



B

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SHIVAJI UNIVERSITY, KOLHAPUR.

Bachelor of Arts Part-II Journalism
Syllabus for Semester System

(i.e. from June 2011) Onwards

SHIVAJI UNIVERSITY, KOLHAPUR
B,A.-II(Journalism)
Sem.- III
Paper No.- III
Introduction to communication Science

1. Communications Science – definition nature, scope and significance in new millennium, communication theories and their classification.
2. Functions of communication, means of communication. Communication process- Types of communication with suitable examples; Intrapersonal, Interpersonal Group and Mass Communication.
3. Communication and Social Change- Communication and National development, Relationship between communication and culture.
4. Brief introduction to prominent communication models: Shannon and Weaver, Lasswell, Osgood and Schramm.
5. Sociological perspective to look at communication Science, Marxian and Cultural perspective.
6. New Trends in communication Studies – Infotainment age and IEC model.

Book list –

1. Kaval J. kumar, 'Mass communication In India', Jayco Book, Mumbai, 2008
2. Dharurkar V. L., 'Mass communication and Culture', Ramrajya Aurangabad 1985
3. McQuail Denis, 'Mass Communication Theory' Sage, London, 2008.
4. Bitiner John R., 'Mass Communication an Intorduction', Prentice Hall, New Jersey, 1986.
5. Waston James and Anne Hill: 'A Dictionary of communication and Media studies', London 2006.

6. धारुरकर वि.ल. 'जनसंवाद सिध्दांत, ' चैतन्य प्रकाशन, औरंगाबाद 2009.
7. पवार सुधाकर 'संवादशास्त्र,' मानसन्मान प्रकाशन, पुणे 2001.
8. दातार सुषमा 'संवाद विश्व' संवादविश्व प्रकाशन, पुणे 2001.
9. जोशी श्रीपाद, 'जनसंवाद आणि जनमाध्यम सैध्दातिक संकल्पना, ' मंगेश प्रकाशन, नागपूर 2000.
10. धारुरकर वि.ल.'माध्यम दृष्टीक्षेप,' चैतन्य प्रकाशन, औरंगाबाद 1999.

Sem-IV
Paper No-V
Advances in Communication Styles

1. Marshall McLuhan's theory of communication, cool and Hot media, Medium is Message.
2. New approach towards Development communication Rogers and Shoemaker's model of Innovation Diffusion.
3. Satellite communication, principle and applications. Brief survey of development of satellite communication in India.
4. McBride Commission Report and New World Information Order.
5. Communication research designs and methodologies for agriculture, Co-operative and industrial development.
6. Media analysis techniques, Content analysis and Social Survey.

Book-list :

1. Marshal McLuhan, Understanding Media, Routledge and Kegan Paul, 1964.
2. Berger A.A Media Analysis Techniques Sage, London, 1985
3. McBride Sean, Many Voices, One World UNESCO, Paris, 1980.
4. Dominick Joseph and Rogers, Mass Media Research, Wadsworth, New Delhi. 2006.
5. Dedrning James, Singhal Arvind, Communication of Innovations, Sage 2006.
1. वि.ल.धारुरकर, 'शोध माध्यमांचा' शुभदा प्रकाशन, औरंगाबाद.
2. वि.ल.धारुरकर, 'माध्यम समिक्षा', परिमल प्रकाशन, औरंगाबाद.
3. शर्मा राधाकृष्ण, 'जनसंचार', नॅशनल बुक ट्रस्ट 1971
4. भांडारकर पु.ल., 'सामाजिक संशोधन पद्धती', महाराष्ट्र विद्यापीठ, प्रकाशन नागपूर.

Sem.-IV
Paper No.- VI
Indian Mass Media (Media Electronic)

1. History of Radio as Medium, Its characteristics, form forum Programmes, Radio production, Planning and co-ordination. Development of Television in India. SITE and Kheda Experiment. New trends in T.V production, Prasar Bharati Board: its nature, scope and new challenges; DTH and Convergence. A critical study of current TV Serials in Hindi and Indian languages with special reference to Marathi channels.
2. Arrival of Foreign channels, Competition, struggle and its Impact. TRP and new tools of T.V research.
3. History & development of cinema in India, Brief history of Marathi film : special study of major trends in Marathi films, study of new trends in Indian films. Art films and social change, film Media in New millennium
4. Research Techniques in audio-visual media, Audience Research wing and audience effect analysis, Various techniques of media. Effect measurement- survey and Internet responses New tools and techniques of media research TRP, GRP, use of people meter.

Reference:- Books

1. Chatterji R.K- 'Mass Communication', National Books Trust NewDelhi 1971
2. Keveal J.Kumar – 'Mass Communication a critical study', Vipul Prakashan Pune 1988.
3. Dr.Dharurksr V.L.- 'Mass Communication and culture' Ramrajya Prakashan, Aurangabad 1986.
4. Roger Evert and Singhal Arvind- 'India's Information Revolution' Sage, New Delhi.

5. डॉ.धारुरकर वि.ल. – 'दुरदर्शन आणि लोकसंस्कृती', चैतन्य प्रकाशन, औरंगाबाद.
6. गारखेडकर विशाखा– 'हिंदी कलात्मक चित्रपटातून साधला जाणारा जनसंवाद', स्वाभिमान प्रकाशन, औरंगाबाद 2008.

Sem. III
Paper- IV
Indian Mass Media (Print Media)

1. Indian mass media-Print Electronic and Folk Media, its status, characters and future scope.

Print Media in 2011 Language newspapers in India. English Press and Language Press. New trends in layout and design.

2. Magazine Journalism in India. Characteristics of Magazine Media-Types of Magazine, Mass Class and Elite Magazines, Women Magazines health Magazines.

3. Book Media-Its characters, Book Publication Third World. New trends and new approach towards Book-Publishing industry.

4. Research regarding Print Media, Impact Studies. Readership Surveys. R & D and development of HRD, Human Resource Development in big Newspapers in India. New trends of Market research and Readership surveys in Marathi Press. Internet education and data updating.

Web Newspapers, print V/S web Journalism. Impact of Globalism on Language press. The New Faces of Newspaper Industry in 21st century Impact of foreign Investment on print Media.

Reference:- Books

1. Rao Chalpati, 'The Indian Press' National Book Trust, New Delhi, 1971.
2. Keval J. Kumar, 'Mass Communication in India' Jayco Books, Mumbai 2009.
3. Dr. V.L. Dharurkar, 'Mass Communication in India', Ramrajay, Aurangabad 1985
4. Jeffery Robin, 'India's Newspaper Revolution', Oxford University, Publication London.
5. Dr.Pawar Nisha, 'Theoretical Dimensions: Women and Indian Print Media', Sapana Publication, Banglore 2009.

6. गोखले ल.ना., 'पत्रकारितेचा स्वभाव', पुणे विद्यापीठ, पुणे.
7. केळकर न.चि., 'वृत्तपत्र मिमांसा', नीळकंठ प्रकाशन, पुणे 1965.
8. डॉ.फळे अनिल, 'वृत्तपत्रातील मनुष्यबळ विकास', पॅरामाऊंट, पुणे.
9. डॉ.पटेल गनी, 'प्रारंभिक मराठी वृत्तपत्रे व सामाजिक परिवर्तन', स्वाभिमान प्रकाशन, औरंगाबाद 2004.
10. डॉ.पाटील प्रताप, 'पत्रकारिता आणि माहितीचा अधिकार', जिल्हा सहकार बोर्ड, सांगली 2007.

समकक्ष विषय:

| Old Name | New Name |
|--|--|
| Paper No. 2- Introduction to Communication Science | Sem. III Paper No. III – Introduction to Communication Science |
| | Sem. IV Paper No. V - Advances in Communication Styles |
| | |
| Paper No. 3- Indian Mass Media | Sem. III Paper No. IV - Indian Mass Media (Print Media) |
| | Sem. IV Paper No. VI - Indian Mass Media (Electronic Media) |

Common Nature of Question of Paper

Sem.- III & IV (Total- 40 Marks)

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|-------------|-----------------------------|---------|
| Question -1 | Objective (Multiple Choice) | 05 Mark |
| Question -2 | Short Note (3 Out of 5) | 15 Mark |
| Question -3 | Broad question (2 Out of 3) | 20 Mark |

टीप : सदर प्रश्नपत्रिकेचे स्वरूप बी.ए.भाग-2 भूगोल व बी.ए.भाग-2 गृहशास्त्र या विषयांनाही लागू राहील.