संदर्भ/जा.क्र./शिवाजी वि./अ.मं./३६०　　　　　दि. १२/०६/२०२५

प्रति,

　मा. अधिविभाग प्रमुख,
　वृत्तपत्रविद्या अधिविभाग,
　शिवाजी विद्यापीठ, कोल्हापूर.

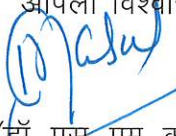**विषय　: –　M. A. Mass Communication Part I अभ्यासक्रमाबाबत.**

महोदय,

　　उपरोक्त संदर्भिय विषयास अनुसरून आपणास आदेशान्वये कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण–2020 (NEP 1.0) नुसार शैक्षणिक वर्ष **2023–2024** पासून लागू करण्यात आलेल्या M. A. Mass Communication Part I या अभ्यासक्रमामध्ये **किरकोळ दुरूस्ती** करण्यात आलेली आहेत.

　　सोबत सदर अभ्यासक्रमाची प्रत जोडली आहे. तसेच विद्यापीठाच्या www.unishivaji.ac.in.(NEP 2020@suk/Online Syllabus) या संकेतस्थळावर ठेवण्यात आला आहे.

　　सदर अभ्यासक्रम सर्व संबंधित विद्यार्थी व शिक्षकांच्या निदर्शनास आणून द्यावेत ही विनंती.

　　कळावे,

आपला विश्वासू

(डॉ. एस. एम. कुबल)
उपकुलसचिव
अभ्यास मंडळे विभाग

सोबत : अभ्यासक्रमाची प्रत.

प्रत. माहितीसाठी व पुढील योग्यत्या कार्यवाहीसाठी.

1	अधिष्ठाता, आंतर विद्याशाखीय अभ्यास विद्याशाखा	7	संलग्नता टी. 1 व टी. 2 विभागास
2	अध्यक्ष, वृत्तपत्रविद्या अभ्यास मंडळ	8	पी. जी. प्रवेश विभागास
3	संचालक, परीक्षा व मुल्यमापन मंडळ कार्यालयास	9	परिक्षक नियुक्ती ए व बी विभागास
4	इतर 01., व 02., परीक्षा विभागास	10	पी. जी. सेमिनार विभागास
5	पात्रता विभागास	11	नॅक विभागास
6	आय. टी. सेल विभागास		

SHIVAJI UNIVERSITY, KOLHAPUR..

A ++ Grade with CGPA 3.52 accredited by NAAC

Revised Syllabus For

M.A. Mass Communication

Faculty of IDS

M. A. Mass Communication Part - I (Sem I and II)

Structure and Syllabus in accordance with National Education Policy 2020

to be implemented from academic year July 2023

(Subject to the modifications to be made from time to time)

Shivaji University,Kolhapur
Revised Syllabus for
M.A Mass Communication – Part -I (Sem-I –Sem II]
As per National Education Policy 2020
To be implemented from the academic year July 2023

Course Title: M.A Mass Communication

Faculty: Interdisciplinary Studies

Year of Implementation: The NEP syllabus will be implemented from July 2023

Preamble

The course "Mass Communication" aims to provide students with an in-depth understanding of human communication in the context of the rapidly evolving digital media landscape. Recognizing the right to communication as a fundamental right, this syllabus emphasizes the role of mass media in catering to the needs of global audiences effectively. With the emergence of digital media, the platform of mass communication has undergone drastic changes, leading communication experts to explore the possibilities beyond human communication through Mass Media Research. Additionally, the syllabus acknowledges the inevitable integration of Artificial Intelligence (AI) into day-to-day life in the digital society.

Program Outcomes

The Master's Degree in Mass Communication aims to provide students with a dynamic learning experience, encompassing changing theoretical perspectives and applied approaches in the media industry and media studies. This program goes beyond merely acquiring media skills; it also emphasizes the importance of media research. The syllabus is carefully designed to offer a holistic learning opportunity, covering basic principles of mass media while delving into specialized areas of Mass Communication. Each subject in the syllabus focuses on practical skills, fostering a decision-making-oriented learning approach rather than an examination-oriented one. The ultimate goal is to shape future journalists and media professionals who are well-prepared to navigate the evolving media landscape.

Objectives of the course

The primary objective of this course is to equip aspiring journalists and media professionals with the necessary skills and knowledge to thrive in various public, cooperative, and private sector organizations. The emphasis of the course is on

cultivating a clear understanding of the role and responsibilities of media professionals within the national context. This will be achieved by providing comprehensive exposure to a diverse range of relevant areas, allowing students to delve deep into their chosen communication field. By the end of the course, students will be adept at translating policies into action effectively, in their respective professional domains.

Duration:
   The Course shall be a full-time course.
 The duration of the course shall be Two Years in Four semesters
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 mentioned on the University website.
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 applicable to international students.
4. During the admission process, the full amount of the fee must be paid in its entirety.
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

To secure admission to the first year of the two-year full-time M.A. Mass Communication course, candidates must meet the following eligibility criteria:

a. 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
b.   NEP guidelines may apply in certain situations or for specific policies, and their
    applicability will be determined as and when required by the relevant authorities.

c.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

d.Admission will be granted based on the merit list of the Common Entrance Test.

e The total intake capacity for the course will be limited to 30 seats.

f.Eligibility criteria for the admission of foreign students will be in accordance with the University rules governing admissions for international students.

g. 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:

This is a full-time master's degree program. As per the University rules, examinations will be held at the end of each semester. Additionally, there will be practical assessments for each paper, which will be conducted by the department.

Standard of Passing:

a. 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.
b. 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

c. Students who have failed in their theory,practical or dissertation must complete it as per the University rules and regulations.

d. The records of practical work for students shall be preserved in the department for a maximum of 3 years after the examination.

e. The Dissertation and all practical must be submitted before the commencement of the final theory examination. The written hard /soft copy of the dissertation will be evaluated before the viva . The head of the department or senior teacher of the department will chair the dissertation Viva committee, which will consist of internal and external examiners, However, if a candidate is unable to submit the dissertation in the same year, he/she can submit dissertation as per the University rules and regulations.

f. 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 Syllabus

The syllabus is divided into Discipline Core Course / Mandatory [DSC] and Discipline Specific Elective [DSE] OJT: On; Job Training: Internship/ Apprenticeship FP: Field projects; RM: Research Methodology; Research Project: RP

Nature of Question Paper
Structure of the question paper for 80 marks

SHIVAJI UNIVERSITY, KOLHAPUR
M.A.Mass Communication : 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
1.(B) Answer in One or Two Sentences (5)10 Marks
Q.No. 2 Short Notes (Any two) 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
M.A. Mass Communication : 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
M.A. Mass Communication
2 Years PG Program in 4 Semesters [88 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** Introduction of Mass Communication Theories	4	4	80	32	3	20	8
		MM-II – Reporting and Editing	4	4	80	32	3	20	8
		MM-III- Introduction Corporate Public Relations	4	4	80	32	3	20 Min Marks-8	
		MM-IV – Broadcast 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 Journalism	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.

Practical- Sem-I

	Subject	Practical	Max Marks	Min marks for passing
Major Mandatory	MM-I Introduction of Mass Communication Theories	One Seminar with PPT on based on Mass Communication case study	20	8
	MM-II Reporting and Editing	Students shall individually produce lab journals offline/online in English, Marathi, or Hindi.	20	8
	MM-III- Introduction to Corporate Public Relations	Prepare PR Campaign	20	8
	MM-IV Broadcast Media	One radio program and TV program	10	4
	MM- V Media Research Methodology	One research paper presentation with PPT on empirical data	20	8
Major Elective	MME- Basics of Journalism	Report writing on any media	20	8

MM-I
Introduction of Mass Communication Theories

Course Outcome-
1.Students will be able to understand the fundamental communication models and their applications in the context of mass communication.
2.Students will critically evaluate the role of media in shaping public opinion, attitudes, and behaviors.
3.Students will enhance their ability to critically analyze media messages and communication strategies.
4.students will develop media literacy skills, enabling them to be more critical consumers of media content

Unit I
Human Communication, Functions of human Communication, Verbal and Non-Verbal Communication, Types of Communication - Intrapersonal, Interpersonal, Group, Public and Mass Communication, Emergence the field of Mass Communication, Definition and characteristics of Mass communication. Media of Mass Communication, media and society

Unit-II
Evolution of mass communication from traditional to digital media. Mass Communication Audiences and media consumption patterns, Mass Communication and Social Change, Case studies of media-driven social change, Emerging Trends in Mass Communication- Digital Media and Convergence,
Social media and Citizen Journalism, Media literacy, Media Monopoly, types of media monopoly, Media Conglomerates Practices, Government policies and regulations on media ownership.

Unit-III
Mass Communication Theories: Normative Theories of Press-Authoritarian Theory. Libertarian Theory, Social Responsibility Theory, Development Theory, Participatory Theory, Alternative theories, Agenda-Setting Theory, Cultivation Theory, Uses and Gratifications Theory, Media Effects Theory, Spiral of Silence Theory, Media Dependency Theory

Unit-IV
Communication and Mass Communication Models-Aristotle, Harold Laswell Model, Shannon and Weaver's Information Transmission Model, Wilbur Schramm's Interactive Model, Osgood and Schramm's Circular Model, Development Communication Model Dance's Helical Model, Paul Lazarsfeld, Elihu Katz- two-Step Flow Theory, Kurt Lewin and David Manning White's Gatekeeping Model

MM-II – Reporting and Editing

Course Outcome-
1. Students will develop an understanding of various news gathering techniques, including interviews, research, observation, and data analysis.
2. The course will cover headline writing techniques and caption creation for news articles and multimedia content.
3. The course will cover multimedia reporting.
4. Students will learn the specific considerations for editing content for online platforms.
5. Students will gain hands-on experience in the online editing workflow

Unit-I
News Definition, Concept, Elements, News Values, News Writing, News Sources, Kinds of Reporting: Social Reporting, Economic Reporting, Co-operative and Agricultural Reporting, Political Reporting, Crime Reporting, Weather Reporting, Disaster Reporting, Court Reporting, Election Reporting, Riots/ War/Conflict Reporting, types of interviews

Unit-II
Newspaper Editorial Department structure and functions, News Editing, News Desk, Digital Media, AI, and News Reporting, Principles of Photo Editing, Graphics, Online Reporting, and Editing in the Cyber Age, New Trends in News Editing, Software and Apps for Newspaper Editing

Unit-III
Digital Content Creation and Editing: ICT Online Publishing and Distribution, mobile applications, Data Journalism and Visualization, Automated Reporting, Software and Apps for Newspaper Editing: Adobe in Design, Adobe Photoshop, QuarkXPress, Content Management Systems (CMS)Grammarly, Hootsuite or Buffer, Google Analytics

Unit-IV
Online Newspaper Editing- Mobile-First Approach, Multimedia Integration, Personalization, Social Media Integration, Fact-Checking and Misinformation Combat, Real-Time Reporting, Paywalls and Subscription M

MM-III-
~~Introduction to Corporate Public Relations~~

Course Outcome
1. Students will develop a comprehensive understanding of the role and importance of public relations in the corporate world.
2. Students will be introduced to various public relations theories and models.
3. Students will learn how PR plays a crucial role in building and maintaining a positive corporate identity
4. Students will understand the importance of effective media communication in disseminating corporate messages.

Unit-I-

Definition and scope of corporate public relations, emergence of corporate public relations,
Role and significance of PR in corporate communication, PR tools, PR sectors, RACE/ROPE Model, Two-Way Symmetrical Model, Situational Crisis Communication Theory (SCCT)

Unit-II

Corporate Communication Strategies, Identifying stakeholders and target audiences-Internal and external Corporate PR, Internal Communication and Employee Engagement, Customer Relations, Investor Relations, Media Relations

Unit-III

Building a positive corporate image and reputation. Brand management and corporate identity, Global and cross-cultural public relations, Global Branding and Identity, Corporate Social Responsibility (CSR) Digital and social media in Corporate PR, PR campaigns, Emerging Trends in Corporate PR

Unit -IV

Corporate PR national and international organizations: PRSI and PRCI and International Public Relations Association (IPRA), code of conduct, corporate PR and ethics

MM-IV Broadcast Media

Course Outcome
1.Students will develop a comprehensive understanding of the broadcast media industry
2. The course will equip students with practical media production skills, including scriptwriting, video and audio recording, editing, and post-production techniques.
3. Students will also gain knowledge of media regulations and guidelines that govern the broadcasting industry.

Unit-I

Broadcast Media: History, evolution, and current trends. Types of Broadcast Media: Television, radio, podcasting, streaming platforms, etc. Broadcast Media Management: Budgeting, scheduling, and resource allocation. Audience Analysis, Emerging Technologies in Broadcast Media Streaming, on-demand, and virtual reality

Unit-II

Television Studio Setup: Cameras, lighting, audio equipment, and control room.
Pre-production: Scriptwriting, storyboarding, casting, and planning.
Production: Directing, camera operation, lighting setup, audio recording.
Post-production: Video editing, graphics, special effects, and sound mixing.
Program Formats: News, documentaries, talk shows, dramas, reality shows, etc.

Unit -III
Radio Broadcasting: AM, FM, internet radio, and podcasts.
Radio Programming: Music, talk shows, news, and advertisements.
Recording and Editing Audio: Digital audio workstations (DAWs), sound effects, and music. Voice Acting and Voiceovers: Creating Engaging Audio Content: Storytelling, interviews, and audio storytelling.

Unit-IV

Broadcast Media Regulations: Copyright Act, 1957, The Programme and Advertisement Code, The Telecom Regulatory Authority of India (TRAI), The Cable Television Networks (Regulation) Act, 1995, The Broadcasting Content Complaints Council (BCCC), The Advertising Standards Council of India (ASCI)

MM- V- Media Research Methodology

Course Outcome

1.Students will learn significance of research in the media industry
2. students will understand how to select the appropriate research design based on the research objectives and questions.
3.The course will cover different data collection methods relevant to media research
4. The course may focus on media audience research, including understanding audience behavior, preferences, and consumption patterns

Unit-I

Nature and purpose of research, different types of research: exploratory, descriptive, and explanatory, formulating research questions and objectives, literature review and its significance in research, Identifying variables and hypotheses

Unit-II

Research design: experimental, quasi-experimental, correlational, and case study
probability and non-probability sampling methods
Data collection methods: surveys, interviews, observations, and focus groups
Instrumentation: developing questionnaires and interview guides
Validity and reliability in research

Unit-III

Importance of research in media studies, Types of media research: Audience research analyzing media content, Media Effects Research , Media consumption habits,Understanding consumer behavior and preferences, Media Ownership and Media Economics, Media Technology and Innovation Studies, Media Policy and Regulation,Research on Gender and Media , Digital media and online resea

Unit-IV

Importance of ethics in media research, Ethical considerations in data collection methods (e.g., surveys, interviews, observations) Research report writing, Plagiarism in media research, Common reference styles used in media research : American Psychological Association (APA) Style, Modern Language Association (MLA) Style, Harvard Referencing Style

MME- Basics of Journalism

Course outcome
1Students will understand the importance of journalism in democratic societies
2.Students will be able to identify newsworthy events and stories
3. Students will gain exposure to different forms of multimedia storytelling
4. Students will be introduced to emerging trends in journalism

Unit-I

The evolution of journalism: from print to digital media, History of Indian Journalism before ,during and after independene .Social reforrnalist ,Indian journalism in the globalization, significance of journalism in democratic societies

Unit-II

Defintion of news ,Types of news,News values,News sources ,Identifying newsworthy events, Writing news stories using the inverted pyramid style Creating headlines and leads, Feature Writing and Storytelling, MoJo or mobile reporting ,Digital Journalism and Multimedia Storytelling, Using social media for news gathering, verification, and distribution,Data journalism and visualizations for data-driven storytelling,Adapting storytelling techniques for online platforms,

Unit-III

Citizen journalism, Advocacy and Activism, Investigative Journalism, Data Journalism, Fact-Checking Initiatives, Mobile journalism, Collaborative Journalism, Robotic journalism,The use of AI in journalism

Unit-III

Legal aspects in journalism: libel, defamation, and privacy laws,The right to freedom of speech and expression, Article 19(1)(a) of the Constitution, Press Council Act, 1978, The Cable Television Networks (Regulation) Act, 1995, The Cinematograph Act, 1952, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules

Semester-II

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 Communication for Behavioral Change	4	4	80	32	3	20	8
		MM-II – Film Studies	4	4	80	32	3	20	8
		MM-III Global Communication	4	4	80	32	3	20	8
		MM-IV – Media Management	2	2	40	16	1.5	10	4
	Major Elective	MME- Cyber Journalism	4	4	80	32	3	20	8
	OJT (On Job Training)	OJT -Media Internship	4	-	80	32	-	20	8
			Cm cr.22						

Practical- Sem-II

	Subject	Practical	Max Marks	Min marksfor passing
Major Mandatory	MM-I Communication for Behavioral Change	One seminar presentation with PPT on Communication for Behavioral Change	20	8
	MM-II Film Studies	2 Film Review	20	8
	MM-III- Global Communication	Content Analysis of Online/Offline media on current global issues	20	8
	MM-IV – Media Management	Report writing on the Field Visit to the media	10	4
Major Elective	MME- Cyber Journalism	Research Report on Cyber Crime	10	4
OJT (On Job Training)	OJT -Media Internship	-	100	32

MM-I Communication for Behavioral Change

Course Outcome-
1. Students will understand how communication strategies and social change
2. Students will be familiar with various behavioral change theories
3. Students will learn how to involve communities in the behavior change process

Unit-I

Definition,concepts and need of Communication for Behavioral Change ,Early Communication and Propaganda, Public Health Campaigns, Theories of Persuasion and Attitude Chang, Social Marketing, Communication for Social and Environmental Change

Unit-II-

Key Elements of Communication for Behavioral Change,Stages of Communication for Behavioral Change :Research and Analysis, Goal Setting and Objective Development, Audience Segmentation, Message Development and Design, Selection of Communication Channels, Pilot Testing, Implementation and Execution, Monitoring and Evaluation, Sustainability and Maintenance

Unit-III

Behavior Change Theories: Health Belief Model (HBM),Transtheoretical Model (TTM), Social Cognitive Theory (SCT) Theory of Planned Behavior (TPB), Diffusion of Innovations Theory

Unit-IV
Communication for Behavioral Change Initiatives: The World Bank projects of Communication for Behavioral Change (CBC), Environmental Conservation, Healthy Eating and Nutrition, Social Justice and Human Rights,Children and gender issues, Swachh Bharat Mission (Clean India Campaign, Polio Eradication Campaign, National AIDS Control Program (NACP),Beti Bachao, Beti Padhao (Save the Daughter, Educate the Daughter Campaign], Handwashing Campaigns

MM-II Film Studies
Course Outcome-
1. **Students will understand the development of cinema.**
2. **Students will study prominent film directors and auteurs**
3. **Students will be exposed to the technical aspects of filmmaking,**

Unit-I
Evolution of cinema, its origins, National and Global Cinemas, Film Genres,Major movements and influential filmmakers , regional film industries in India, such as Tamil, Telugu, Bengali, and Malayalam cinema, Film Theory: Formalist Film Theory, auteur theory, genre theory, feminist film theory, postcolonial film theory, Queer Film Theory, Cognitive Film Theory

Unit-II
Film Aesthetics: visual storytelling, cinematography techniques, and the use of color, light, and composition to convey emotions and meaning, Ffilmmaking process : pre-production, production, and post-production stages, Virtual Production,roles of directors, producers screenwriters, actors, and crew members. The technology of cinema

Unit III

Film and Society: Cultural values, political ideologies, social issues, historical events, and identity formation, Impact of films on viewers, film criticism and reviews ,Film magazies, film programs on Radio and Television,Film music in Inida

Unit-IV

Central Board of Film Certification (CBFC): Certification Categories, Film Censorship Controversies,Online Streaming Platforms, Digital Distribution, Over-The-Top (OTT) platforms, major film awards in India: National Film Awards, The Filmfare Awards, IIFA Awards, Zee Cine Awards, Screen Awards, Filmfare South Awards, Some notable film archives in India: National Film Archive of India (NFAI), Films Division of India, prominent film training institutes in India

MM-III- Global Communication
Course Outcome-
1.Students will gain insights about global communication dynamics.
2. Students will recognize the ethical considerations in global communication
3. Students will develop effective cross-cultural communication

Unit-I
Definition, scope, and significance of global communication, evolution of global communication: Prehistoric Communication, Ancient Civilizations, Postal Systems, The Printing Press, Age of Exploration, Telegraph and Morse Code, Transatlantic Cable, Radio and Wireless Communication, Telephone, Television and Satellite Communication, Internet and Digital Revolution, Mobile Communication and Social Media, Global News Agencies and Media, Digitalization and Convergence

Unit-II
Theories and models of global communication: Dependency Theory, Global culture and media: Homogenization and Hybridization, Cultural Imperialism, Localization and Glocalization, Global News Flow, Social Media and Global Activism, Global Advertising and Branding, Language and Global Communication

Unit-III
Role of United Nations (UN) UNESCO : Human Rights Declarations, Promoting Freedom of Expression: Advocating for Media Development, Promoting Access to Information, Safety of Journalists, Online/Offline Violence Against Journalist,Globalization and Information Technology: Cybersecurity and Digital Surveillance, Bridging the Digital Divide,Global media organizations ,MacBride Commission, Non-Align Movement and NAM

Unit-IV
Protection of Privacy, Inclusivity and Representation, Fake News and Disinformation, Crisis Communication and Humanitarian Aid, Advocating for Human Rights ITU in Global Communication: spectrum management, satellite coordination, and

interconnection between telecommunication networks. Data Protection and Privacy, Intellectual Property Rights

MM-IV – Media Management

Course Outcome-
1. **Students will gain insights into the structure and dynamics of the media industry**
2. **Students will be proficient in managing media content development**
3. **Students will be aware of the latest media technologies and trends**

Unit-I

Definition and scope of media management, Evolution of media industries , Types of media organizations (e.g., print, broadcast, digital),Media Business Models: Advertising-based models,Subscri
ption-based models,Freemium and hybrid models, Digital media revenue streams

Unit-II

Content creation ,Intellectual property rights and copyright issues
Content distribution strategies and platforms, Audience analysis and segmentation
Media marketing strategies and campaigns,Customer relationship management (CRM) in media, Digital disruption ,Adopting new technologies in media management
Innovation and creativity in media business models

Unit-III
Global media trends and market dynamics,Impact of social media and user-generated content,Media convergence and multi-platform strategies, Managing media crises and reputational risks, Emerging trends and challenges in media management

Unit-IV
Media Ownership and Concentration, Cross- Media Ownership, Media Mergers and Acquisition, Media Pluralism and Diversity, Media and Democracy ,Regional Media Mangement in India,MIB, RNI, Prees Council of India, Telecom Regulatory Authority of India (TRAI), Advertising Standards Council of India (ASCI)

MME- Cyber Journalism

Course Outcome-

1.Students will understand the digital media landscape.

2. Students will learn to erify news from various online sources

3. Students will understand the legal and ethical implications of cyber journalism

Unit-I

Cyber Journalism,/Online Journalism or Digital Journalism, Definition and scope of Cyber Journalism, evolution of journalism from print to digital media. Online platforms, social media, blogging, podcasts

Unit-II

Impact of digitalization on the media industry, Issues like fake news, Disinformation and Misinformation,Online verification and fact-checking, Ethics in Cyber Journalism

Unit-III

Digital Storytelling and Multimedia Journalism; writing styles for the web and optimizing content for search engines. Multimedia reporting: Incorporating images, videos, infographics, and interactive elements. Mobile journalism

Unit-IV

Cybersecurity for journalists: Safeguarding digital sources, data, and communication from potential threats, Media literacy and responsible journalism,Cyber Law- Data Protection and Privacy: Online Defamation and Libel, Trademark violations, and digital piracy. Internet Governance and Net Neutrality

OJT(On Job Training)Media Internship

Duration: The media internship will be for a period of 15 days, allowing students to gain real-world experience in media houses without disrupting their academic commitments.

Internship Placement: Students will have the opportunity to select themselves in regional and national media houses for their internships. This self-selection process may help align their interests and aspirations with the media house's activities.

Assignments: Throughout the internship, students will be given various assignments to complete. These assignments should be relevant to the media house's operations and challenge the students to apply their knowledge and skills effectively.

Supervision and Feedback: Each student will be assigned a concerned media person who will serve as their supervisor. The supervisor will guide and support the intern during their internship, providing feedback on assignments and offering advice to improve their skills.

Internship Report: At the end of the 15-day internship, each student will write a comprehensive report detailing their experiences. The report should include information about the assignments they worked on, the skills they acquired, the challenges they faced, and how they overcame them.

Evaluation: The internship reports will be evaluated by concerned faculty members or industry professionals.

Certification: Upon successful completion of the media internship and submission of a satisfactory report, the students shall receive a certification from media house. This certification will serve as a recognition of their achievement and can be added to their academic records.

Corrections and Feedback: If necessary, the evaluation panel will provide feedback and corrections on the students' reports. This feedback will help the students understand areas of improvement and refine their reporting skills.

Lab Journal Publication: Each student is required to publish one campus newspaper individually in English, Marathi, or Hindi.

Overall, this internship program appears to be well-structured and will provide valuable opportunities for students to gain practical experience in the media field. It also emphasizes the importance of self-selection, feedback, and a comprehensive report, which are crucial elements for a successful internship experience.