

SHIVAJI UNIVERSITY, KOLHAPUR.



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**Revised Syllabus For
M.A. (Mass Communication & Journalism)
Introduced from June, 2012**

**Syllabus to be implemented for June 2012
onwards**

SHIVAJI UNIVERSITY, KOLHAPUR
Revised Syllabus For
M.A. (Mass Communication & Journalism)
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COURSE STRUCTURE

First Semester

1. Principles of Mass Communication
2. Development of Media
3. Print Media-I (Reporting and Editing)
4. Electronic Media (Radio and Television)
5. Public Relations/Corporate Communication

Second Semester

1. Development Communication
2. Communication Research
3. Media Law and Ethics
4. International Communication
5. Media Management

Third Semester

1. Print Media- II
2. Radio
3. Television
4. Advertising
5. Women and Media

Fourth Semester

1. New Media Applications
2. Inter-cultural Communication
3. Environmental Communication
4. Dissertation
5. Attachment

FIRST SEMESTER

Paper I

PRINCIPLES OF MASS COMMUNICATION

Nature and process of Human Communication, Functions of Communication, Verbal and Non-Verbal Communication, Intra-personal, Inter-personal, small group, Public and Mass Communication.

Models: SMR, SMCR, Shannon and Weaver, Lasswel, Osgood, Dance, Schramm, Gerbener, Newcomb, Convergent and gate-keeping, communication and socialization.

Nature and process of Mass Communication, Media of Mass Communication, Characteristics and Typology of Audiences.

Media systems and theories: Authoritarian, Libertarian, Socialistic, Social Responsibility, Development, Participatory. Mass Media Public opinion and democracy. Media and Mass culture and its effects. Media organizations, media Content, Market driven media effects, Indian Communication Theory Skyvason, Cultural Integration and Cultural Pollution.

Issues of media monopoly – cross-media ownership;

Ownership patterns of mass media, ethical aspects of mass media, freedom of speech and expression, right to information, media and social responsibility, media accountability, infotainment and ICE. and Importance of Folk media.

Paper II

Development of Media

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 – First war of Indian Independence and the Press – Issues of Freedom, both Political Freedom and Press Freedom.

Birth of the Indian Language Press – contribution of Raja Ram Mohan Roy: Birth of the Indian News agencies 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 Indian after Independence; Social, Political and Economical issues and the role of the Indian Press: Problems and Prospects, Marathi press and women emancipation, Language press and Agro-Industrial development in south Maharashtra, Globalization and the changing role of the press.

Films

Early efforts – Film as a Mass Medium; Historical Development of Indian Films Origin and Development of 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.

Folk Media

Traditional Media in India – Regional Diversity – Content – Form – Character – Utility – Evaluation – Future, Traditional Folk Media in Maharashtra such as Bharud, Kirtan, Loknatya, Dashavatar. The origin and development of Marathi Journalism Theatre (Rangbhoomi)

New Media

Development of New Media; Convergence – Internet – on line.

Paper III

Print Media – I (Reporting and Editing)

Reporting

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

Interviewing – Kinds, Purposes, Techniques.

Columns: Development, Criticism, Reviews, Feature Writing, News Analysis. Purposes, Sources, Styles, Techniques of following types of Reporting Interpretative Reporting Investigative Reporting 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.

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 maker- up, on computer layout, principles of photo editing. 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.

Paper IV

Electronic Media (Radio and Television)

Radio

Development of radio as a medium of mass communication, Radio as an instrument of propaganda during the World War II, History of radio in India, Emergence of AIR, Commercial broadcasting, FM radio, - state and private initiatives, Community Radio and new experiments, Technical Innovations.

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.

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 analysis of the Web Page Technology and skills of Linear and Non-Linear Systems of Audio-Visual Communication – sound construction and Picture Formation through a wide range of microphones, sound – recorders, camcorders, video recorders, computer-graphics and studio equipment (exposure

through field visits). Transmission of sound, images and data through Microwave, Satellite, Cable and Television Technologies.

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.

Paper V

Public Relations and Corporate Communications

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

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.

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.

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 styles (logo, 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.

SECOND SEMESTER

Paper I

Development Communication

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.

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.

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.

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

Concept of extension, its nature scope and significance for rural development. Developmental and rural extension agencies : governmental, semi-government, non-governmental organizations problems faced in effective communication, micro – macro – 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.

Paper II

Communication Research

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, discriptive, exploratory quasi experimental, bench mark, longitudinal studies – simulation – panel studies – corelational designs

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.

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

Report Writing – data analysis techniques – coding and tabulation – non-statistical methods – descriptive – historical – statistical analysis – parametric and nonparametric – uni-variate – bi-variate – multi-variate – tests of significance – levels of measurement – central tendency – tests of reliability and validity – SPSS and other statistical packages.

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.

Paper III

Media Law and Ethics

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.

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, crime against women and children; laws dealing with obscenity; Official Secrets Act, 1923, vis-a-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; 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.

Ethics : Media's ethical problems including privacy, right to reply, communal writing Sensational sation 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.

Paper IV

International Communication

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.

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 – 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.

Paper V

Media management

Principles of media management and their significance – media as an industry and profession.

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.

Hierarchy, functions and organisational 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 – Response system. Role of ILNA in the solving problems of language newspapers.

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, costing, tax, labour laws and PR for building and sustaining business and audience.

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.

THIRD SEMESTER

Paper I

Print Media – II

Reporting : this segment will mainly consist of practicals in various areas of reporting enumerated in the first semester. At least five assignments mentioned in the first semester will be given to the students on each topic. All topics, including feature writing, interviewing, assignments on investigative, sports, commerce, reviewing, marketing, court legislative and other allied areas of reporting, will also be evaluated by internal/external faculty.

Editing: Similarly, not less than five assignments in each area of editing will have to be completed by the students, and assessed by internal/external faculty. They will also have to bring out practice journals, mini/lab newspapers and magazines and do page make-up and lay-out exercises. Assignments will also be given and assessed in news selection, subbing, editorial and article writing.

Paper II

Radio

Radio Journalism and Production:

Radio programme production process and techniques, thinking audio. Aspects of sound recording – types of microphones and their uses – field recording skills; radio feature production; radio documentary production; studio chain; live studio broadcast with multiple sources – news production.

Using sound bites and actualities; spacebridge with field sources of news; studio production of radio newsreel and current affairs programmes – formats of radio programmes – studio interviews – studio discussions- phone-in programmes – O.B. production of sporting and mega events.

Writing for radio: Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter's copy-compiling radio news programmes; writing intro to bytes – writing headlines, teasers and promos.

Radio reporting: Field reporting, reporting specialized areas, investigative reporting; voice dispatches; interview techniques; presentation; structuring a radio report – news capsuling and radio commentary. Voice training – effective use of voice – enunciation, flow, pronunciation, modulation; Radio Interviews - preparing and planning types of interviews on radio, on-line interview techniques; moderating skills for radio discussion programmes; handling interactive live transmission.

Paper III

Television

Television Journalism and Production

Visual communication – communicating with still pictures and video – shooting with TV camera – camera mounting. Colour balance, basic shots and camera movement.

Basic of TV Production: TV lighting in field, using reflectors. Lighting grid – luminaries.

Studio lighting – three point lighting – high key and low key lighting; properties, studio sets and make-up.

Video editing techniques – cut, mix and dissolve use of cutaway – AB roll editing; digital effects and post production – planning location shoots – story board – single camera shooting – multi camera shooting – shooting and editing schedules – studio production – role of functionaries – planning studio programmes – cue's and commands – formats of TV programmes – studio interview – studio discussion – studio chat shows with audience participation – studio quiz program with audience participation – TV documentary production – corporate video production.

Writing for television: Writing to still, writing for video, reference visuals to words.

TV news writing; marking copy in production language.

Writing for television programmes – research, visualization and production script.

Television reporting: visualising news / ENG – research, investigation – interview techniques; piece to camera and voice over; sequencing and editing news packages; investigative reporting – economic reporting – sports reporting – human interest stories.

Television news editing: planning, production and compilation of news programmes – writing lead-in/intro to news packages – headlines writing, teasers and promos.

Television anchoring: voice broadcast skills – enunciation, flow, modulation – facing a camera – eye contact – use of teleprompter; live studio and field interviews – moderating TV studio discussions; anchoring chat shows and crossfire.

Paper IV

Advertising –

Evolution and Growth of Advertising – Definitions of Advertising – Relevance of Advertising in the Marketing mix – Classification of Advertising – various media for advertising – National and Global Advertising Scene – Socio - Economic Effects of Advertising.

Ad agency management, various specialist departments in an ad agency : (account planning, account servicing, creative, media planning, 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.

Advertising tools and practice; consumer behaviour: analysis, definitions and factors; defining consumer behaviour and its various factors; external environment, culture, sub-culture, social class, social group, family, internal states-perception, learning, motivation, personality, lifestyle and attitudes, etc.).

Consumer in economic theories, models of consumer behaviour.

Brand management: definition, concepts and evolution of brand management – component of a brand: strategy and structure – brand equity, image and personality – corporate brand. Defining creativity, stages in the creative process, creative brief, advertising appeals, language copy – debriefing of campaigns. Process of motivation and theories of motivation. Graphics: role and scope in advertising, design principles, use of colour in design, designs in colours; type and type faces.

Media characteristics – defining media planning, media scene in India, sources of media information, media strategies, budgeting and presentation to client, media scheduling, reach and frequency, media weight theories, media buying and analyzing media information on-line.

Advertising research: scope and objectives – research as a decision making tool. Market research and advertising – types of research: target marketing research, positioning research – pre-test research, post test research, audience research, methods of analyzing research (physiological / life style research, psycho-physiological research.)

Paper V

III(O) C: 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.

FOURTH SEMESTER

Paper I

New Media Technology

Communication Technology (CT): concept and scope

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

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

Ownership and administration of Internet, ISPS, WAP, types of Internet connections:

Dial-up, ISDN, lease-line.

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

WEB PAGE, Websites, Homepages.

Introduction to HTTP, HTML, 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, advertising on Internet.

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

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.

Paper II

Inter-Cultural Communication

Culture – definition – process – culture as a social institution – value systems – primary – secondary – eastern and western perspectives.

Inter-cultural communication – definition – process – philosophical and functional dimensions – cultural symbols in verbal and non-verbal communication.

Perception of the world – Western and Greek (Christian) – varied eastern concepts (Hindu, Islamic, Buddhist, others) – retention of information – comparison between eastern and western concepts.

Communication as a concept in western and eastern cultures (Dwaitha – Adwaitha – Vishishtadwaitha – Chinese (DaoTsu and Confucius – Shinto Buddhism) and also Sufism.

Language and grammar as a medium of cultural communication – Panini / Patanjali – Prabhakara – Mandanamisra – Chomsky – Thoreau and others – linguistic aspects of inter-cultural communication.

Modern mass media as vehicles of inter-cultural communication – barriers in inter-cultural communication – religious, political and economic pressures; intercultural conflicts and communication; impact of new technology on culture; globalization effects on culture and communication; mass media as a culture manufacturing industry – mass media as a cultural institution; mass culture typologies – criticism and justification.

Culture, communication and folk media – character, content and functions – dance and music as instruments of inter-cultural communication; UNESCO's efforts in the promotion of intercultural communication – other organizations – code of ethics, study some intercultural centres such as Ellora, Bahubai and

Temples of sktipithas such as Mahalaxmi, Tulja Bhavani and Renuka, Mahur and Intercultural centres such as Pandharpur, Alandi inercultural spirutuals centres such as Shirdi, Segaw, Akkalkot.

Paper III

Specialization – Any one of the following:

III(O) A : Environmental Communication

III(O) B : Rural and Agricultural Journalism

Elective Papers

Specialisation

One among the Three

III(O) A : Environmental Communication

1. Definition, Nature and Scope, Need of Environmental Communication
2. Man Eco – System and Culture from ancient to modern times.
3. Eco-System and its Types of Environmental Pollution Land, air, water and more.
4. Ecology and Society need of public Education through media.
5. Relevance of eco-education and mass media
6. Rethinking of eco-education through media impact of Environment on Human development.
7. Human behaviour and Environmental Education through media.
8. Eco-education from Stockholm, Rio-De-a new and Johannesburg.
9. Bio-diversity health Problems and Social issues regarding pollution and media social respectively.
10. Urbanization and Industrialization and Communication strategy waste management and medias respectively.
11. Sustainable development and New Communication media Environmental issues and local media.

III(O) B : Rural and Agricultural Journalism

1. Need of Rural and Agricultural communication Nature Scope and significance.
2. The Changing Scope of Indian village and agro – head development.
3. Traditional and Folk media's role in the present times the effect of new media on rural development.
4. The use of application of new Technology in agriculture diffusing innovates acceptance and adoption.
5. Different communication media for agriculture and rural development need of co-ordination.
6. Types of various development of infrastructure scope and elements used for R.D.
7. Govt. efforts to promote agriculture development and NGO's role in Rural development ideal village scheme in Maharashtra study of Ralegon Siddhi and use success stories.
8. Water shed Development and village life New communication model for

water conservation. The role of co-operative movement in rural development and credit support for agro development.

9. Changing crop problems and use of new media. The Role of agro channel and Farm from Radio.
10. The agricultural development schemes in the age of globalisation in Maharashtra.

4. Dissertation

Every student will have to do a dissertation in any area of mass communication detailed in the curriculum under the guidance of regular/guest faculty. The objective of the dissertation is to enable a student to have an in-depth knowledge of the subject of his/her choice. It should be a research-based effort and should endeavour to create new knowledge in any area of mass communication.

5. Attachment

Each student will have to undergo a four-week or more attachment in any of the media such as newspapers, magazines, radio, television, agencies of advertising and public relations / corporate communication, or any other identified by the students and faculty jointly / individually facilities for which are easily available locally or regionally.

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, J Illinois , 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, नागपूर.
14. दातार सुषमा, संवाद विश्व, सदाशिवपेठ, पुणे.

II Development of Media

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 नियतकालीकांचा इतिहास, कर्नाटक, मुंबई 1938.
6. लेले.रा.के.मराठी वृत्तपत्रांचा इतिहास, कॉन्टीनेटल, 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, औळख भारतीय पत्रदृष्टी, पुणे.

III Repormy & editing

- (1) Harris J. Leiter & 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 Publication, New York, 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. वृत्तलेखन स्वरुप व सिध्दी चैतन्य प्रकाशन.
- (11) डॉ.गव्हाणे सुधीर, ग्रामीण पत्रकारिता प्रचार प्रकाशन, औरंगाबाद.
- (12) Berner Thomas, Editing, Hold Rinehart and Winston, Nework, 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 Newyork,
- (17) Rogers Jeoffery, Editing for Print, Macdonald & Co., London, 1985.
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