

Ref.No. SUK/BOS/ 222

Date: 12 /04/2024

To,

The Principals,

All Concerned Affiliated Colleges / Institutions.

Shivaji University, Kolhapur.

**Subject : Regarding syllabi of B.A. Part-II (Sem III & IV) Journalism. & B.A. Part-III  
( Sem V&VI) Social work. under the Faculty of Inter- Disciplinary Studies.**

Sir/Madam,

With reference to the subject, mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the syllabi of B.A. Part-II (Sem III & IV) Journalism. & B.A. Part-III ( Sem V&VI) Social work under the Faculty of Inter-Disciplinary Studies. as per National Education Policy 2020.(NEP)

This syllabi shall be implemented from the academic year 2024-2025 onwards. A soft copy containing the syllabi is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in). (Online Syllabus)

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October /November 2024 & March/April 2025. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

  
Dr. S.M. Kubal  
(Dy Registrar)

Copy to:

1	Director, Board of Evaluation and Examination	7	Centre for Distance Education
2	The Dean, Faculty of IDS	8	Computer Centre / I.T.cell
3	The Chairman, Respective Board of Studies	9	Affiliation Section (U.G.) / (P.G.)
4	B.A.,B.Com.,B.Sc. Exam	10	P.G.Admission / P.G.Seminar Section
5	Eligibility Section	11	Appointment Section -A/B
6	O.E. I, II, III, IV Section	12	Dy.registrar (On/ Pre.Exam)

**SHIVAJI UNIVERSITY, KOLHAPUR**



**Established: 1962**

**A<sup>++</sup> Accredited by NAAC (2021) With CGPA 3.52**

**New Syllabus For**

**Bachelor of Arts [B. A. in Journalism]**

**UNDER**

**Faculty of IDS**

**B. A. Part - II (Semester - III and IV)**

**A - I) B.A. Journalism II- Level : 5.0 -SEMESTER – III (TOTAL CREDITS – 22)**

COURSE CATEGORY		COURSE NAME	COURSE CODE	CREDITS
MAJOR	MANDATORY	P-03- Development Journalism	BAUO325MML527CO3	4
	MANDATORY	P-04 - Public Relations	BAUO325MML527CO3	4
MINOR	--	P-03 Radio Journalism	BAUO325MNL527C03	4
IDC/MDC/ GEC/OE	Logic/Cooperation/ HSRM/Tourism etc.	Name	BAUO325OE1527C03	2
VSC/SEC	SEC-III	P-03 -Radio Production Techniques	BAUO325 SEC527C03	2
	SEC - IV	P-04 -Radio Jockey	BAUO325SEC527C03	2
AEC/VAC/ IKS	AEC	P- 03 -English -P-O3	BAUO325 AEC 527C03	2
	VAC	Environment	BAUO325 VAC 527CO3	2
CREDITS FOR B.A.- Journalism-II -SEM-III				22

\*Mandatory (MM), Minor (MN); IDC (ID) Interdisciplinary Course; MDC (MD) Multi-Disciplinary Course; GEC (GE) General Elective Course; OE (OE); VSC (VS) Vocational Skill Course; SEC (SE) Skill Enhancement Course; AEC (AE) Ability Enhancement Course: VAC (VA) Value Added Course; KS (IK) OJT (OJ): On Job Training: FP (FP) Field Project; CEP (CE) Community Engagement Project's (CC) Co-curricular Course; RP (RP) Research Project

B. A. Programme Structure for Level 5.0 of B. A. - II – Semester - III											
Teaching Scheme						Examination Scheme					
Sr. No.	Theory (TH)				Practical	Semester-end Examination (SEE)			Internal Assessment (IA)		
	Course Type	No. of Lectures	Hours	Credits	---	Paper Hours	Max	Min	Internal	Max	Min
1.	MM –III	4	4	4	If applicable	3	80	28	Assignment	20	7
2	MM –IV	4	4	4		3	80	28		20	7
2.	MN –III	4	4	4		3	80	28		20	7
3.	IDC/MDC/ GEC/OE	2	2	2		2	40	14		10	04
										10	04
4.	SEC– III(Major)	2	2	2		2	40	14		10	04
5.	SEC - IV	2	2	2		2	40	14		10	04
7	VAC	2	2	2		2	40	14			
Total			22	22		---	410	---		140	---

## **B. A. Journalism-II -SEMESTER – III**

**Course Category: Major Mandatory**

**Course Name: Development Journalism**

**Course Number: MM P-03**

**Course Code: BAUO325MML527CO3**

**Course Credits: 4**

**Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20      Total Marks: 100)**

### **Course Learning Outcomes:**

- 1.Students will understand the need of Development Journalism**
- 2. They can understand the issues of Development Journalism**

### **Module :1 Development Journalism**

**Hours-15,Credit-01]**

- 1.1 Development Journalism: Definition, Concepts and Perspectives
- 1.2 Historical Evolution of Development Journalism
- 1.3 Development issues such as poverty, gender inequality, and environmental sustainability
- 1.4 Advocacy Journalism vs. Objective Reporting

### **Module :2 Media as Agents of Change**

- 2.1 Communication for Social Change
- 2.2 Reporting Development issues
- 2.4 Community Media and Grassroots Initiatives
- 2.4 Promoting marginalized voices in the digital age

### **Module :3 Media Ownership**

- 3.1 Indian Media Ownership
- 3.2 Commercial Pressures in Development Journalism.
- 3.3 Threats to Press Freedom
- 3.4 Journalist Safety in Development Contexts.

### **Module:4**

- 4.1 Challenge: Digital Divide and Disinformation
- 4.2 Alternative media for development Journalism

### **Practical [Internal Assessment: 20 marks]**

- 1.One report on Development issue**

**Reading List:**

1. Development Communication: Theory and Practice [2020] Srinivas R. Melkote and H. Leslie Steeves, SAGE Publications
2. Handbook of Development Communication and Social Change [2014] Karin Gwinn Wilkins, Thomas Tufte, and Rafael Obregon, Publisher: Wiley-Blackwell

**Course Category: Major Mandatory****Course Name: Public Relations****Course Number: MM P-04****Course Code: BAUO325MML527CO3****Course Credits: 4****Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)****1. Students will understand the concept of the public relations****2. They will explore the various functions and tools of public relations****Module :1 Introduction****Hours-15, Credit-01]**

- 1.1 Definition and functions of Public Relations
- 1.2 Development of public relations as a profession
- 1.3 Development of public relations in India
- 1.4 Functions of public relations practitioners

**Module :2**

- 2.1 PR in different Sectors
- 2.2 Government Public Relations
- 2.4 PR in Private Sector
- 2.4 PR in Cooperative Sector

**Module :3**

- 3.1 PR Publics
- 3.2 Types of PR Publics- Internal PR Publics and External PR Publics
- 3.3 PR tools- press releases, newsletters, and social media.
- 3.4 Media Relations

**Module:4**

- 4.1 Corporate Social Responsibility
- 4.2 PR in Crisis
- 4.3 Corporate Image and reputation

**Practical [Internal Assessment: 20 marks]**

1. Report on Visit to Public Relations Institutions

**Reading List:**

1. Effective Public Relations [2012] Scott M. Cutlip, Allen H. Center, Glen M. Broom, and Bey-Ling Sha, Publisher: Pearson, Edition: 12th Edition
2. Crisis Communication: Theory and Practice [2019] W. Timothy Coombs and Sherry J. Holladay, SAGE Publications Edition: 5th Edition
3. Reputation Management: The Key to Successful Public Relations and Corporate Communication [2025] John Doorley and Helio Fred Garcia Publisher: Routledge

**Course Category: Major Minor****Course Name: Radio Journalism****Course Number: MN P-03****Course Code: BAUO325MNL527CO3****Course Credits: 4****Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)****Course Learning Outcomes:**

1. Students will explore the role of radio in mass communication
2. Students will learn about radio broadcasting

**Module:1 Significance of Radio**

- 1.1 Introduction to Radio Broadcasting
- 1.2 History of radio broadcasting
- 1.3 Characteristics of radio
- 1.4 Functions of Radio Broadcasting

**Module:2 Emergence of Radio**

- 2.1 Advent of FM radio, satellite radio
- 2.3 online streaming, Podcasting
- 2.4 Digital audio platforms
- 2.4 HD radio, and interactive radio services.

**Module:3 Radio Programming Formats of Akashwani**

- 3.1 Function and structure of Akashwani
- 3.2 Radio programming formats of Akashwani
- 3.3 Talk Shows and Interviews, Drama and Radio Plays
- 3.4 Regional news bulletins, music shows, talk shows, and cultural programs

## **Module:4 Radio Journalism and News Programming of Akashwani**

4.1 Radio Newsroom Operations

4.2 Newsroom personnel, such as reporters, editors, and producers.

4.3 News gathering, reporting, and editing.

4.2 Role of radio journalists in covering current events and news

### **Practical [Internal Assessment: 20 marks]**

1.Report on visit to Radio Station

### **Reading List:**

- 1.Broadcasting in India: National and Regional Development [2022] Vikram Raghavan, Oxford
2. Indian Broadcasting: Press and Radio in a Developing Society [2021] B.K. Kaushik, Rawat
- 3.Radio: The Forgotten Medium [2020] Nalin Mehta, Penguin Random House India
4. All India Radio: A Historical Perspective [209] Sushma Seth, Publisher: Harper Collins India
- 5 Broadcast Journalism: Techniques of Radio and Television News [2019] Andrew Boyd, Routledge, Edition: 8th Edition

**Course Category: SEC-III**

**Course Name: Radio Production Techniques**

**Course Number: P-03**

**Course Code: BAUO325 SEC527C03**

**Course Credits: 2**

**Marks: (For 4 Credits: Semester End: 40 Internal Practical: 20 Total Marks: 50)**

**Course Learning Outcomes:**

- 1. The Radio Production Techniques course aims to equip students with the knowledge**
- 2. The course will provide students in producing radio content**

**Module:1 Introduction to Radio Production**

- 1.1 Radio Management and radio production equipment
- 1.2 Live Broadcasting and Outside Broadcasts
- 1.3 Audio recording techniques-microphone placement
- 1.4 Sound Design and Effects

**Module:2 Radio Programmes**

- 2.1 Different genres of radio programmes
- 2.1 Narratives, dialogues, and promotional messages
- 2.2 Techniques for writing scripts for different programmes
- 2.3 Producing radio dramas-character development, dialogue, and soundscapes

**Practical [Internal Assessment: 10 marks]**

1. Radio script for any one type of program

**Reading List:**

1. Introduction to Radio Production [2017] Robert McLeish, Publisher: Routledge
2. Radio Production: Art and Science [2019] Richard Rudin, Publisher: Routledge
3. Radio Production: Concepts and Techniques [2020] Prashant Pandey and Alok Kumar  
Publisher: Diamond Pocket Books
4. Radio Broadcasting: Principles and Practices [2019] Anshuman Tripathi, Upkar Prakashan



**Course Category: SEC-IV**

**Course Name: Radio Jockey**

**Course Number: P-04**

**Course Code: BAUO325 SEC527C03**

**Course Credits: 2**

**Marks: (For 2 Credits: Semester End: 40 Internal Practical: 10 Total Marks: 50)**

**Course Learning Outcomes:**

- 1. Students will learn the role and responsibilities of a radio jockey.**
- 2. Students will understand fundamentals of radio jockeying**

**Module:1 Introduction to Radio Jockeying**

- 1.1 Role and responsibilities of a radio jockey
- 1.2 Developing a distinctive on-air persona and style
- 1.3 Voice modulation for effective communication on radio
- 1.4 Scripting and Presentation Skills of Radio jockey

**Module:2 Operating Radio Equipment**

- 2.1 Radio studio equipment -microphones, mixers, and soundboards.
- 2.2 Operating digital audio workstations (DAWs)
- 2.3 Basic Audio Editing and Production
- 2.4 Live Broadcasting Techniques
- 2.5 Understanding Radio Regulations and Ethics

**Practical [Internal Assessment: 10 marks]**

**Write report on the Importance of Audience Engagement, Content Creation, and Effective Communication Skills for Radio Jockeys**

**Reading List:**

1. Radio Jockey Training Manual: The Ultimate Guide to Radio Production and Presentation [2021]  
Himanshu Trivedi, Publisher: Notion Press
2. The Radio Jockey Handbook [2020] Barbara Lewtas , Routledge, Year: 2020

**A - I) B.A. Journalism – II: SEMESTER – IV -Level: 5.0 - (TOTAL CREDITS – 22)**

COURSE CATEGORY		COURSE NAME	COURSE CODE	CREDITS
MAJOR	MANDATORY	P-05- Environment Communication	BAUO325MML527DO3	4
	MANDATORY	P-06 Digital Advertising	BAUO325MML527DO3	4
MINOR	--	P-04 Introduction to Television	BAUO325MNL527D03	4
IDC/MDC/ GEC/OE	Logic/Cooperation/ HSRM/Tourism etc	Name-	BAUO325OE1527D03	2
VSC/SEC	SEC-V	P-05 Television Management	BAUO325 SEC527D03	2
	SEC - VI (Major)	P-06 Television Production	BAUO325SEC527D03	2
AEC/VAC/ IKS	AEC	English - P- 04	BAUO325 AEC 327D03	2
	VAC	Environment 02	BAUO325 VAC 327DO3	2
CREDITS FOR B.A.- Journalism II-SEM-IV				22

**B. A. Programme Structure for Level 5.0 of B. A. - II – Semester - IV**

Teaching Scheme						Examination Scheme					
Sr. No.	Theory (TH)				Practical	Semester-end Examination (SEE)			Internal Assessment (IA)		
	Course Type	No. of Lectures	Hours	Credits		Paper Hours	Max	Min	Internal	Max	Min
1.	MM –III	4	4	4	If applicable	3	80	28	Assignment	20	7
2	MM –IV	4	4	4		3	80	28		20	7
2.	MN –III	4	4	4		3	80	28		20	7
3.	IDC/MDC/ GEC/OE	2	2	2		2	40	14		10	04
4.	SEC– III(Major)	2	2	2		2	40	14		10	04
5.	SEC - IV	2	2	2		2	40	14		10	04
7	VAC	2	2	2		2	40	14			
Total			22	22		---	410	---		140	---

**A) First Year Bachelor of Arts (B.A. - I) (UG CERTIFICATE) :**

<b>YEAR:</b>	<b>B.A. - II</b>
<b>SEMESTER:</b>	<b>III and IV</b>
<b>LEVEL:</b>	<b>5.0</b>
<b>TOTAL CREDITS</b>	<b>22 + 22 = 44</b>
<b>DEGREE AWARDED:</b>	<b>UG CERTIFICATE (AFTER 44 CREDITS IN TOTAL)</b>

<b>FOR EXIT OPTION AT B.A. - I:</b>
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**B. A. Journalism II-SEMESTER – III****Course Category: Major Mandatory****Course Name: Environment Communication****Course Number: P -05****Course Code: BAUO325MML527DO3****Course Credits: 4****Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20          Total Marks: 100)****Course Learning Outcomes:**

- 1. Students can gain a comprehensive understanding of environment communication**
- 2. students can understand the role of the media in shaping public discourse**

**Module:1 Basic Concepts of Environment**

- 1.1 Introduction to Environment Communication
- 1.2 Definition and Scope of Environment Communication
- 1.3 History and Evolution of Environment Communication
- 1.4 Stakeholders in Environment Communication

**Module:2 Environmental issues**

- 2.1 Climate change
- 2.2 Biodiversity loss, loss of natural habitats
- 2.3 Pollution, ocean acidification,
- 2.4 Deforestation, water scarcity

**Module:3 Media Coverage of Environmental issues**

- 3.1 News coverage, investigative reports, and feature stories
- 3.2 Environmental advocacy, activism, and social mobilization.
- 3.3 Environmental Reporting Ethics and Standards
- 3.4 Media Collaboration and Partnerships in Environmental Communication

**Module:4 Case Studies in Environment Communication**

- 4.1 Chipko Movement: A Case Study in Grassroots Environmental Communication
- 4.2 Silent Valley Movement
- 4.3 Ganga Action Plan
- 4.4 Crisis Communication and Disaster Response

**Practical [Internal Assessment: 20 marks]**

- 1. Write two news on Environment issues

**Reading List:**

- 1. Environmental Communication: Theory, Practice, and Indian Cases [2020] Ranjan Panda and Anamika Barua, Cambridge University Press India
- 2. Environmental Communication: Insights from India [2019] edited by Suruchi Bhadwal, Anita Sharma, and Isher Judge Ahluwalia, Publisher: TERI Press
- 3. Media and the Environment [2018] Nalini Rajan and Vikram Sampath, Sage Publications India

**Course Category: Major Mandatory**

**Course Name: Digital Advertising**

**Course Number: -P-06**

**Course Code: BAUO325MML527DO3**

**Course Credits: 4**

**Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)**

**Course Learning Outcomes:**

- 1. Students will gain understanding of the digital advertising landscape**
- 2. Students will learn digital advertising campaigns**

**Module:1 Introduction**

- 1.1 Definition of Digital advertising
- 1.2 Development of Digital advertising
- 1.3 Early Beginnings of digital marketing
- 1.4 Changing consumer behaviours

**Module:2 Digital Advertising Channels**

- 2.1 Search engine advertising (SEA)
- 2.2 Google Ads, Bing Ads
- 2.3 Social Media Advertising
- 2.4 Facebook Ads, Instagram Ads, X(Twitter) Ads, LinkedIn Ads, and YouTube Ads

**Module:3 New Trends of Digital Advertising**

- 3.1 Mobile Advertising and Emerging Trends
- 3.2 App advertising, mobile search ads, and mobile video ads.
- 3.3 Voice search, augmented reality (AR)
- 3.4 Artificial intelligence (AI)

**Module 4: Digital Advertising Management and Optimization**

- 4.1 Executing digital advertising campaigns
- 4.1 Budgeting of digital advertising
- 4.2 Bidding strategies
- 4.4 Re-engage website visitors

**Practical [Internal Assessment: 20 marks]**

- 1. Prepare one digital advertising campaign for different platforms**

**Reading List**

- 1 Paid Attention: Innovative Advertising for a Digital World [2015] Faris Yakob, Kogan
2. Digital Marketing Handbook [2021] Shiv Singh and Jyoti Gupta, Publisher: BPB Publication

**Course Name: Introduction to Television**

**Course Number: -P-04**

**Course Code: BAUO325MNL527DO3**

**Course Credits: 4**

**Marks: (For 4 Credits: Semester End: 80 Internal Practical: 20 Total Marks: 100)**

**Course Learning Outcomes:**

- 1.The course offer various aspects of television**
- 2. The students will understand Television production, programming, advertising, news**

**Module:1 Introduction**

- 1.1 Television: History and Evolution
- 1.2 Television as a medium of communication.
- 1.3 Development of television technology and broadcasting.
- 1.4 Television content and programming formats

**Module:2 Television programmes**

- 2.1 Television genres and formats
- 2.3 News, entertainment programs and reality shows
- 2.3 Audience segmentation
- 2.4 Audience measurement-TRP

**Module:3 Television News and Journalism**

- 3.1 News gathering techniques
- 3.2 Television news formats
- 3.3 Television news coverage
- 3.4 Use of Digital media for television news

**Module:4 Television ownership**

- 4.1 Television industry and media ownership.
- 4.2 Types of television advertisements
- 4.3 Impact of television on society
- 4.4 Future of television in the era of digital media convergence

**Practical [Internal Assessment: 20 marks]**

- 1.Report on visit to television channel

**Reading List**

- 1.Television Studies: The Basics [2019] Toby Miller and Glen Creeber, Publisher: Routledge**

**2.Indian Television Industry: Challenges and Opportunities [2021] Anuradha Bhattacharjee**  
Publisher: Sage

**Course Category: SEC-V**

**Course Name: Television Management**

**Course Number: P -05**

**Course Code: BAUO325 SEC527D03**

**Course Credits: 2**

**Marks: (For 2 Credits: Semester End: 40 Internal Practical: 10          Total Marks: 50**

**Course Learning Outcomes:**

**1. The Television Management course provides the principles and practices of television operations and organizations**

**Module:1 Introduction to Television Management**

- 1.1 Importance of television management
- 1.2 Historical evolution of television management practices.
- 1.3 Key managerial functions
- 1.4 Legal and Regulatory Compliance in Television

**Module:2**

- 2.1 Human Resource Management in Television
- 2.2 Financial Management in Television Industry
- 2.3 Television Programming and Content Management
- 2.4 Audience research

**Practical [Internal Assessment: 10 marks]**

- 1. Write a note of television channel management

**Reading List:**

- 1. Television News: A Handbook for Reporting, Writing, Shooting, Editing and Producing [2018] by Jim Lawrence, Publisher: Focal Press
- 2. Television Operations: Technical Operations Handbook [2019] Steven E. Blumenfeld  
Publisher: Routledge

**Course Category: SEC-VI [Major]**  
**Course Name: Television Production**  
**Course Number: P -06**  
**Course Code: BAUO325SEC527D0**  
**Course Credits: 2**

**Marks: (For 2 Credits: Semester End: 40 Internal Practical: 10      Total Marks: 50)**

**Course Learning Outcomes:**

**1. Students can learn television production techniques**

**Module:1 Television Production: Technology and Processes**

- 1.1 Television production workflow and process
- 1.2 Television studio infrastructure
- 1.3 Television equipment
- 1.4 Television production team

**Module:2 Television Production**

- 2.1 Camera operations- lighting techniques, and audio recording.
- 2.2 Pre-production planning, scripting, directing
- 2.3 Video editing and post-production
- 2.4. Live broadcasting techniques and challenges.

**Practical [Internal Assessment: 10 marks]**

**1. Visit to television channel**

**Reading List:**

- 1. Television Production Handbook [2017] by Herbert Zettl, Publisher: Cengage Learning
- 2. Television Production: A Classroom Approach [2017] Jim Owens Publisher: Routledge
- 3. Television Production: A Manual for Developing Countries [2019] Colin Savage, Publisher: University of Queensland Press
- 4. Television Production: Behind the Scenes [2020] Larry W. Ward, Publisher: Routledge

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