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SHIVAJI UNIVERSITY, KOLHAPUR.

Syllabus for Semester System

Revised Syllabus of

Master of Journalism and Communication Science

Introduced from June 2011

Master of Journalism and Communication Science

Semester I

- 1) Principles of Journalism and Communication
- 2) History of Media Development
- 3) Basics of Reporting and Editing
- 4) Introduction to Broadcast Journalism
- 5) IT Application in Media

Semester II

- 6) Sustainable Development Communication
- 7) Ethics and Media Law
- 8) Media Management
- 9) Corporate PR and Advertising
- 10) Editorial Writing for Media

Semester III

- 11) New area in Advance Journalism
- 12) International communication
- 13) Media Research
- 14) New Media & On line Journalism
- 15) Environmental Reporting

Semester IV

- 16) Film Studies
- 17) Women and Media
- Internship and Study Tour
- Dissertation

Master of Journalism and Communication Science

Practical

Semester I

- 1) Production of lab journal (Every student has to produce at least two issues under the supervision of the teacher) (50)
- 2) Broadcast Media program review (50)
- 3) Use of PageMaker and design on computer (50)
- 4) Practical examination based on news gathering or campus news gathering (50)
- 5) Preparing a report on two newspapers (50)

Semester II

- 1) Visits to two development projects and preparing reports based on development projects (50)
- 2) Visits to court and interview of lawyers regarding two cases of media laws (50)
- 3) Visits two print media units and preparing management status report (50)
- 4) Visits two corporate industries and write report on corporate PR (25)
- 5) Prepare two corporate advertisements (25)
- 6) Writing two editorials on current topics (50)

Semester III

- 1) Visits to two units and write a News report on commercial issues (50)
- 2) Preparation of two international news and two articles on current events (50)
- 3) Two content analysis and two readership survey reports (50)
- 4) Preparing a report on TV channel or FM radio channel (50)
- 5) Visit to two urban center and prepare report on pollution and environmental status (50)

Semester IV

- 1) One criticism and one review on film, drama or music consort (25)
 - 2) Interview of two artists or films directors or producers based on current films (25)
 - 3) Interview of two women activists on current issues (50)
 - 4) Media internship and study tour (100)
- Dissertation and Viva (120 + 80) (200)

Master of Journalism and Communication Science

Sem. I

(I) Principles of Journalism and Communication

Unit-I

Journalism Definition, function, scope & significance – changing nature of journalism, style books & new sources of web - Journalism- Journalism & changing world.

Making of Journalist & training process-Journalism Education in Indian Languages-four theories of press and its critical analysis-press, society and Government-covering new issues like Terrorism, Water & Energy crisis-Journalism as a cultural practice-changing boundaries of journalism Reveling in Internet and web Newspaper-Journalism and political crisis in the Global Network Society.

Unit – II

Communication its origin and development-functions and objectives-Types of communication-Theoretical approaches-Major communication models such as SMCR, Shannon & weaver, Laswell, Osgood, Dance, Schramm, Gerbner, New Comb Models-Communication & Socilization-Mass Communication in India-Reach access & nature of audience.

Unit – III

Media system in world-classification of theories – Media Public opinion & Democracy-Media and Mass culture - Media content-Market driven Media-Issues in Media-Monopoly-cross Media ownership.

Unit – IV

McBride commission Report–changing International dimensions-Ethical aspect of Mass Media.

Unit – V

Freedom of speech and expression-RTI in India and its effects-Infotainment and ICE-Importance of Folk Media-Communication in 21st century- Convergence & its effect on Media.

Books Recommended:

Paper-I Principles of Mass Communication

1. McQuail Denis, Mass Communication, Theory, Sage Publication. London, 1995.
2. Agee Emery & Ault, An introduction to Mass Communication, Harper Raw, New York, 1990.
3. Defleur M.L. Everette, Dannis, understanding, Mass-Communication Goyal Sa, New Delhi, 1991.
4. Watson James and Annee Pill, A Dictionary of Communication and media studies Edward Arnold Publication, London, 1984.
5. Bitter John R- Mass Communication, An Introduction Prentice Hall Engle wood Cliffs, New Jercey, 1986.
6. Defleur M.L. & S. Ball- Rokech, Theories of Mass Communication, Longman, New York, 1987.
7. Kumar Keval, J.Mass Communication, In India Jayco, 2001.
8. Malhan P.V. Communication Media Yesterday, Today & Tommorrow, Publication Div., New Delhi, 1985.
9. McLuhan Marshall understanding Media Raitledge & Kegan Paul, 1964.
10. Schramm Wilbur, Mass Communication, University, JIllinois, 1960.
11. Schramm Wilbur, The Process and effects of Mass Communication, Uty & Illinois, 1965.
12. Dr. Pawar Sudhakar, Sanvad Shastra, Mansamman prakashan, Pune.
13. जोशी श्रीपाद भालचंद्र, जनसंवाद आणि जनमाध्यम सैध्दांतिक संकल्पना, मंगेश प्रकाशन, नागपुर.

14. दातार सुषमा, संवाद विश्व, सदाशिवपेठ, पुणे.
15. धारुरकर वि.ल. जनसंवाद सिद्धांत चैतन्य प्रकाशन औरंगाबाद, 2009.
16. David Shaw, Journalism Today, Horper College press, New York, 1977.
17. Robin Khemchand, Training for Journalism Durant publication, New Delhi, 2001.
18. Barbie Zelizer and Stuart Allan (ed) Journalism after sept. 11 Routledge Publicatin London, 2002.
19. Rao K.S. Hand book of Journalism, Durant New Delhi, 2005.

Sem. II - History of Media Development

Unit-I

Print

Language and society-development of language as a vehicle of communication invention of printing press and paper-pioneer publications in Europe and USA.

Early communication systems in India-development of printing-early efforts to publish newspapers in different parts of India. With special reference to Maharashtra in general and Kolhapur in particular.

Newspapers and magazines in the nineteenth century 1857 first war of Indian Independence and the press-issues of freedom, both political freedom and press freedom.

Both of the English and Indian language press-contribution of Raja Ram Mohan Roy: A brief history of Marathi press since 1832, covering major newspaper and editors in Maharashtra and South Maharashtra.

The Indian press and freedom movement-Mahatma Gandhi and his journalism; social, political and economic issues before Independence and the Indian press; historical development of important newspapers and magazines in English; important personalities of Indian journalism.

Journalism in Indian languages social reform movement & Newspapers, history of the language journalism of the region. Satya Shodhak Press, Dalit Press its social importance.

The press in India after Independence; social, political and economic issues and the role of the Indian press; problems and prospects and Marathi press women emancipation, language press and Agro-Industrial development in south Maharashtra Globalization and the changing role of the press.

Indian newspaper revolution in 21st century. The rise of online journalism & web newspaper in India Issues regarding authenticity & credibility of newspaper. The rise of Press Council of India Code of Ethics of Press.

Unit – II

Radio

Development of radio as a medium of mass communication-technology innovations; history of radio in India-radio as an instrument of propaganda during the World War II., March role of Rudi in community development community Radio and new experiments. Emergence of AIR - commercial broadcasting state and private initiatives. Farm Forum, population control and Environment Education.

New Trends in FM Radio Its Commercial impact and professional scope on Regional and Dissent level.

Unite - III

Television

Development of television as a medium of mass communication- historical perspective of television in India-satellite and cable television in India and development of local channels.

Current trends in Indian TV channels - Criticism of TV serials in Press Reality Shows.

Films

Early efforts-film as a mass medium; historical development of Indian films origin and development Marathi films with special reference to Kolhapur silent era – talkies- Indian cinema after Independence; parallel cinema-commercial cinema; documentaries – issues and problems of Indian cinema.

Current experiments in Marathi films Films review and appreciation in newspapers. FDI in film industry.

Unit-IV - Folk & New Media

Traditional media in India- regional diversity-content-from-character-utility-evaluation-future, Traditional folk media in Maharashtra such as Bharud, Kirtan, Loknatya, Dashavatar. The origin development and relationship of Marathi Journalism & Theatre (Raugbhoonei) Journalism.

Unit -V

Development of new media; convergence-internet-on line.

Convergence era and freedom of expression New Media's role in social change
Social networking and other new experiments.

Books Recommended:

- 1) Natrajan J. History of Indian Journalism Part-II Report I press commission publication Division. 1955
- 2) Partha Sarathy Ranga Swamy, Journalism in India sterling, New Delhi, 1989.
- 3) Rau Chalapati, The Press, NBT N, Delhi, 1971
- 4) Bhargava Motilal, The Role of Press in Freedom Movement Reliance, Publication, New Delhi, 1987.
- 5) कानडे रा.गो., मराठी नियतकालिकांचा इतिहास, कर्नाटक, मुंबई, 1938.
- 6) लेले.रा.के., मराठी वृत्तपत्रांचा इतिहास, कॉन्टीनेंटल, पुणे, 1984.
- 7) जोशी वि.कृ. व लेले.रा.के. वृत्तपत्रांचा इतिहास, युगवाणी वाई, 1951.
- 8) डॉ.धारुरकर वि.ल. शोध माध्यमांचा, शुभदा प्रकाशन, औरंगाबाद.
- 9) डॉ.पानतावणे गंगाधर, पत्रकार डॉ.बाबासाहेब आंबेडकर, अभिजित प्रकाशन, पुणे.
- 10) डॉ.धारुरकर वि.ल.माध्यम दृष्टीक्षेप, चैतन्य प्रकाशन, औरंगाबाद, 2001.
- 11) डॉ.सुधाकर पवार, ओळख भारतीय पत्रदृष्टी, पुणे.
- 12) पटेल ग.नी., प्रारंभीची मराठी वृत्तपत्रे व सामाजिक परिवर्तन, स्वाभिमान प्रकाशन, औरंगाबाद, 2006.
- 13) India 2010, Dimond Publication, New Delhi, 2010.
- 14) International Encyclopeda of Communication Vol. 1 to 4, 1989.
- 15) Jefri Robin, India's Newspaper Revolum.
- 16) Event Roggors, Arivend Singhel India's Communication Revolution, sage, London, 2000.

Paper III Basics of Reporting and Editing

Unit - I

Reporting in 21st century Real time news

News: Definition, concept, elements, values, sources, lead writing its, kinds reporting crime weather, city life, speech, accident, disaster, court, election, riots, war/conflict. tensions.

Interviewing- kinds, purposes, techniques.

Interpretative reporting- purposes, techniques.

Unit - II

Investigative reporting – purposes, sources, styles, techniques, Columns-development, criticism, reviews, feature writing, news analysis, back grounding.

Unit - III

- Political reporting
- Legislative reporting
- Diplomatic reporting
- Scoops and exclusive and specialized reporting-science, sports, economic, development, commerce agriculture and co-operation gender and allied areas reporting for magazines.
- Five areas and examples Preparations for advance reporting Emergence of different areas such as Environment, Reporting, Science Reporting, and Business Reporting as well as sports and cultural Activities Reporting.

Unit - IV

Editing: Meaning, Purposes, Symbols, tools, lead, body, paragraphing.

- Proof reading, meaning, symbols, purposes.
- News desk, editorial department set-up, news flow, copy management and organization.
- Headlines-techniques, styles, purposes. Kinds of headlines. Dummy page-make-up, on computer layout, principles of photo editing.

Unit - V

Magazine editing, layout, graphics, Recants trends in Magazines edition use of VDT (Visual Display Techniques by using page maker) on line reporting and editing in the cyber age. On line editing and process of computer bared editing in the electronic era.

Books Recommended:

- 1) Harris J. Lciter & S. Johnson, The Complete Reporter MacMillan Publication, New York, 1977.
- 2) Hodgson F.W. Modern Newspapers practice Heinemann London, 1984.
- 3) Johnson S & Harris J. The Complete Reporter MacMillan Publication, New York, 1961.
- 4) Mansfield F.J. Mansfield's complete Journalist- A study of the Principles and Practice of Newspaper Making, Third Edition, 1982.
- 5) Mollenhoff Clark R. Investigative Reporting Macmillan Publicatin, New Your, 1981.
- 6) Pooter Bruce & Ferris Practice and Journalism Prentice Hall, New Jercey, 1988.
- 7) ताम्हाणे चंद्रकांत, वार्ता, संकाम पॉप्युलर, पुणे, 1979.
- 8) पवार सुधाकर वृत्तपत्र व्यवसाय, काल, आज, उद्या, नाशिक, 1985.
- 9) कुलकर्णी एम.के.वार्ता विहार, टि.म.वि.पुणे.
- 10) डॉ.धारुरकर वि.ल.वृत्तलोन स्वरूप व सिध्दी चैतन्य प्रकाशन.
- 11) डॉ.गव्हाणे सुधीर ग्रामीण पत्रकारिता प्रचार प्रकाशन, औरंगाबाद.

- 12) Berner Thomas, Editing, Hold Rinehart and Winston, New York, 1985.
- 13) Butcher Judith Copy Editing Cambridge London, 1983.
- 14) Evans H. News Headlines, N.C. for T.J. New Delhi, 1974.
- 15) George T.J.S. Ed.mg., IIMC, New Delhi, 1989.
- 16) Gebson Martinl Editing in the Electronic Era. Prentice Hall New York.
- 17) Rogers Jcoffcry, Editing for Print, Macdonald & Co. London, 1985.
- 18) Rystross Kenneth, The Why who and How of the Editorial Page Random House, New York, 1983.
- 19) Stovall James G. Self Charise and Mullins, On Line Editing, Prentice Hall, New Jercey, 1984.
- 20) डॉ.धारुरकर वि.ल. संपादन कलाव शास्त्र, चैतन्य प्रकाशन, औरंगाबद.
- 21) गोखले अरविंद, संपादन टि.म.वि.पुणे.
- 22) डॉ.पवार सुधाकर, उपसंपादकाचा मित्र, दास्ताने रामचंद्र, पुणे.
- 23) कर्णिक द्वा.भ.संपादकाचे जीवन, किलोस्कर, पुणे.

IV Introduction to Broadcast Journalism

The Nature scope and Significant of Broadcast Journalism

Unit - I

Evolution and growth of electronic media: radio, television and Internet. Characteristics of radio, television and Internet as medium of communication- spoken, visual and multiple versions of information through links. Principles and techniques of audio-visual communication- thinking audio and pictures, grammar of sound, visuals and web production, web services web designing and content of audio- visual communication.

Unit - II

Sound construction and picture formation through a wide range of microphones, sound-recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure through field visit.) Transmission of sound, images and data through microwave, satellite, cable and television technologies.

Unit - III

Infrastructure, content and flows on Internet, with specific reference to India- reach and access to personal computers and Internet connectivity. Newspaper, magazine, radio, television and on Internet web Newspaper and editing web page updating web page.

Unit - IV

Tools and Techniques of Review of Radio & T.V. Programmes in Newspapers- special supplement on T.V. Programmes Processing articles and critical appreciation of T.V. Serials and program.

Unit - V

Developing Special Broadcast Magazines, Special Pages and articles.

Books Recommended:

- 1) Awasthy G.C. Broadcasting in India, Allied Publication, New Delhi, 1965.
- 2) Chatterji P.C. Broadcasting in India, Sage Publication, New Delhi, 1987.
- 3) Horace Newcomb (ed) Television-the Critical view (fourth edition) Oxford University, Press, 1987.
- 4) Hunter J.K. & Gross L.S. Broad Cast, News The Inside Out, C.V. Mosby Co.St.Lous, 1980 Luthra H.R. Indian Broadcasting, Publication, Division Govt. of India/ 1986.
- 5) Awasthy G.C. Broadcasting in India, Allied Publication, New Delhi, 1965.
- 6) Chatterji P.C. Broadcasting in India, Sage Publication, New Delhi, 1987.
- 7) Horace Newcomb (ed) Television -the Critical view (fourth edition) Oxford University, Press, 1987.
- 8) Hunter J.K. & Gross L.S. Broad Cast, News, The Inside Out, C.V. Mosby Co. St. Lous, 1980. Luthra H.R. Indian Broadcasting, Publication, Division Govt. of India, 1986.
- 9) Sondhr, Beyond Mass Communication, New Delhi, 1986.
- 10) Ahuja B.N. Audio Vishal Journalsim.
- 11) डॉ.धारुरकर वि.ल. दूरदर्शन आणि लोकसंस्कृती चैतन्य प्रकाशन, औरंगाबाद.
- 12) दिक्षित वरुण, जनमाध्यम और पत्रकारिता.
- 13) Bhatt S.C. Broad Cast Jour Basic Principles.
- 14) आकाशनंद, चित्रवाणी माध्यम.

V IT Application in Media

Unit - I

Communication Technology (CT): concept and scope

CT and IT: similarities and differences- telephony- electronic digital exchange, C-Dot-Pagers, Cellular Telephone.

Unit - II

Internet: LAN, MAN, WAN, E-mail, Web.

Ownership and administration of Internet, ISPS, WAP, Types of Internet connections: Dial-up, ISDN, lease-line.

Optical fiber: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/IP, PPP.

WEB PAGE, Websites, Homepages.

Unit - III

Introduction to HTTP, THML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce; m-commerce, buying, selling, banking, adverting on Internet.

Unit - IV

Web page development, inserting, linking, editing, publishing, localing, promoting and maintaining a website.

Unit - V

Cyber Journalism: on-line editions of newspapers- management and economics; cyber newspapers-creation, feed marketing, revenue and expenditure, online editing,

e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT. Cyber laws in India and recent rule regarding media convergence.

Characteristics of information society IT culture in India Developing web sites and designing web newspapers in India.

Books Recommended:

- 1) Rogers and Singhal India Information Revolution Sage, London.
- 2) Bhatnagar subhas information and communication technology in Development, Sage, New Delhi.
- 3) डॉ.धारुरकर वि.ल., प्रसार माध्यमे व माहिती तंत्रज्ञान, चैतन्य प्रकाशन, औरंगाबाद, 2001.

Semister - II

Paper - I

VI Sustainable Development Communication

Unit - I

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

Unit - II

Development communication: meaning-concept-definition-philosophy-process-theories-role of media in development communication-strategies in development communication-social cultural and economic barriers- case studies and experience-development communication policy-strategies and action plans-democratic decentralization, Panchayati Raj- planning at national, state, regional, district, block and village levels.

Unit - III

The Concept of sustainable development communication. The role relevance and Its utility in Indian context case study of sustainable development communication onfield visit.

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system-approach in agricultural communication-diffusion of innovation-model of agricultural extension-case studies of communication support to agriculture.

Unit - IV

Development support communication: population and family welfare- health-education and society – environment and development-problems faced in

development support communication.

Unit - V

Concept of extension, its nature scope and significance for rural development. Development and rural extension agencies: governmental, semi-government, non-governmental organizations problems faced in effective communication, micro-marco- economic frame work available for actual developmental activities-case studies on development communication programmes. A case study regarding agro-industrial development in the Kolhapur region.

Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television. Special efforts to develop depth coverage regarding various efforts made by NGO in Maharashtra.

Books Recommended:

- 1) Fernandes, Walter: Development with people, Indian Social Institute, New Delhi, 1988.
- 2) Jayaweera N. & Amunugama S.: Rethinking Development Communication, AMIC, Singapore, 1988.
- 3) Kumar, Keval J.: Communication and Development: Communication Research Trends, Vol. 9, No. 3, 1988.
- 4) Hoogvelt Ankie: The Third World in Global Development, Macmillan, London, 1982.
- 5) Hornik, Robert C.: Development Communication : Information Agriculture and Nurtition in Third World, Longman, London/NY, 1988.
- 6) Melkote Srinivas: Communication for Development in the Third World-Theory and Practive, Prestice-Mall, New Delhi, 1991.
- 7) Sondhi, Krishan: Communication, Growth and Public Policy Breakthrough, New Delhi, 1983.
- 8) Schramm, Wilbur: Mass Media and National Development, Stanfor UP, Stanford, 1964.
- 9) डॉ.धारुरकर वि.ल., विकास संवादाची नवी क्षितिजे, चैतन्य प्रकाशन, 2001.
- 10) डॉ.धारुरकर वि.ल.,शाश्वत विकास संवाद, चैतन्य प्रकाशन, औरंगाबाद.

VII Ethics & Media Law

Unit - I

Ethics : Media's ethical problems including privacy, right to reply, communal writing and sensational and yellow journalism; freebies, bias, coloured reports; ethical issues related with ownership of media-role of press and/or media councils and press ombudsmen in the world- Press Council of India and its broad guidelines for the press- codes suggested for the press by Press Council and Press Commissions and other national and international organizations- and codes for radio, television, advertising and public relations.

Accountability and independence of media.

Unit - II

Media Law: Constitution of India: fundamental rights- freedom of speech and expression and their limits-directive principles of state policy, provisions of declaring emergency and their effects on media-provisions for amending the constitution; provisions for legislature reporting; parliamentary privileges and media; theory of basic structure; union and states; and election commission and its machinery.

Unit - III

Specified press laws; history of press laws in India- Contempt of Courts Act 1971 civil and criminal law of defamation relevant provisions of Indian Penal, Code with reference of edition,

Unit - IV

Crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-à-vis right to information-Press and Registration of Books Act, 1867. Working Journalists and Other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act, 1955;-Cinematography

Act,1953; Prasar Bharati Act;

Unit - V

WTO agreement and intellectual property right legislations, including Copyright Act, Trade Marks Act and Patent Act-information technology, convergence legislations including cyber laws and Cable Television Act; and media and public interest litigation.

Current rules and regulations to control media after convergence era. The law of Broadcasting

Books Recommended:

- 1) Basu Durgadas Laws of Press in India, Prentice Hall New Delhi, 1986.
- 2) Mankekar D.R. Whose News Where Freedom (Karion) New, Delhi, 1978.
- 3) Sarkar P.C. Law Relating to Publishers and Printers.
- 4) जोशी वैजयंती, वृत्तपत्रे व कायदे मेहता, पुणे 1992.
- 5) नटराज एम., लोकशाही आणि वृत्तपत्र व्यवसाय, समाज प्रबोधन संस्था, पुणे.

VIII Media Management

Unit - I

Principle of media management and their significance-media as an industry and profession.

Unit - II

Ownership patterns of mass-media in India-sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (Chains). Policy formulation-planning and control; problems, process and prospects of launching media ventures. Organisation theory, delegation, decentralization, motivation, control and co-ordination.

Unit - III

Hierarchy, functions and organizational structure of different departments-general management, finance, circulation (Sales promotion-including pricing and price-war aspect) advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC. Changing roles of editorial staff and other media persons.

Editorial – Responses system. Role of ILNA in the solvikul problems of language newspapers.

Unit - IV

Economics of print and electronic media-management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, tax, labour laws and PR for building and sustaining business and audience.

Unit - V

Planning and execution of programme production – production terms, control practices and procedures. Administration and programme management in media-scheduling, transmitting, record keeping, quality control and cost effective techniques. Employee/employer and customer relations services; marketing strategies-brand promotion (space/time, circulation) – reach-promotion-market survey techniques-human research development for media.

Foreign equity in Indian media (including print media) and Press Commissions on Indian newspaper management structure. The pros and cons of FDI in Indian newspaper industry.

Changing media management patterns and news ownership systems in the post globalization era

Books Recommended:

- 1) Ruckerr L.W. and Williams Newspaper organization and management, Iowa University Press. 1961.
- 2) Kothari Gulab Newspaper Management in India, New Delhi, 1995.
- 3) Sindhvani Trilok, Newspaper Economics Management.
- 4) I.A. guide for Newspapers, R.N.I. New Delhi.
- 5) Goulden John. Newspaper Management, London, 1967.
- 6) Mehra Newspaper management in the Multimedia age, 1988.
- 7) Lingam TNM Circulation Problems in Indian Newspaper PII, New Delhi.
- 8) शेवडे अनंत, समाचार पत्र व्यवस्थापन, मं.प्र.हिंदी प्रचार सभा, भोपाल.
- 9) जैन सुकुमार, समाचा पत्र, संगठन और प्रबंधन, मुंबई 1985.
- 10) चतुर्वेदी प्रेमानंद, समाचार पत्र प्रबंध.
- 11) डॉ. धारुकर वि.ल., वृत्तपत्र व्यवस्थापन, यशवंतराव महाराष्ट्र मुक्त विद्यापीठ, नाशिक-5.

IX Corporate PR & Advertising

Unit - I

Public Relations and Corporate Communication

Evolution and history of public relations-definitions of PR, PR and allied disciplines, publicity, propaganda, public affairs, lobbying etc.

Unit - II

Symmetrical and asymmetrical theories of PR law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics.)

Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.) – publics in PR, PR tools (interpersonal, mass media and selective media)-PR in industry (public sector, private sector and multinational and local industry) PR in central and state governments PR in Co-operative, defence, education and the functioning of various media units of the state and Union governments.

Unit - III

Writing for PR: Internal publics (house journals, bulletin, boards, open houses, suggestion, boxes, video magazines, etc.)

Writing for media, (Press release/backgrounder, press, brief, rejoinders, etc.)

Preparing PR material for the PR Campaign planning.

Unit - IV

Strategic public relations/CC and management: defining strategy and its relevance in public relations and corporate communication; campaign planning; management and execution-role of PR/CC in crisis communication and disaster management.

Defining stakeholders and media selection –study of symmetrical and asymmetrical models in handling crises.

Building a distinct corporate identity; concepts, variables and process-making of house styles9logo, lettering and process)

Media relations: organizing press conferences, facility visits, press briefs-proactive and reactive media relations-ethical aspects in media relations-role of technology in PR./CC.

Unit - V

Origin and Development of Advertising Breif History of Advertising in India

Ad agency management, Various specialist departments in an ad agency: (account planning, account servicing, creative, media planning, and public Relation HRD, etc.)

Client related issues and the process, business development, pitching for accounts-agency-client interface: the parameters-creative and media briefing process, agency-media interface, agency revenue earning and sources, agency audit, study of local ad agency functioning and its impacts.

Mass media laws concerning advertising-apex bodies in advertising AAAI, ASCI etc., ASCI and its code of conduct, case studies from ASCI.

Books Recommended:

- 1) Burton PW, Advertising Copy writing Greiedin Ohio.
- 2) Borden & Marhall, Advertising Management, Taraporewala.
- 3) Burke J.D., Advertising in the Market Place Megraw Hill.
- 4) Wright Warner, Advertising, MCGraw Hill.
- 5) Gloage J.C. Advertising in Modern Life Heinaman.
- 6) Rege G.M. Advertising Art and Ideas, Bombay, 1985.
- 7) Chavahan J.S and Mulhan P.N. Essentials of Advertising Oxford and IBH Publication Co.,
- 8) रे.गे.ग.म.जाहिरात कला व कल्पना.

- 9) क्षीरसागर रा.ना जाहिरात विक्रय कला
- 10) धारवाडकर उपेंद्र जाहिरात 65 वी कला
- 11) Bhal, Sushil: Making PR work, Wheeler, New Delhi.
- 12) Black Sam, Practical Public Relation, Pitman, 1976.
- 13) Cutlip and Centre: Effective Public Relation, Prentice Hall, 1982.
- 14) Ghosh Subir, Public Relations Today, Rupa, Calcutta.
- 15) Jethwani, Verma, Sarkae: Public Relations: Concept, Strategies, Tools Sterling, New Delhi, 1994.
- 16) John Marston: The Nature of Public Relation, McGraw Hill, 1963.
- 17) Kaul J.M. Public Relation in India, Naya Prakash, Calcutta.
- 18) Lesly Philip: Lesly's Handbook of Public Relation and Communication American Management Association, New York, Forth edition.
- 19) Mehta D.S. Handbook of Public Relations in India, Allied Publishers, New Delhi.
- 20) वि.ल.धारुरकर, जनसंपर्क मीमांसा, रामराज्य प्रकाशन, औरंगाबाद.
- 21) पुरी सुरेश, जनसंपर्क संकल्पना आणि सिद्धांत, विमुक्तजन प्रकाशन, औरंगाबाद. 1984.
- 22) पत्की वि.वा. जनसंपर्क राजहंस प्रकाशन जाधव सौदागर, जनसंपर्क.
- 23) जाधव सौदागर, जनसंपर्क.

X Editorial Writing for Media

Unit-I

News and Views the function of the Newspaper. The opinion function of Editorial, the nature, form and significance of editorial writing, various types of editorials, Editorial writing in Marathi News-papers and comparative study of Major Indian Newspapers.

Unit-II

The heading of Editorial, the choice of subject - data collection and interpretation, the process of finding facts, verbal and statistical balance, the process of precision, persuasive techniques, Editorial credibility-the style, approach and enhancing, Source credibility.

Unit-III

The Editorial appeal the readership and the feedback through letter, the effectiveness of Editorial, Editorial policy-statement of principles - voice of Editor-Editor and owner of the Newspaper, the question of freedom of expression.

Unit-IV

The impact of Editorial-their changing nature-the qualities of and ideal editorial, the Leader writer and Newspaper structure, The set up at Editorial department and relation with other department of Newspaper.

Unit-V

Major Indian Editorial writers-and tradition of Indian Editorial writing, Editorial as a form of literature, writing in Print Media such as Book Review, Film Review, Writing in print media such as Book review

Books Recommended:

- 1) डॉ.धारुरकर वि.ल. संपादन कला व शास्त्र, चैतन्य प्रकाशन, औरंगाबाद 1995.
- 2) पोतदार के.ए. संपादक व संपादकीय
- 3) गर्गे स.मा.मराठी अग्रलेख,मानसन्मान प्रकाशन, पुणे.

Semester - III

Paper - I

XI New Areas in Advance Journalism

Unit - I

New Journalism in 21st century – The rise of Advance reporting- New fields such as Consumer Environment, Science and Business as well as Financial Journalism-Collection of facts & figures, related basic data,-preparation for writing New Models of fact finding-Tools & techniques of Advance Reporting-Research based Advanced Reporting –Use of documents National and International level.

Unit - II

Writing stages-preparing a frame-Analytical and Interpretative writing, Investigation and fact finding-New Models and Methods of Advance reporting-Style and presentation.

Unit-III

Modern Newspapers and treatment of advanced reporting areas.

Unit-IV

Use of Photographs and graphics in advanced stories.

Unit-V

Assessment and evaluation of advanced reporting.

Reading List

1. Andrson and Bejaminson, Investigative Reporting Indiana University Press, London, 1976.
2. Macdougall, CD Interpretative Reporting Macmillan New York, 1977.
3. Merril John, Global Journalism, Longman, New York, 1983.
4. Willam Paul, Investigative Reporting and Editing, Prentice Hall New York, 1978.
5. ताम्हणे चंद्रकांत, वार्तासंकलन.
6. माळी सुनील, वार्ताकन, राजहंस, 2008.

Semester - IV

Paper - I

XII Criticism and Review Writing

Unit – I

The concept of criticism and its application in newspapers

Unit-II

The roots of criticism the development and application of values

Unit-III

Difference between criticism and review in journalism

Unit-IV

Preparation for review writing, modes and types

Unit-V

Impact and assessment of published content in Sunday edition

Books Recommended:

1. Kamath M.V., Professional Journalism, Vikas New Delhi, 1982.
2. धारुरकर वि.ल.ए संपादन कला व शास्त्र, चैतन्य प्रकाशन, औरंगाबाद.
3. देशपांडे वि.भा. नाटयसमीक्षा.

Paper - II

XIII International Communication

Unit-I

International communication in pre-colonial age; inter people and inter-continental communication before rise of the nation; adventurers, traders, religious missionaries and diplomats as communicators; transport, migration, sea routes, silk route, tourism etc.

Communication among nations before coming of mass media; trade dispatches, telegraph, news agencies, newspapers etc., information as tool of colonization.

Unit-II

International communication in colonial age, history and development of communication as international phenomenon, advance during World War I and II, cold war origins of international communication as an academic discipline.

New trends of international communication in post Second World War

Unit-III

Scientific Revolution and challenges of post-industrial era Challenges of 21st Century. Introduction to leading thinkers, personalities-Gallileo, Copernicus, Issac Newton, Einstein, Shoemaker, Noam Chomsky, J.K. Galbraith, Alwyn Toffler, Romilla Thapar, Bipin Chandra, Vinoba Bhave, S.Chandrasekhar, Amartya Sen. D.P.Chatteropadhyaya. etc

Political, economic and cultural dimensions of International communication - communication and information as a tool of equality and exploitation- international news flow-imbalance-media growth-international, regional and internal disparities.

Unit-IV

Communication as a human right-UNO's Universal Declaration of Human Rights and Communication-International news agencies and syndicates, their organizational

structure and functions-a critique of western news values.

Impact of new communication technology on news flow-satellite communication-its historical background- status-progress-effects

Unit-V

Information super highways-international telecommunication and regulatory organizations-UNESCO's efforts in removal imbalance in news flow-debate on new international Information and Economic Order-MacBride Commission's report-non-aligned news agencies news pool-its working success, failure, Issues in international communication-democratization of information flow and media systems-professional standards; communication research-telecommunication tariffs; information-prompted cultural imperialism-criticisms; violence against media persons, effects of globalization on media systems and their functions, transnational media ownership and issues of sovereignty and security; international intellectual property rights; international media institutions and professional organizations; code of conduct.

Books Recommended:

- 1) भारतीय समाजविज्ञान कोष, संपादक स.मा.गर्गे, 1986, प्रकाशन स.मा.गर्गे, पुणे.
- 2) आंतरराष्ट्रीय संबंध आणि राजकारण प्रा.शरद वराडकर, विद्या प्रकाशन, नागपुर 1991.
- 3) International Flow of News An Annotated Bibliography Edited by Hamid Mowlana UNESCO paris, 1985.
- 4) Indias Information Revolution By Arvind Singhal and Everett Rogers, Bage Publication, New Delhi, 1989.
- 5) International Encyclopedia of Communication Vol ½ Oxford University Press, New York 1989.
- 6) Mass Media International Relations and Non-alignment By Regina Mulay, deep and Deep Publications, New Delhi, 1987.
- 7) The News papers and Internation History By Antony Smith, Published by Thomes and Hudson, London, 1979.
- 8) Introduction to Telecommunication, Anu Gokhale First Reprint 2001 By Thomson Asia, Ltd., Singapore.

- 9) जनसंवाद आणि जनमाध्यम—सैद्धांतिक संकल्पना डॉ.श्रीपाद भालचंद्र जोशी, श्री. मंगेश प्रकाशन, नागपुर 2000.
- 10) International Relations By Prakash Candev and Arora Published by Cosmas Boowve, New Delhi, 1990.

XIV Media Research

Unit-I

Definition, elements of research, scientific approach, research and communication theories, role, function, scope and importance of communication research, basic and applied research.

Research design components, experimental, discriptory, exploratory quasi-experimental, bench mark, longitudinal studies-simulation-panel studies-corelational designs.

Unit-II

Methods of communication research-census method, survey method, observation method-clinical studies-case studies-content analysis

Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.

Unit-III

Media research-evaluation, feedback-feed forward-media habits-public opinion surveys-pre-election studies and exit polls

Unit-IV

Report writing - data analysis techniques-coding and tabulation-non-statistical methods-descriptive-historical-statistical analysis-parametric and non-parametric-

unit-variety-bi-variety-multi-variety-tests of significance-levels of measurement-
central tendency-tests of reliability and validity-SPSS and other statistical packages

Unit-V

Media research as a tool of reporting. Readership and / audience surveys, preparation of research reports/project reports/dissertations/theses, Ethical perspectives of mass media research.

Books Recommended:

- 1) भांडारकर पु.ल.सामाजिक संशोधन पद्धती, महाराष्ट्र ग्रंथनिर्मीती मंडळ, नागपूर.
- 2) संत दु.का.संशोधन पद्धती आणि प्रक्रिया महाराष्ट्र ग्रंथ भांडार, कोल्हापूर.
- 3) डॉ.धारुरकर वि.ल.शोध माध्यमांचा, शुभदा प्रकाशन, औरंगाबाद.
- 4) Berger A.A., Media Analysis Techniques, Sage London, 1985.

XV New Media & Management online Journalism

Unit-I

TELEVISION CHANNEL MANAGEMENT: Media & Entertainment industry in the World & India, its future, growing professionalism as an industry, Television management, Human Resource Management, Marketing & Brand management, Advertising and Sponsors management, Content creation, collaboration, TRP and television audience research. Event management and financial management

Unit-II

FM RADIO MANAGEMENT : FM Radio revolution in India, Radio management& future of FM Radio industry, Human Resource Management for Radio, Event management, Advertising Management, Brand Management, Sponsorships, collaboration, training & research & collaboration, cross media collaboration, financial management.

Unit-III

NEW MEDIA MANAGEMENT: New Media Industry present & future, e-newspaper, podcasting & vodcasting, convergence technologies and their impact on internet/online (New Media) Journalism, media websites, e-editions of newspapers, new media advertisements, content management, financial management, Mobile Journalism, e-learning & e-education Management

Unit-IV

DIGITAL PRINTING TECHNOLOGY: A brief introduction to various types of printing. Photo Composing and Offset printing, Advance printing technology-digital printing, integrated per-printing process, computerized printing. The Role of Computer in Design-Desk Top Publishing, Facsimile Printing-World Processors-Colour Printing Techniques, CTP Technique

Unit-V

CYBER JOURNALISM: On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing, security issues on internet; social, political legal and ethical issues related IT and CT.

Books Recommended:

XVI Environmental Reporting

Unit-I

Definition, Nature and Scope, Need of Environmental Communication Man
Eco-system and Culture from ancient to modern times

Unit-II

Eco-System and its Types of Environmental Pollution Land, air, water and
more, Ecology and Society need of public Education through media.

Unit-III

Relevance of eco-education and mass media, rethinking of eco-education
through media impact of Environment on Human development, Human
behavior and Environmental Education through media, Eco-education from
Stock home, Reo-De-Janew and Johnsberg.

Unit-IV

Bio-diversity health Problems and Social issues regarding pollution and media
social respectively, Urbanization and Industrialization and Communication
strategy wasted management and Medias respectively.

Unit-V

Sustainable development and new communication media Environmental issues
and local media, Current issues in Environment Reporting field visit and
writing a report.

Books Recommended:

1. J. Elart Maas Eco Systematical cause programmes, Moscow, 1985.

XVII Film Studies

Unit-I

Pre-requisites

Definition of a film

Characteristics of film media

Language of cinema: Image and Sound Codes.

Unit-II Image Codes:

Codes rooted in the image (= iconic codes) Codes of iconic nomination, pictorial codes, analogical codes, Codes rooted in photographically produced image: angle, scale, filters, focal length, diaphragm, Codes rooted in the sequencing of images: local relations (e.g. flashback) aesthetic codes, large syntagmatique, Codes rooted in the moving picture: flashback, flash forward, freeze, animation, dissolve, fade in, out, slow and fast motion, Codes rooted in the movement and in the movement and in the image: movements of the camera zoom, Sound Codes: Sound in itself. Sound in montage with the picture, Forms: entertainment, information, persuasion, record, and experimentation, Formats: Regular 8MM, super 8MM, 16MM, 70MM, 3D.

Unit-III Film History

Brief history of the development of film in Europe, USA, important directors, film companies and films:

D.W. Griffith, S.M. Eisenstein, Robert Flaherty, Vittorio de Sica, Walt Disney, Charlic Chaplin, Orson Welles, Alfred Hitchcock, Ingimar Bergman, Jean Cocteau, Jean Renoir, Alan Rresnais, Federico Fellini, Airo Kurosawa, Francois Truffaut, Nagisa Oshima, Jean Luc Godard, Andre Wajda, Andreg Tarkovsky, K. Zanussi, Spielber.

V.Shantaram, Satyajit Ray, Ritwik Ghatak, Raj Kapoor, Guru Dutt, Adoor Gopalakrishnan, Shyam Benegal, Mrinal Sen, Bimal Roy, Basu Bhattacharya, Girish Karnad, Maniratnam,

Prabhat, new Talkies, Bombay Talkies, Minerva Movietone, Wadia Movietone, etc.

Raja Harishchandra, Alam Ara, Sant Tukaram, Kalpana, Do Bigha Jamin, Pather Panchali, Charulata, Bhuvanashom.

Unit-IV

Film Business and Industry:

- (a) Stages of film production from idea and script to post-production.
- (b) Economics, finance and business of film.
- (c) Film distribution, import and export of films.
- (d) Regional films with emphasis on Marathi, Bengali and Malayalam.

Film Criticism:

- (a) Film Criticism: Classical, Structuralist, Psychanalytical, Political, Sociological and Social, Genre, Auteur, Mise-en-scene, Feminist, Audience and Reception.
- (b) Film Appreciation.
- (c) Writing about films.

Unit-V Film and Society:

- (a) Influences on Indian cinema, Culture of Indian cinema.
- (b) Report of the film Enquiry Committee, Report of the Working Group of National Film Policy.
- (c) Dilemma of film censorship: Khosla committee report on censorship.
- (d) Institutions: Film Division, NFDC (FFC), FTII, NFAI, Film Festivals Authority of India, Children's Film Society, Censor Board.
- (e) Film Society Movement.
- (f) National and State awards for films.

Books Recommended:

Barnouw, Eric & Krishnaswamy: Indian Film, OUP, 1980, 2nd Edn.

Beveridge, James: Script Writing for Short Films, Reports and Papers on
Mass Communication, No. 57, UNESCO.

Bernard, William: obscenity and Film Communication, Cambridge University
Press 1990.

Garth, J. & Linton J.: Movies as Mass Communication, The sage comm. Series,
1989 2nd Edn.

Gaston, R.: The Subject of Cinema, Seagull, Calcutta, Seagull, Calcutta, 1990.

Khwaha Ahmed Abba: How Films are Made, National Book Trust, 1997, 1977.

Kracauer, Sigfried: Theory of Film, Oxford U.P. Oxford/London/NY.

Quick Jon & Tem La Bau: Handbook of Film Production, Macmillan, NY 1972.

Satkar, Kobita: Indian Cinema Today: An Analysis, Sterling, New Delhi, 1975.

Seton Maric: The Art of Five Directors: Film Appreciation, National Institute of
Audiovisual Aids, New Delhi, 1962.

XVIII Women and Media

1. The women's right as human rights – Beijing conference and changing scenario regarding women's development.
2. The Status of women in India changing dimension from ancient to modern times.
3. Women's developments movements from Raja Ram Mohan Ray to Dr. B. R. Ambedkar. The Study of present women movements with reference to India & Maharashtra.

4. Women's empowerment movements and various and women organization in western India.
5. Portrayal of Women in the print media working women and her problems women and Elite class women and Political reservations.
6. Women in audio visual media, women and Radio.
7. Women Images in Television T.V. serials and women's Role Priya Tendulkars Rajani and Khani Ghar Ghar ki.
8. A special study of women based serial. Such as Saus Bhi Kabhi Bahu Thi
9. Women in Advertising Ethical issues and code of conduct regarding mass media.
10. Women's problems and media's responsibility in new millennium.

Books Recommended:

- 1) Desai Neera and Krishnaraj, M.: Women and Society in India, Ajanta, Delhi, 1987.
- 2) Desai N. and Patel V. : Indian Women : Change and Challenges in the Internatinal Decade, Popular Bombay, 1985.
- 3) Aletekar A. S. : The Position of women in Hindu CIVilization, Motilal, Banarsidas, New Delhi, 1962.
- 4) Agnew, Vijaya, Elite Women in Indian politics, Vikas Publishing House, New Delhi, 1979.
- 5) ICSSR : Status of women in India : A Synopsis of the Report of the National committee on the status of women (1971-74). Allied publishers, 1975.
- 6) Govt. of India : Fourth World conference on Women Bijing, 1995, COuntry Report, Department of Women and child Development , Ministry of Human Resource Development, 1995.
- 7) Whose News, The Media and womens Issues Editors , Ammu Joseph and Kalpana Sharma, Sage Publication, New Delhi, 1994.
- 8) Indian women and media Dr. Neera Desai Research Unit on women studies SNTD, Bombay

- 9) Issues in Mass Communication, The basic concepts, Vol. I Edited by J. S. Yadav, Pradeep Mathur Kanishka publishers, New Delhi, 1998.
- 10) Communication 2000 AD, Silver Jubilee Commemorative volume IIMC, New Delhi.
- 11) Indian Women in Media - A Collection of Essays, Lithouse publication, Delhi, 1984.
- 12) Women and Media Analysis, Alternatives and action, Edited by Kamla Bhasin and Bina Agarwal, 1984, by Kali for women, New Delhi.
- 13) Status of women Reflected in Marathi Media (1930-1970) Sudha Gogate Subhada Saraswat publications, 1988.
- 14) Women in Mass Communication, By Pamela Creedon, Sage Publication, New Delhi. 1993.
- 15) Feminist Media Studies, by Liesbet Van Zoonen, Sage, London, 1994
- 16) Women and Media Decision Making – The invisible barriers, UNESCO, 1987, Sterling publishers, New Delhi.
- 17) स्वातंत्र्योत्तर भारतीय स्त्री, चंद्रकला हाटे, महाराष्ट्र राज्य साहित्य आणि संस्कृती मंडळ, मुंबई 1985
- 18) स्त्रीजीवनविषय स्थित्यंतर, मुंबई परिसर, (1876—1950) भारतीय इतिहास, संकलन समिती, मुंबई 1992