



SHIVAJI UNIVERSITY, KOLHAPUR

M.A MASS COMMUNICATION

CHOICE BASED CREDIT SYSTEM - (CBCS)

SYLLABUS

(INTRODUCED FROM JUNE 2019 ONWARDS)

SHIVAJI UNIVERSITY, KOLHAPUR
Revised Syllabus for
M.A Mass Communication -(Sem-I –Sem IV)
Choice Based Credit System - (CBCS)
(Introduced from 2019 and Onwards)
To be implemented from the academic year June 2019 onward

1.Course Title : M.A Mass Communication

2. Faculty : Interdisciplinary Studies

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

4. Preamble : Right to communication is now seen as a fundamental right. In present scenario global media is catering the needs of Global audiences effectively. With the emergence of the Digital Media the platform of Mass Communication has been changed drastically. Communication experts are now focusing beyond the human communication because what is next? is always study of Mass Media Research .In near future the application of Artificial Intelligence will be practiced in day to day life in Digital Society. Hence Mass Communication Syllabus will focus on Human Communication in Digital society and Digital Media, but before that the students have to understand the basic, introductory and the Development of Mass Media. The syllabus also includes introduction of mass media along with New Media, Mobile Media, Data Journalism etc.

5. Introduction: This Master degree in Mass Communication will provide changing theoretical perspective and applied approaches of media industry and media studies. The program is not only geared to acquire media skills but also to acquaint the media research. The syllabus offers an opportunity to the students to learn from basic principles of mass media to specialized areas of Mass Communication. Therefore the syllabus focuses on practical skills for each and every subject included in the syllabus. The entire effort of introducing this syllabus is to change thinking of students from examination oriented learning to decision making orientation learning in an effort to shape the future journalists and media professionals.

6. Objectives of the course: The main objective of this course is to prepare the journalists and media professionals for public cooperative and private sector organizations. The emphasis will therefore, be on developing a proper role perception of media persons in the National context by exposing them to a wide range of relevant areas, sufficiently in depth so that they can prepare to work in their chosen professional communication field where they will be able to translate policies into action effectively.

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

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

8. Pattern : The pattern of the exam shall be CBCS -Semester with 50+50 (100 marks) system. Semester with credits and continuous Internal Evaluation shall be in existence simultaneously but that shall be implemented as and when required and proved to be convenient to the Department.

9. Fee Structure:

- The entire fee for the course -20,000/-(per year)
- The fee for the reservation candidate shall be as per the University Rules.
- The Fee structure for the Foreign Students will be according To the University Rules.
- The entire amount of the Fee has to be paid during the admission process.

10. Medium of Instruction: The medium of Instruction shall be English. However ,the students shall have an option to write answer sheets, practical's, reports etc in Marathi and Hindi besides English.

11 . Eligibility for Admission: In order to secure admission to first year of two-year full time Journalism and Mass Communication course, the candidate should fulfill the following eligibility criteria.

1) The candidate must be qualified with minimum of 50 % marks in aggregate (45% in case of candidates of backward class categories belonging to Maharashtra State only) in any Bachelor's degree of minimum of three years duration in any discipline recognized by the UGC.

2) Candidate should appear and qualify for the Common Entrance Test with minimum 40 marks (online/offline)

3) The admission will be given on basis of merit list of the common entrance test

4) Intake of the Course: 30 Seats.

5) Eligibility criteria for the admission of foreign students will be according to the University rules.

12. The minimum 70% attendance is compulsory and shall be calculated regularly on monthly basis. All the practical's assignments, seminars, field visits ,study tour, viva ,internships ,in house activities are compulsory.

13.Structure of Course : The structure of the course shall be **Semester System** at M.A Mass Communication Level in accordance with the University decision .

14. Scheme of Teaching and Examination: This is a full time master degree program. The curriculum of this course is two years divided into four semesters. The teaching for Semester I and III is conducted from 15 July to 2 October (for 14 weeks) and teaching for Semester II, and IV is conducted from 1st December to 15th March (for 14 weeks). As per the University rules the examination will be held at the end of each semester. In addition there will be practical for each paper conducted by the department.

a) The M.A. Mass Communication Course shall have 5 papers (250 marks theory) with Practical, the practical will be conducted by the department independently carrying 250 marks for each Semester. Thus entire M.A Mass Communication examination shall be of total 2000 marks.

b) The M.A Mass Communication Course is of TOTAL 96 credits -Semester I, II,III carries 25 credits (20credits for theory +5 credits for practical) .Semester IV carries 21 credits (16 credits fro theory + 5 credits for practical)

16. Standard of Passing:

- a. To pass each paper 25 marks (50 %) for theory and for practical aggregate out of 250 the passing is 150 marks (50%) are required
- b. The student who have failed their practical including study tour, media reports, documentaries, dissertation have to complete it within 3 years.
- c. Writing off of the practical work record – The practical work, reporting of the M.A Mass Communication students shall be preserved in the department maximum for 3 years after the examination.
- d. The practical will be conducted by the concern subject teacher, if the concern teacher is not available it will be the responsibility of HOD to take the decision of the practical assessment.

17. Syllabus for the Common entrance test: The syllabus for the common entrance test will include 100 multiple choice question based on current affairs, aptitude, attitude test and media happenings. The minimum marks to qualify the CET will be 40. The merit list based on the marks obtained in the CET will be displayed on university website/department notice board .

18. Structure of the Syllabus:

The syllabus is divided into -Core (Compulsory) papers, Elective(optional),Credit By choice. The student will have 2 compulsory papers and any 3 elective papers(out of 6 elective papers) offered in the syllabus.i.e Sem I/II/III will have 5 papers besides IV semester includes.

Structure of M.A Mass Communication Course: w.e.f Academic Year 2019 onwards

M.A Mass Communication Semester –I

Paper no.	Subject	Credits	Total lectures	practical marks	Exam Marks	Total marks	
COMPULSORY /CORE PAPERS							
MC(C)-1	Principles Of Mass Communication	4	24	7 practical for 2 core , 3 elective =250	50	100	
MC(C)-2	Development Of Print Media	4	24		50	100	
ELECTIVE PAPERS /OPTIONAL (any 3)							
MC(O)-1	Print Media-I	4	24		50	100	
MC(O)-2	Introduction To Radio	4	24		50	100	
MC(O)-3	Introduction To Television	4	24		50	100	
MC(O)-4	Principles of Public Relations	4	24		50	100	
MC(O)-5	Introduction To Film Studies	4	24	50	100		
MC(O)-6	Development Communication	4	24	50	100		

Practical -M.A mass Communication Sem-1

Sr.No	Name of the Practical	Exam marks
1	Seminars(with ppt) on subject/media happenings	10
2	5 Internal Test – 2core,3 elective papers	100
3	Field Visit	25
4	Newspaper Clippings	25
5	5 News reporting on any 5 subjects (educational, politics,crime,environment)	25
6	Internship(Print Media)-15 days	50
7	Viva based on the practical submissions	15
	Total	250

Credit by choice subjects offered by the Department Of Mass Communication Semester-I

Paper no	Subject	credits	Total theory	Intern al marks	Exam Marks	Total marks
MCCR-1	Agriculture & Rural Journalism	4	24	50	50	100
MCCR-2	New Media	4	24	50	50	100

Practical for Credit by Choice Subjects M.A mass Communication Sem-1

Sr.No	Name of the Practical	Exam marks
1	Internal Test	25
2	Home Assignment	25

THE SEMESTER CONTAINS 5 CREDITS FOR EACH SUBJECT INCLUDING PRACTICAL i.e 25 CREDITS

M.A Mass Communication Semester -II

Paper no.	Subject	credits	Total theory	Internal marks	Exam Marks	Total marks
□	<u>COMPULSORY /CORE PAPERS</u>			7 practical for 2 core , 3 elective =250		
MC(C)-3	Communication Research	4	24		50	100
MC(C)-4	International Communication	4	24		50	100
	<u>ELECTIVE PAPERS /OPTIONAL (any 3)</u>					
MC(O)-7	Print Media-II	4	24		50	100
MC(O)-8	Radio-II	4	24		50	100
MC(O)-9	Television-II	4	24		50	100
MC(O)-10	Corporate Public Relation	4	24		50	100
MC(O)-11	Media Management	4	24		50	100
MC(O)-12	Media Law and Ethics	4	24	50	100	

PRACTICAL M.A mass Communication Sem-II

Sr. No	Name of the Practical	Exam marks
1	Seminars(with ppt) on subject/media happenings	10
2	5 Internal Test -2core,3 elective papers	100
3	Study Tour	25
4	1 Content Analysis (Radio/Print/TV/Digital)	25
5	1 Communication Research Report	25
6	Internship(Electronic Media/Online)-15 days	50
7	Viva based on the practical submissions	15
	TOTAL	250

Credit by choice subjects offered by the Department Of Mass Communication Semester-II

Paper no	Subject	credits	total theory	Internal marks	Exam Marks	Total marks
MCCR-3	Sustainable Development And Media	4	24	50	50	100
MCCR-4	Principles of Advertising	4	24	50	50	100

Practical for Credit by Choice Subjects M.A mass Communication Sem-1

Sr.No	Name of the Practical	Exam marks
1	Internal Test	25
2	Home Assignment	25

THE SEMESTER CONTAINS 5 CREDITS FOR EACH SUBJECT INCLUDING PRACTICAL i.e 25 CREDITS

M.A Mass Communication Semester -III

Paper no.	Subject	Credits	Total lectures per subject	Internal marks	Exam Marks	Total marks	
<u>COMPULSORY /CORE PAPERS</u>							
MC(C)-5	Gender and Media	4	24	7 practical for 2 core , 3 elective =250	50	100	
MC(C)-6	Digital Journalism	4	24		50	100	
<u>ELECTIVE PAPERS /OPTIONAL (any 3)</u>							
MC(O)-13	Science Journalism	4	24		50	100	
MC(O)-14	Sports Journalism	4	24		50	100	
MC(O)-15	Advances in Advertising Theory and Practices	4	24		50	100	
MC(O)-16	Documentary Production	4	24		50	100	
MC(O)-17	Introduction To Film Theories	4	24		50	100	
MC(O)-18	CSR and Media	4	24		50	100	

Practical -M.A mass Communication Sem-III

Sr.No	Name of the Practical	Exam marks
1	Seminars(with ppt) on subject/media happenings	10
2	5 Internal Test -2core,3 elective papers	25
3	Media Research Report	25
4	Digital Advertise Clip Production 1 (social/commercial)	25
5	3 movie reviews –Hollywood,Bollywood,Regional	25
6	Internship(Advertising/PR)-15 days	50
7	Viva based on the practical submissions	15
	TOTAL	250

Credit by choice subjects offered by the Department Of Mass Communication Semester-III

Pape r no	Subject	Cred its	Wee kly theor	Inter nal mar	Exa m Mar	Total mar ks
MCCR-5	Film Appreciation	4	7	50	50	100
MCCR-6	Writing for Media	4	7	50	50	100

Practical for Credit by Choice Subjects M.A mass Communication Sem-III

Sr.No	Name of the Practical	Exam marks
1	Internal Test	25
2	Home Assignment	25

THE SEMESTER CONTAINS 5 CREDITS FOR EACH SUBJECT INCLUDING PRACTICAL i.e 25 CREDITS

M.A Mass Communication Semester -IV

Paper no.	Subject	credits	Weekly theory	Internal marks	Exam Marks	Total marks
	<u>COMPULSORY /CORE PAPERS</u>					
MC(C)-7	Intercultural Communication	4	24	7 practical for 2 core, 3 elective =250	50	100
MC(C)-8	Environmental communication	4	24		50	100
	<u>ELECTIVE PAPERS /OPTIONAL (any 2)</u>					
MC(O)-19	Data Journalism	4	24		50	100
MC(O)-20	Mobile Journalism	4	24		50	100
MC(O)-21	Global Journalism	4	24		50	100

Practical- M.A mass Communication Sem-IV

Sr. No	Name of the Practical	Exam marks
1	Seminars(with ppt) Environment Communication	25
2	Internal Test	25
3	Dissertation (written)	100
4	Dissertation (viva)	80
5	1 Documentary production/Short Film production	70
	Total	350

THE SEMESTER CONTAINS 16 CREDITS FOR FOUR SUBJECT 5 CREDITS FOR PRACTICAL i.e 21 CREDITS

M.A. MASS COMMUNICATION SHIVAJI UNIVERSITY

SEMESTER-I

Principles of Mass Communication

MCC-1 Core/Compulsory Papers

24 LECTURES

Unit I - (7 lectures)

Nature and Process of Human Communication, Functions of Communication, Verbal and Non-Verbal Communication, Types of communication- Intra-Personal, Inter-Personal, Group, Public And Mass Communication. Nature and Process of Mass Communication, Media of Mass Communication, Characteristics of mass communication, mass communication audiences.

Unit II (7 lectures)

Models: Aristotle, Harold Lasswell, Shannon and Weaver, SMCR, Osgood, Dance, Wilbur Schramm, Gerbener, Newcomb, Gate-Keeping, Communication and Socialization.

Unit III (7 lectures)

Media Systems and Theories: Normative theories of press-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, Indian Communication Theory, Cultural Integration And Cultural Pollution.

Unit IV (7 lectures)

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, Importance of Folk Media.

Development of Print Media

MCC-2 Core/Compulsory Papers

24 LECTURES

Unit I (7 lectures)

Language and Society-Development of Language As A Vehicle Of Communication Invention of Printing Press, Early Communication Systems in India, Development of Printing, Early Efforts to Publish Newspapers In Different Parts Of India. With Special Reference to Maharashtra and Kolhapur, Christian Mission Contribution in Indian Journalism, Regional Journalism in India.

Unit II (7 lectures)

Newspapers and Magazines in The Nineteenth Century – First War Of Indian Independence and The Press – Issues Of Political Freedom And Press Freedom. Birth Of The Indian Language Press, Social Reform Movement & Raja Ram Mohan Roy. A Brief History Of Marathi Press Major Newspaper And Editors In Maharashtra And South Maharashtra. Satya Shodhak Press, Dalit Press and its Social Importance

Unit III (7 lectures)

The Press In India –Before ,During And After Independence, Mahatma Gandhi's Journalism, Dr. Babasaheb Ambedkar's Journalism, Changing Trends And Challenges Before Indian Journalism, Globalization and The Changing Role Of The Indian Press, New trends and challenges before Indian print media

Unit IV (7 lectures)

Historical Development of Prominent Newspapers and Magazines In English, English Journalism in India, Prominent Personalities Of English Language Journalism.

Print Media-I MCO-1 elective/Optional Papers 24 LECTURES

Unit I (7 lectures)

News: Definition, Concept, Elements, Values, Sources, Kinds of Reporting
Crime, Weather, City Life, Speech, Accident, Disaster, Court, Election, Riots,
War/Conflict/Tensions. Interviewing – Kinds, Purposes, Techniques.

Unit II (7 lectures)

News writing, News desk Lead, Types of Lead, Inverted pyramid, Body, Editorial Department
Setup, News Editing, Online, Offline Editing

Unit III (7 lectures)

News Flow, Copy Management and Organization. Headlines – Techniques,
Styles, Purposes, Kinds of Headlines, Use of ICT in Newspaper production,
Layout, Principles of Photo Editing. Magazine Editing, Layout, Graphics. Recent
Trends in Magazines, On-line Reporting and Editing In the Cyber Age. New Trends in News
Editing. Softwares and Apps for newspaper editing.

Introduction To Radio MCO -2 Elective/Optional Papers 24 LECTURES

Unit I (7 lectures)

Development of Radio as A Medium Of Mass Communication, Radio As An Instrument
Of Propaganda during The World War II

Unit II (7 lectures)

History of Radio in India, Emergence of All India Radio (AIR) Akashwani, Commercial
Broadcasting, FM Radio, - State and Private Initiatives, Community Radio, Digital Radio
Technical Innovations in Radio Broadcasting.

Unit III (7 lectures)

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 IV (7 lectures)

Radio Management of Government and private radio stations, New Trends in Radio
Broadcasting.

Introduction to Television MCO-3 Elective/Optional Papers 24 LECTURES

Unit I (7 lectures)

Development of television as a Medium of Mass Communication – History and development of
television in India – Satellite Cable and Digital Television in India.
Development of Regional Television Channels, City Cable Networks.

Unit II (7 lectures)

Writing For Television Programmes – Research, Visualization And Production Script.
 Television Reporting: Visualizing 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.

Unit III (7 lectures)

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

Unit IV (7 lectures)

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 Crossfire..

Principles of Public Relations
MCO -4 Elective/Optional Papers 24 LECTURES

Unit I (7 lectures)

Definition Of PR, Origin and Growth Of PR , Difference Between PR, Propaganda Publicity
 And Advertising ,PR And Public Opinion, Formation Of Public Opinion, Types Of Public
 Opinion.

Unit II (7 lectures)

Models In Public Relations. Interface Of PR With Various Management Disciplines (Human
 Resource Development ,Marketing ,Customer ,Investors, Community ,Finance, Marketing, Law,
 Etc. –PR Publics, PR In Industry (Public Sector, Private Sector, Government, Co-Operative And
 Industry Education, Defense, Multinational, Local Industry) – PR In Co-Operative, PR IN
 Government (Local, State, Central),Offline And Online PR Tools.

Unit III (7 lectures)

Media Relations: Organizing Media Conference, Media Tours, Media Briefings. Preparing
 Media Release And Media Hand-Outs, Publications ,AGM And PR Proactive And Reactive
 Media Relations. Ethical Aspects In Media Relations On PR Companies,Research In PR.

Unit IV (7 lectures)

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 Planning.

Introduction to Film Studies
MCO -5 Elective/Optional Papers 24 LECTURES

Unit I (7 lectures)

Definition of Cinema, History of World Cinema, Emergence of Cinema In India
 Silent Era Development of Cinema– Talkies, Film Society Movements, Film Festivals,. Film
 Certification, Finance For Films, FTII and Film achieves.

Unit II (7 lectures)

Indian Cinema after Independence; Parallel Cinema – Commercial Cinema; Documentaries, Issues and Problems of Indian Cinema. Regional Cinema, The Hindi Film Industry, Hollywood

Unit III (7 lectures)

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 IV (7 lectures)

Indian and Global Cinema from script to screen, New trends in Cinema.

**Development Communication
MCO -6 Elective/Optional Papers 24 LECTURES**

Unit I (7 lectures)

Development: Meaning, Concept, Process, Origine Of Development Communication (Devcom) Models And Development Theories, 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.

Unit II (7 lectures)

Role of Media In Development Communication. Strategies in Development Communication – Social Cultural and Economic Barriers – Case Studies And Experience.

Unit III (7 lectures)

Development Communication Policy, Development Communication And Social Change, Social Inclusion, Gender, Public Health, Family Welfare, Rural Development, Environmental Protection, Water And Sanitation. – Strategies and Action Plans – Democratic Decentralization Panchayati Raj – Planning at National, State, Regional, District, Block and Village Levels.

Unit IV (7 lectures)

Sustainable Development, UN Sustainable Development Communication, People Participation Paradigm, Development Support Communication: Population ,Health Education, Society, Environment And Development .Problems In Development Support Communication. Writing Development Message For Rural Audience, Specific Requirements of Media Writing for Print ,New Media, Television ,Radio A Case Study on Agro Industrial Development In Southern Maharashtra.

**Agriculture and Rural Journalism
MCCR-1 Credit By Choice 24 LECTURES**

Unit I (7 lectures)

Agriculture and Agro based industries in India, Crop Pattern, Market Related Pricing. Climate and Its Impact On Agriculture issues and Problems of Role of Agriculture in India's Economic Development, Factors Influencing in the Productivity in Agriculture. Co-Operative Movement, Rural Development, Commercial And Traditional Agriculture, Marketing Of Agricultural Commodities-Local Problems.

Unit II (7 lectures)

Need Of Rural and Agricultural Communication Journalism Nature Scope And Significance. The Changing Scope Of Indian Village And Agro – Based Development. Traditional And Folk Media's New media in agriculture communication. The Use Of Application Of New Technology In Agriculture Diffusing Innovates Acceptance And Adoption, Role of Media in Agricultural Crises.

Unit III (7 lectures)

Media for Agriculture and Rural Development Need of Co-Ordination. Types of Various Development of Infrastructure Scope and Elements Used For R.D.Govt. Efforts to Promote Agriculture Development and NGO's Role in Rural Development Ideal Village Scheme in Maharashtra Study of Ralegon Siddhi and Other Success Stories of Rural Development. Agro newspaper, Magazines, Agricultural program on Television and Radio, New Media and Agricultural and Rural Communication.

Unit IV (7 lectures)

Developmental and Rural Extension Agencies

Governmental, Semi-Government, Nongovernmental Organizations Problems Faced In Effective Communication Micro – Macro – Economic Frame Work Available For Actual Developmental Activities Water Shed Development and Village Life New Communication Model For Water Conservation. The Role of Co-Operative Movement in Rural Development And Credit Support for Agro Development.

New Media**MCCR -2 Credit by Choice****24 LECTURES****Unit –I (7 lectures)**

Definition of New Media, Characteristics and Functions of New Media .Types And Formats of New Media. Evolution of Information & Communication Technology (ICT) In Mass Media

Unit –II (7 lectures)

History and Growth of The Internet And World Wide Web. Ownership and Administration of Internet in India

Unit –III (7 lectures)

On Line Editions Of Newspapers, Web News Portals, Cyber Newspapers: Creation, Feed, Online Editing, E-Publishing. Using Search Engines for News Gathering. Application of Web 1.0 to 6.0 New Digital Media, Social Media, Creating Blogs. Open Platform Websites. Basics of Video and Picture Editing Tools.

Unit IV (7 lectures)

New Media and Popular Culture, Social Networking, Emerging Identities, Games as Advanced New Media, Mobile Journalism, New Media as a Pedagogical Tool.

M.A. MASS COMMUNICATION SHIVAJI UNIVERSITY

SEMESTER-II

**Communication Research
MCC-3 Core/Compulsory Papers**

24 LECTURES

Unit- I (7 lectures)

Definition of Research–Types of research-basic and applied research – role – function – scope and importance of research – Development of Mass Media Research, Mass Media Research In India, formulation of research problems-sampling, data collection, hypothesis, research design, research methods.

Unit-II (7 lectures)

Research design components – experimental, descriptive , exploratory quasi experimental, bench mark, longitudinal studies – simulation – panel studies –

Unit III (7 lectures)

Methods of Communication Research – Census Method, Survey Method, Observation Method – Clinical Studies – Case Studies - Content Analysis. Tools Of Data Collection:. Media Source Books, Questionnaire And Schedules, TRP Methods-Diary,Survey,People’s Meter, Diary Method, Field Studies, Logistic Groups, Focus Groups, Telephone, Surveys, Online Surveys Quantitative and Qualitative Methods, Pre and Post Election Polls, Case Study, Ethical Perspective Of Research, New Media Research, New Trends In Research.

Unit IV (7 lectures)

Report Writing – Data Analysis Techniques – Coding And Tabulation – Non-Statistical Methods – Descriptive – Historical – Statistical Analysis – Parametric And Nonparametric– 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.

International Communication

MCC-4 Core/Compulsory Paper

24 LECTURES

UNIT I (7 lectures)

Origin and Growth of International Communication, International Communication before The Rise Of Nations. Economic and Cultural Dimensions of International Communication – Communication and Information as a Tool of Equality and Exploitation-International communication in colonization – 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.

UNIT II (7 lectures)

Impact Of New Communication Technology And News Flow – Satellite Communication – Its Historical Background – Status – Progress – Effects – Information Super Highways- – International Telecommunication And Regulatory Organizations ITU – 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.

UNIT III (7 lectures)

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 (IPI,WAN)And Professional Organizations; Code of Conduct, Violence Against Journalists

UNIT IV (7 lectures)

Global Media-Emergence Of Global Media, Ownership Of Global Media, Global Culture Vs. Local Culture, Cultural Studies-Cultural Pollution,Global Communication From Eastern to Western World.

Print Media II**MCO-7 Elective/Optional Papers****24 LECTURES****Unit I (7 lectures)**

Newspaper: Structure And Working Of A Newspaper Office, Role Of Group Editor, Residential Editor, Executive Editor And Other Editorial Personals, Organizational Functioning Of Editorial Department,

Duty and responsibility of Sub-Editor,Reporter: Need For Editing, Proof-Reading, Editing Different Copies

Copy And Schedule: Style, Writing Lead, Headline, Deadlines

Unit II (7 lectures)

Newspaper Design: Functions, Basic Elements, Page Layout Feature Writing: Types Of Features, Sources And Ideas, Writing Style

News Reporting And Writing: Inverted Pyramid, Focus, Lead, Quoting Sources, Style

Columns: Development, Criticism, Reviews, Feature Writing, News Analysis.

Purposes, Sources, Styles, Techniques Of Following

Unit III (7 lectures)

Types of Reporting Interpretative Reporting Investigative Reporting Political Reporting Legislative Reporting Diplomatic Reporting Scoops and Exclusive and Specialized Reporting Science, Sports, Economic, Development, Commerce Agriculture and co-operation gender ,minorities and allied areas reporting for magazines.

Radio II
MCO-8 Elective/Optional Papers

24 LECTURES

Unit I (7 lectures)

Radio program 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.

Unit II (7 lectures)

Using sound bites 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.

Unit III (7 lectures)

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.

Unit IV (7 lectures)

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 (clear pronunciation) , 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.

TELEVISION II
MCO-9- Elective/Optional Papers 24 LECTURES

UNIT I (7 lectures)

Visual Communication – Communicating With Still Pictures and Video – Shooting With TV Camera – Camera Mounting. Color 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.

UNIT II (7 lectures)

T.V. Programmes : Types and formats. Role and function, formats, structure, types and sources of T.V.news and other programmes, live reporting, Role of Television in Development. Social obligations of T.V. responsibility, factuality and credibility. Television reporting – Visualizing news/ Electronic News Gathering (ENG) – research, investigation

UNIT III (7 lectures)

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.

UNIT IV (7 lectures)

Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists

Corporate Public Relation
MCO-10 Elective/Optional Papers

24 LECTURES

UNIT I (7 lectures)

Definition Of Corporate Public Relation..Defining Stakeholders And Media Selection. Symmetrical And Asymmetrical Models Of PR. Corporate PR Theories And Models.

UNIT II (7 lectures)

Corporate Image And Identity-Building A Distinct Corporate Image And Identity: Concepts, Variables And Process. Making Of House Styles (Logo, Lettering And Process). House Journals. News Letters. Information Brochures. Annual Reports. Corporate PR Tools, Campaign, Event Management For Corporate Public Relations.

UNIT III (7 lectures)

Corporate Social responsibility: Definition of CSR, growth of CSR, Corporate Social Responsibility.CSR in India, Major projects in India, Theories and models of CSR., Legal Provisions And Corporate Social Responsibility

UNIT IV (7 lectures)

Corporate Citizenship: Meaning, definition and concept. Corporate Governance, Corporate sustainable development, Corporate PR in crisis and crisis management.

Media Management
MCO-11 Elective/Optional Papers

24 LECTURES

UNIT I (7 lectures)

Principles of Media Management Significance. Media 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). Foreign Equity In Indian Media (Print,Radio,Television,Film,Advertising),Economics Of Print And Electronic Media.

UNIT II (7 lectures)

Organizational structure. Functions of different departments: Editorial, Finance, Circulation sales promotion; Marketing (Advertising), Human Resource and Production. DAVP, INS,ILNA,PCI,BAARC,ASCI,ABC,RNI and other organization related to Mass Media. Economics of print and electronic media.

UNIT III (7 lectures)

ILNA and language newspapers, 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, labor laws ,Media Laws.

UNIT IV (7 lectures)

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.

Unit I (7 lectures)

Introduction: Constitution Of India Special Features and Characteristics of Indian Constitution, Fundamental Rights – Freedom Of Speech and Expression – 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

Unit II (7 lectures)

History of Press Laws In India – Contempt Of Courts Act 1971 –Civil and Criminal Law Of Defamation – 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;Ammendments In Press Laws.

Unit III (7 lectures)

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 1995- And Media and Public Interest Litigation.

Unit IV (7 lectures)

Ethics : Media’s Ethical Problems Including Privacy, Right To Reply, Communal Writing Sensational Sation 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

Unit V (7 lectures)

Press Council Of India And Its Broad Guidelines For The Press – Codes Suggested For The Press By Press Council Of India.

Commissions And Other National And International Organizations – And Codes For Radio, Television, Advertising And Public Relations. Accountability And Independence Of Media.

Sustainable Development and Media
MCCR-3 Credit by Choice Paper

24 LECTURES

UNIT I. (7 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 (7 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 (7 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 (7 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.

Principles of Advertising

MCCR-4 Credit By Choice Papers 24 LECTURES

UNIT I (7 lectures)

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 . Socio - Economic Effects of Advertising. Leading Advertising agencies in India, Prominent advertising agencies, The structure, function and management of Advertising, new trends in advertising, Study of local advertising agencies.

UNIT II (7 lectures)

Brand management: definition, concepts and evolution of brand management – component of a brand: strategy and structure – brand equity, image and personality – corporate brand.

UNIT III (7 lectures)

Defining creativity, stages in the creative process, creative brief, Graphics: role and scope in advertising, design principles,use of colour in design, designs in colors; type and type faces. Media characteristics – defining media planning, media scene in India, sources of media information,

UNIT IV (7 lectures)

Advertising research: scope and objectives – 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.)

SEMESTER-III

Gender and Media
MCO-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, Catecat 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
MCO-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
MCO-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

MCO-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

MCO-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
MCO-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**MCO-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 organizations Need 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
MCCR-5 Credit by Choice Paper **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

WRITING FOR MEDIA
MCCR-6-Credit by Choice Paper **24 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.Teaching 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 (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.

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 saktipithas such as Mahalaxmi, TuljaBhavani and Renuka, Mahur and
Intercultural centers such as Pandharpur, spirituals centers such
As Shirdi, Shegaw, Akkalkot.

Environmental Communication

MCO- 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, Reo-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
MCO-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
MC0-20 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

MCO-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.