



Estd. 1962  
"A++" Accredited by  
NAAC(2021)  
With CGPA 3.52

SHIVAJI UNIVERSITY, KOLHAPUR - 416 004,  
MAHARASHTRA

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शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४, महाराष्ट्र

दूरध्वनी - ईपीएबीएक्स - २६०९०००, अभ्यासमंडळे विभाग दूरध्वनी ०२३१-२६०९०९३/९४



Ref.No. SUK/BOS/ 197

Date: 02 /04/2024

To,

The Principals,

All Concerned Affiliated Colleges / Institutions.

Shivaji University, Kolhapur.

**Subject: Regarding syllabi of M.A. Part – II ( Sem III & IV) 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 nature of question and equivalence M.A. Part - II ( Sem III & IV ) as per NEP-2020 (2.0) degree programme under the Faculty of Inter-Disciplinary Studies.

1)	M.A. Part - II ( Sem III & IV ) Yoga shastra.
2)	M.A. Part - II ( Sem III & IV ) Mass Communication.
3)	M.A. Part - II ( Sem III & IV ) Tabla.
4)	M.A. Part - II (Sem III & IV) Vocal/Instrumental Music.
5)	M.A. Part - II ( Sem III & IV ) Dramatics

This

syllabus, nature of question and equivalence 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.**



**Revised Syllabus For  
M.A. Mass Communication - Faculty of IDS  
Part - II (Sem III and IV)**

**Structure and Syllabus in accordance with National Education Policy 2020 to be  
implemented from academic year 2023-24 onwards.  
Subject to the modifications to be made from time to time**

**Shivaji University, Kolhapur**  
**M.A. Mass Communication**

**2 Years PG Program in 4 Semesters [88 credits] Semester-III**

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 Gender and Media	4	4	80	32	3	20	8
		MM-II – Digital Journalism	4	4	80	32	3	20	8
		MM-III- Radio Anchoring	4	4	80	32	3	20 Min Marks- 8	
		MM-IV- CSR and Media	2	2	40	16	1.5	10	4
		MM- V- Media Research Project	4	4	80	32	-	20	8
	Major Elective	MME- Advertising Theory and Practices	4	4	80	32	3	20	8
	-	-	Cum. Cr.22	22	-	-	-	-	-

### Practical- Sem-III

	Subject	Practical	Max Marks	Min marks for passing
Major Mandatory	MM-I Gender and Media	Research based Seminars (with PPT) on Gender and Media	20	8
	MM-II Digital Journalism	Case Study on data fact checking (Print /Broadcast/ Digital Media)	20	8
	MM-III- Radio Anchoring	Write one radio script for event	20	8
	MM-IV- CSR and Media	Research Report on CSR and Media	10	4
	MM- V - Media Research Project	Media Research Project-Viva	20	8
Major Elective	MME- Advertising Theory and Practices	One Digital Advertise Production	20	8

### MM-I Gender and Media

#### UNIT I

The women's right as human rights – Role of UN in Women's Empowerment and gender equality, UN World Conference on Women, Beijing conference and changing scenario regarding women's development, changing status of Indian women

#### UNIT II

Social Reform Movements: Social Reform Journalism -Raja Ram Mohan Ray to Dr. B. R. Ambedkar, rise of Global and Indian Feminist movement and its issues. Constitutional provisions and legal rights for women in post-independence India, National commission for Women [NCW] Prominent women's NGO and organizations in India and western Maharashtra.

#### UNIT III

Gender portrayals in various forms of media, Depiction of Women in Advertisement, Prohibition of Women Indecent Representation Act 1986, Ethical issues and code of conduct, Women Journalist in Print, Radio, Television, Advertising, Cinema and Digital Media

**UNIT IV**

Emergence of Gender and Media Research, Global and National Research on Gender and Media, Media Analysis of Gender Representations, Media Production and Gender Inequality, Emerging Trends in Gender and Media Research

**MM-II- Digital Journalism****UNIT-I**

Evolution and development of digital media, different stages of the World Wide Web. growth and adoption of digital media in India, Digital Natives and Digital Immigrants, Cute-Cat Theory and Metaphors of the Internet, popular internet metaphors, use of memes, gifs, and emojis in online expression, Mobile Phones and Convergence of Technologies

**UNIT II –**

Digital Governance and Cyber Laws, Information Technology Act 2000, the role of digital media in transformative events- Arab Spring and other cyber activism, Aadhar-digital identity system, on citizenship and privacy, Data Privacy and Digital Ethics in Journalism, data protection and cybersecurity, Digital Citizenship and the Future of the State,

**UNIT-III**

Digital News Reporting and Writing, Digital newsroom structure and workflows. Writing for the web, Optimizing content for search engines and social media, Multimedia Storytelling in Digital Journalism, State intervention and content regulation in digital platforms like Google, X[Twitter], and Meta in India. SOPA (Stop Online Piracy Act) and PIPA (Protect IP Act) debates, Online Violence against Journalists

**UNIT-IV**

Understanding Digital Broadcasting, Digital Platforms (NETFLIX), Digital Audiences, Digital Audiences and Online Behaviors, Fake News, Disinformation, and Misinformation importance of fact-checking and verification in the digital media ecosystem, The role of AI, automation, and immersive storytelling in the future of journalism.

### **MM-III- Radio Anchoring**

#### **UNIT-1**

Types of broadcasting-AIR and Private radio, difference between AIR and Private radio management, objectives and function of AIR stations, characteristics of private radio, Importance and relevance of radio in the digital age

#### **UNIT-2**

Radio equipment and technology, types of microphones, audio recording, sound editing and production, Sound editing software, role of producers, hosts, and technicians, definition and significance of radio anchoring, role of a radio anchor in broadcasting

#### **UNIT-4**

Voice modulation and presentation skills, techniques for effective voice modulation, developing clarity, resonance, and expression in speech, importance of pacing, intonation, and emphasis, promoting radio programs and events through effective anchoring

#### **UNIT-4**

Understanding different types of radio scripts, writing engaging and concise scripts tailored for radio incorporating storytelling elements and hooks, interviewing skills, managing live broadcasts, creating interactive segments, using social media and other platforms for audience engagement

## **MM-IV -CSR and Media**

### **UNIT- I**

Corporate Social Responsibility (CSR), Definition and Concepts, the relationship between businesses, society, and the environment, Stakeholders and CSR, Different approaches to CSR, including philanthropy, sustainability, and community development.

### **UNIT -II**

Constitution, role and functions of Corporate Social Responsibility Committee, CSR policies, activities and focus areas – Eradicating extreme hunger and poverty; Promotion of education; Promoting gender equality and empowering women; Reducing child mortality and improving maternal health; Combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases Ensuring environmental sustainability and other social issues

### **UNIT -III**

Media's Role in Promoting CSR, Media Partnerships for CSR, Media and CSR Initiatives, CSR Reporting and Measurement, Evaluating Media's Impact on CSR, projects of CSR and networking with Government

### **UNIT -IV**

Company law's CSR legal provisions, National and international laws related to CSR practices. Company law and corporate governance codes, Mandatory CSR Reporting and Compliance, Tax Incentives and CSR Spending, Legal Risks and Challenges in CSR, Global CSR Standards and Certifications

## **MMV-Media Research Project**

The research project, based on empirical data, will be submitted by the students with the consultation of the concerned teachers and Head of the department. The student must give a PowerPoint (PPT) presentation when choosing the topic for the project. The student will give another PPT presentation before the submission of the research project.

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

## **MME- Advertising Theory and Practices**

### **UNIT I**

History and Evolution of Advertising, Advertising Industry, Marketing Mix, Ad Concepts, and Importance, Digital revolution and the transformation of advertising

### **UNIT II**

Above the line advertising [ATL] -Advertising through Mass Media,

Below the line advertising [BTL]- email marketing, direct mail, social media advertising, and promotional events. AIDA, DAGMAR, advertising campaigns, Brand Recall, Brand Image/personality, Logo, trademark, slogans, corporate communication and Advertising, Creativity in Advertising.

### **UNIT III**

Techniques for advertising- Copywriting, Advertising appeals -Emotional Appeal, Humor, Celebrity Endorsement, Storytelling, Testimonials, Advertising Agency, Advertising budget, Different Mediums and Types of Ads, Evaluation/Effects of Ads, Ethics and Laws in advertising

### **UNIT IV**

Advertising in the Digital Era, Data-Driven Advertising, Programmatic Advertising, Interactive Ads, Performance Tracking, AI and Advertising, Virtual Advertising, Research in Advertising, Global Advertising and its consumers, Women's Portrayal in Advertising

**Shivaji University, Kolhapur**  
**M.A. Mass Communication**

**2 Years PG Program in 4 Semesters [88 credits] Semester-IV**

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	<b>MM-I</b> Intercultural Communication	4	4	80	32	3	20	8
		MM-II – Environmental Communication	4	4	80	32	3	20	8
		MM-III- Digital Media Marketing	4	4	80	32	3	20 Min Marks- 8	
		MM-IV- Dissertation	6	-	40	16	-	-	
	Major Elective	MME- Documentary Filmmaking	4	4	80	32	3	20	8
	-	-	Cum. Cr.22	22	-	-	-	-	-

### Practical- Sem-IV

	Subject	Practical	Max Marks	Min marks for passing
Major Mandatory	MM-I Intercultural Communication	Research based Seminars (with PPT)	20	8
	MM-II Environmental Communication	Write one Case Study on empirical data	20	8
	MM-III- Digital Media Marketing	One digital advertising campaign	20	8
	MM-IV- Dissertation	Viva	20	8
Major Elective	MME- Documentary Filmmaking	Submission of one short documentary on social issue	20	8

### MM-I - Intercultural Communication

#### UNIT - I

Emergence of Intercultural Communication, Culture and Communication, definition of culture, Culture as a social institution, Culture and Media, Culture symbols in Verbal and Non-verbal Communication, Inter-cultural communication, cross cultural communication and global communication

#### UNIT-II

Western and Greek (Christian) varied eastern concepts (Hindu, Islamic, Buddhist, others) comparison between Eastern and Western concepts, Dvaita, Advaita, and Vishishtadvaita, Chinese Daoism (Dao Tsu) and Confucianism, Shinto Buddhism, Sufism, Language and Culture - Panini and Patanjali, Prabhakara and Mandanamisra, A prominent linguist-Noam Chomsky and other prominent linguists

#### UNIT-III

Modern mass media as vehicles of inter-cultural communication – barriers in intercultural communication, Barriers in Intercultural Communication, Impact of New Technology on Culture and Communication, Mass Media as a Culture Manufacturing Industry and Globalization Effects, cultural pollutions

**UNIT-IV**

UNESCO's Efforts in Promoting Intercultural Communication and Cultural Heritage Preservation, Intercultural Centers in Maharashtra - Ellora and Ajanta, Spiritual Centers: Pandharpur, Shirdi, Shergaw and Akkalkot

**MM-II - Environmental Communication****UNIT- I**

Definition, need and scope of Environmental Communication, Theories and Models of Environmental Communication, Environmental NGOs and Government Communication, Environmental Communication and Advocacy, Case Studies of Environmental Advocacy in India

**UNIT-II**

Reporting on environmental awareness and policy-making. Environmental Journalism and Reporting, investigative Environmental Journalism, Solutions-Oriented Environmental Journalism, Positive Environmental Stories, Multimedia Environmental Journalism, prominent environmental activists, Environmental NGO's and organizations in India, prominent environmental Indian journalist, environmental laws and regulations

**UNIT- III**

Environmental Communication and Ecosystem, Types of Pollution, Human behavior and Environmental Education through media, Stockholm conference environmental protection, waste management, and renewable energy, Eco-Friendly Transportation, Green Spaces and Urban Farming, Eco-Tours, Rio de Janeiro- Environmental Conservation Programs, eco-education, Eco-Centers and Museums, biodiversity, conservation, and sustainable practices, Johannesburg conference- Sustainable Energy Initiatives, Conservation Education

**UNIT- IV**

UN and environmental communication, Climate Change Conferences, United Nations Framework Convention on Climate Change, World Environment Day, Global Environmental Reports, The UN Environment Programme (UNEP) Sustainable Development Goals (SDGs) Communication

**MM-III- Digital Media Marketing****UNIT -1**

Definition and scope of digital media marketing, development of digital marketing, digital media platforms -social media, websites, email, search engines, creating a digital marketing strategy, Social Media Marketing Strategy and tools

**UNIT-II**

Content Creation for Digital Media Marketing, types of content - blogs, videos, infographics, Influencer Marketing and Brand Advocacy, E-mail Marketing Strategies and Best Practices, Customer Relationship Management (CRM) and customer engagement, Customer Segmentation and Personalization

**UNIT-III**

Search engine optimization (SEO) and digital advertising, SEO strategies to improve online visibility and website traffic. Pay-Per-Click (PPC) Advertising- Google Ads, social media ads, Creating and managing PPC advertising campaigns. Display Advertising and Remarketing

**UNIT-IV**

Digital marketing metrics and analytics: analyzing data from SEO and digital advertising efforts. Key Performance Indicators (KPIs) for Digital Marketing Channels, digital marketing analytics tools e.g., Google Analytics, social media insights, Interpreting Digital Marketing Data, Conversion Tracking and Funnel Analysis

**MM-IV- Dissertation**

The dissertation, based on empirical data, will be submitted by the students with the consultation of the concerned teachers and Head of the department. The student must give a PowerPoint (PPT) presentation when choosing the topic for the dissertation. The student will give another PPT presentation before the submission of the research project. The research must be submitted dissertation before the commencement of the final theory examination.

The written hard/soft copy of the dissertation will be evaluated by experts before the viva. The head of the department or a senior teacher of the department will chair the Viva committee, which will consist of internal and external examiners. However, if a candidate is unable to submit the dissertation in the same year, students can submit the dissertation as per the University rules and regulations.

**MME- Documentary Filmmaking****UNIT- I**

Introduction to Documentary Filmmaking, Overview of documentary filmmaking: history, styles, and genres, key concepts: truth, authenticity, representation, Pre-production, Research and development: identifying subjects and themes, Proposal writing and pitching, Treatment creation and storyboarding, Legal and ethical considerations: rights and permissions

**UNIT-II**

Documentary film production techniques, Camera equipment and operation, Sound recording techniques, interviewing skills and techniques, Cinematic techniques: framing, composition, lighting, Role of the director in documentary filmmaking, Managing crews and production teams

**UNIT-III**

Building narrative and story structure, selecting archival material and organizing footage, writing voiceover narration and on-screen text, Editing and Post-production, editing software (e.g., Adobe Premiere, Avid, Final Cut Pro), Editing techniques and principles, Adding sound design, music, and effects, Color correction and grading

**UNIT - IV**

Distribution strategies: film festivals, streaming platforms, theatrical release, Marketing and promotion for documentaries, Impact campaigns and outreach, Screening and exhibition logistics, Documentary ethics in the age of digital manipulation and deepfakes, Case studies and discussions on ethical dilemmas in documentary filmmaking