

SHIVAJI UNIVERSITY, KOLHAPUR.



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Accredited By NAAC

Revised Syllabus For

Bachelor of Journalism & Communication Science (B.J.C.)

Faculty of Social Sciences

(Subject to the modifications to be made from time to time)

Syllabus to be implemented from June 2008 Onwards.

A] Ordinance and Regulations: As applicable to Bachelor of

Journalism & Communication (B.J.C.)

Shivaji University, Kolhapur

Revised Syllabus For

Bachelor of Journalism & Communication (B.J.C.)

Semester with Credits and CIE System of Examination

[Faculty of Social Sciences]

1. TITLE: Journalism & Communication Science

(Under the Faculty of Social Sciences)

2. YEAR OF IMPLEMENTATION:

The revised Syllabus will be implemented from June, 2008 onwards.

3. PREAMBLE:

"The significance of communication for human life cannot be overestimated because this sounds like a truism and is profoundly true. As health is a blessing for human life, Communication is a soul at the human mind, which reflects in a fashion as an amalgamation of skills and knowledge. So our prime goal is to achieve skills and increase knowledge from the day today discourse".

4. GENERAL OBJECTIVES OF THE COURSE:

- (i) To Impart high quality of education to the students,**
- (ii) To prepare the students for variety of challenging careers through innovation in teaching and research,**
- (iii) To develop comprehensive understanding of interdisciplinary issues of society, and**
- (iv) To provide them practical experience to develop their skills of the profession along with the advances in the knowledge of the subjects.**

5) DURATION:

- The course shall be a full time course.
- The duration of course shall be of One year /Two Semesters.

6) 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 & when required and proved to be convenient to the Department.

7. FEE STRUCTURE: - As applicable to the regular course.

i) Entrance Examination Fee: Not Applicable.

ii) Course Fee-As per the University rules/norms.

Particulars	Rupees
Tuition Fee	Rs.
Laboratory Fee	Rs.
Computer Fee	Rs.
Annual/Semester fee- Per student	Total Rs.

Other fee will be applicable as per University rules/norms.

8. IMPLEMENTATION OF FEE STRUCTURE:

The revision of fees shall be implemented as per the University decision in this regard.

9. MEDIUM OF INSTRUCTION:

The medium of instruction shall be English. However, the students shall have an option to write answer-sheets, practicals, 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.C. course. However, if selected the admission of the candidate shall be subjected to producing the mark-sheet & the necessary certificates immediately on the date stipulated by the department, failing which the admission of the candidate shall stand cancelled with immediate effect.

11. The intake of B.J.C. course shall be 40. The minimum 75% attendance is compulsory, and shall be calculated regularly on monthly basis. All the practicals, assignments, seminars, field visits and study tour are compulsory.

12. The practical work files, reporting assignments & seminars etc of the BJC students shall be preserved in the department maximum for two years after the examination. After completion of two years to their course the practical files shall be destroyed by the Dept. The record shall not be handed over to any other person or institute for any cause in any condition. But the dept. can take decision to handover the files to the respective student on his or her demand well in advance

13. SEMISTER SYSTEM:

The department follows the semester system at BJC level in accordance with the UNIVERSITY decision from June 2008.

14. Bachelor of Journalism & Communication Science (B.J.C.), Revised Syllabus

Semester System with Credits and Continuous Internal Evaluation [CIE]

To be introduced w.e.f. 2008-2009 for B.J.C. (Semester-I & II) in the Department of Journalism & Communication Science, Shivaji University, Kolhapur-4,

B.J.C. (Semester-I)			
Paper Number	Paper Title	Credits	Marks
(I)	<i>Compulsory Papers</i>		(80+20)
JC(C)-1	Introduction to Journalism & Communication Theories	04	100
JC(C)-2	News Reporting, Editing & Opinion writings	04	100
(II)	<i>Optional Papers :</i>		
JC(O)-1	Making of [History of] Newspapers & Periodicals	04	100
JC(O)-2	Electronic Media [Radio & T.V.]	04	100
JC(O)-3	Advertising	04	100
JC(O)-4	Magazine & Photo Journalism	04	100
JC(O)-5	Agricultural & Environmental Communication	04	100
(III)	<i>Compulsory Practical Paper (P)</i> NFSCLV		
JC(P)-1	a) News (Reporting – writing) assignments (30)	04	100
	b) Field visit & article writing (20)		
	c) Seminar [1] & Clipping [1] (10+10)		
	d) Lab journal (15)		
	e) Viva-voce (15)		
(IV)	<i>Elective paper for Credits by Choice (E)</i>		
JC(E)-1	Film communication	04	100

B.J.C. Semester – II

(I)	<i>Compulsory Papers:</i>		
JC(C)-3	Introduction to Mass Communication & Media theories	04	100
JC(C)-4	Information Communication Technology (ICT)& Web Journalism	04	100
(II)	<i>Optional Papers :</i>		
JC(O)-6	Marathi journalism	04	100
JC(O)-7	Media management & Press laws	04	100
JC(O)-8	PR & Corporate communication	04	100
JC(O)-9	Development & Extension Communication	04	100
JC(O)-10	Documentary (film)	04	100
(III)	<i>Compulsory Practical Paper (P)</i> MSSSLV		
JC(P)-2	a) Media internship (30)	04	100
	b) Study tour (20)		
	c) Seminar (I)+Survey (I) (10+10)		
	d) Lab. Journal (15)		
	e) Viva – voce (15)		
(IV)	<i>Elective paper for Credits By Choice :</i>		
JC(E)-2	Financial Communication	04	100

15. SCHEME OF EXAMINATION :

1. The B.J.C. as a P.G Bachelors Course shall have 10 papers [Every semester shall have four papers each] carrying 100 marks. Thus, entire. B.J.C. examination shall be of total 1000 marks.
2. The system of examination shall be Semester with credit system and Continuous Internal Evaluation (CIE). The examination shall be conducted at the end of each semester.
3. There shall be Continuous Internal Evaluation (CIE) System within the Semester System. In this System, for every paper, 20 marks are allotted for Internal Assessment and 80 Marks for the Semester Examination of three hours duration that will be held by the end of each term.
4. **Allocation and Division of CIE Marks:** For every paper, CIE component shall carry 20 marks.
 - (i) During every Semester, every student shall have to complete the internal practical work or home assignments of 10 marks for each paper, on the topics given by the respective course teacher under the guidance of the H.O.D.
 - (ii) There shall be a Written Internal Test of 10 marks for each paper during the each respective semester.

- (iii) CIE shall be conducted before the commencement of the respective semester examination.
- 5) **CIE - Re-examination:** The CIE re-examination, in case needed, shall be conducted by the Head of the Department.
- 6) **Semester-Re-Examination:** In case, a candidate fails in any of the papers in any semester examination, one can appear for the re-examination in the subsequent semester as per the University rules.
- 7) **Constitution Of Departmental CIE Committee:** For taking all the decisions pertaining to the CIE / internal marks the departmental committee shall be constituted as under-
1. Head of the Department – Chairman
 2. Senior teacher in the dept.(Member-Secretary)
 3. All the teachers in the dept. (Members)
 4. All the contributory teachers under the guidance of HOD.(Members)

16. Standard of Passing.

- 1) To pass each paper 40 marks out of 100 are required.
- 2) Semester Examination: In every paper a candidate should obtain a minimum of 40 % of total marks i.e. 32 marks out of 80 marks.
- 3) CIE – For every CIE component, a candidate should obtain a minimum of 40 % of the total marks in each component, i.e. 4 out of 10 and total minimum 08 out of 20 marks.
- 4) A candidate must obtain minimum marks as mentioned above in both the Heads of Passing. In other words, he/she must pass in both the Semester examination as well as CIE examination
- 5) The details regarding Standard of Passing are as under-
 - a.) To pass B.J.C. one has to secure minimum 40% of marks in theory & practical independently.

Standard of Passing

40% to 49%	Pass class
50% to 59%	Second class
60% to 69%	First class
70% and above	First class with distinction

17. STRUCTURE OF COURSE-

Structure of Course (B.J.C.) is given below:

**Revised syllabus for B.J.C. Course, Department of Journalism
& Communication Science, Shivaji University, Kolhapur
B.J.C. (Semester-I & II) to be introduced w.e.f. 2008-2009**

B.J.C. (Semester-I & II)

Code	<i>Semester - I</i>	Code	<i>Semester - II</i>
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(I) Compulsory Papers:		(I) Compulsory Papers :	
JC(C)-1	Introduction to Journalism & Communication Theories	JC(C)-3	Introduction to Mass Communication & Media theories
JC(C)-2	News Reporting, Editing & option writings	JC(C)-4	Information communication technology (ICT)& Web Journalism
(II) Optional Papers :		(II) Optional Papers :	
JC(O)-1	Making of [History] of Newspapers & Periodicals	JC(O)-6	Marathi journalism
JC(O)-2	Electronic Media [Radio & T.V.]	JC(O)-7	Media management & Press laws
JC(O)-3	Advertising	JC(O)-8	PR & Corporate communication
JC(O)-4	Magazine & Photo Journalism	JC(O)-9	Development & Extension Communication
JC(O)-5	Agricultural & Environmental Communication	JC(O)-10	Documentary (film)
(III)	Compulsory Practical Paper (P) [NFSCLV]	(III)	Compulsory Practical Paper (P) [MSSSLV]
JC(P)-1	a) News (Reporting – writing) assignments b) Field visits & article writing c) Seminar [1] & Clipping [1] d) Lab journal e) Viva-vice	JC(P)-2	a) Media internship b) Study tour c) Seminar (I) & Survey(I) d) Lab. Journal e) Viva – vice
(IV)	Elective paper for Credit by Choice (E)	(IV)	Elective paper for Credit By Choice (E)
JC(E)-1	Film communication	JC(E)-2	Financial Communication

Syllabus

Semester I

JC(C) -- I Introduction to Journalism & Communication Theories.

UNIT -- 1: Journalism: Definition, functions, principles, nature, scope & importance. Type of Journalism - Print (Newspapers & Periodicals), Electronic (Radio & TV.), online (Web Journalism) and Film Journalism. Normative Theories of Mass Media in Society-Four theories of the Press: Authoritarian, Libertarian or Free Press, Social Responsibility and Soviet Media Theory ; Alternative theories of the Press -- Development media theory and Democratic Participant Media Theory. Journalism as a profession, News trends in Indian Journalism, Press and Society - Watch Dog principle in the development process, Press and Government- Fourth Estate; Press and Democracy - Press as an apposition and Constructive critic.
(15 Periods)

- UNIT --2: Communication: Definitions of Communication; Perspectives: Communication in the context of change (Dean Bernlund) How Communication Works (Schramm), Some Tentative Axioms of Communication; Eight Functions of Communication (through Messages), Six channels of communication, Facial engagements, Eye contact, tactile communication etc. and Comm. without words; Human Communication - "Trans-Per" a model of Human Communication - Theoretical Approaches to Interpersonal and Interpersonal Communication - Heider, Osgood, Festinger, and Newcomb etc. Intrapersonal, Interpersonal and cultural dimensional Communication. (15 Periods)
- UNIT -- 3. Process and Meaning in Communication: Basic Models - The Lasswell Formula, Shannon and Weaver's, Osgood and Schema's and Dance's models, Gerbner's general Model of Communication, Newcomb and other balance models, Jakobson's Model, Pierce's, Ogden and Richard's, and Saucer's elements of meaning. Sign and system, semiotics and meaning. Basic concepts of Icon, Index and Symbol. (15 Periods)
- UNIT --4: Introduction to" Many Voices, One World" (MacBride Commission Report), - Communication and Society, The Historical Dimension, The Contemporary dimension& The International dimension. Communication Today & the means of communication. (15 Periods)
- JC (C) --2 News Reporting, Editing and Opinion writings.**
- UNIT --1: Reporter -- Role duties and qualities. The news process -- from event to the reader. Concepts and definition of news as relent to India. News values in general and for all the three worlds. Basic Components of a news story -- attribution; balance and Kuirness, brevity. News sources, Gathering facts, Different forms of reporting -- Sport news/Live reporting public affairs, meetings, conferences, Seminars, cultural civic and Social events, mofussal reporting, reporting Govt. and Co-operative activities and programs understanding the law and Journalistic ethics, Watch dog (15 Periods)
- UNIT --2: Advance Story, Crime, legistafre, courts and sports reporting, Investigative, interpretative, trend, in-depth and advocacy reporting, building and using background. Reporting fashion and life style, writhing curtain raisers, reporting through interviews, interview techniques. Development reporting, special correspondents and foreign correspondents. Ethical aspects of reporting. (15 Periods)
- UNIT--3 Organizational structure of an editorial department of a newspaper or a media unit, role or functions of an editor / executive editor, assistant editor, news editor and sub editor. The news process: selection of news from various news sources, different types of copy- Agency Copy, Bureau copy, etc. General principles of editing, qualities of a sub-editor, chief sub-editor and News editor. The editing process, symbols (used to indicate correction or changes in news copy) handling various types of copy,

rewriting, translation, integrating, referencing, updating, slanting and toning of news values, proof reading, using style book/sheet, Electronic editing unit count.

Headlines- functions, types, patterns of headlines, free style headline, news headline, feature headline, Schedule- News schedule, planning of pages and reproduction of art and photograph. Knowledge of printing – DTP, off Set printing, Gravure and screen printing, off set printing process. Typography; Typefaces and families, Type size etc.

UNIT --4 : Opinion Page -- Lead article / Editorial, Writing of editorial notes article writing for opinion page of a NP, Letters to editor, writing for a special opinion Column Editorial on front page. Editorial pages of The Times of India, the Indian Express , Maharashtra Times (Marathi) Daily Loksatta, Daily Sakal and other prominent Marathi Dalies in Maharashtra. (15 Periods)

JC (O) --1 **Making of (History of) Newspapers and periodicals.**

UNIT --1 : Emergence of the press, Status and role of the press in society, Brief survey of the foreign press --Origin and growth of press in England, America, France, Germany Russia, China, Japan, and Some prominent Third world Countries. . (15 Periods)

UNIT -- 2 Origin and evolution of press in India, Special Characters of Indian Journalism, Press and Society relationship, Govt. and Press with reference to demo Crazy. Role of prominent news papers and Stalwart journalists in India and Maharashtra. (15 Periods)

UNIT --3 : The prominent language Newspapers published in Marathi Gujarathi, Hindi,Bangali, Telagu, Tamil, Kanada,Mallialum, etc. A Brief sarrory Indian journalism before after and during the independence struggle. . (15 Periods)

UNIT -- 4: The unique principles and role of press in developing Countries -- Modern trends in the world press with Special reference to Indian Journalism, Censorship's and a struggle for the freedom of press. Special studies of the life and work of some prominent journalists and the Social reformers. Major recommendations of the press Commissions (including the two of tem from India) (15 Periods)

JC (O) -- 2 **Electronic Media (Radio & TV).**

UNIT --1: Introduction to broadcasting: Radio as a medium of Mass Communication, Emergence and of history of Radio and TV in India. Evolution and growth of All India Radio and Doordarshan, Presser Bharati Structure objectives and role. Growth of private Television channels, Emerging trends in India broad casting -- FM. Digital, Satellite and web. A brief introduction to sound , Sound transmission and reception introduction to sound recording, Facts about sound, Characteristics of sound, pitch, tone and voice frequencies; Types of equipment's, micro phones, their function and selection. (15 Periods)

- UNIT -- 2: Radio production: Programs for Various audiences, Different programme firmest, creating audio Space, Sound perspective Voice Casting types of music, Use of sound effects, production Crew and their functions: Role of producer production planning and execution. Radio Studio, acoustics, recording equipment's, types and use of microphone, use of digital technology in production. (15 Periods)
- UNIT -- 3: Television technology: broadcasting Standards, PAL, NTSC, and SECAM. Broadcast Chain, Production equipment -- Camera, micro phones, and lights. Special effects generators, digital Video effects, computer graphic work stations. P.V Studio Layout, TV. Production --Studio and field production, TV. Staff and crew, their functions, programme formats, proposal writing Script writing -- out line treatment, visualization, Shorting script. (15 Periods)
- UNIT -- 4: Production process -- Reproduction, Setup and rehearsal, production and post production. Classification of shots techniques of Audi production, Television news production Seriating for TV documentaries: Linear and non -- Linear editing, Voice over, dubbing, mixing and final mastering. TV. Direction: Shat division, Bricking the Script, story board, time-line and budgeting. (15 Periods)
- JC (O) --3: **Advertising.**
- UNIT -- 1: Advertising --its relationship with mass communication as a pat of the marketing mix. Difference between publicity and advertising, advertising and Public Relations. Advertising --definitions, evolution, and function s of advertising, Classification of advertising -- based a demand, media, objectives, different consumers to be reached, Stages in the product life cycle, personnel involved --Vertical / horizontals etc. Product, Institutional financial, Social Political, Government, Classified and display. (15 Periods)
- UNIT --2: Advertising agency -- Structure and functions of the various departments of the advertising agency. Client Servicing, Creative, media, production etc .Media -- types of media -- Radio, newspapers, magazines, television, outdoor, Specialty, intermit, relative merits and demerits, Basics of media planning, and Scheduling ,performance of media tariff Sources of information for media planning and scheduling ORG, ABC, Readership Surveys . (15 Periods)
- UNIT --3: Campaign planning and Execution, Brief -- Collection of information, analysis of market, Target Audience Budget. Creative Strange and Concepts: Creative themes and appeals. Copy -- Elements of an advertisement, functions of head line and copy. Types of copy for different media. Layout types of lay out principles of Design and Layout, Graphics, production process for print ads, Radio -- jingles, spots, Commercials, TV Commercials and films (Script writing) printed Literature, Direct advertising and point of purchase. . (15 Periods)

UNIT -- 4: Evaluation and Regulation of Advertising Copy research, -- protesting and post testing Ethics, Codes and Laws related to advertising professional bodies AAAI, ASCI INS, Consumer associations, ACT. Advertising in India, Role in Economic development trends. (Case studies and Workshops in copy writing, media planning, Campaign planning) A critical analysis of status of advertising in India, Advertising and Society, Research in advertising. (15 Periods)

JC (O) - 4: **Magazine and Photo Journalism.**

UNIT --1. Origin and growth of magazines, the students of magazines in India, a brief survey of some English language and regional language magazines, classification of magazines--General Interest or popular magazines, news magazines, and specialized and glossy magazines, their readership profiles, impact of magazines on the society, the current scenario. . (15 Periods)

UNIT --2. Techniques of magazine writing, various types of articles and features, feature V/S fiction, subjectivity in magazine writing. Planning articles and features, content and writing style of various magazines, editing; various approaches to editing, specialized and glossy magazines, creative writing in magazines, reviewing for the media. Production of magazines design layout, headlines, typography graphics photo graphs, & cartoons graphs & illustrations, caption writing, visual aspects of magazines etc. Freelancing for magazines as profession, feature agencies, studying the requirements of magazines, etc. (15 Periods)

UNIT --3. Introduction to photography - photographic equipment - camera, film lenses and filters Digital Camera and its various auto functions. Processing and printing trends in photo journalism Scope of photo journalism in new Scenario, An overview of photo Journalism, visuals in magazines and newspapers. Computer & photo services. Remote sensing & satellite photo graph. Modern trends in photo graph. (15 Periods)

UNIT --4. Use of photograph and gratifies. Qualities of a good photograph. Role of a photo editor & Press artist; Selection and editing of photographs, writing captions. Ethics and legal implications. Career prospects in photography. News photography and photo feature services. etc. (15 Periods)

JC (O) 5. **Agricultural & Environmental Communication.**

UNIT -- 1. Problems and prospects of Agriculture department, Information helps understanding. Agricultural development, Information leaps under standing agriculture problems. Agricultural and Technical Journalism. Agriculture and Information Technology; Application of It in Agricultural development Publicity helps Agricultural advancement and in free public confidence in the products. People want to have their news features and opinion on their issues and their true practices in the country and in other countries of the world. Truth, Accuracy, Objectivity in the practices are

expected and respected. Periods

(15 Periods)

UNIT -- 2. Use of Newspapers, Radio, Television, and documentary films for agricultural promotion Extension services for agricultural practices. Innovations in agriculture and allied industry providing knowledge to people for persuading them to accept new technology & innovations. Using Various Columns of newspaper and other media to foster agricultural development Agricultural inventions & Scientific advances, Data processing, Economic Changes, Impact of Socio, economic, Political and cultural conditions on agricultural advancement. (15 Periods)

UNIT -- 3. Use of media for knowing environment and the planet earth, -- Lithosphere, hydrosphere. Atmosphere, and ionosphere, Sun as a source of energy, Origin of elements on earth, distribution in atmosphere, radiation balance of the Earth, temperature inversions. Meteorology and climate, Local effects of pollution on climate, Global effects of pollution on climate. Pollution on climate. Population growth, climate change and global warming particulate matter, Ozone layer ozone depletion photo chemical reactions, photo synthesis, smoke and smog formation. Industrial emissions Petroleum smelling etc. life formation of pen and ban (hydrocarbon, Carbon Monoxide), so₂ (Sulfur dioxide) NO₂ (nitro dioxide) pollutions.) Soil erosion and distress in the form of earth quake, floods, and Rehabilitation etc. Role of Govt. legal aspects initiatives by non-governmental organizations.

UNIT -- 4. Life in Sea, Structure of sea water, plant and life in sea water, desalination of sea water, carbonate-bicarbonate cycle, pollution by transport by transport of all etc. alter in hydrosphere, pollution as pecks of water. Water as a necessary chemical for life, Pollution reports of drinking water pollution of water due to pesticides industrial effluents, organic and inorganic chemicals, Monitoring and prevention of water pollution, Inorganic chemicals in water eg. mercury, lead etc. Rules and regulations of Indian pollution boards, WHO guidelines, for world standards, people's awareness and preventive measures.

JC (P) --1. **Compulsory Practical paper (NFSCLV)**

a) One has to complete minimum 20 reporting & writing assignments given by the concerned teacher time to time and publish maximum of them in the newspapers or in the laboratory journal of the dept during the period of First Seminar. And the concerned teacher will assess them and will give marks out of 30.

b) to complete Minimum five (5) field visits to the development projects & media units during the first Semester shall be necessary they will be Irrigation, Industry, energy **generation** Sugar factory, Textile & during units, Silvery gold industry, Agriculture farms and allied projects,

animal has quandary & pharmacy industry projects, Hotel, industry, Milk dainties & allied projects, Media Units Banking and share marketing and all other prominent projects. And activities including Social work units. The concerned teacher shall assess the performance and write-up of the shined and will give marks out of twenty. (20)

c) The Students shall prepare and present a seminar on a general topic selected by himself and approved by the concerned teacher during the first semester which carries ten (10) marks. An alipping file shall also be practical unit for ten (10) marks where students shall prepare a loose file of clippings on a self selected General topic approved by the concerned teacher and writhe a report on the basis of the clippings shaping an article. The concerned teacher shall lasses both the terms (Seminar & clipping) at the end of the semester & give marks.

d) The students shall bring out one or two issues of the departmental lab Journal -Madyam Vidya under the at the Head of the dept and will the help; of concerned teacher, during the first seminar. They will get marks out of fifteen.(15) at the end of the semester.

e) There shall be a Viva Voce in the dept after the theory examination before a three members committee, including an eternal examiner needed by the HOD. The Viva-Voce marks shall be given out of fifteen (15) by the committee.

JC (E) --1. **Film Communication.**

UNIT --1. The Origin and growth of cinema (film) as a medium of Communication, kinds of films produced for different purposes, Fiction films. And entertainment, non-fiction like documentaries on developmental issues. Educational and msbuefional films, motivational and advertising film, animation films etc.

UNIT --2. Landmark history of cinema in India. (with screenings of fibns & film extracts). National films Development Corporation (NFDC), Film and Television Institute of India (FTII), Film Division, Childrens films Society of India, National Film Archives of India, Chalchitra Academy, Public Sector Film organizations and their function, National Awards, Film Festivals Film Society movement in India Regional Cinema in Maharashtra censorship of film in India.

UNIT -- 3. Film Technology, Elements of film --script, Cinematography, editing - music and direction; Process of film making, - shooting, editing, dubbing, mixing, married print. Film genres, Art and commercial films, parallel cinema.

UNIT --4. Film appreciation: critical study of important art and commercial film makers film review and criticism script writing for documentaries. Folk art and cinema, prominent Film Makers in the world. Indian cinema and the prominent figures.

Reference:-

JC(C) 1:- Introduction to Journalism & Communication Theories

1. Mortensen David C: ' Basic readings in communication theories':1973 Harper & Pow publications, New York, London
2. Fiske John: Introduction to Communication Studies, 1982, Methuen & Co. Ltd, London, New York.
3. Sereno K.K. & Bodaken E.M.: Trans-Per Understanding Human Communication, Houghton Mifflin Company, Boston.
4. Berelson B & Jonowitz M.: Reader in Public Opinion & Communication, (1953). The Free press, New York.
5. Bond F.F. - An Introduction to Journalism, the Mac-millan company, New York

6. Wainwright David: Journalism made simple, Rupa & Heinmani, London
7. Kamat M.V.: Professional Journalism, Vikas, New Delhi
8. Wollenoy Ronald - Journalism Modern India, Asia Publication House, London
9. Agrawal Binod, Arbind Sihna: SITE TO INSAT.
10. Barnouw et al: International Encyclopedia of Communication - Vol 1- 4
Oxford University Press, New York 1989
11. McBride Sean; Many Voices, One World, Kogan Page/ UNESCO, 1980
12. McLuhan Marshal: Understanding Media, Rutledge & Paul Kegan, London 1964
13. Defleur M.L. & Ball-Rokeach S.: Theories of Communication, Longman, New York.
1977
14. Fairclough N.: Media Discourse, Enword Arnold, London. 1995
15. Mac Quail Denis: Mass Communication theories & introduction, SAGE,
London 1987
16. Mac Quail Denis & Windahl : Communication models for the study of Mass
Communication, Longman, London. 1981
17. Watson, James & Anne: A Dictionary of Communication & Media Studies, Enword
Arnold, London. 1984
18. McQuail Denis (Ed.) Sociology of Mass communication - selected readings Penguin
NY 1972
19. McQuail Denis: Towards Sociology of Mass Communication, Collier- Macmillan,
London, 1969.
20. Barlo D.K.: The process of Communication.

JC (C) - 2 News Reporting, Editing & Opinion writings

1. Baskett- Scissors & Brooks: The Art of Editing-McMillan publishing company, New
York
2. Agrawal S.K. A handbook of Journalism & Editorial excellence, Mittal Publication,
New Delhi
3. Gibson Martin: Editing in Electronic era, Prentice Hall, New Delhi
4. Mac Dongall, C.D.: Interpretative Reporting.
5. Dygart J.H.: The Investigative Journalist.
6. Hohonbeng J.: The News Media

7. Shorewood H.C.: Journalistic Interview
8. Hohenberg J.: Professional Journalist
9. Lewis J.: Active Reporter
10. Fodler F.: Reporting for The Print Medium
11. Kamat M.V.: Professional Journalism.
12. Evans H.: Editing & Design, Vol 1-5.
13. Mc Giffort R.C.: The Art of Editing news
14. Garst & Bernstein: Headlines & Deadlines
15. The Washington Post: The Edition Page
16. Westley B.H. : News Editing
17. Campbell & Wolseley: Newsmen at work.
18. Collihan E.L.: Grammar for Journalist

JC (O) - 1 Making (HISTORY) of News Papers & Periodicals

1. Priyolkar Anant - The Printing Press in India Marathi Sanshodhan Mandal, Bombay. 1958
2. Emery Edwin: The press & America, The Times of India Press, Bombay. 1969
3. Kurian George: World Press encyclopedia, vol.1, 2. Facts on File Inco, New York. 1981
4. Ramesh Jain: Bharat main Hindi Patrakarita , Bohara Prakashan, Jaipur. 1989
5. Smith Anthony: The News Paper & International History,
6. Merrill C. John: The foreign Press
7. Dennis Everitte E. & Rivers William L.: Other voices: The New Journalism in America.
8. Mills Nicolas: The new Journalism: The Historical Anthology
9. K. Sommarlad E.Lloyd: Press in Developing Country
10. Dr. Sen. S.P.: The Indian Press
11. Nandi Krishna G. Murthy: Indian Journalism

12. J.Natarajan: report of the first Press Commission
13. Charles Moses & Crispin Maolog: Mass Communication in Asia: A Brief History
14. UNESCO: World Communication: 20th Century
15. Lele R.K.: History of Marathi Newspapers (Marathi Book)
16. George T.J.S.: Provincial Press in India

JC (O) -2 Electronic Media (Radio & T.V.)

1. Fiske J. & Hartley J.: Reading Televisions, Matheun, London. 1978
2. Gibson, Martin: Editing in the Electronic Era, Prentice Hall, New Delhi.1987
3. Hunter J.K. & Gross L.S.: Broadcast News -The Inside Out, C.V. Moshy & Co., St. Louis, Illinois, 1980
4. Luthra H.R.: Indian Broadcasting, Publication Division, New Delhi, 1986.
5. Erans, E.O. Radio - A Guide to Broadcasting Techniques
6. Green M. - Television News: Anatomy & Process
7. Masani Mehra - Broadcasting & the People, National Book Trust, New Delhi. 1971
8. Chattergee P.C. - Broadcasting in India, SAGE, New Delhi
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