

SHIVAJI UNIVERSITY, KOLHAPUR

**Revised Syllabus for
Bachelor of Journalism**

-(Sem-I –Sem II)

Choice Based Credit System - (CBCS)

(Introduced from July 2019)

To be implemented from the academic year July 2019 onward

1.Course Title : Bachelor of Journalism

2. Faculty : Interdisciplinary Studies

3.Year of Implementation: The revised syllabus will be implemented from the academic year July 2019 onwards

4. Preamble : Human communication is a basic right for human beings. Since Second World War, Communication through all mass media has become significant with the advent of global media and global communication media industry has changed drastically. The main goal of this syllabus is to acquaint the students with media and help them acquire media skills.

5. Objectives of the course

- i) To impart Journalism education to the students
- ii) To prepare the students for innovative learning and research.
- iii) To provide the students practical knowledge of fast changing Media Industry and Communication technology.

6.Duration : -The Course shall be a full time course.

- The duration of the course shall be **One** Years of **Two** semesters

7.Pattern: The pattern of examination shall be Semester with 80+20 (100 marks) system. Semester with Credits and Continuous Internal Evaluation (CIE) shall be in existence simultaneously but that shall be implemented as and when required and proved to be convenient to the Department.

8.Fee Structure : Applicable according to the University Rules.

9.Medium of Instruction: The medium of instruction shall be English and Marathi. However, the students shall have an option to write answer-sheets, practical, seminars, reports etc in Marathi & Hindi besides English.

10. Eligibility for Admission: Any graduate with Bachelors degree from any discipline shall be eligible to apply for B.J. Course. However, if selected the admission of the candidate shall be subjected to producing the mark-sheet and the necessary certificates on the date stipulated by the department, failing which the admission of the candidate shall stand cancelled with immediate effect.

The intake of B.J. Course shall be 40. The minimum 75% attendance is compulsory, and shall be calculated regularly on monthly basis. All the practical's, class test, internal test, lab journal, assignments, seminars, field visits and documentary are compulsory.

11. The Scheme of Examination:

There shall be Continuous Internal Evaluation (CIE) system with the Semester system. In this system, for every paper, 20 marks are allotted for CIE-Internal Assessment (10) & Internal Test (10) - and 80 marks for Semester (Theory) examination of three hours duration, which will be held at the end of each term.

12. Allocation and Division of CIE marks: for every paper, CIE components shall carry 20 marks.

i) During every Semester every student shall have to complete home assignments, practical assignments, class room Practical and presentations etc. assigned by the respective course teacher, or the departmental committee or the HOD, in case the first two options are not easily available. This will carry all together (10 marks).

ii) For every paper during each Semester, there shall be a written Internal Test for 10 marks. Both the components of CIE shall form the separate heads of passing of 10 marks each.

iii) The internal written Test for CIE shall be conducted only once before the commencement of Semester examination by following the original Nature of Question paper and scheme of marking pattern. The Test Shall be of 40 marks converted into 10 marks component of CIE.

5. CIE-Re-examination : The CIE – Re-examination shall be conducted by the Head of the department in the consecutive Semester or in the consecutive year by joining the regular activities of that particular Practical / Test of the fresh students as the failed students seek to complete it by paying the required fees of the University.

6. Semester –Re-Examination: In case candidates fail in any of the papers in any Semester examination, they can appear for the re-examination as per the university rules.

13. Standard of Passing :

1. To pass each paper, 40 marks out of 100 are required.

2. Semester Examination: In every paper a candidate should obtained a minimum of 40% of Total marks i.e. 32 marks out of 80 marks.
3. CIE: for every CIE component a candidate must obtain a minimum of 40% of the total marks, i.e. 04 out of 10 and 08 combine out of total 20 marks. Both the CIE components will form the separate heads of passing.
4. A candidate must obtain minimum marks as mentioned above in all the Heads of Passing of the Semester examination as well as the CIE examination.

14. Standard of Passing / Minimum Credits:

The minimum credits for B.J.C. Semester course (of Two Semesters) will be 20+20=40 credits. For continuation to the corresponding Semesters SGPA= 1-00 credit has to be obtained by a student. And to pass each paper 4 minimum credits are required, it means 40 marks or 1 grade point is required to pass the paper.

16. Writing off the Practical Work Record:

The practical work, reporting assignments & seminars etc. of the BJ (Semester I / II) students shall be preserved in the department maximum for two years after the examination and after completion of two years to their course or shall be wrote off or destroyed by the Department following a proper procedure. The record shall not be handed over to any other person or institute for any cause in any condition.

17. Nature of Question Paper and Scheme of Marking:

(

There will be four questions in each question paper carrying 80 marks. All questions shall be compulsory.

SHIVAJI UNIVERSITY, KOLHAPUR

BJ: Semester I / II Examination-----

Paper No. -----

Paper Title-----

Day and Date:

Duration: 03 Hours

Total Marks: 80+

Instruction: 1) All questions are compulsory.

2) All question carry equal marks.

Q.No. 1. (A) Multiple choice Questions (5) ----- 10 Marks

(B) Answer in One or Two Sentences (5) ----- 10 Marks

Q.No. 2 Short Notes (Any two out of five) ----- 20 Marks

Q.No. 3 Descriptive Type Questions with internal choice ----- 20 Marks

Q.No. 4 Descriptive Type Questions with internal choice ----- 20 Marks

B.J. Semester I				B.J. Semester II			
Paper Number	Paper Number	Credits	Marks	Paper Number	Paper Number	Credits	Marks
(I)	Compulsory Papers			Compulsory Papers			
BJ (C) I	Development of Mass Media	04	100 (80+20)	BJ (C) III	Introduction to Mass Communication and Media Theories	04	100 (80+20)
BJ (C) II	Principles of Communication Theories	04	100 (80+20)	BJ (C) IV	Digital and Data Journalism	04	100 (80+20)
	Optional Papers			Optional Papers			
BJ (O) 1	News Reporting and Editing	04	100 (80+20)	BJ (O) 6	SDG and Media	04	100 (80+20)
BJ (O) 2	Basics of Electronic Media	04	100 (80+20)	BJ (O) 7	Media Management and Media Laws	04	100 (80+20)
BJ (O) 3	Information Communication Technology (ICT)	04	100 (80+20)	BJ (O) 8	Corporate PR	04	100 (80+20)
BJ (O) 4	Environmental Journalism	04	100 (80+20)	BJ (O) 9	Development Communication	04	100 (80+20)
BJ (O) 5	Advertising	04	100 (80+20)	BJ (O) 10	Documentary (Film)	04	100 (80+20)
(II)	Compulsory Practical Paper (P)			Compulsory Practical Paper (P)			
BJ (P) 1	a) News (Reporting – writing) Assignments (30) b) Field Visit and Article Writing (20) c) Seminar [1] & Clipping [1] (10+10) d) Lab Journal (15) e) Viva-Voce (15)	04	100	BJ (P) 2	a) Media Internship (30) b) Seminar (1)+Survey (1) (10+10) c) Lab. Journal (15) d) Documentary (20) e) Viva – Voce (15)	04	100
(IV)	Elective Paper for Credits by Choice (E)			04			
BJ (E) I	Film Communication	04	100 (80+20)	BJ (E) I	Finance Communication	04	100 (80+20)

Bachelor of Journalism
(Sem-I)
Choice Based Credit System - (CBCS)

B.J. Semester I			
Paper Number	Paper Number	Credits	Marks
(I)	<i>Compulsory Papers</i>		
BJ (C) I	Development of Mass Media	04	100 (80+20)
BJ (C) II	Principles of Communication Theories	04	100 (80+20)
	<i>Optional Papers :</i>	04	100 (80+20)
BJ (O) 1	News reporting and Editing	04	100 (80+20)
BJ (O) 2	Basics of Electronic Media	04	100 (80+20)
BJ (O) 3	Information Communication Technology (ICT)	04	100 (80+20)
BJ (O) 4	Environmental Journalism	04	100 (80+20)
BJ (O) 5	Advertising	04	100 (80+20)
(II)	<i>Compulsory Practical Paper (P) NFSCLV</i>		
BJ (P) 1	a) News (Reporting – writing) Assignments (30) b) Field Visit & Article Writing (20) c) Seminar [1] and Clipping [1] (10+10) d) Lab Journal (15) e) Viva-Voce (15)	04	100
(IV)	Elective Paper for Credits by Choice (E)		
BJ (E) I	Film Communication	04	100 (80+20)

Development of Media
BJ (C) I-Compulsory Papers

Unit I (15 Periods)

Print:History, growth and development of print media, early efforts(James Augustus Hickey to Raja Ram Mohan Roy), pre and post independence and post globalization era–

Prominent newspapers and editors in India and Maharashtra, Regional Newspapers –Rise and Growth and Present Situation,Women Journalist in Print Media

Unit II (15 Periods)

Electronic Media:Origin and Growth of Electronic Media- History of Television and Radio in India. Grammar of TV and Radio . The Production Team. Role of Editor, News

Editor,ProducerAnchor. Different Types of Programs :Writing for Radio Writing for TV – Researching for Scripts .Basic Theories of Composition –Formats for Radio – Television – Editing Theory and Practice. Sound Design, Microphones, Sets and Lighting. Satellite, Cable television, Computers, Microchips.new technologies in Radio and Television.

Unit III (15 Periods)

Films:Basics of film language evolution of Indian cinema-commercial and ‘non-commercial’ genres, Parallel Cinema Early efforts – Origin and Development of Marathi Films with special reference to Kolhapur, New Wave Cinema, Indian New Wave cinema, Cinema in the new era,Film Society movement, Censor board, cinematograph Acts, and Significant National, International Film Festivals. Basics of Film Productions-various components from scripting to screening. Film promotions and media.

Unit IV (15 Periods)

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 (Rangbhoomi)

New Media

Development of New Media; Convergence – Internet – on line,Digital media.

Principles of Communication Theories
BJ (C) II-Compulsory Papers

Unit I (15 Periods)

Nature and process of Human Communication, Functions of Communication, Verbal and Non-Verbal Communication, Intra-personal, Inter-personal, small group, Public and Mass Communication.

Unit II (15 Periods)

Models: Western Communication Models-Aristotle, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, SMR, SMCR, Gerbener, Newcomb, gate-keeping model, Indian Communication theory, Asian approaches to communication.

Unit III (15 Periods)

Nature and process of Mass Communication, Media of Mass Communication, Characteristics and Typology of Audiences, Global communication

Unit IV

Normative theories of press-Authoritarian, Libertarian, Socialistic, Social Responsibility, Development, Participatory, Other Media Theories.

New Reporting and Editing
BJ (C) 1-Compulsory Papers

Unit I (15 Periods)

Print ,Radio, Television, Digital News Room, Hierarchy in News room, news sources, role of journalists, News- concepts, definition, News values, Types of News, News structure. Reporting for print, radio, television and digital media, ethics of reporting

Unit II (15 Periods)

Types of reporting, Sources of News-National and international news agencies, feature syndicates- PTI , AP,UPI, Reuters, AFP, Al Jazeera, UNI ,Non Aligned News Agency Pool, functions and role. Media news service, Citizen Journalist.

Unit III (15 Periods)

Writing for print, electronic and digital news media. Translation and Trans creation. Niche Reporting.

Unit IV (15 Periods)

Editing and presentation techniques for print, television and digital media. Editing Software's - print, electronic and Digital media, Mobile Applications for news writing and editing. Journalism as profession, reportage of contemporary issues

Basics of Electronic Media (Radio and T.V)
BJ (O) –2 Optional Paper

Unit I (15 Periods)

Types of Radio-AM ,FM radio, - State (Akashwani)and private initiatives-All India Radio, , Community Radio and new experiments, Technical Innovations. Types Of Radio Programs- Radio Feature, Documentaries, Current Affairs, Programs, Interviews, Talks, Radio News ,Phone-In Programs, Live Transmission Programs, Special Audience Programs-Women, Children, Youth, Farmers Etc.

Unit III (15 Periods)

Radio Management - Government and private radio stations, New Trends in Radio Broadcasting. Writing for radio: writing for programmes – writing for radio commercials ; news writing , reporter's; Radio Interviews - preparing and planning types of interviews on radio, on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

Unit III (15 Periods)

Television Development of television –Cable ,Satellite and Digital Television in India ,Development of Local Channels. Writing for Television Programmes –Television Reporting: Planning, Production And Compilation Of News, Sequencing And Editing News Packages,

Unit IV (15 Periods)

Television Programs –Talk show ,Debate, Chat Shows ,Interview and other programs ; Piece To Camera And Voice Over; Television Anchoring:–, Flow, Modulation – Facing A Camera – Eye Contact – Use Of Teleprompter; Live Studio And Field Interviews ; Anchoring. Television production and the use of new technology.

Information and Communication Technology (ICT) and Media

BJ (O) 3 Optional Paper

Unit I (15 Periods)

ICT and media – definition, characteristics and role. Application of ICT on mass media. OnLine Editions Of Newspapers- Web Portal, Web Editions, Mobile Applications. Management And Economics; E-Publishing; Digital tools for Journalists-on Web, on android App, cloud, drop box, timelines, world etc. Web content management-Word Press, Joomla.

Unit II (15 Periods)

Social networking. Mobile adaption and new generation ,ethics and new media, ICT Women Empowerment, ICT and Development.

Unit III (15 Periods)

Security Issues On Internet; Freelancing On Web Legal And Ethical Issues Related IT And CT. Cyber Laws In India Its Regulation Regarding Media Convergence. Animation – concepts and techniques.

Unit IV (15 Periods)

ICT and Society, E-Governance, M-Governance, Case Studies of ICT and Media

Environmental Journalism

BJ (O) 4 Optional Paper

Unit I (15 Periods)

Definition, Nature and Scope, Need of Environmental Communication, Emergence of Environmental Journalism, Environmental Journalism in India, Eco-System -Types of Environmental Pollution- Land, air, water and waste management, Environmental awareness through media, Intergovernmental comities on Environment issues.

Unit II (15 Periods)

Prominent Environment Journalists, Editors, Special Issues and supplements, Columns on Environment issues Global and National Magazines on Environment.

Unit III (15 Periods)

Environmental issues on Print, Radio, Television, Digital TV Channels like National Geography, Discovery, Animal planet etc

Unit IV (15 Periods)

, Ethics and Laws for Environment Reporting. Environment and SDG issues, Smart City and Environment issues.Environmental issues and local media.

Advertising
BJ (O) 5 Optional Paper

Unit I (15 Periods)

Definition, concept, functions, types, evolution of advertising, Advertising and marketing Role of advertising in Marketing Mix, Advertising and Public Relation.

Unit II (15 Periods)

Ad Concepts, Objectives, Need and importance ,standards and ethics- Consumer Courts,ASCI and allied apex bodies ,

Unit III (15 Periods)

Creativity in Advertising. Different medium and types of ads, Agency Set up and Job flow, Creative Brief and Copywriting, Advertising appeals . Brand management, Sales Promotion, Consumer Behavior,

Unit IV (15 Periods)

Advertising management – agency-role, structure and function, client-agency relationship, media planning and budgeting. Women Portrayal in Advertising-positive, negative,

Film Communication
BJ (E) Elective Paper

Unit I (15 Periods)

Definition of Cinema, History of World Cinema, Emergence and Development of Cinema In India– Film Society Movements, Film Festivals,. Film Certification, Finance For Films, FTII and Film achieves, Regional Cinema, The Hindi Film Industry, Hollywood.

Unit II (15 Periods)

Cinema, 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.

Unit III (15 Periods)

Trends in Cinema- Commercial Cinema , Parallel Cinema –Bio-pics, Animated movies ,Sci-Fi Movies, Documentaries, Issues and Problems of Indian Cinema, Prominent Directors in Indian and Regional Cinema.

Unit IV (15 Periods)

Global Cinema from script to screen, New trends in Indian Cinema, Digital Platforms for cinema-Netflix and other platforms, Women Portrayal in Indian Cinema. Social Issues and Cinema.

Bachelor of Journalism
(Sem-II)
Choice Based Credit System - (CBCS)

B.J. Semester II			
Paper Number	Paper Title	Credits	Marks
(I) Compulsory Papers			
BJ (C) III	Introduction to Mass Communication and Media Theories	04	100 (80+20)
BJ (C) IV	Digital and Data Journalism	04	100 (80+20)
Optional Papers :		04	100 (80+20)
BJ (O) 6	SDG and Media	04	100 (80+20)
BJ (O) 7	Media Management & Media Laws	04	100 (80+20)
BJ (O) 8	Corporate PR	04	100 (80+20)
BJ (O) 9	Development Communication	04	100 (80+20)
BJ (O) 10	Documentary (Film)	04	100 (80+20)
(II) Compulsory Practical Paper (P) NFSCLV			
BJ (P) 2	a) Media Internship (30) b) Seminar (1)+Survey (1) (10+10) c) Lab. Journal (15) d) Documentary (20) e) Viva – Voce (15)	04	100
(IV) Elective Paper for Credits by Choice (E)			
BJ (E) II	Financial Communication	04	100(80+20)

Introduction to Mass Communication & Media Theories

BJ (C) –III Compulsory Paper

Unit I (15 Periods)

Human Communication –Right To communication ,UNESCO and Communication; Artificial Intelligence and Communication,.

Brief Introduction of Early theories of Mass Communication

Unit II (15 Periods)

Impact of Media on Society, Media and Socialization, Changing Communication Behavior – Sociological perspective of Mass Communication Models and Theories- Structural Functionalism, Critical Theory of Media –Marxist approaches of Mass Media .The Social Conflict Model, Social meaning of printing and cinema. Media Culture and Society.

Unit III (15 Periods)

Communication models for the study of Mass Communication- The Wilbur Schramm Model of Mass Communication; Towards a sociological view of Mass Communication; Two step flow model of mass media ; News diffusion: the ‘J-curve Model; Agenda Setting Theory ; Ball-Rokeach and Defleur’s Dependency Model of Mass Communication effects;

Unit IV (15 Periods)

The Uses and Gratification Approach; Comparative Media Systems: A free Market Model and its Alternatives - Defleur’s Model of the American Mass Media system; White’s Gatekeeper model; MCNELLY’S Model of News flow; Development Communication-concept, changing paradigm , Satellite Communication.

Digital and Data Journalism

BJ (C) -IV Compulsory Paper

Unit I (15 Periods)

Understanding the digital media/Digital media in India, Digital Natives- Digital Immigrant, Digital identity, digital subjectivity, Digital Divide, digital equality, Women in Digital age.

Unit II (15 Periods)

Digital Broadcasting, Digital Platforms of Media –NETFLIX, Digital Audiences, Data Verification of Fake News, Disinformation and misinformation, Digital Media fact verification- Google and other Media Initiatives, impact of digital media , social behavior and media.

Unit III (15 Periods)

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 IV (15 Periods)

Interpreting data, sorting data-tools and techniques, analyzing data testing and conclusion, visualization of data-info graphics, bubble plots, interactive visualization. Data Journalism in India. Case Studies of Data Journalism in Global and National Levels

SDG and MEDIA
BJ (O) -6 Optional Paper

UNIT I. (15 lectures)

Introduction, Definition, Scope and Concept of SDG, UN Role in SDG and Gender Equality, Millennium Development Goals (MDG) : 17 Goals of SDG.

SDGs and Health Role of Communication in SDG success stories

UNIT II (15 lectures)

Media and SDG: use of media -Folk, Print, Electronic, New Media

News, Articles, Features, Editorial writing –Writing for print, electronic, web media

Development Message Writing Web tools: Blogs, Social Media for SDG dissemination.

UNIT III (15 lectures)

SDG and Environment : concept, definition and importance

Climate change, Biodiversity, Measures taken on global, national and state level for environment conservation, Public participation in environment conservation. Role of communication in environment conservation

UNIT IV (15 lectures)

SDG and Child Right..Child rights in Indian context, Sarva Shiksha Abhiyan (SSA), Madhyamik Shiksha Abhiyan (MSA),Rahtriya Uchhatar Shikshya Abhiyan (RUSA), Right to Education Act (RTE), Educational polices in India and Maharashtra, School dropout problem and solutions Government policies in promoting and facilitating education.

Media Management and Media Laws
BJ (O)-7 Optional Paper

Unit – I: (15 Periods)

Growth of Media as an industry, Different departments of media management –Print, Electronic and Digital Media, Structure and Function of Media Management, Personal and Corporate Communication in Media organization, Event Management, CSR in Media SAP (software), six sigma (errorless systems), SWOT analysis and other important technological components.

Unit – II: (15 Periods)

Types of Ownerships in Mass Media Professional Organizations: INS,ABC, DAVP, RNI, PCI, IFWJ, NUJ, ILNA, IIMC, PIB, PII, Editors Guild, ASCI,PRSI,BAARC etc. Censor board of India.

Unit – III: (15 Periods)

Media Laws- Constitutional provisions, Freedom of Press in India, freedom of speech and expression. Online and Offline Violence against Journalist, The Press and Registration of Books Act 1867, The Working Journalists Act 1955, Defamation, Newspapers and the law of Copyrights, Piracy, Intellectual Property Right. Indecent Representation of Women (Prohibition) Act In Media-1986.

Unit – IV: (15 Periods)

Press Commissions, Prasar Bharati Act 1990, Broadcasting Bill , AIR and Doordarshan Code for broadcasting and Commercial Programs ,Cyber Laws, IT Act.

Corporate Public Relation
BJ (O)-8 Optional Paper

UNIT – I (15 Periods)

Defination Corporate Public Public Relations, Emergence Corporate Public Public Relations, Corporate Public Relation in Government and Private industries, image building proc Difference between Corporate image and identity. Corporate Public Relations tools, Media relations, Internal and External Public Relations. CSR

UNIT – II: (15 Periods)

PR TOOLS , Writing for Media in Corporate Public Relations, Online and Digital Corporate Public Relation , Corporate Public Relations Campaign, Corporate Public Relations Advertising.

UNIT – III: (15 Periods)

Corporate branding, Brand Monopoly, Types of brand, financial Public Relations, Investor relations. Strategies for corporate communication, Advocacy PR . Case Studies of Corporate PR Agencies in India ,Managing Global Communication.

UNIT – IV: (15 Periods)

CSR, Crisis management, Post crisis: follow up and evaluation. Corporate PR Research methods for PR. PR Organizations-IPRA, PRSI and Allied organizations. PR ethics and Laws.

Development Communication
BJ (O)-9 Optional Paper

Unit I (15 Periods)

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

Unit II (15 Periods)

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.

Unit III (15 Periods)

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: Concept of extension, its nature scope and significance for rural development.

Unit IV (15 Periods)

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.

Documentary
BJ (O)-10 Optional Paper

Unit-I (15 lectures)

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

Unit-II (15 lectures) Documentary - 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 (15 lectures)

Writing for Documentary, Recording Audio and Video for Documentary, Interview for Documentary, Radio Documentary. The beginnings of Television Documentary. Indian Documentary-pre and post Independence era. Documentary in the Digital age, Indian scenario- Anand Pathvardhan, C Sharatchandra, Atul Pethe

Unit IV (15 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.

Financial Communication

BJ (E)-2

Unit – I: (15 Periods)

Basic knowledge of economic and financial system in India, Gathering distribution and allocation of revenue vis-à-vis central Govt. and state Govt., planning commission and finance commission, central and state Budget making exercise, concept of Zero budget, importance of Public Accounts committees.

Unit – II: (15 Periods)

Sources of news on –finance and industry, Central and State government, business, public undertakings. International business environment- Global perspective, – on role of state in national economies, response to globalization process & multinational corporations, creation of SEZ (Special Economic Zone), International money market and National Economy, Shares and

commodity markets, Essential commodities acts, company laws and other laws relevant to finance, business & industries, Agriculture economics of the country, major industries in the country and their role in the economy.

Unit – III: (15 Periods)

Introduction to banking and finance, financial communication. Role of Bankers, international settlements, FDI (Foreign Direct Investment) and its trends in capitalistic, socialistic & mixed economies.

Unit – IV: (15 Periods)

Practical- in writing news, features, articles and analysis on industrial, business and financial issues of current interest- in writing reports and features on budgets, budget speeches, company AGMS, relevant legislations, policy statements- in writing comments and leader articles.

Practical in reading, evaluating and analyzing data, tables, graphs, audit statements, RBI reports etc, practical of conducting surveys on financial industrial and economic issues.



SHIVAJI UNIVERSITY, KOLHAPUR

Revised Syllabus for

Bachelor of Journalism[B.J.]

(Semester I-II)

Faculty of Interdisciplinary Studies

Implemented from July 2019

(Department of Journalism and Mass Communication)
