media ,Globalization and Media –Global Media institution, Impact of Globalization on Media ,Global Communication, Future of Global Media ,Globalization and Culture, Globalization.

UNIT II

Media Law and Regulation: Freedom of Press and Right to Information Constitutional provisions and significant media laws in India, Copyright and piracy, libel and defamation, ethical issues in global media, coverage of women, minorities in global media.

UNIT III

Global news flow, News World Information and Communication Order (NWIOC) and post NWIOC, Global News Challenges and local market, Cultural Imperialism, Cultural Hybridization.

UNIT IV

Media coverage, Globalization, analysis of Coverage in Global migration and other relevant issues, war and terrorism, natural disasters, environmental issues, reporting of sustainable development goals.
