

Ref.No. SUK/BOS/ 198

Date: 02/04/2024

To,

The Principals,

All Concerned Affiliated Colleges / Institutions.

Shivaji University, Kolhapur.

Subject : Regarding syllabi of Master of Journalism Part - II & 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 Master of Journalism Part - II 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. (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)

A++ Grade with CGPA 3.52 accredited by NAAC

SHIVAJI UNIVERSITY, KOLHAPUR.



**Revised Syllabus For
Master of Journalism [MJ] Faculty of IDS
M. J. Part - I (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
Master of Journalism[MJ]
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 Communication for Development Communication [C4D]	4	4	80	32	3	20	8
		MM-II Writing Skills for Corporate Public Relations	4	4	80	32	3	20	8
		MM-III Event Management and Media	4	4	80	32	3	20 Min Marks-8	
		MM-IV- Film Studies	2	2	40	16	1.5	10	4
		MM-V Media Research Project	4	4	80	32	3	20	8
	Major Elective	MME- Television Production Skills	4	4	80	32	3	20	8
	-	-	Cum. Cr.22	22	-	-	-	-	-

Practical Semester-III

	Subject	Practical	Max Marks	Min marks for passing
Major Mandatory	MM-I Communication for Development Communication [C4D]	Field visit report on to Development Project/NGO	20	8
	MM-II Writing Skills for Corporate Public Relations	Preparing Press Release/Press note for Print/ Digital Media	20	8
	MM-III- Event Management and Media	One Media Event Planning in the department or campus	20	8
	MM-IV Film Studies	Writing two Film Reviews	10	4
	MM- V Media Research Project	Viva	20	8
Major Elective	MME- Television Production Skills	Production of Talk Show/ Interview/ News Bulletin	20	8

MM-I -Communication for Development Communication [C4D]

Course Outcomes:

1. To understand the significance of communication in driving social, economic, and political development processes.
- 2 Students can learn participatory tools and methodologies to engage community
- 3 The students will learn C4D as a powerful tool for promoting social justice, and advancing human well-being.

Unit-I

Understanding Communication for Development (C4D) as a field, Evolution of C4D, Key concepts and theories in C4D, Role and significance of C4D in development processes

Unit-II

Introduction to Social and Behavior Change Communication (SBCC) approaches, Behavior change theories and models, Social and Behavior Change Communication (SBCC) strategies in

India, Designing SBCC campaigns for development outcomes, Monitoring and evaluating SBCC interventions.

Unit-III

Role of media in development processes, Media advocacy and policy influencing, Use of traditional and digital technologies for development communication, Media literacy and digital empowerment

Unit -IV

Historical perspective of development communication in India, Participatory approaches to development communication, Community-driven development and communication, Qualitative and quantitative methods for assessing communication, Case studies of successful development communication initiatives in India

References:

1. Communication for Development and Social Change [2012] Jan Servaes, Sage Publication
2. Communication for Development: Theory and Practice for Empowerment and Social Justice [2001] Srinivas R. Melkote and H. Leslie Steeves, Sage Publication
3. The Handbook of Development Communication and Social Change [2014] edited by Karin Gwinn Wilkins, Thomas Tufte, and Rafael Obregon, published by Wiley-Blackwell
4. Development Communication: Reframing the Role of the Media [2009] by Thomas L. McPhail, Published by Wiley-Blackwell

MM-II -Writing Skills for Corporate Public Relations

- 1. Students will learn the writing skills and strategic thinking for Corporate Public Relations**
- 2. The students will develop persuasive corporate messaging**
- 3. Students will acquire writing skills for digital platforms**

Unit I

Introduction to corporate public relations, its importance, writing for different stakeholders: employees, media, investors, customers, Key principles of effective corporate PR writing, Developing a corporate brand voice and tone

Unit II

Writing Press Releases, Multimedia Releases, Straight News and Features, Media Invitations, Advisories, Alerts, Story Pitches - Print and Broadcast, Factsheets, Backgrounders, Infographics, Preparing a Media Kit, Advertorials, Guest Articles and Opinion pieces, Official Statements, Letters to Editor, Notes & Emails, Speeches, Annual Reports, Newsletters, Brochures, Blogs and Web Writing, White Paper / Policy Documents

Unit III

Understanding the role of writing in crisis communication, Writing crisis communication plans and protocols. Crafting crisis statements and press releases, Handling media inquiries and providing clear, concise responses Writing post-crisis messages and rebuilding corporate reputation

Unit IV

Campaign Proposals and Presentations, Campaign Briefs, Pitch for New Business, Development Packaging PR, Content for Multi-media platforms, Social Media content, Digital Content, Designing Audio-Visual Content [AV]Optimizing AV content for different platforms and formats

References:

1. Writing Skills for Public Relations: Style and Technique for Mainstream and social media [2013] by John Foster and Ann Golob, published by Kogan Press
2. Strategic Writing for Public Relations [2013] by Douglas Ann Newsom, Deidre A. Breakenridge, and Thomas K. Koch, Routledge
3. Effective Writing Skills for Public Relations [2010] by John Foster, Kogan Page
4. 4 Public Relations Writing: Form & Style [2010] by Doug Newsom, Jim Haynes, and Kathleen F. Kendall, Wadsworth Publishing, 9th Edition

MM-III- Event Management and Media

Course Outcomes:

1. It will help to understand the role of media in shaping public perceptions
2. The course will help to develop strategies for media coverage
3. The students can understand the key stakeholders for media events

Unit I

Introduction to Events, Objectives, definitions, understanding event cycle, uniqueness of event management, different types of events, Online Event Management, Hybrid Event. media sponsorship in events, Types of media sponsors, Events Planning and Management Department in different media organization

Unit II

Financing and Budgeting for events, planning an event-media strategies and press releases Developing media kits and event-related materials, media invitations and accreditation, media briefings and interviews social media and digital platforms for event promotion

Unit III

Event Coverage and Post-Event Evaluation, managing media presence during events, evaluating event success, post-event follow-up and media relationship building

Unit IV

Ethical considerations in event management, objective and unbiased media coverage, free from undue influence or favoritism. Obtaining proper licensing or permissions for music, images, video clips, or other copyrighted materials used in event media coverage.

References:

1. Media Events: A Critical Contemporary Approach [2017] Ellis Cashmore, Routledge Edition: 2nd Edition
2. Media Events: A Critical Contemporary Approach [2027] Amitabh Srivastava, Routledge
3. Media Events in a Global Age [2010] Nick Couldry and Andreas Hepp, Routledge
4. Event Management and Best Practices in the Entertainment Industry [2015] Sheridan Collins and Richard Alan Nelson, Business Expert Press
5. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events [2019] by Judy Allen, Publisher: Wiley
6. Strategic Event Creation [2019] by Graham Berridge, Publisher: Routledge

MM-IV -Film Studies**Course Outcomes:**

1. **Students will understand the knowledge of films**
2. **Students will understand the cinematic techniques**
3. **They can learn theoretical frameworks of the film criticism**

Unit-I

Definition and Characteristics of Cinema, Film Form, Development of Global and Indian Cinema, Prominent Indian and Regional film directors

Unit II

Basics of film language and film elements, Realism Representation, Narrative Cinema and Institutional mode of Realism

Unit III

Soviet Montage cinema, German Expressionism, Italian, -Neo- French New Wave British New Wave, Indian New Wave/ Parallel Cinema, Film Society Movement, National & International Film Festival Japanese Cinema,

Unit IV

Film Criticism, Literature and Film, Theatres - OTT Platforms to Mobile Phone, Film and Society, Film Censorship, Cine Awards

References:

1. Film Studies: The Basics [2018] Amy Villarejo, Routledge
2. Film Studies: A Global Introduction [2019] Karl Schoonover and Rosalind Galt, Routledge
3. Film Studies: An Introduction [2019] Ed Sikov, Columbia University Press
4. Indian Cinema: A Very Short Introduction [2016] Ashish Rajadhyaksha, Oxford
5. Behind the Scenes of Hindi Cinema: A Visual Journey Through the Heart of Bollywood [2019] Khalid Mohamed, Roli Books Pvt Ltd

MM- V -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 regulations.

MME- Introduction to Television Production Skills

Course Outcomes:

1. The students will understand basics of television production processes
2. They can learn about television production equipment
3. The students can learn the different forms of television programs

Unit -I

TV Camera - types of cameras-anatomy of Camera, Field Camera Set up and Operation, Basic of terminology - ideas, visualization and Scripts

Unit II

Pre-production and post –production activities -TV Studio, Studio floor and signal chain, lighting technique - Cool and warm lights. Field Camera setup & operation. Production control Room- Indoor –outdoor lightings techniques and understanding Color Temperature equipment's.

Unit III

Pre-production planning, Microphones, Controls, aesthetics, Mir types. Operations and Placement. Production and schedules, Cues and commands, PCR production. Line producers,

field producers. The production process, The Run Down, Leads, Bunching, Kickers, Rhythm and Flow, Commercials and promo breaks Headlines, Panel Discussions and Talk Shows.

Unit IV

Types of Television programs, Live and Recorded Television Programs, production co-ordination-anchoring, directing and Management. Directing News, Documentary and Short film, Editing News/Story/Documentary, Planning, Process and Terminology

References:

1. Television Production: A Handbook [2008] P. Amar Kishore, BS Publications
2. Television Production Handbook [2020] Herbert Zettl, Cengage Learning, Edition: 12th Edition
3. Television Production: Broadcast & Cable [2018] Jim Owens, Routledge, Edition: 11th Edition

Shivaji University, Kolhapur
Master of Journalism[MJ]
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	MM-I Environment and Health Communication	4	4	80	32	3	20	8
		MM-II Gender and Media	4	4	80	32	3	20	8
		MM-III Intercultural Communication	4	4	80	32	3	20 Min Marks-8	
		MM-IV- Digital and Data Journalism	2	2	40	16	1.5	10	4
		MM-V Dissertation	6	-	80	32	-	Viva -20 Marks	8
	Major Elective	MME- AI and Communication	4	4	80	32	3	20	8
	-	-	Cum. Cr.22	22	-	-	-	-	-

Practical -Semester-IV

	Subject	Practical	Max Marks	Min marks for passing
Major Mandatory	MM-I Environment and Health Communication	One case study based on the Field visit	20	8
	MM-II Gender and Media	One Research paper on Gender and Media	20	8
	MM-III- Intercultural Communication	Research report on Intercultural Communication	20	8
	MM-IV Digital and Data Journalism	Creating web page with content writing	10	4
	MM- V Dissertation	Viva	20	8
Major Elective	MME- AI and Communication		20	8

MM-I- Environmental and Health Communication**Unit I**

Emergence and Development of environmental communication, Key concepts and theories in environmental communication, the role of media and technology in shaping environmental discourse, Ethical considerations in environmental communication, sustainable development and environmental governance

Unit II

Media representations of environmental issues, Challenges and opportunities in environmental journalism, Examining environmental documentaries and their impact on public perception, Environmental advocacy and activism through communication

Unit III

Introduction to health communication, Public Health Communication, Public Relations in Health Communication, Health literacy and its implications, Theoretical frameworks and models in health communication, Ethical considerations in health communication

Unit IV

Importance of risk communication in health emergencies and crises, Effective strategies for communicating health risks to the public, addressing misinformation and promoting accurate health information Crisis communication planning and response in health emergencies, Engaging with diverse stakeholders in risk communication

MM-II-Gender and Media**Unit-I**

Theoretical perspectives on gender and media studies, Concept and importance of Gender and Media, Status of Women in Society, changing role of women, Women's right as human rights – Role of UN in Women's Empowerment, UN Women, UN World Conference on Women, Beijing conference and changing scenario regarding women's development.

Unit-II

Social Reforms movement, Global and Indian Feminist movement and its issues. Women's NGO and organization in India and Western Maharashtra.

Unit-III

Women in Media industry- Women in Print, Radio, Television, Digital Media, Advertising, Cinema. Women portrayal in Media, Depictions of Women in Advertisement, Prohibition of Women Indecent Representation Act 1986. Ethical issues and code of conduct regarding mass media. Violence against women Journalist.

Unit-IV

Research on Gender and Media, Global and National Research on Gender and Media, Types of Research in Gender and Media, Gender equality in Digital Sphere, Women in Digital Newsroom. Gender and representation in media production

MM-III-Intercultural Communication

Unit-I

Culture definition, Culture and Media, Culture symbols in Verbal and Nonverbal Communication. Inter-cultural communication, comparison between Eastern and Western concepts, value systems Communication as a concept in western and eastern cultures -Dwaita – Adwaita –Vishishtadwaita , Chinese DaoTsu and Confucius and Shinto Buddhism ,Sufism

Unit II

The emergence of Cultural Studies, British Cultural Studies- Richard Hoggart, Stuart Hall, and Raymond Williams. Marxist media theory- Frankfurt School [Critical Theory and Cultural Hegemony] - Max Horkheimer and Theodor Adorno and other scholars, Postcolonial Cultural Studies, Feminist Cultural Studies, Subaltern Studies- Ranajit Guha and Gayatri Chakravorty Cultural, Studies in the Americas- Stuart Hall, Antonio Gramsci, and José Martín-Barbero

Unit III

Media and culture, Modern mass media as vehicles of inter-cultural communication, mass media as a culture manufacturing industry, mass media as a cultural institution

Unit IV

UNESCO and Cultural communication, Global Cultural Studies glocalization Folk media and culture, Mass culture vs folk culture, Some intercultural centres - Ellora, Ajanta, Sktipithas - Mahalaxmi, Tulja Bhavani and Renuka, Mahur and Intercultural centres - Pandharpur, Shirdi

MM-IV-Digital and Data Journalism

Unit I

Evolution of digital journalism platforms and technologies, Digital journalism and its impact on the media landscape, Role of digital journalism in news gathering, dissemination, and audience engagement

Ethical considerations in digital journalism, Digital journalism trends and emerging practices

Unit II

Writing for digital platforms: crafting engaging headlines, leads, and multimedia content, using social media platforms for storytelling and audience engagement, exploring alternative storytelling formats: podcasts, live streaming, virtual reality (VR)Optimizing content for search engine optimization (SEO) and mobile platforms

Unit III

Understanding the role of data in journalism, Finding and evaluating reliable data sources, Organizing, and verifying data, Tools and software for data journalism, Ethical considerations in data journalism and data privacy, Examples of Data Driven Journalism.

Unit IV

Exploratory data analysis methods, Statistical analysis and data interpretation in journalism, presenting data-driven findings and insights in journalistic narratives, Assessing data journalism impact and effectiveness, Ethical considerations in data journalism research, Case studies and critical analysis of data journalism projects

MM-V – 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 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- AI and Strategic Communication

Unit-I

Understanding Artificial Intelligence (AI) Definition and scope of AI in the context of strategic communication. Role of AI in Communication Strategy, AI-driven Data Analysis and Insights, AI-Generated Content- Machine learning algorithms and techniques, Natural language processing, Neural networks and deep learning

Unit-II

AI in advertising and marketing communication, Personalization and targeting in AI-driven campaigns, social media influence and AI amplification

Unit-III

Emerging trends and innovations in AI for strategic communication
Exploring AI-powered voice assistants, chatbots, and immersive technologies
Futuristic applications of AI in strategic communication

Unit-IV

Ethical challenges in AI-driven media, such as misinformation, deepfakes, and data privacy concerns. Analyzing the impact of AI-generated content on journalistic integrity and credibility. Algorithmic bias and fairness in media content, Current Regulatory Landscape for AI in Media, Ethics and Guidelines for AI in Media, Privacy Laws and Data Protection in AI