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(2009)

SHIVAJI UNIVERSITY, KOLHAPUR.

Revised Syllabus

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

(Semester - I & II)

Faculty of Social Sciences

To be implemented from the academic year 2010-11(i.e. from June 2010)Onwards.

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

Shivaji University, Kolhapur.

Revised Syllabus of Bachelor of Journalism & Communication Science
(B.J.C.)
Semester System

1. **course Title :** **Bachelor of Journalism & Communication Science**
Under the Faculty of Social Sciences.

2. **Year of Implementation :** The revised Syllabus will be implemented from the academic year 2010-11 (I.e. from June, 2010) 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 of 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 :** fee will be applicable as per University rules/norms.

8) **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.

9) 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.

10). 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.

11) SEMESTER SYSTEM :

The college to be followed the Semester system at BJC level in accordance with the UNIVERSITY decision from June 2010.

12). The Scheme of Examination :

1. The BJC course shall have 10 papers (Every Semester shall have four theory papers with internal CIE (two) components and one compulsory practical paper, the practicals would be conducted by the dept. independently) including two practical papers with internal components, carrying 100 marks each. Thus entire BJC examination shall be of total 1000 marks.
2. The system of examination would be Semester with credits 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 with in the Semester system. In this system, for every paper, 20 marks are allotted for CIE- Internal Assessment (10) & Internal Test (10) and 80 marks for Semester (Theory) examination of three hours duration, which will be held at the end of each term.
4. Allocation and Division of CIE marks: For every paper, CIE components shall carry 20 marks.
 - i) During every Semester every student shall have to complete home assignments, practical assignments, class room Practicals and presentations etc. assigned by the respective course teacher, or the departmental committee or the HOD, in case the first two options are not easily available. This will carry all together (10 marks).
 - ii) For every paper during each Semester, there shall be a written Internal Test for 10 marks. Both the components of CIE shall form the separate heads of passing of 10 marks each.
 - iii) The internal written Test for CIE shall be conducted only once before the commencement of Semester examination by following the original Nature of Question paper and scheme of marking pattern. The Test shall be of 40 marks converted into 10 marks component of CIE .
5. Semester –Re-Examination:

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

13) Standard of Passing :

1. To pass each paper, 40 marks out of 100 marks are required.
2. Semester Examination: In every paper a candidate should obtained a minimum of 40% of Total marks i.e. 32 marks out of 80 marks.
3. CIE : For every CIE component a candidate must obtain a minimum of 40% of the total marks, i.e. 04 out of 10 and 08 combine out of total 20 marks. Both the CIE components will form the separate heads of passing.
4. A candidate must obtain minimum marks as mentioned above in all the Heads of Passing of the Semester examination as well as the CIE examination.

14) Writing off the Practical Work Record :

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

15) Course Structure.

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

JC(C)-3	Introduction to Mass Communication & Media Theories	04	100 (80+20)
JC(C)-4	Information Communication Technology (ICT) & Web Journalism	04	100 (80+20)
(II)	<i>Optional Papers :</i>		
JC(O)-6	Marathi Journalism	04	100 (80+20)
JC(O)-7	Media Management & Press Laws	04	100 (80+20)
JC(O)-8	PR & Corporate Communication	04	100 (80+20)
JC(O)-9	Development & Extension Communication	04	100 (80+20)
JC(O)-10	Documentary (Film)	04	100 (80+20)
(III)	<i>Compulsory Practical Paper (P)</i> MSSSLV		
JC(P)-2	a) Media Internship (30) b) Study Tour (20) c) Seminar (1)+Survey (1) (10+10) d) Lab. Journal (15) e) Viva – Voce (15)	04	100
(IV)	<i>Elective Paper for Credits By Choice:</i>		
JC(E)-2	Financial Communication	04	100 (80+20)

STRUCTURE OF THE COURSE OF B.J.C. (Semester I & II)

Code	<i>Semester - I</i>	Code	<i>Semester - II</i>
<i>(I) Compulsory Papers:</i>		<i>(I) Compulsory Papers :</i>	
JC(C)-1	Introduction to Journalism & Communication Theories	JC(C)-3	Introduction to Mass Communication & Media Theories
JC(C)-2	News Reporting, Editing & Opinion Writings	JC(C)-4	Information Communication Technology (ICT) & Web Journalism
<i>(II) Optional Papers :</i>		<i>(II) Optional Papers :</i>	
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)
<i>(III)</i>	<i>Compulsory Practical Paper (P) [NFSCLV]</i>	<i>(III)</i>	<i>Compulsory Practical Paper (P) [MSSSLV]</i>
JC(P)-1	a) News (Reporting – Writings) Assignment	JC(P)-2	a) Media internship b) Study tour

	b) Field Visits& Article Writing c) Seminar [1] & Clipping [1] d) Lab journal e) Viva-voce		c) Seminar (I) & Survey(I) d) Lab. Journal e) Viva – voce
(IV)	<i>Elective paper for Credit by Choice (E)</i>	(IV)	<i>Elective paper for Credit By Choice (E)</i>
JC(E)-1	Film Communication	JC(E)-2	Financial Communication

16) The Notes to be followed at the implementation of the revised syllabus of B.J.C.(Semester I & II) :

- A) JC (C)- 1, JC (C) – 2, & JC (P) – 1 as well as JC (C) – 3, JC (C) – 4, & JC (P) –2 are Compulsory papers for Semester-I and Semester –II of BJC respectively.
- B) The students can select any one optional paper from the first three optionals viz. JC (O)- 1, JC (O) – 2, JC (O) – 3, as well as one optional paper from the next two optionals viz. JC (O)-4 & JC (O)-5 along with the ‘ Elective Paper’ for credit by choice viz. JC(E)-1 for Semester-I and any one optional paper from the first three optionals- viz. JC (O)-6, JC (O)-7 & JC (O)-8 as well as one optional paper from remaining two optional papers viz. JC (O)-9 & JC (O)-10 along with the Elective paper for credit by choice viz. JC (E)-2 for Semester II of BJC respectively.
- C) Each paper shall be of 100 marks (Semester examination of 80 marks and Internal CIE of (10+10) 20 marks except the JC(P)-1 at Semester-I and JC(P)-2 at Semester-II which shall be of 100 marks each.
- D) The syllabi of each paper for Semester spreads over 60 (sixty) instructional hours.
- E) JC (E)-1 and JC (E)-2 are the papers of credit by choice for semester-I and Semester-II respectively.
- F) There shall be ‘scale-down’ pattern of marks if the Internal Practical marks exceeds by 15% than the over all theory marks of each paper.
- G) The Semester paper of 80 marks and Internal Practical assignments of (10 marks) as well as the Internal test of 10 marks shall form the separate heads of passing along with all the Internal components including the combine ones of the Compulsory Practical papers viz. JC (P)-1 and JC (P)-2 at Semester-I and Semester-II respectively.
- H) The Department shall conduct / organize the practical programmes, for the completion of practical items under JC(P)- 1 and JC(P)-2 of the Semester- I and Semester- II respectively, time to time and shall submit the marks to the University, after the assessment of the same by the teachers in the Department under the guidance of the Head of the Department / (H.O.D.) in time. The teachers who teach their subjects to the B.J.C. students and the Head of the Department shall be held responsible for non completion of any of the Internal Practicals 10 marks, Internal tests 10 marks as well as the practical items under the Compulsory Practicals 100 marks based purely on the practical work done by the students during the Semester including 15 marks of Viva-Voce sub head.
- I) The department reserves the right to form (frame) the groups of Optional / Elective papers to be taught during every Semester and number of students to be restricted for any of optional / elective papers as a specialization.

17) Nature of Question Paper and Scheme of Marking :
(Under Academic Flexibility)

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

SHIVAJI UNIVERSITY, KOLHAPUR

BJC: Semester I / II Examination-----

Paper Title----- Paper No.-----

Day and Date :

Duration : 03 Hours

Total Marks : 80

Instruction : 1) All questions are compulsory.

2) All question carry equal marks.

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

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

Q.No. 2 Short Notes (Any Four out of Six)----- 20 Marks

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

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

18) Teachers Qualifications :

- i. As prescribed by the norms.**
- ii. Workload of Teachers in the department as per Apex body/ UGC/ State Govt./ University norms.**
- iii. List of Books/Journals are given for each paper.**
- iv. Teaching Aids like T.V.,VCR.,VCP,OHP Slide projector, NPS, Cameras, Computer Software's, Internal facilities etc. are available in the department.**
- v. Departmental Library facility is available with the dept. Besides a list of Text books Reference Books, Journals, Periodicals required for new courses is being given to the University Librarian for procurement.**

Syllabus

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

Semester – I

I) Compulsory Papers :

JC(C) – 1. 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, Jacobson'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" (Mac Bride Commission Report), - Communication and Society, The Historical Dimension, The Contemporary dimension& The International dimension. Communication Today & the means of Communication. (15 Periods)

References:

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. Wolenloy 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/ UNISCO, 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 and Opinion Writings.

- UNIT --1: Reporter -- Role duties and qualities. The news process -- from event to the reader. Concepts and definition of news as relevant to India. News values in general and for all the three worlds. Basic Components of a news story -- attribution; balance and Brevity, brevity. News sources, Gathering facts, Different forms of reporting -- Sport news/Live reporting public affairs, meetings, conferences, Seminars, cultural civic and Social events, mass reporting, reporting Govt. and Co-operative activities and programs understanding the law and Journalistic ethics, Watch dog
(15 Periods)
- UNIT --2: Advance Story, Crime, legislative, courts and sports reporting, Investigative, interpretative, trend, in-depth and advocacy reporting, building and using background. Reporting fashion and life style, writing 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 and duties of an editor, executive editor, assistant editor, news editor, and sub editors. The news process: selection of news from various news sources, different types of copy- agency copy, bureau copy, mass copy etc. General principles of editing, qualities of sub editor, chief sub editor and news editor; the editing process symbols (used to indicate corrections or changes a new copy), handling of various types of copy, rewriting translation, integrating, referencing, updating, slanting & toning of news values, proof reading using style book / sheet, electronic editing, unit cost, Headlines – functions, types, patterns of headlines, freestyle headlines, New headlines, feature headings. Headlines schedule, news schedule, planning of pages and editions, editing supplements, features and special pages. Reproduction of art and photographs. Knowledge of printing-

D.T.P., off-set printing , gravure and screen printing , typography; type faces and families, type sizes etc. (15 Periods)

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)

References :

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

(II) Optional Papers :

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 democracy. Role of prominent newspapers 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 survey of 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 them from India)
(15 Periods)

References :

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.).

- 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 Audio production, Television news production Seriating for TV documentaries: Linear and non -- Linear editing, Voice over, dubbing, mixing and final mastering. TV. Direction: Shot division, Bricking the Script, story board, time-line and budgeting.
(15 Periods)

References :

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
9. Report on A. K. Chanda Committee on Broadcasting
10. Awasthy G.C. - Broadcasting in India.
11. Duggal K.S. - What all's Indian Broadcasting, Maarwah Publications, New Delhi.
12. Butcher Melissa - Trans National Television, Cultural Identity & Change (When Star came to India), Sage, 2003
13. Unnikrishnan Namita the Impact of Television Advertising on Children, Sage, 1996
14. Hukull Mark- Electronic Communication Convergence, Sage, 2000
15. Shrivastava K.M. - Radio &T.V. Journalism, Sterling, New Delhi.
16. Boyd Andrew - Broadcast Journalism, Heinemann Publication, London.
17. Gupta Nilanjana - Switching Channel, Oxford University Press, Calcutta
18. Dhavan B.D. - Economics of Television in India, S.Chand, New Delhi,
19. Hyde Smart- Television & Radio Announcing, Kanishaka, New Delhi.

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 AAI, 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)

References :

1. Sandage C.H. & Fry burger - Advertising Theory & Practice, Richard Irwin, U.S.A.
2. Ogilvy David- Ogilvy on Advertising, Orbis, London.1983
3. Vinilam J.V. - Advertising Basics, Sage, 2004
4. Narayan B. - Advertising Management, APH Publishing, New Delhi
5. Sharma Sandip, Kumar Dilip: Advertising Planning, Implementation & control, Mangaldeep, Jaipur.
6. Jetkins Frank- Advertising Make Simple, Rupa & Heinemann, London
7. Littlefield J.F. & Kripatic C.A. - Advertising: Mass Communication Marketing.
8. Staorch D.: Measuring Advertising Research ship & Results.
9. Wright J.S., Warner D.S.-Winter W.L. & Zulglar S.K. - Advertising
10. Danns.W. , Barban A.N. - Advertising: It's role in Modern Marketing.
11. Klepner O.: Advertising Procedure
12. Heppner: Modern Advertising
13. Aakers David & Myers John: Advertising Management, Prentice Hall, New Delhi, 1983
14. Barton, Roger: Handbook of Advertising Management, McGraw Hill, NY 1976
15. Bellur Berkman, Shaw: Reading in Advertising Management, Himalaya, New Delhi, 1988.
16. Crane Edgar: Marketing Communications, John Willey & Sons, 1965
17. Sengupta Subroto: Brand Positioning, Tata McGraw Hill, 1991.
18. Burton, Phillip Ward: Advertising Copywriting, Grid Inc, NY.
19. Jeweler, Jerome: Creative Strategies in Advertising, Wadsworth, NY, 1985
20. Ogilvy David: Confession of an Advertising Man

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

- UNIT --1. Origin and growth of magazines, the students of magazines in India, a brief survey of same English language and regional language magazines, classification of magazines--General Interest or popular magazines, news magazines, and specialized and glassy magazines, their readership profiles,

impact of magazines on the society, the current scenario. .
(15 Periods)

UNIT --2. Techniques of magazines writing, various fypsofarticles and features, feature V/S fiction subjectivity in magazine writing. Planing articles and features, contact 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 lay out, headlines, typography graphics photo graphs, & cartoons graphs & illaspations, 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)

References :

1. Peterson T.: Magazine in Twentieth Century
2. Wolsley R.E.: The Magazine World
3. Ferguson: Editing the Small Magazine
4. Maclean: Magazine Design
5. Narendra Kumar: Magazine Publishing
6. Knickerbockers: Idea for writing
7. Wills & Welter: Technical Writing
8. Woseley Ronald E.: Understanding Magazine
9. Nicholson Brian: Features with Flair
- 10 .Rikers William: Freelancer and Design
11. Click & Braird: Magazine Editing & Designing
12. Root: Modern magazine editing
13. Harold Evans: Editing & Design Vol 1-5
14. Jack Frice: News Photography
15. Kobra K.: Photo Journalism: The Professional Approach.

16. Milton F. Techniques of Photo Journalism
17. Rhode R.B. & M.C. Call F. H.: Press photography
18. Karns R.L ; Photo Journalism With a purpose
19. Looslay A.E.: Business of Photo-Journalism
20. Smith S.R.: Photographic Communication
21. Harold Evans: Picture Editing
22. Lagan III & Richard H.: Elements of Photo reporting

JC (O) 5. Agricultural & Environmental Communication.

- UNIT -- 1. Problems and prospects of Agriculture department, Information helps under standing 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 is other countries of the world. Truth, Accuracy, Objectivity in the practices are expected and respected. (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 foos agricultural development Agricultural inventions & Seientive advances Date processing, Economics Changes Impact of Souci, 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. (15 Periods)
- 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 repots 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 e.g. mercury, lead etc. Rules and regulations of Indian pollution boards, WHO guidelines, for world standards, people's awareness and preventive measures. (15 Periods)

References :

1. Pioneer Agricultural Journalist by William F.Ogilvie. Beekman Publishers Inc, New York, 1974
2. Agricultural Journalism by FOX
3. Environmental communication : Masses, Media & Methods, Lea J. Parkar, TATA McGraw Hill Publications

Compulsory Practical Paper (NFSCLV)

JC (P) --1. a) News (Reporting – Writing) Assignments :

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 vonsal of the dept during the period of First Seminar. And the concerned teacher will assess them and will give marks out of (30).

b) Field Visits & Article Writing :

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 husbandry & pharmacy industry projects, Hotel, industry, Milk dairies & 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 student and will give marks out of twenty (20).

c) Seminar & Clipping :

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 write a report on the basis of the clippings shaping an article. The concerned teacher shall assess both the terms (Seminar & Clipping) at the end of the Semester & give marks.

d) Lab Journal :

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) Viva-Voce :

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

IV) Elective Paper for Credit by Choice (E).

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, Children's 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.

References :

1. Barnouw & Krishnaswamy: Indian Film, OUP, 1980 2nd Edition
2. Beveridge James: Script writing for Short Films, Reports & paper s on Mass Communication, No. 57 UNESCO
3. Barnard, William: Obscenity & Film Censorship, Cambridge University Press,
4. Garth J. & Linton J.: Movies as Mass Communication, the Sage Series, 1989, 2nd Edn
5. Gaston R.: The subject of Cinema, Seagull, Calcutta, 1990
6. Khwaha Ahmed Abbas: How Films Are Made, National Book Trust, 1977, 1997
7. Kracauer, Siegfried: Theory of Film, Oxford University Press, Oxford/London/NY
8. Quick Jon & Tem La Bau: Handbook of Film Production, Mac Milan, NY, 1972
9. Sarkar Kobita - Indian Cinema Today: An Analysis, sterling. New Delhi. 1975
10. Setion Maric : The Art of Five Directions : Film Appreciation National Institute of Audiovisual Aids, New Delhi, 1962
11. Section Meric: Films as an Art & Film Appreciation, NCERT, New Delhi, 1964

Reports:

12. Report of the Working group on National Film Policy, I. & B. Ministry, Govt. of India. 1980

13. Report of the Enquiry Committee on Film Censorship, I. & B. Ministry, Govt. of India. 1969

14. Cinematography (Censorship) Rules, Govt. of India Press, Nashik. 1969.

Semester II :

I)Compulsory Papers :

JC(C) – 3 : Introduction to Mass Communication & Media Theories.

UNIT -1 :

The Meaning of Communication; Nature, Scope and functions of Human Communication and Mass Communication; Theoretical Explanation of the Terms: Interpersonal Communication and Mass Communication; Nine characteristics shared by T.V., The Press, Radio and Film (Mass Media). Early theories of Mass Communication; – (Mass Communication and Mass Psychology) Stimulus- Reaction Model of Mass Communication; S-O-R Model of Mass Communication and Harold Lasswell formula.

(15 Periods)

UNIT – 2 :

Media and Society- Communication without Media, Writing and Social development, Social meaning of Printing, The Communication Revolution; Assessing the Nature and Influence of Mass Communication-The Central Questions, General theoretical paradigms-Structural Functionalism, The Evolutionary Perspective, The Social Conflict Model, Symbolic Interactionism and Psychological Frameworks; Society and the Mass Press; Sociological influences on the development of motion pictures and the social contexts of broadcast media.

(15 Periods)

UNIT – 3 :

Communication models for the study of Mass Communication- The Schramm Model of Mass Communication; Towards a sociological view of Mass Communication; Riley and Riley; Maletzke's model of the Mass Communication process; Katz and Lazarsfeld's two-step flow model of mass media and personal influence; News diffusion: the 'J-curve Model; Agenda Setting; Ball-Rokeach and Defleur's Dependency Model of Mass Communication effects; The Spiral of Silence. (15 Periods)

UNIT – 4 :

Information gaps as effects; The Uses and Gratification Approach; Comparative Media Systems : A free Market Model and its Alternatives - Defleur's Model of the American mass media system; White's Gatekeeper model; MCNELLY'S model of Newsflow; The concepts of Development Communication , Extension Communication and

Satellite Communication. Mass Communication facilities in the Third World Countries.
(15 Periods)

References :

- 1) Kunczik, Michael – Communication and Social Change; The Media and Communication Department of Friedrich – Ebert – Stiftung.
- 2) Defleur Melvin L. and Ball Rokeach Sandra J. – Theories of Mass Communication; Longman, New York and London, 1966, and 1982.
- 3) Fiske John – Introduction to Communication studies, 1982 Methuen & Co.Ltd. London & New York.
- 4) Mortensen David – Basic Readings in Communication Theory; Harper and Row, 10 East, 53rd street New York, N.Y. 10022.
- 5) McQuail Denis and Windahl Sven – Communication Models –for The Study of Mass Communications; Longman – London & New York.
- 6) McQuail Denis – Mass Communication Theory; An Introduction, Sage publication London.
- 7) Emery, Agee and Ault: Introduction to Mass Communication – Harper and Row, New York, 1985.
- 8) International Encyclopedia of Communication, Vol.1-2; Oxford University, Press New York, 1989.

JC(C) - 4 : Information Communication Technology (ICT) and Web

Journalism .

Unit – 1 :

Use of Computer in newspaper and Mass Media, Computer Industry in India, Multimedia definitions, Digital Multimedia applications; IT and Information Communication Technology, IT culture in India, Use of Information Technology in print and Electronic Media.
(15 Periods)

Unit – 2 :

Web specific Communication Models and impact, Importance & Scope of ICT, Internet Development (format- transition from print to Net), Emergence & history of web journalism process, public opinion in cyber space, blogging etc. Social impact of Internet, Digital Devids, Online Communities (Advantages and Disadvantages of Internet) Regulation and Control of Internet, Organizational policies & Govt. laws.
(15 Periods)

Unit – 3 :

Use of Internet in newspaper , Development of Internet journalism, Internet Journalism in India. Online Journalism – Reporting, Editing, Online editions of newspapers. Management of Online newspapers. New trends in Online journalism, Web photo Journalism & other techniques.
(15 Periods)

Unit – 4 :

The Universe of Internet Search Engines and their importance ,Use of technology in audio-video production – editing, graphics, audio & video mixing, special effects;. Web radio, web TV, Live telecast & Satellite Communication. Interdisciplinary aspects of Internet Journalism & new trends in ICT.

Practicals Exercises in online Journalism/ web Journalism. (15 Periods)

References :

- 1) Dutton William H – Information & Communication Technology Vision & Realities, Oxford : Oxford University press, 1996.

- 2) Mayer Paul A – Computer Media and Communication – A Reader, Oxford University press. 1999.
- 3) Smith Richard E, “ Internet Cryptography.” New York, Addison Wesley, 1999.
- 4) Subramanian C.R. “ India and Computer : A study of planned development” New Delhi, Oxford University press, 1992.
- 5) Schueber William L, - Data Communication” New York, McGraw Hill Book company, 1998.
- 6) Dearnly James & Feather Johnes – “ The Wired world.”
- 7) Martin William “ The Global Information Society” London : Asib Gower 1995.
- 8) Zorkoczy Peter – Information Technology – An introduction, Affiliated East West Press ,New Delhi.
- 9) Whittaker Jason “ The Internet, the Basics” New York, Routledge 2002.

(II) Optional Papers :

JC (O) – 6 : Marathi Journalism.

Unit – 1 :

The Origin and Evolution of Press in India, Early Newspapers (Press) in Maharashtra, Advent of big Marathi dailies, Brief History of Marathi Press including periodicals. Marathi newspapers before and after 1947. The contribution of Marathi newspapers to the freedom movement.

(15 Periods)

Unit -2 :

Emergence and Influence of language newspapers in India including Marathi newspapers before Darpan; Prominent Marathi newspapers of Maharashtra including Kolhapur, Sangli, Satara and Solapur districts.

(15 Periods)

Unit – 3 :

Special studies of the life and work of some prominent journalists and social reformers viz. Jambhekar, Lokhitwadi, Agarkar, Ambedkar and others. Chain newspapers and their impact on small and medium Marathi press .A Special study of Lokhitwadi Gopal Hari Deshmukh's “ Shatpatre” , Dr. Ambedkar's “Bahishkrit Bharat & Mooknayak ”and Narayan Lokahnde & Krishnarao Bhalekar's “Deenbandhu”.

(15 Periods)

Unit – 4 :

The present Scenerio of Marathi newspapers , periodicals and their writings including special and weekly supplements. Introduction to the theory and practice of Translation. Techniques and Tools of translation , Translation exercises from Books, newspapers and other media.

(15 Periods)

References :

- 1) Joshi V.K. & Lele R.K.- History of newspapers / periodicals .
- 2) Lele R.K. – History of Marathi newspapers .
- 3) Ranade R.G. – History of Marathi Periodicals .
- 4) Dr.Parulekar N.B.- “Niropa Gheta”.
- 5) Ganvir Ratnakar – “ Bahishkrit Bhartatil Agralekh”.
- 6) Govt.of Maharashtra Publication – “ Bahishkrit Bharat and Mooknayak”.
- 7) Dr. Sen S.P – The Indian Press .
- 8) Murthy Nadi Krishna G. – Indian Journalism .
- 9) Goerge T.J.S.- Provincial Press in India .
- 10) Natrajan J. – Report of ‘The First Press Commission’.

JC (O) 7 : Media Management & Press Laws .

Unit – 1:

Growth of Indian newspapers and Media as an industry, Different departments of media management, Editing, Printing, Advertising, Circulation, ICT, & Human Relations. Objectives and Policies of newspapers & media managements, Role of marketing in Mass media. Electronic media management. SAP (software), Six sigma (errorless systems), Newline 45 and 60 (printing machines) and other important technological components. (15 Periods)

Unit – 2 :

Principles of good management, newspaper and media ownerships. Professional Organizations: ABC, DAVP, RNI, PCI, STC, IFWJ, NUJ, ILNA , IIMC , PIB , PII , BUJ , Editors Guild, INS etc. Ownership Organizations and Control ; of Audio , Visual media (Radio & T.V.) and Film , Economics of film Industry.

The news agencies PTI , UNI, Trade Unions in mass media.

(15 Periods)

Press Laws :

Unit – 3 :

Freedom of Press in India, Constitutional provisions regarding freedom of speech and expression. The role of the Press Council of India , The Press and Registration of Books Act 1867. The working journalists Act 1955. The defamation under Indian penal code in Print and electronic media. Newspapers and the law of copyrights.

(15 Periods)

Unit – 4 :

Press commissions (First & Second) and Prasar Bharati Act 1997, Broadcasting Bill 2007, Right to Information , Air and Doordarshan code for broadcasting and Cyber Laws. Rights, Privileges and Liabilities of an Editor, Journalist, Proprietor, Printer, and Publisher.

(15 Periods)

References :

- 1) Durga Das Babu – Law of the Press – Published by- Prentise – hall of India Pvt. Ltd.
- 2) Govt., of India : Indian Constitution Penal code.
- 3) Govt. of India : Indian Penal Code.
- 4) Press Institute of India : The Press and the Law.
- 5) Govt., of India : Press Commission Reports.
- 6) Mc, Mac, LCJ and Taylor R.M. : Essential Laws for Journalists.
- 7) Joshi Vaijayanti – Newspapers and Laws.

JC(O)-8 : Public Relations & Corporate Communication.

UNIT – 1 :

Define Public Relations. Importance of PR in image building process. Different types of images. Difference between image and identity. Role of house journal in PR. Public Relations tools, Media relations, Internal & External Public Relations. Public Relations & Propaganda.

(15 Periods)

UNIT – 2 :

Writing for Public Relations , Writing the message, Writing for audio-visual media. Writing strategies, media strategies, writing for the web, web audience, website topics, using the web for specific PR aims. Various types of influences of Public Relations writing on internet .

(15 Periods)

UNIT – 3 :

Corporate Communication – Process and Dimensions, Corporate image, Corporate branding, Brand Monopoly, Types of brand, financial Public Relations, Investor relations. Strategies for corporate communication, Image communication, Advocacy PR & Campaigns, Advocacy advertising & Advertising writing strategies. Managing Global Communication. (15 Periods)

UNIT – 4 :

Public Relations & social responsibility. Public Relations & Crisis management, Crisis and the media, Post crisis : follow up and evaluation. Research methods for PR. Research influences on PR, Evaluating PR research. PR in various sectors- Government, Tourism, Defense, Education & Public sector etc. (15 Periods)

References :

- 1) Public Relations- Principles, Cases & Problems- H. Frazier Moore & Bertrand R. Canfield.
- 2) The practice of Public Relations – Wilfred Howard.
- 3) Practical Public Relations – Sam Black.
- 4) Corporate Public Relations – Burton P.
- 5) Effective Public Relations – Cutlip, Center & Allen.

JC(O) – 9 : Development and Extension Communication.**UNIT – 1 :**

Concept of Development, Development & Growth, Communication for development, Development Communication/ Journalism, Development support Communication; theories and models of development and third world countries, Dominant paradigm, modernization, empowerment, participation, sustainable development. Exclusive and inclusive approach of development. (15 periods)

UNIT – 2 :

Alternative Models of development, Need of Communication in development, Concept of Information, Education and Communication (IEC) and its application in the fields of agriculture, Health, Sanitation and Education. Development Communication and Govt., NGO's and IEC; Western (International) and Indian Perspectives of development, Danial Lerner, Everett Rogers, Wilbur Schramm, Laxman Rao, Amartya Sen, Maqbul Haq and their contributions to development communication.

(15 periods).

UNIT – 3 :

The Role and Impact of Print and Electronic media in development communication, Use of documentary films in developmental activities; Role of folk media like street plays, Shahiri, Jalasa, Kala Pathak & Jatha in developmental activities. The work of Kerala Shastra Sahitya Parishad (KSSP).

Role of opinion leaders in development communication – visits, Group discussions, Melava, Gram Sabha etc. and PRAT (Participatory Rapid Appraisal Technique). (15 Periods)

UNIT – 4 : Principles of Extension Communication :

Nature, Scope and Characteristics of Extension Communication, Structure of Extension works in India and abroad, Use of methods, Tools and techniques in Extension Communication – Exhibitions, Visual Aids, Training and visit system, Group discussion, Lectures, field Trips, The farm visits, Group Demonstration and Demonstration Days. Planning and Evaluation in Extension Communication. (15 Periods)

References :

- 1) Melkote Shrinivas R. – Communication for Development in the Third World, Theory and Practice; Sage Publications 1991 New Delhi/ London/ California.
- 2) Narula Uma, 'Development Communication, Theory and Practice, Har – Anand Publications, 1994, New Delhi – 110017.
- 3) Singhal Arvind and Evertt M. Rogers, ' India's Information Revolution, Sage Publications, 1989, New Delhi/ London/ California.
- 4) Joshi P.C. 'Communication and Nation Building, Perspective and policy, Publication Division, Govt. of India, 1985; New Delhi.
- 5) Mathur Kanwar B, "Communication for Development and Social Change. Allied Publisher Ltd., 1994 New Delhi/ Bombay/ Calcutta/ Lucknow/ Hyderabad.
- 6) Lerner Daniel, " The passing of Traditional Society, Modernizing the middle East. 1958, Glencoe, IL; Free Press.
- 7) Rogers Everett M; Diffusion of Innovations, New York, Free Press 1962 & 1983 (Third Edition)
- 8) Schramm Wilbur, " Mass Media and National Development, 1964 Stanford U.P. Stanford".
- 9) Hornik Robert C. " Development Communication, Introduction, Agriculture and Nutrition, in the Third World, 1988, Longman, London/ New York.
- 10) Rostow W. and Watt W. " The Stages of Economic Growth," Cambridge England, Cambridge University, Press, 1960
- 11) Jacobsen Chanoch, (Dr.) " Principal and Methods of Extension Work, Centre for International Agricultural Development Co-operation and 'Israel Association for International Co-operation, 1983, La Semena Publishing Company. P.O.Box 2427.
- 12) Kadam Krishnarao,- " Vistar Karyakartyasathi Margdarshak " (Marathi). Maharashtra Sahakari Mudranalaya , Pune – 411 004.
- 13) Ray G.L. – Extension Communication and Management , Naya Prokash, Calcutta, India.

JC(O) – 10 : Documentary (Film)

UNIT – 1 :

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

(15 Periods)

UNIT – 2 :

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

(15 Periods)

UNIT – 3 :

Writing for Documentary, Recording audio & 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 Patvardhan , C. Sharatchandra , Atul Pethe (Kachara Kondi & SEZ)

(15 Periods)

UNIT – 4 :

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

(15 Periods)

References :

- 1) Documentary in practice – Jane Chapman. Polity press.
- 2) Writing, Directing & Producing Documentary films & videos – Anal Rosenthal, 3rd edition.
- 3) The Documentary filmmakers Handbook A Gurilla Guide – Genevieve Jolliffe.
- 4) Documentary in the Digital age – Maxine Baker.

(III) Compulsory Practical Paper (P) [MSSSLV]

JC(P)- 2 :

a) Media internship :

Students will complete their Media internship by working with any including mass media or media channel including News agency, Newspaper, Radio, Television, etc. for a month. The student will submit the record of his work along with the editors certificate about his work with his/her working team of the media unit ultimately he/ she will be given marks out of thirty (30) for the same.

b) Study tour :

The study tour of BJC (Semester-II) student shall be taken to New Delhi to visit Parliament, various media units in the city as well as in its neighbouring states like Punjab, Hariyana, Rajasthan, UP, Himachal can visit any university dept. or media unit from any state on the way to New Delhi while going to or returning back from New Delhi. But the study tour programme shall not exceed more than two weeks sharply. The student will have to complete their practical during the study tour promptly and submit them to their accompanying teacher. They will get marks out of twenty (20) for the practical item.

C) Seminar (I) & Survey (I) :

BJC (Semester-II) Students will choose any one topic from their syllabus for seminar and after preparing it, will present effectively before all other students. No external expert will be invited for this. Like first semester seminar, seminar item shall carry maximum (10 marks) like the survey item which shall be covered by selecting any current issue or problem of society and taking a systematic survey (including preparing a questionnaires) for submitting a brief report on the basis of whole study.

D) Lab. Journal :

The student shall produce one, two or more issues of the lab journal Madhyam Vidhya by contributing various types of newspaper material i.e. news, feature, letter to the editor, editorial note, editorial or a special article on an important issue. The lab journal item shall carry marks out of fifteen (15)

E) Viva-Voce :

There shall a Viva-Voce at the end. After completing the theory examinations. The students will get marks out of fifteen(15) for viva-voce. An internal committee will assess the students in the viva-voce on the basis of their practical done during through out of the year. The committee shall comprise on or two local journalists. The Head of the dept shall be the chairman of this committee and only he shall be responsible for all practical marks out of (100).

(IV) Elective Paper for Credit by Choice (E)

JC (E) - 2 : Financial Communication.

Unit – 1 :

Basic knowledge of economic and financial system in India, Gathering distribution and allocation of revenue vis-à-vis central Govt. and state Govt., planning commission and finance commission, central and state Budget making exercise, concept of Zero budget, importance of Public Accounts committees. (15 Periods)

Unit – 2 :

Sources of news on –finance and industry, central and state government, business, public undertakings. International business environment- Global perspective, – on role of state in national economies, response to globalization process & multinational corporations, creation of SEZ (Special Economic Zone), International money market and National Economy, Shares and commodity markets, Essential commodities acts, company laws and other laws relevant to finance, business & industries, Agriculture economics of the country, major industries in the country and their role in the economy. (15 Periods)

Unit – 3 :

Introduction to banking and finance, financial communication. Role of Bankers, international settlements, FDI (Foreign Direct Investment) and it's trends in capitalistic, socialistic & mixed economies. (15 Periods)

Unit – 4 :

Practicals- in writing news, features, articles and analysis on industrial, business and financial issues of current interest- in writing reports and features on budgets, budget speeches, company AGMS, relevant legislations, policy statements- in writing comments and leader articles. Practical in reading, evaluating and analyzing data, tables, graphs, audit statements, RBI reports etc, practicals of conducting surveys on financial industrial and economic issues. (15 Periods)

References :

- 1) A.N. Agrawal & Varma H.O. : India Economic yearbook, National Book Trust New Delhi ; 1996.
- 2) Houp, Kenneth & Rearsalt, Thomas : Reporting Technical Information, Macmillan, New york 1984 5th edition.
- 3) Financial & Business newspapers : Economic Times, Financial Express, Business Standard, Observer of Business & Politics, Business Line, Economic and Political weekly.
Periodicals : Business India, Business Today, The Economist, Dalal street, Journal, Advertising and Marketing (A & M),
Contemporary Budget Papers. Govt., of India, Govt., of Maharashtra and, Kolhapur Municipal corporation etc.
- 4) Finance and Development Report – IMF.
- 5) World Bank publication on finance.
- 6) BIS Resolutions and Reports.