

SHIVAJI UNIVERSITY, KOLHAPUR.



Accredited By NAAC with 'A' Grade

Faculty of Interdisciplinary Studies

Structure, Scheme and Syllabus For

Bachelor of Arts Part –III

Semester V & VI

JOURNALISM

Syllabus to be implemented from June, 2020 onwards.

Shivaji University, Kolhapur
Regulations and Guidelines under Choice Based Credit System (CBCS)
BACHELOR OF ARTS (B. A.)-Journalism –PART III

| Semester V – Duration : 6 Months | | | | | | | | | |
|----------------------------------|--|-----------------|-------|---------|-------------------|------------------|-------------|-------------------------|----------------------|
| Sr.No | Teaching Scheme | | | | Evaluation Scheme | | | | |
| | Course | No. of Lectures | Hours | Credits | Theory | Internal | Total Marks | Min Marks (for passing) | Exam Duration (Hrs.) |
| 1 | DSE – E – 251 VII Introductions to Mass Communication | 4 | 3.2 | 4 | 50 | No Internal Exam | 50 | 18 | 2 |
| 2 | DSE – E – 252 VIII News Writing for New Media | 4 | 3.2 | 4 | 50 | | 50 | 18 | 2 |
| 3 | DSE – E – 253 IX Broadcast Journalism | 4 | 3.2 | 4 | 50 | | 50 | 18 | 2 |
| 4 | DSE – E – 254 X Film Communication | 4 | 3.2 | 4 | 50 | | 50 | 18 | 2 |
| 5 | DSE – E – 255 XI Media Laws | 4 | 3.2 | 4 | 50 | | 50 | 18 | 2 |
| | | | | | | | | | |
| | Total | 20 | 16 | 20 | 250 | | 250 | -- | -- |

DSE – E- 251 VII

Introduction to Mass Communication

Unit-I Emergence of Mass Media, definitions and Concept of Mass Communication, Characteristics of Mass Communication, functions of Mass Communication ,Contribution of Wilbur Schramm in the field of Mass Communication

Unit-II- Mass Communication and Audience, Media ownership, Types of Media Ownership, Media monopoly, Mass Media and Society, Mass culture, Global Culture, Effects of Mass Culture on local Culture

Unit-III- Mass Communication Theories – Importance of Mass Communication Theories ,Magic Bullet Theory, Two-Step Theory, Cultivation Theory, Agenda Setting Theory, Uses and Gratification Theory

Unit-IV Mass Communication Models - Shannon and Weaver's Mathematical Model, Osgood-Schramm Model, Theodore M Newcomb's ABX Model, David Berol's SMCR Model, Evert Rogers's Diffusion of Innovation model

Unit-V- Mass Communication Research, areas of Mass Communication Research, Examples of Mass Communication Research.

Reading List

1. Kumar J. Kavel, Mass Communication in India [1999] Jaico Publishing House, Mumbai.
2. McQuail Denis, McQuail's Mass Communication Theory[2005] Vistaar, Publication
3. Singhal, Arvind and Roger, Everett M.,[2000]India's Communication Revolution: From Bullock Carts to Cyber Marts.
4. Uma Narula [2008] Mass Communication: Theory and Practice, Haranand Publicaion Delhi.
5. Pawar Nisha [2019] Sawandsahtrachi Olakh, Preetam publication, Dharwad

DSE – E- 252 VIII

News Writing for New Media

UNIT-I

Internet: its significance and uses, email, file sharing, streaming media, Internet protocols (TCP/IP, FTP, HTTP) World Wide Web (WWW), Search Engines, computer hardware and software.

Unit-II

New Media- definition, concept, emergence of new media, Identify major New media platforms, Traditional vs Pen-less/ Paperless Journalism.

Unit-III

News writing for web media, Principles of News writing for web, Lead, News Structure, New media User, Platform of online publication. Do's and Don'ts for reporting and editing for e-papers.

Unit-IV

Web Media Editing –Guidelines, Planning, Structure and Style- Headlines, Lead, Digital story-telling formats, Principles of editing, Digital images, Use of Video and Audio.

Unit-V

Blog Writing –Types of blogs, Feature Writing, Editing, Caption Writing and Online Interview, new media and Social media ethics. Cyber Crimes and Cyber Security

Reading List

1. Richard Craig [2005] Online Journalism: Reporting, Writing, and Editing for New Media, Thomson/Wadsworth,
2. Standge Tom [2013] Writing on the Wall: Social Media - The First 2,000 Years, Bloomsbury USA
3. आपटे मोहन, इंटरनेट एक कल्पवृक्ष, राजहंस प्रकाशन
4. कहाते अतुल, यांनी जग बदललं : फेसबुक, मनोविकास प्रकाशन.

DSE – E- 253 IX

Broadcast Journalism

Unit I

Introduction of broadcast journalism, history of Broadcasting, Nature and concept of broadcast Journalism, concept of community and public broadcasting

Unit II

Origin and growth of radio, development of radio in India, community radio, satellite and digital radio, origin and growth of television in India, role & contribution of doordarshan in education, culture, economical and social development.

Unit III

Formats of radio programs, Audio thinking, radio talk shows, jingles, interviews, news, radio jockey, writing for radio, studio system and audio mixer, economics of radio, departments involved in programming

Unit IV

Formats of television programs, visual thinking, studio systems, writing for television, fictional and non fictional areas in television programs, television shows, news writing for television, production for television, research for television programs, TRP, Audience research analysis

Unit V

Introduction to film media, origin and development of film media, Indian films, types of films, FD-NFDC-CBFC, Film criticism, writing for films, film production overview.

Reading list

1. Stewart Petert [2008] **Broadcast Journalism**, Focal Press; 6 edition
2. Andrew Boyd [2000] **Broadcast Journalism**, Focal Press; 5 edition

DSE – E- 254 X

Film Communication

Unit 1

Film History what is cinema, history of cinema, world cinema, film genres, Impact of world war on cinema, emergence of Hollywood.

Unit 2

Indian Cinema History of Indian cinema, Regional cinema, culture and language of Indian cinema, , changing subjects of Indian cinema, parallel films, Commercial films emergence of Bollywood and other regional film industry

Unit 3

Basics of Films Communicating with visuals, audio and visual communication, Natya Shastra of Bharat Muni and Rasa Theory, Aesthetics and films, film technology and changing film

Unit 4

Film Theory- Form and Function, Reprerentation theory, Film analysis technique, Auteur theory, Film Criticism and film critics, Andre Bazin, Hugo Munsterberg , Rudolf Arnehim, Sergei Eisenstein,

Unit 5

, Culture and cinema, society and cinema, technology and cinema, psychology and cinema, elements of film, creative use of writing, camera, lighting, sound, costume and graphics. Audience analysis technique. .

Books :

1. **Geoffrey Nowell-Smith [1999]** The Oxford History of World Cinema
2. Bose Mihir [2007] **Bollywood: A History**, Tempus Publishing,

Event Management and Media

UNIT – I

Introduction to Event Management Concept, Nature and Practices ,Size and types of events in Media. Managing Team, Group development, Communication in Event Planning.

UNIT – II

Planning and Development, Infrastructure management, Crowd Management, Attendee care and comfort, Control, Participants, Management, Risk Preparedness. other factors responsible in planning a successful event.

UNIT – III

Organizing Events, Planning Check lists, organizing various media events, major risks and emergency procedures in media events.

UNIT – IV

Event marketing , budgeting, vendor communication, sponsorship, publicity, advertising, event management and digital media.

UNIT –V

Introduction to major event companies working for media events. Events like major award functions, outdoor events of live shows, Talk shows, promotional activities etc.

Reading List

- 1.Ferdinand Nicole, Kitchin J. Paul [2017]Events Management: An International Approach, Sage
- 2 Razaq Raj, Paul Walters,Tahir Rashid [2017] Events Management: Principles and Practice, Sage Publication

| Semester VI – Duration : 6 Months | | | | | | | | | |
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| 1 | DSE – E – 256 XII Introductions to Global Media | 4 | 3.2 | 4 | 50 | No Internal Exam | 50 | 18 | 2 |
| 2 | DSE – E – 257 XIII Basics of Environmental Communication | 4 | 3.2 | 4 | 50 | | 50 | 18 | 2 |
| 3 | DSE – E – 258 XIV Corporate Communication | 4 | 3.2 | 4 | 50 | | 50 | 18 | 2 |
| 4 | DSE – E – 259 XV CSR and Media | 4 | 3.2 | 4 | 50 | | 50 | 18 | 2 |
| 5 | DSE – E – 260 XVI Digital Media | 4 | 3.2 | 4 | 50 | | 50 | 18 | 2 |
| | | | | | | | | | |
| | Total | 20 | 16 | 20 | 250 | | 250 | -- | -- |

Introductions to Global Media

Unit-1 – Emergence of global media, history, definition of global media, characteristics of Global Media, Global News Agencies i.e.- AP, AFP, Reuters, ANI, global news sources

Unit-2 Global Media Scenario

Global Media ownership, neo-media imperialism, Global Culture, cross culture, effects of global media on global audiences

Unit-3 Media Reports

MacBride Commission report, UNESCO's role in global communication, I International Telecommunication Union [ITU] WAN-IFRA, FICCI KMPG Media and Entertainment Report

Unit -4 -Global Media Platforms

Digital Media, Social Media, mobile, role of Google and Face book in global media AI and Robotic applications in media, digital advertising

Unit-5 Global Media and Society

Misinformation, disinformation, fake news, Digitalization and its impact on global societies, law and regulation, code and conduct of Global media, new challenges and trends in global media

Reading list

1. Thuss Kishan Daya [2018] International Communication: Continuity and Change, Bloomsbury Academic.
2. Athiqu Adrian [2016] Transnational Audiences, Polity publication
3. O. Bailey, Georgious M, R. Harindranath [2007] Transnational Lives and the Media: Re-Imagining Diasporas Springer.
4. Srinivasan Ramesh [2017] *Whose Global Village: Rethinking How Technology Shapes Our World*, Sage, New Delhi
5. Erik Barnouw Erik, M Cohen Richard [1998] *Conglomerates and the Media* , The New Press

Basics of Environmental Communication

Unit 1 -Environment – Basic Concepts:

Man-Nature relationship, Environmental system: Biosphere, atmosphere, lithosphere, hydrosphere, ecosphere; flora and fauna (plants and animals), Biodiversity Biomes: Tundra, Taiga (coniferous forest), Energy Pyramid, Water cycle

Unit 2 – Impact of human activity

Pollution: Air, Water, Soil, Sound, Light etc., Sources of pollution

Deforestation, extinction of plant and wildlife species, Global Warming, Green-House Gas effect, Ozone layer depletion, Climate change

Unit 3 – Effects of pollution

Impacts of Global Warming and Climate Change – Glacial melting, rising temperatures and sea levels, danger to coastal regions, erratic rainfall, weather changes, droughts, cyclones, epidemics etc. Impact on Monsoon system in India

Unit 4 – Major environmental disasters/issues and laws

India – Chipko Andolan, Bhopal Gas Tragedy, Silent Valley Movement, Narmada Bachao Andolan, Delhi air pollution etc. Brief introduction of Wild Life (Protection) Act, 1972; Environment (Protection) Act, 1986; National Environment Policy, 2006

Unit 5 – Environmental Journalism

Role of media in environmental conservation, Major environmental publications and NGOs in India – BNHS, CSE, Down to Earth, Sanctuary Asia etc. Difference between Climate and weather; reporting topics according to the changes in season.

Reading list:

1. Keya Acharya Keya, Noronha Frederick, The Green Pen [2018], Sage, New Delhi
- Chauhan B.S. [2008] Environmental Studies, Firewall Media
- Sachsman David B, Myer JoAnn Valenti [2020] Handbook of Environmental Journalism, Routledge
- Shastri S. C. [2018] Environmental Law, Eastern Book
- Kedarta Singh Ranjeet [2019] Environmental and Ecological History of India, Evincepub Publishing,

Corporate Communication

Unit I:

Corporate communication- definition, historical perspective, importance and need of corporate communication, Types of corporate communication - internal and external, downward, upward, horizontal and diagonal communication.

Unit II

Organizational communication, tools for organizational communication, marketing communication. Branding and strategies for organizational communication

Unit III- Unit II

Functions of Corporate communication – Community relation, Employee Relations, Investor Relations, Media Relations, Government Relations, Costumer Relations

Unit IV: Corporate professional organizations, examples of best practices of corporate communication, code of conduct and laws for corporate communication professionals

Unit-V

Corporate Reputation and Image building: Concept of corporate personality, elements of Corporate personality, corporate image and corporate identity, Building a distinct Corporate identity, corporate social responsibility

Reading List

1. Corporate Communication-Principles and Practices-Jaishri Jethwani.
1. Corporate Communication-A guide to theory and Practices, 3rd Edition Joep Cornelissen
2. Brand Media Strategy, Integrated Communications Planning in Digital Era, Anthony Young.

CSR and Media

Unit-I Concept of Corporate Social Responsibility, history of CSR, global perspectives, Importance of CSR, Overview of CSR in India,

Unit-II - The Role of stakeholders in CSR, Stakeholders advocacy, the role of business in society, Case Studies: TATA; Infosys Foundation, AMUL; ITC, ONGC and other prominent global and national organization

Unit-III- Theories and models of CSR – Triple bottom line theory, Theory of utility and stake holder theory,

Unit-IV -The strategic importance of CSR implementation, the cost of capital CSR Evaluating reporting performance of CSR initiatives - Social accounting, environment audits and performance

Unit-V- CSR and Media , Ethical philosophy, corporate reputation, CSR– sustainability, **role of the media in CSR, sources and barriers in covering CSR** , monitoring and verification, socially responsible investments and shareholder activism.

Reading list

1. Agarwal K. Sanjay (2008), Corporate Social Responsibility, SAGE Publications, New Delhi
2. Ataur Rahman Belal (2008), Corporate Social Responsibility in Developing Counties, Ashgate Publishers. UK.

DSE – E- 260 XVI

Digital Media

UNIT-I

Evolution of Internet, Concept of Internet, History of Digital media in India, Definition of Digital media, Types of Digital Media, Mobile and multimedia applications. Internet and Smartphone revolution

Unit II

Internet- Protocols, 1G to 5G technology, World Wide Web, Information Super Highway, Web browsers and bookmarking, URL, Search engine working, Hyper linking, Social networking

Unit III

Introduction to Digital journalism - features of Digital journalism - Linking, Multimedia, Digital TV, E- Newspapers and e-Books, Video games, digital photography, Animation – concepts and techniques, Webcasting and Podcasting, Social Media Platforms Artificial Intelligence, Fake news, Digital Marketing

Unit IV

Web Portal, Web Editions, Mobile Applications, Android Apps, Digital tools for Journalists, Mobile Journalism a, Digital Broadcasting OTT Platforms – Netflix, Hotstar, Sony LIV, Amazon Prime Video, Voot

Unit V

Impact of digital media on the society Online Communities, digital divides., Digital media ethics, Information and Technology Act,

Reading list

1. Tamara Witschge, C. W. Anderson, David Domingo, Alfred Hermida [2016] The SAGE Handbook of Digital Journalism
2. सुतार प्रफुल्ल, सोशल मीडिया डिजिटल दुनिया, मल्टिहर्सिटी प्रकाशन, २०१९
3. जाधव शिवाजी, डिजिटल इलेक्शन, थिंक टैंक पब्लिकेशन्स, सोलापूर, २०१९
4. बोराले योगेश, सोशल मीडिया, अथर्व पब्लिकेशन्स (जळगाव), २०१९
5. गरुड विश्वनाथ अनंत, डिजिटल पत्रकारिता, गमभन प्रकाशन, २०१९