

SHIVAJI UNIVERSITY, KOLHAPUR.



Accredited By NAAC

**Revised Syllabus For
Bachelor of Arts
Journalism
Semester System**

Syllabus to be implemented from June, 2012 onwards.

BA Journalism(Optional) – IIIrd Year

Semester - V

Paper VII - Indian Constitution

Paper VIII -Media Management

Paper IX - IT in Mass Media

Optional Papers one among following

Paper X - Electronic Media

Or

-Photo Journalism

Or

-Advertising & Media planning

Or

- Newspaper Design

Paper XI – Practical

Semester - VI

Paper XII -Media Laws

Paper XIII- Media Production

Paper XIV- New Media Application

Optional Papers two among the following

Paper XV - Script Writing & Research

Or

-Advanced photo Journalism

Or

-Advertising Production & Research

Or

-Graphics Communication

Paper XVI Practical

Paper – VII - Indian Constitution

Unit I

Evolution of Indian Constitution – Historical development, Importance, Salient, features of Indian constitution.

Unit II

Brief Introduction of Indian Constitution - Preamble, directive of principles state policy, fundamental rights and duties, citizenship.

Unit III

The Legislature – The Cabinet the Judiciary, powers and functions, the President, Union List, Concurrent List, provisions of emergency declaration separation of powers. Election commission and its mechanism

Unit IV

Center – State relations provisions for legislative reporting parliamentary privileges and media coverage.

Unit V

Media Freedom – Media systems, Media economics and freedom, advertiser and pressure Groups, Lobbying, Trade Unionism, Political Parties, Internal Freedom

Reading List

- 1 Indian Constitution, Government of India.
- 2 Basu Durgadas, the Constitution of India, Nagpur, 2006.
- 3 Mankekar D.R., Whose News Whose Freedom, New Delhi, 1978.
- 4 चपळगावकर नरेद्र, राज्यघटनेचे अर्ध तत्क, मौज प्रकाशन, मुंबई, 2002.
- 5 तळवलकर गोविंद, सत्तांतर, 1947, खंड 1 ते 3, मौज प्रकाशन, मुंबई, 1997.
- 6 धर्माधिकारी दादा, आपल्या गणराज्याची घडण, परमधाम प्रकाशन.
- 7 Austin Granville, Working a Democratic Constitution: The Indian experiences OUP, New Delhi, 1999.
- 8 Bengal Narsingrao, Indian Constitution in the Making, Allied, Mumbai, 1953.

Paper VIII - Media Management

Unit I

Principles of Media management and its significance media as an industry and profession

Unit II

Ownership Pattern of Media in India, Policy formulation planning and control, problems in launching Media formats formulas of different department general management in Media Print and Electronic.

Unit III

Financial condition of media, circulation, readership and audience

Unit IV

Apex Bodies- DAVP, INS, ABC. Changing roles of Editorial and others Media Persons, Economic of Print and Electronic Media Management, the changing role of Manager as a CEO.

Unit V

HR in Media legal and financial aspects of Media System budgeting and financing

Reading List

1 Ruckerr L. W. and Williams Newspaper Organization and Management JOWA University Press, 1961

2 Kothari Gulab, Newspaper Management in India, New Delhi.

3 Sindhawani Tuilok, Newspaper Economics and Management

4 A Guide for Newspaper Publisher RNI, New Delhi.

5 Goulden John, Newspaper Management Heinmam, London, 1967

6 Yadav k. D., Media Management, Adhyan Publication New Delhi, 2006

Paper IX - IT in Media

Unit I

IT Concept, Information Society, IT Culture and IT application in media, difference between IT and CT

Unit II

IT Culture in India development of Telecommunication in India.

Unit III

Introduction to Computer; History and generation of computers; types of Computers, Hardware and Software, Digital Technology, Keyboard Functions, MS-Access; Presentation Manager; Important Commands; PageMaker, Interfacing, Working with Text, Page set up Printing; Formatting Techniques; Graphics and Drawings.

Unit IV

PageMaker and New Software's used in editing PageMaker Use of VDT in print Media page, Text Creation and Alignment, Bitmap Graphics, Coral Draw, Use of Color in Publishing concept

Unit V

Newspaper design and Layout, Editing, Process in Radio, Television and Cinema

Unit VI

Multimedia definitions, CD-ROM and Multimedia, Business Applications Educations Applications, Public utility ritual reality - Multimedia Skills

Reading List

- 1 Roggers and Singhal, India Facing Information Revolution, Sage publication, London
- 2 Bhatanagar Subhash, Information and Communications Technology Development Sage, New Delhi
- 3 Schess J Haneing, the Ethics of Cyber Space, Sage Publication, London, 2001
- 4 Gibson Jerry, Multi- Media Commission, Academic press USA, 2001
- 5 धारूरकर वि. ल., प्रसार माध्यम व माहिती तंत्रज्ञान, चैतन्य प्रकाशन, औरंगाबाद, 2007
- 6 भोसले डी. एम्., वेब पत्रकारिता, स्वाभिमान प्रकाशन, औरंगाबाद.

Optional Papers one among following

Paper X- Electronic Media

Unit I

Radio as a medium of mass communication , characteristics of Radio – historical perspective with special reference to India, Types of ownership, audience, Commercial Radio, Educational Radio, emerging Trends, AM, FM, Franchising, Community Radio.

Unit II

Television;- Television as a medium of mass communication – characteristics ownership, organizational structure of Doordarshan, Satellite Television Channels, Cable Television, Educational Television, Commercial Television, emerging recent trends in Television Broadcasting.

Unit III

Films - Films Nature, historical background, technical aspects of film production, film Industry in India, status issues, problems, Regional Cinema, future prospects, Film in Kolhapur.

Unit IV

Electronic Media and rural development, language channels and promoting development programmers

Unit V

Folk Media and Electronic Media, Developing a new

Reading List

- 1 Awasthi G. C., Broadcasting in India, Allied publication, 1965
- 2 Chatarjee P.C., Broadcasting in India, Sage Publication, New Delhi, 1987
- 3 Horace Newcomb, Television the Critical view, Fourth edition, Oxford, 1987.
- 4 Hunter J. K. and Gross, Broadcast News the Inside out, C.V. Mosby Co. Louis, 1980.
- 5 Wolfmeyer, Tim Beginning Radio TV News Writing, Surjeet, New Delhi, 2005
- 6 Madhu Sudhank, Traditional Media Development Commission, Kansa, New Delhi, 2006
- 7 चित्रानंदन, चित्रवाणी माध्यम, मुंबई, 1982.
- 8 धारूरकर वि. ल., माध्यम दृष्टीक्षेप, चैतन्य, औरंगाबाद, 2001.

Or
Photo Journalism

Unit I

Beginnings, necessity and significance, Photo Journalism definitions, Nature and scope

Unit II

Photography, elements and principles, visual language, meaning, photographer Composition of photography, subjects and light

Unit III

Photographic Equipment, Cameras, types, formats, lens, their types and function, films, type and function accessories.

Unit IV

Types of Cameras and advanced in Technology

Unit V

Digital Photography and its use in Media, New innovations in digital age

Reading List

- 1 Mandav Pradeep, Visual Media Communication, Author Press, New Delhi, 2005
- 2 Sharma B. L., Progressive Reporting Today, ABC Jayhr, 2006
- 3 Mandav Pradeep, Beyond the world, New Delhi, 2006
- 4 Aiyor Balkrishna , Digital Photo Journalism, Author Publication, New Delhi, 2006

Or
Advertising and Media Planning

Unit I

Advertising, definition, historical development, social and economic benefits of advertising, mass media and advertising, consumer advertising, corporate, industrial, retail, national, trade, professional, social.

Unit II

Produced Advertising – Target Audience, Brand Image, Positioning, Advertising Strategies appeals Advertising spiral, Market and its Segmentation, Sales Promotions

Unit III

Advertising Agency - structure and functions, creativity – media selection Newspapers, Magazines, Radio, Television, Outdoor, Strategy, Planning, Media Campaign .

Unit IV

Selection of Media – various factors which determine Media Selection.

Unit V

Advertising in the Corporate Business and Industries, the National and Global Trends in Advertising

Reading List

1 Rago G. M., Advertising Art and Ideas Body, 1985

2 Ogilvyon Advertising

3 रेगे ग. म., जाहिरात कला व कल्पना, मुंबई, 1986

4 क्षीरसागर रा. ना., जाहिरात व विक्रम कला, धारवाडकर उपेंद्र, 65 वी कला

5 योषी भागवत, जाहिरातीचं जग, मौज प्रकाशन, 2007

Or
Newspaper Design

Unit I

Elements of design and graphics, visualization, conversions and divergence conceptualization – functions and significant – fundamental of creativity in Art Logic, Style, Value, tools of Art, Illustration, Graphs.

Unit II

Basic elements and principles of graphic, design, layout and production, type Face families, kinds, principles of good typography, spacing, measurement point system

Unit III

Type, sizes and their importance

Unit IV

Use of white space in design – New methods of color design

Unit V

Research in Graphics and improvement in New era

Reading List

- 1 Moen Drylr, Newspaper Language and Design, Surjeet Publication, New Delhi, 2004
- 2 Smim R. F., Editing Todays, Surjeet publication, New Delhi, 2004
- 3 Edmad Arvind, Modern Newspaper Design
- 4 धारूरकर वि. ल., संपादन कला व भास्त्र, चैतन्य प्रकाशन, औरंगाबाद

Paper XI

Practical

- | | |
|--|----------|
| 1. One essay on Indian constitution. | 10 marks |
| 2. Report on one Media law. | 10 marks |
| 3. Visit to media centre and write a report on media management process. | 10 marks |
| 4. E-mail and downloading of data. | 10 marks |
| 5. Visit to radio or television Centre and write a report. | 10 marks |

Semester - VI
Paper – XII - Media Laws

Unit - I

Indian Constitution and freedom of expression of mass media reasonable restrictions, privileges for comment, First Press Commission, Second Press Commission.

Unit – II

Law defamation, contempt of legislature and court, censorship, political philosophies of media freedom, Press and Registration of Books Act, 1867

Unit – III

Right to information and its implications, laws regarding sedition, Drugs and Magic Remedies (Objectionable) Advertisement Act, 1954, obscenity, copyright, monopolies and restrictive trade, practices.

Unit – IV

Press Council of India - its formation structure and functioning.

Unit – V

Code of Ethics of Confidentiality of Sources of Information, Code of ethics for Print, Broadcast Media, PR and Cinema with special reference to Indian Context

Reading List

- 1 Sarkar P.C. Law Relating to Publishers and Printers,
- 2 Basu Durgadas Law of Press in India Prentice Hall New Delhi 1986
- 3 जो पी वैजयंती, वृत्तपत्रे व कायदा, मेहता प्रकाशन, पुणे.
- 4 नटराज एस्., लोक गाही आणि वृत्तपत्र व्यवसाय, समाज प्रबोधन , पुणे.
- 5 पवार सुधाकर, वृत्तपत्राचे तत्वज्ञान, महाराष्ट्र विद्यापीठ निर्मिती मंडळ, नागपूर.

Paper XIII - Media Production

Unit I

Registration setting office and Production units, production process in print and Electronic media, Project design and launching.

Unit II

Structure of production Section its design and working co-ordination and quality control.

Unit III

Labour laws PR for folding and sustaining business audience planning and execution of programmed administration and program production, Media relationship in the organization and marketing strategies

Unit IV

Modern circulation methods, improving TRP and TRP in Electronic Media

Unit V

Press Commission and Newspaper Management Research in management market survey and media planning.

Reading List

- 1 धारूरकर वि. ल., वृत्तपत्र व्यवस्थापक, य त्वंतराव चव्हान मुक्त विद्यापीठ, नाि ाक, 1986
- 2 Mehra, Newspaper Management in the Multi-Media Age, New Delhi, 1988
- 3 Lingam TNM, Circulation Problems in Indian News papers, press Institute of India New Delhi.
- 4 जैन सुकुमार, समाचार पत्र संगठन और प्रबंधन, मुंबई, 1980
- 5 चतुर्वेदी प्रेमानंद, समाचार पत्र प्रबंध.

Paper XIV - New Media Application

Unit I

Origin and development of New Media, New Media and social change

Unit II

Internet Sourcing – Web Technology and its applications – New Generations
Internet Potentials and limitations, Priorities and utilization.

Unit III

Rise of Web Newspaper Web Vs Print, Advertising Copy creation,
uploading and updating web edition.

Unit IV

Web Newspaper its production design Feedback on the Net, Profiling the
reader, Content generation, research; design of contents, Web Side Element-
Visual Design, Background, Color; Sales Promotion, Service, Promotion in
the Web Side Interactivity – Diversity

Unit V

Problem in the development New Media Technique, economic HR and
Legal challengers – Copy Right Issues; Technology Issues; Political Issues,
Social Issues, Ethical Issues.

Reading List

- 1 Melkote Srinivas, Communication for Development in Third World, Sage Publication, New Delhi, 2000
- 2 Vilaniam J. V., Science Communication and Development, Sage publication, New Delhi, 1993
- 3 Chakravarthy Jagdish, Net Media and the Mass Commission, Author Press, New Delhi, 2005
- 4 Social Media Handbook, Popular Prakashan, Mumbai.
- 5 Ganesh T.K. Digital Media, Gnosis, New Delhi, 2006
- 6 आपटे मोहन, माहितीचा कल्पवृक्ष.
- 7 आपटे मोहन, भातक भोधांचे.
- 8 गोडबोले अच्युत, संगणक युग.
- 9 भोसले डी. एम्., वेब पत्रकारिता, स्वाभिमान प्रकाशन, औरंगाबाद.

Optional Papers one among following
Paper XV - Script Writing and Research

Unit I

Principles of script writing, writing script for Radio and Television various format

Unit II

Script Writing for Cinema, scripting story and writing dialogues and conversion, rewrite and production process, Script research and its relevance

Unit III

Use of New Graphics and presentation methods, golden touch of editing, the role of Directors and Producers

Unit IV

Writing for Radio;- Finer aspects of Radio Language, production methods, finer aspects of Television Script writing, production techniques, Film languages and grammar, impact of new technology on media language, news, features, talks, commercials interviews.

Unit V

Writing for Television, News, Interview, Documentaries, and short Talks, use of Vedio, CD, and VCD, use of Internet for various purposes, preview and review promos and teasers

Reading List

- 1 Luthra HR, Indian broadcasting Publication Division Government of India, 1986
- 2 Steghens Mithchell, Broadcasting, News Radio Journalism and Introduction
- 3 T.V. Holt Rinehart and Winston, New York, 1980
- 4 Sharma J. K., Print Media and Electronic Media Application for Film, Aother Publication, 2005
- 5 Stein M. L, and Peaterson S.F., The News Writer Handbook, Surjeet, New Delhi, 2003
- 6 Ray Satyajit, Our films Their Film, orient longma, 1976
- 7 Walterr's Roger L., Broadcast Writing, Random House, New York 1989
- 8 Metz Christian, Film Language, Oxford, 1974
- 9 Quick John, Film Production, Macmillan, New York, 1972
- 10 धारूरकर वि. ल., दुरद नि आणि लोकसंस्कृती, चैतन्य प्रकाशन, औरंगाबाद, 2001

Or
Advanced Photo Journalism

Unit I

Shots, focus, shutter, speed, selection of subjects, different types of photographs, action, photo editing procedure, Photoshop, picture for Newspaper and Magazines, Developing photographers Manual and Computerized photography.

Unit II

Photographing people, portrait and still, wildlife, environment, sports, landscape, industrial disasters, photography for advertising, conflicts, War, political and social photography.

Unit III

News values for pictures, photo, essay, photo features, qualities essential for Photo Journalism, picture magazines color.

Unit IV

Photo News and photo features, use of photos in magazines and Sunday supplement.

Unit V

Photography, impact of technology, practical field's assignments and their evaluation

Reading List

- 1 Benton Ram, Patterson Coleman, Management Guide for Magazine Editor, Surjeet, New Delhi, 2005
- 2 Indrajit, Digitalised Film and Video Production, Gnosis publication, 2006
- 3 रत्ने वर फिचर, टाईम्स नॉव्हेल्टी, पाटना, 2000

Or
Advertising Production & Research

Unit I

Copy writing and Advertising, production techniques, Print Radio; Television; Films, Outdoor, Ideation, Visualization, use of Computer, Practical Assignment in Advertising Copy Preparation.

Unit II

Research in Advertising, Planning, Execution, Copy, Research, Market Research, Ethical Aspect of Advertising; Law and Advertising; Advertising and Pressure Group; emerging trends

Unit III

Team work in Advertising Agencies, copywriting and Art work, final output for media

Unit IV

Advertising on Radio and Television, the creative eye and research for impressing audio

Unit V

Social Service Advertising and its use in Electronic and Print Media for Public Education

Reading List

1 य ाोदा भागवत, जाहिरातीचं जग, मौज प्रका ान, 2007

Or
Graphics Communication

Unit I

Type Composition - manual, mechanical, Lino, Mono, Ludlow, Photo, DTP, use of Computer software, character generation, use of Multi-Media

Unit II

Printing methods – Letterpress, Cylinder, Rotary, Graver- Screen offset, Plate Making, Types of Papers, Magazine Layout; Pagination; Designing and printing of Cover Page; Safely Measure in Printing press.

Unit III

Color Printing – color combination, color scanning, color separation, Color correction- Color positives- Color negatives

Unit IV

Principle of design and Graphics, use of new Techniques in Newspaper printing and design

Reading List

1 Oza Narayan, Mass Media and Communication, ABC Publication, Joyhr, 2000

2 अकलूजकर प्रताप, वृत्तपत्रविद्या, श्रीनिवास प्रसारक, पुणे

Paper XVI

Practical

- | | |
|--|----------|
| 1. A file of Press Clippings, Photo news with comments. | 10 marks |
| 2. Five News writing items. | 10 marks |
| 3. News editing with graphics for one issues of lab Journal. | 10 marks |
| 4. Two news based features and articles. | 10 marks |
| 5. Report on Study Tour. | 10 marks |

B.A. Journalism Equivalence

Old Papers		New Papers	
Paper IV	Indian Constitution and Media	Paper VII Paper XII	Indian Constitution Media Law
Paper V	Media Management	Paper VIII Paper XII	Media Management Media Production
Paper VI	IT Application for Mass Media	Paper XI Paper XVI	Practical Practical
Paper VII	Electronic Media	Paper X Paper XV	Electronic Media Script Writing & Research
	Photo Journalism		Photo Journalism Advanced Photo Journalism
	Advertising and Media Planning		Advertising & Media Planning Advertising Production & Research
	Design and Graphics		Newspaper Design Graphics Communication

Common Nature of Question Paper

Semester VI

Question 1	Objective (Multiple Choice)	05 Mark
Question 2	Short notes(3 out of 5)	15 marks
Question 3	Broad question (2 out of 3)	20 marks