



Ref.: SU/BOS/ IDS /309

Date: 19 - 05- 2025

To,

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| 1) The Principal,<br>All Concerned Affiliated Colleges/Institutions<br>Shivaji University, Kolhapur | 2) The Head/Co-ordinator/Director<br>All Concerned Department<br>Shivaji University, Kolhapur. |
|---|--|

**Subject :** Regarding revised syllabi of **Bachelor of Journalism Part I** degree programme under the Faculty of Inter- Disciplinary Studies as per NEP-2020 (2.0).

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 revised syllabi, nature of question paper and equivalence of **Bachelor of Journalism Part I** degree programme under the Faculty of Inter-Disciplinary Studies as per National Education Policy, 2020 (NEP 2.0).

This syllabus, nature of question and equivalence shall be implemented from the academic year **2025-2026** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) NEP-2020 (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 2025 & March/April 2026. 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

Encl. : As above.

Copy to: For Information and necessary action.

1	The Dean, Faculty of IDS	7	P.G.Admission Section
2	Director, Board of Examination and Evaluation	8	Affiliation T. 1 & T. 2 Section
3	The Chairman, Respective Board of Studies	9	Appointment A & B Section
4	O. E. 1 Exam Section	10	P.G.Seminar Section
5	Eligibility Section	11	I.T. Cell
6	Computer Centre	12	Internal Quality Assurance Cell (IQAC)

# **SHIVAJI UNIVERSITY, KOLHAPUR..**



A ++ Grade with CGPA 3.52 accredited by NAAC

**Bachelor of Journalism (BJ) Part – 1**

Faculty of IDS

Multiple Entry and Exit in Academic Programmes

**Structure and Syllabus in accordance with NEP 2020 -2.0  
to be implemented from academic year 2025-2026**

**Course Title: Bachelor of Journalism (BJ)****Faculty: Interdisciplinary Studies****Preamble:**

Human communication is a basic right for human beings. Since the Second World War, communication through all mass media has become increasingly significant, with the advent of global media. The global communication industry has changed drastically in recent years. The main goal of this syllabus is to acquaint students with the media and help them acquire the necessary media skills.

The National Education Policy (NEP) 2020 has provides a flexible educational framework, allowing students to engage with higher education at various junctures and earn certifications. This flexibility in entry and exit points is notably designed for both undergraduate and Master's levels, fostering a versatile learning environment.

A one-year degree in Journalism is designed for the students who have already obtained a Bachelor's degree in any subject and have qualified through a Shivaji University common entrance test. This program serves as an advanced academic pursuit, building upon the foundation laid during their undergraduate studies

**Objectives of the course:**

- i) To impart journalism education to the students.
- ii) To prepare students for innovative learning.
- iii) To provide students with practical knowledge of the rapidly changing media industry and communication technology.

**Duration:**

The course shall be a full-time course.

The duration of the course shall be one year, consisting of two semesters

**Examination Pattern:**

The exam pattern for the course shall follow the guidelines of the National Education Policy 2020 (NEP 2020) and will be based on a semester system with a 80+20 (100 marks) evaluation system. Each semester will carry a total of 100 marks. The evaluation will be divided as follows: 80 marks for the semester-end examination, and 20 marks for continuous internal evaluation. The internal evaluation will be conducted throughout the semester to assess students' progress and understanding.

### **Fee structure**

1. The entire fee for the course will be in accordance with the University rules.
2. Reserved category candidates fee will be in accordance with the University rules.
3. Foreign students' fee structure will be determined based on the University Rules .
4. The full fee must be paid at the time of admission for the course.

### **Medium of Instruction**

The medium of instruction for this course shall be English. However, students will have the option to write answer sheets, practical reports, and other assessments in Marathi and Hindi, in addition to English.

### **Eligibility for Admission**

1. The candidate must have obtained a minimum of 50% marks in aggregate (45% for candidates from backward class categories belonging to Maharashtra State only) in any Bachelor's degree of at least three years duration in any discipline recognized by the UGC and NEP guideline will applicable whenever required.
2. Candidates should appear for and qualify in the Common Entrance Test, which will consist of 100 marks. The test will be based on four multiple-choice 50 questions on media happenings, general knowledge, and aptitude. To pass the test, candidates must achieve a minimum of 40 marks. The Common Entrance Test can be taken in either online or offline mode. The merit list, based on the marks obtained in the Common Entrance Test (CET), will be displayed on both the university website and the department notice board.
3. Admission will be granted based on the merit list of the Common Entrance Test.
4. The total intake capacity for the course will be limited to 30 seats.
5. Eligibility criteria for the admission of foreign students will be in accordance with the University rules governing admissions for international students.
6. NEP guidelines may apply in certain situations or for specific policies, and their applicability will be determined as and when required by the University authorities
7. Seventy percent attendance is compulsory as per the rules and regulations of Shivaji University and will be calculated regularly. Attendance is mandatory for all practical's and in-house activities. Students are required to participate actively in practical sessions and other in-house activities to ensure a comprehensive learning experience and meet the academic requirements set by the university.

### **Scheme of Teaching and Examination:**

The examinations will be held at the end of each semester as per the University rules, Additionally, there will be practical assessments for each paper, which will be conducted by the department before the commencement of theory examinations.

### **Standard of Passing:**

- 1.To pass each paper, a minimum of 32 marks in theory and 8 marks in practical is required. However, for a 2-credit paper, the candidate must secure a minimum of 4 marks in practical.
2. The student must complete on-the-job-media internship at regional or national level for 15 days of 4 credits during summer period after completion of second semester of the first year.
- 3.Students who have not achieved a passing grade in their theory or practical components must complete the required coursework in accordance with the rules and regulations set forth by the University.
- 4.The records of practical work for students shall be preserved in the department for a maximum of 3 years after the examination.
- 5.Practical assessments will be conducted by the respective subject teacher. In case the subject teacher is unavailable, the Head of Department (HOD) will take the decision regarding the practical assessment.

### **Structure of the question paper for 80 marks**

SHIVAJI UNIVERSITY, KOLHAPUR

BJ: Semester I / II Examination-----

Paper No. -----

Paper Title-----

Day and Date:

Duration: 03 Hours

Total Marks: 80

Instruction: 1) All questions are compulsory.

2) All question carry equal marks.

Q.No. 1. (A) Multiple choice Questions (5) ----- 10 Marks

(B) Answer in One or Two Sentences (5) ----- 10 Marks

Q.No. 2 Short Notes (Any two out of five ) ----- 20 Marks

Q.No. 3 Descriptive Type Questions with internal choice ----- 20 Marks

Q.No. 4 Descriptive Type Questions with internal choice ----- 20 Marks

**Structure of the question paper for 40 marks**

SHIVAJI UNIVERSITY, KOLHAPUR

BJ: Semester I / II Examination-----

Paper No. -----

Paper Title-----

Day and Date:

Duration: 1 and half Hours

Total Marks: 40

Instruction: 1) All questions are compulsory.

2) All question carry equal marks.

1. Multiple choice Questions (20)

**Shivaji University, Kolhapur**  
**Bachelor of Journalism [BJ]-[44 credits]**

**Semester-I**

Sem I	Course type	Subject	No. of credits	Teaching hours per week	Examination Scheme				
					University Assessment			Practical	
					Max Mark	Min marks	Exam hours	Max Marks	Min marks
	Major Mandatory	MM-I Development of Mass Media	4	4	80	32	3	20	8
		MM-II Principles of Communication Theories	4	4	80	32	3	20	8
		MM-III- Corporate PR	4	4	80	32	3	20 Min Marks- 8	
		MM-IV- Introduction to Electronic Media	2	2	40	16	1.5	10	4
		MM- V Media Research Methodology	4	4	80	32	3	20	8
	Major Elective	MME- Basics of Advertising	4	4	80	32	3	20	8
	-	-	Cum. Cr.22	22	-	-	-	-	-

Abbreviations: Yr.: Year; Sem.: Semester;

OJT: On; Job Training: Internship/ Apprenticeship FP:

Field projects;

RM: Research Methodology;

Research Project: RP

Cumulative Credits: Cum. Cr.

### Bachelor of Journalism [BJ]- Practical- Sem-I

	Subject	Practical	Max Marks	Min marks for passing
Major Mandatory	MM-I Development of Mass Media	Field visit to media house and submission of the report	20	8
	MM-II Principles of Communication Theories	Seminar on the topics assigned by the concerned teacher	20	8
	MM-III- Corporate PR	2 Press Releases to be submitted in the department.	20	8
	MM-IV Introduction to Electronic Media	Field visit to Radio, Television studios and submission of the report	10	4
	MM- V Media Research Methodology	One research paper presentation with PPT on empirical data.	20	8
Major Elective	MME- Basics of Advertising	Clippings with information of commercial/social/corporate advertisements	20	8

### Bachelor of Journalism [BJ] Semester I MM-I Development of Mass Media

#### Course Outcomes

1. Students will gain a comprehensive understanding of the development, growth, and transformation of mass media
2. Students will develop an appreciation for regional and folk media tradition

#### Unit I

**Print:** History, growth and development of print media in India, Indian Journalism during and post-independence, post globalization era– Prominent newspapers and editors in India and Maharashtra, Regional Newspapers –Rise and Growth and Present Situation, Women Journalist in Print Media

#### Unit ii

**Electronic Media:** Origin and Growth of Broadcast Media- History of Television and Radio in India. TV and Radio -The Production Team. Role of Editor, News Editor, Producer Anchor. Different Types of Programs: Writing for Radio and TV –Emergence of Digital and Social media.

#### Unit III

**Films:** Evolution of Indian cinema-commercial and 'non-commercial' genres, – Origin and Development of Marathi Films with special reference to Kolhapur, New Wave Cinema, Indian, Cinema in the new era, Film Society movement, Censor board, Cinematograph Acts, and its Significant National, International Film Festivals. Basics of Film

Productions-various components from scripting to screening. Film promotions and media.

#### **Unit IV**

**Folk Media:** Types of folk media, Folk media in India –Folk Media in Maharashtra such as Bharud, Kirtan, Loknatya, Dashavatar, origin and development of Marathi Theatre (Rangbhoomi)

### **MM-II - Principles of Communication Theories**

- 1. Students will understand the importance, functions, and various forms of communication**
- 2. Students will understand the principles of normative theories of the press**

#### **Unit I**

Importance of Human Communication, functions of communication, Verbal - Non-Verbal Communication, Intra-personal, Inter-personal, Group Communication, Mass Communication.

#### **Unit ii**

Models: Western Communication Models-Aristotle, Shannon and Weaver, Lasswell, Usgood, Dance, Schramm, SMR, SMCR, Gerbner, Newcomb, Gate-Keeping model, Indian Communication theory, Asian approaches to communication.

#### **Unit III**

Nature and process of Mass Communication, Media of Mass Communication, Characteristics and Mass Communication Audiences, Global communication

#### **Unit IV**

Normative theories of press-Authoritarian, Libertarian, Soviet Media Theory, Social Responsibility, Development, Participatory, Alternative Media Theories.

### **MM-III- Corporate Public Relation**

#### **Course Outcomes**

- 1.Students will acquire a clear understanding of Corporate Public Relations**
- 2.Students will understand the PR's role in crisis management**

#### **UNIT – I**

Definition Corporate Public Relations, Difference between PR and Corporate PR, Emergence of Corporate Public Relations, Internal and External Public Relations, Corporate PR and CSR

#### **UNIT – II**

Corporate PR Tools, Media relations Writing for Media, Corporate Public Relations on Online and Digital platforms Corporate Public Relations Campaign, Corporate PR Advertising.

#### **UNIT – III**

Corporate branding, Brand Monopoly, Types of brands, financial Public Relations, Investor relations. Strategies for corporate communication, Advocacy PR. Case Studies of Corporate PR Agencies in India, Managing Global Communication.

#### **UNIT – IV**

Corporate PR in Crisis management, PR in health sector, new trends in corporate PR. PR Organizations-PRSI, IPRA and Allied organizations, PR ethics and laws.



## **MM-IV -Introduction to Electronic Media**

### **Course Outcomes**

1. Students will gain knowledge of the historical development of radio and television in India
2. Students will learn production techniques of electronic media

### **Unit -I**

Development of Radio as Medium of Mass Communication, Emergence of All India Radio (AIR) Akashwani, Commercial Broadcasting, FM Radio - State and Private Initiatives, Community Radio, Digital Radio Technical Innovations in Radio Broadcasting.

Types of Radio Programs, Radio Feature, Documentaries, Current Affairs, Programs, Interviews, Talks, Radio News, Phone-In Programs, Live Transmission Programs, Special Audience Programs-Women, Children, Youth, Farmers Etc.

### **Unit II**

Emergence of Satellite Cable and Digital Television in India. Development of Regional Television Channels, City Cable Networks. Writing For Television Programs – Research, Visualization and Production Script.

Television Reporting: Visualizing 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

### **Unit III**

Video Editing Techniques – Cut, Mix and Dissolve Use of Cutaway; Digital Effects and Post Production – Planning Location Shoots – Story Board – Single Camera, Multi Camera Shooting – Shooting and Editing Schedules – Studio Production – Role of Functionaries – Planning Studio programs – Cue's and Commands. Audio Recording techniques, planning scheduling for radio programs. Mixers, Recording formats, off air and on-air recording, other techniques in radio program production.

## **MM- V Media Research Methodology**

### **Course outcomes:**

1. Students will explore the importance of research in media studies
2. Students will gain practical experience in collecting relevant data to media research.

### **Unit I**

Definition of Research, Types of Research, Development of Research, Formulations of Research Problems: Research Questions, Objectives, Review of Literature, Sampling Hypotheses, Data Collection Methods: Surveys and Questionnaire, interviews, Observations, and Content Analysis, Research Design: Exploratory, Descriptive, Experimental, and Correlational Studies, Qualitative and quantitative Research Methods, Data Interpretation and Research Report Writing, Referencing Styles

**Unit -II**

The History of Media Research, Mass Media Research in India, Mass Media Research Methods: Content Analysis, Surveys and Questionnaires, Interviews and Focus Groups, Ethnography and Observational Studies, Case Studies

**Unit-III**

Mass Media Research: War and Propaganda, Media Effects, Media Representations, Media and Gender Stereotypes: Media Consumption and Cultural Studies, The Frankfurt School's Critical Theory, Public Opinion and Climate Change, Media and Social Movements

**Unit IV**

Print Media Research, research on Radio and Television, Digital Media Research Digital Media Effects Research, Big Data Analysis, Digital Media Mapping Research Techniques, Impact of Online Platforms

**MME-Basics of Advertising****Course outcomes**

1. Students will understand the concept, evolution, and functions of advertising
2. Students will critically analyze advertising ethics, laws, and regulatory frameworks such as ASCI

**Unit I**

Definition, concept, need, functions, types, evolution of advertising, marketing Role of advertising in Marketing, Types of advertising.

**Unit II**

Creativity in Advertising. Different mediums and types of ads, Agency Set up and Job flow, Media planning. Creative Brief and Copywriting, Advertising appeals. Brand management, Sales Promotion, Consumer Behavior

**Unit III**

Advertising ethics, laws, consumer courts, ASCI and allied apex bodies, women portrayal in advertising.

**Unit IV**

Changing nature of advertising, online and digital advertisement.

## Bachelor of Journalism [BJ] Semester-II

Sem I	Course type	Subject	No. of credits	Teachin ghours per week	Examination Scheme				
					University Assessment			Practical	
					Max Mark	Min marks	Exam hours	Max Marks	Min marks
	Major Mandatory	MM-I Introduction to Media Theories	4	4	80	32	3	20	8
		MM-II News Reporting and Editing	4	4	80	32	3	20	8
		MM-III- Media Management and Media Laws	4	4	80	32	3	20	8
		MM-IV- Development Communication	2	2	40	16	1.5	10	4
	Major Elective	MME- Digital and Data Journalism	4	4	80	32	3	20	8
	OJT (On Job Training)	OJT -Media Internship Duration -4-6 weeks	4	-	-	-	-	100	40
	-	-	Cum. Cr.22	22	-	-	-	-	-

Exit

option: PG Diploma (40-44 Credits) after Three Year UG Degree

Abbreviations: Yr.: Year; Sem.: Semester;

OJT: On; Job Training: Internship/ Apprenticeship FP:

Field projects;

RM: Research Methodology;

Research Project: RP

Cumulative Credits: Cum. Cr.

## Bachelor of Journalism - Semester-II - Practical

	Subject	Practical	Max Marks	Min marks for passing
Major Mandatory	MM-I Introduction to Media Theories	Seminar on the topics assigned by the concerned teacher	20	8
	MM-II News Reporting and Editing	Write five news stories	20	8
	MM-III- Media Management and Media Laws	3 corporate case studies and submission of the report.	20	8
	MM-IV- Development Communication	Project Report after discussion with the concerned teacher	10	4
Major Elective	MME- Digital and Data Journalism	Creating and designing Individual news portal page	20	8
OJT (On Job Training)	OJT -Media Internship	Six weeks media internship	100	40

**MM-I Introduction to Media Theories****Course outcomes**

1. Students will gain insights into the right to communication
2. Students will understand key mass communication theories and models

**Unit I**

Right to communication, UNESCO and Communication; Emergence of Mass Media

**Unit II**

Sociological perspective of Mass Communication Theories- Structural, Functionalism, Critical Theory of Media –Marxist approaches of Mass Media. The Social Conflict Model, Social meaning of printing and cinema. Media Culture and Society.

**Unit III**

Media and Society, Media and Socialization, The Wilbur Schramm Model of Mass Communication; Towards a Sociological view of Mass Communication; Two step flow model of Mass Media; News diffusion: the 'J-curve Model; Agenda Setting Theory; Ball-Rokeach and Defleur's Dependency Model of Mass Communication effects;

**Unit IV**

The Uses and Gratification Theory; Comparative Media Systems: A Free-Market Model and its Alternatives - Defleur's Model of the American Mass Media system; White's Gatekeeper model; MCNELLY'S Model of News flow; Development Communication-concept, changing paradigm, Satellite Communication.

**MM-II News Reporting and Editing****Course outcomes**

1. Students will comprehend the organizational structure and functions of print, radio, television, and digital newsrooms
2. Students will gain an understanding of various news sources,

**Unit I**

Print, Radio, Television news room, Digital News Room, Hierarchy in News room, news sources, role of journalists, News- concepts, definition, News values, Types of News, News structure. Reporting for print, radio, television and digital media, ethics of reporting

**Unit II**

Types of reporting, Sources of News-National and international and global news agencies, feature syndicates- PTL, AP, UPI, Reuters, AFP, Al Jazeera, UNI, Non-Aligned News Agency Pool, functions and role. Media news service, Citizen Journalist.

**Unit III**

Writing for print, electronic and digital news media. Translation and Trans creation. Niche Reporting.

**Unit IV**

Editing and presentation techniques for print, television and digital media. Editing Software's print, electronic and Digital media, Mobile Applications for news writing and editing. Journalism as profession, reportage of contemporary issues

### **MM-III- Media Management and Media Laws**

#### **Course outcomes**

1. Students will explore the growth of media as an industry
2. Learners will understand the various types of media ownership

#### **Unit I**

Growth of Media as an industry, Types of media management –Print, Electronic and Digital Media, Structure and Function of Media Management, Personal and Corporate Communication in Media organization, Event Management, CSR in Media SAP (software), six sigma (errorless systems), SWOT analysis and important technological components.

#### **Unit II:**

Types of Media Ownerships, media organizations: INS, ABC, DAVP, RNI, PCI, IFWJ, NUJ, ILNA, IIMC, PIB, PII, Editors Guild, ASCI, PRSI, BAARC etc. Censor Board of India.

#### **Unit III**

Media Laws- Constitutional provisions, Freedom of Press in India, freedom of speech and expression. Online and Offline Violence against Journalist, The Press and Registration of Books Act 1867, The Working Journalists Act 1955, Defamation, Newspapers and the law of Copyrights, Piracy, Intellectual Property Right. Indecent Representation of Women (Prohibition) Act in Media-1986.

#### **Unit IV**

Press Commissions, Prasar Bharati Act 1990, Broadcasting Bill, AIR and Doordarshan Code for broadcasting and Commercial Programs, Cyber Laws, IT Act.

## **MM-IV- Development Communication**

### **Course outcomes**

1. Students will explore the meaning, concepts, and models of development communication
2. Learners will understand the strategies for 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, gap between. Developed and developing societies. Development issues on national and regional and local level.

### **Unit II**

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**

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: Concept of extension, its nature scope and significance for rural development.

### **Unit IV**

Case studies on development communication programs. 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.

## **MME- Digital and Data Journalism**

### **Course outcomes**

1. Students will explore the evolution of digital media in India
2. Students will study the history, concepts, and techniques of data journalism

### **Unit I**

Understanding the digital media/Digital media in India, Digital Natives- Digital Immigrant, Digital Identity, digital subjectivity, Digital Divide, digital equality, Women in Digital age

### **Unit II**

Digital Broadcasting, Digital Platforms of Media –NETFLIX, Digital Audiences, Data Verification of Fake News, Disinformation and misinformation, Digital Media fact verification- Google and other Media Initiatives, impact of digital media, social behavior and media.

### **Unit III**

Data Journalism, History of Data Journalism, Role of Data Journalist and Story Writing based on inquiries, Data Driven Journalism, Examples of Data Driven Journalism.

### **Unit IV**

Interpreting data, sorting data-tools and techniques, analyzing data testing and conclusion, visualization of data-info graphics, bubble plots, interactive visualization. Data Journalism in India. Case Studies of Data Journalism in Global and National Levels



### **OJT- [On Job Training] Media Internship**

The National Education Policy (NEP) 2020 suggests that students must actively engage with the practical side of their learning as part of a holistic education to improve their employability. It states that students at all Higher Education Institutions (HEIs) will be provided with opportunities for internships with local industry and businesses, as well as research internships with faculty and researchers at their own or other HEIs/research institutions.

The Internship Cell shall be responsible for the proper functioning of the media internship processes at the HEI. The overall role of the Cell is to act as a facilitator and counselor for internship-related activities. The Internship Cell shall proactively inform students when media internship opportunities are available, along with details about the nature of the internship, compensation structure, work mode/location, etc. Interested students shall submit their names to the department coordinators, who will forward them, along with their resumes, to the Assistant Coordinator.

The media internship will last for a period of 6 weeks, allowing students to gain real-world experience in media houses without disrupting their academic commitments. During the internship, students will be given various assignments that are relevant to the media house's operations. These assignments should challenge the students to effectively apply their knowledge and skills.

After completing the internship, students must prepare a comprehensive report highlighting their learnings and takeaways during the internship period. The report shall be signed by the Internship Supervisor, the Nodal Officer/Training and Placement Officer (TPO), and the Faculty Mentor. Upon successful completion of the media internship and submission of a satisfactory report, students will receive a certification from the media house. This certification will serve as recognition of their achievement and can be added to their academic records.

Students are also mandated to present a seminar based on their internship experience before an expert committee constituted by the concerned department. Additionally, for Lab Journal Publication, each student is required to publish one campus newspaper individually in English /Marathi or Hindi.